

GLASS

INTERNATIONAL

CONNECTING THE GLASS MANUFACTURING INDUSTRY

NOTE FROM THE EDITOR

Glass International has more than 40 years' experience in the container and hollow glass industry and is committed to providing up-to-date news, technical features and profiles that the industry needs to stay ahead of the game.

Glass International has evolved and expanded from a print publication, adapting to the fast pace of modern life to a contemporary brand with various digital outlets (including webinars, video content and podcasts), as well as live events.

Partnering with Glass International will help you reach the right people, at the right level and at the right time; and we look forward to working with you over the next year.



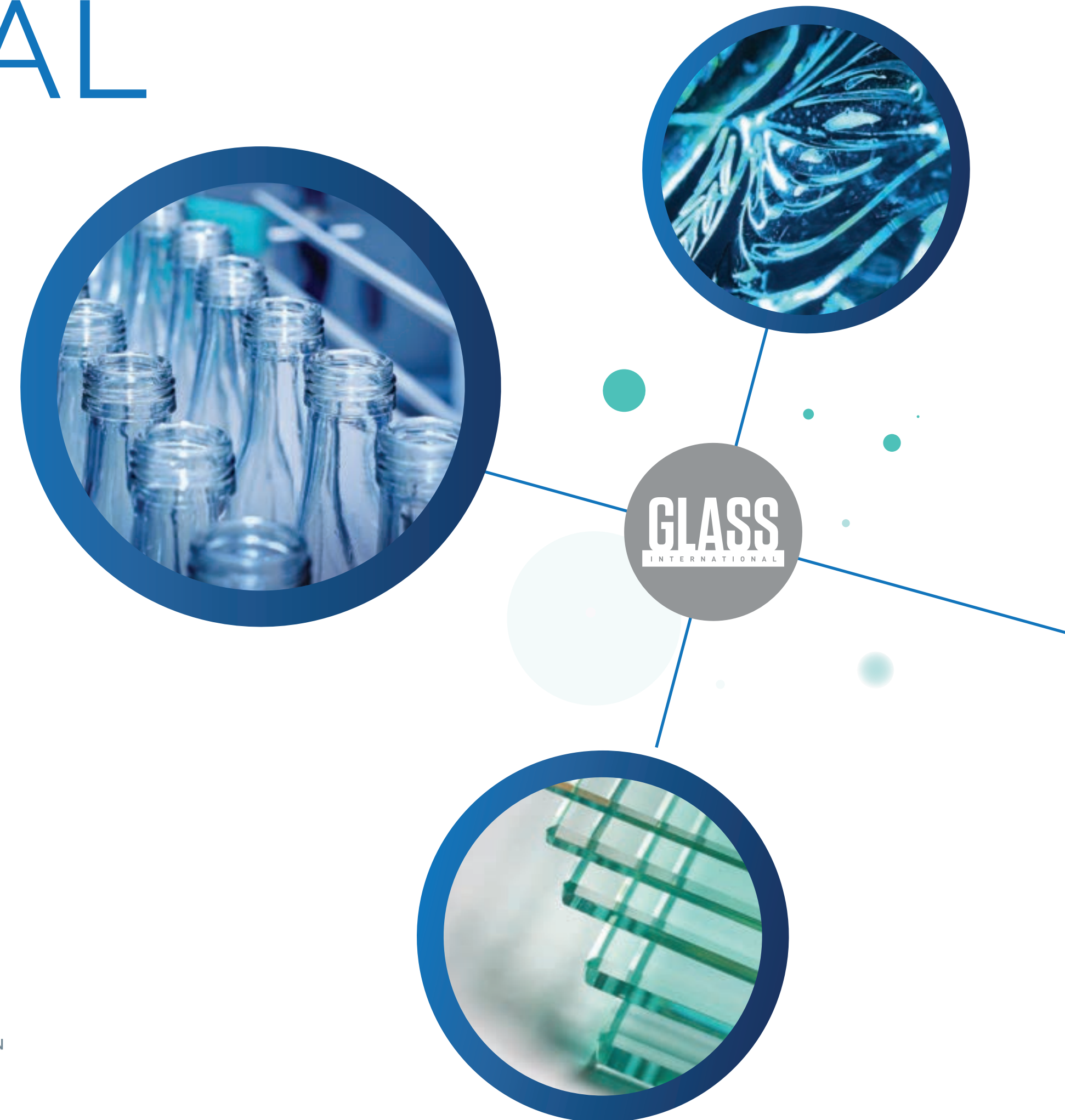
GREG MORRIS, EDITOR

Glass International Magazine
gregmorris@quartzltd.com

GLASS INTERNATIONAL READERSHIP

Delivering more editorial content than any other printed publication within the industry; our portfolio brings together the best of the international glass market.

Glass International has established a high level of readers from across the hollow, container, flat and speciality glassmaking industry.



4
AUDIENCE

OUR AUDIENCE

9000+ • SOCIAL

5,404 • PRINT

20,000 • EMAIL

33,536 • AVERAGE MONTHLY
WEBSITE PAGE VISITS

(January to June 2023)



48% • OF OUR READERS ARE IN
CORPORATE MANAGEMENT

• SALES & MARKETING

26% • RESEARCH & DEVELOPMENT

34% • PLANT MANAGERS,
PROCUREMENT BOSSES &
MAINTENANCE MANAGERS



GLASS
INTERNATIONAL

OFFICIAL PUBLICATION FOR



GLASS CONNECT

RENEWABLE GLASS
MANUFACTURING CONFERENCE



Glass International works with a wide range of companies in helping them grow their sales in the glass industry.

Glass International is distributed globally with the main readership being based in Western Europe closely followed by North America. With Glassman Events launching an Asian event, we have increased readership of Glass International by 12% in this region. The Digital Issues are also sent to 20,000 readers with an average open rate of 35%.

TRUSTED BY...



TARGETED AND DYNAMIC READERSHIP TO IMPROVE ENGAGEMENT

"Glass International is 'The Magazine' of Glass Containers Industry, providing detailed and updated news about the market and interesting technical articles, presenting the latest developments carried out by the companies involved in this Industry"

**ELEONORA
BORDINI**
Marposs

"Glass International write well researched and interesting articles, covering all aspects of the glass industry!"

JAMIE GIBSON
Marpak
Extrusions

"We like Glassman Latin America because we meet our clients there personally and its always good to meet them and to discuss projects directly. This is very good to meet the giants personally and sit together on the table to discuss project and to make a sketch instead of explaining something on a display with a camera in a video conference. This is complete different and you can see the reaction of a client opposite of you much better than a video conference'.

**MATTHIAS KUNZ
HORN**

"For everybody it was exciting to come after such a long period without having direct touch with customers and also with networking without companies. Its more customers, more people and of course when we are longer on the market like in Mexico, we have more companies and more customers which are always coming, always visiting. What is also very important."

**ALEKSANDER
PINDA**
LWN Lufttechnik
GMBH

7
OPPORTUNITIES

OPPORTUNITIES TO PRESENT YOUR BRAND

WEBSITE
ADVERTISING

WEEKLY
NEWSLETTERS



CONFERENCE

PODCASTS



PRINT
ADVERTISING

DIRECTORY

WALL PLANNER



EXCLUSIVE
VIDEOS



SOCIAL
MEDIA



GLASSMAN EVENTS

WWW.GLASS-INTERNATIONAL.COM

PRINT ADVERTISING - RATE CARD



PRIME POSITIONS	
FRONT COVER	£3,900
INSIDE FRONT COVER	£3,647
BACK COVER	£3,690
INSIDE BACK COVER	£3,567

SERIES RATE PER INSERTION	1	3	6	9	12
FULL PAGE	£3,000	£2,895	£2,725	£2,450	£2,250
HALF PAGE	£1,970	£1,765	£1,600	£1,530	£1,420
QUARTER PAGE	£1,125	£1,030	£930	£825	£755

WALLPLANNER - RATE CARD

SINGLE UNIT

£400

DOUBLE UNIT

£750

PRIME POSITIONS

£900

CENTRE BANNER (1 opportunity)

£1,500

Circulated in the November issue to subscribers and distributed at industry events, this A1 wall planner provides a practical calendar for glass professionals to use and includes significant industry events throughout the year. Four size packages are available for advertising on the wall planner.

DIRECTORY

The Glass International Directory is the essential guide to all glassmaking equipment worldwide. It provides comprehensive company listings, product information and key contact details.

A listing in the directory is free of charge. Advertising packages and upgrade options are also available. Don't hesitate to get in touch to discuss your requirements.

There are a range of flexible advertising options to match a range of budgets and to help advertisers achieve their desired

level of exposure within the market. We can create a bespoke package with or without printed advertising options.

Online buyers guide coming soon!

Features include:

- Comprehensive company listing
- Key contact details
- Product information




ESME HORN, DIRECTORY CO-ORDINATOR
esmehorn@quartzltd.com



WEBSITE ADVERTISING



Our rich and diverse content at **glass-international.com** keeps the glass community up-to-date with the latest news, technology and project developments.

	33,536 AVERAGE MONTHLY PAGE VIEWS
	14,070 AVERAGE MONTHLY USERS
	1.61 AVERAGE MONTHLY SESSION DURATION

(January to June 2023)

Choose from a range of flexible advertising options to match a variety of budgets and achieve your desired level of exposure within the market.

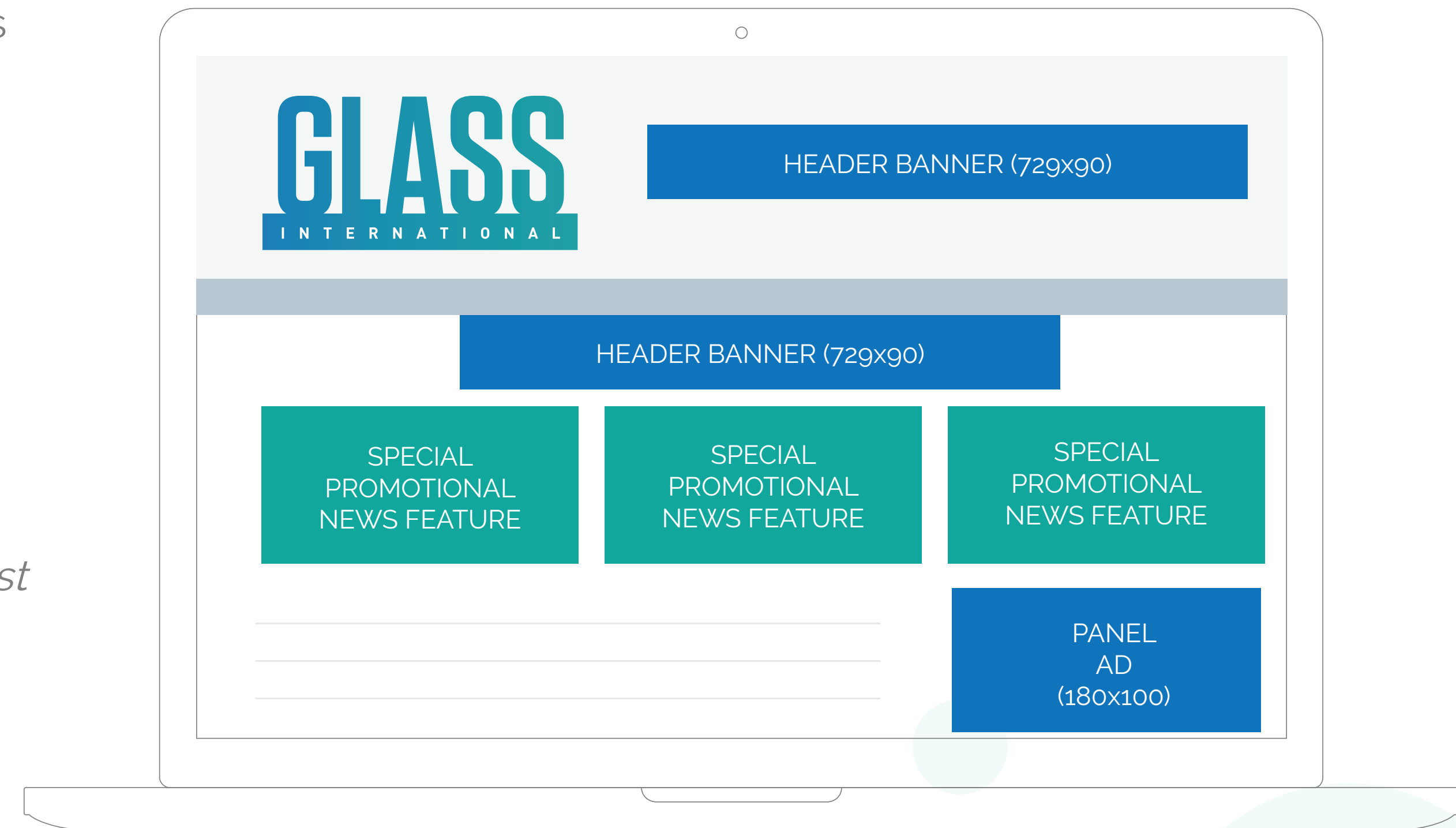
WEB BANNERS	
LARGE MASTHEAD BANNER	£6,050 for a 12 month campaign
MASTHEAD BANNER	£465/month
HEADER BANNER	£350/month
FOOTER BANNER	£300/month
MPU/LARGE PANEL	£390/month
HALF PANEL	£300/month
OTHER OPPORTUNITIES	
VIDEO CONTENT	
COMPANY ADVERTORIALS	
CONFERENCE	

NEWSLETTER ADVERTISING

Glass International newsletters deliver the most important news in the glass industry to 18,521 inboxes every week. Promoting your brand on Glass International newsletters will generate brand awareness, website traffic and valuable sales leads.

Newsletter sponsorship opportunities

- **Header banner** included on the email promoting your brand (hyperlinked). *Price on request*
- **Special promotional news feature** linking through to a full news story on the Glass International website. *Price on request*
- **Panel advertisement** (180 x 100 pixels) advertisement to promote your brand. *Cost: £400 pw*
- **Exclusive company newsletter** - get you news to our regular readers. *Price on request*



SOCIAL MEDIA PACKAGES

Content on the rapidly growing Glass International social media networks reaches more than 35,000 glass professionals right around the world each and every month.

Collaborating with us to distribute high-quality content from your organisation is a fantastic way to put your brand and products in front of thousands of senior glass executives in all corners of the globe.

PACKAGE 1: 1 post across Twitter & LinkedIn *(3 minimum)* = **£400**

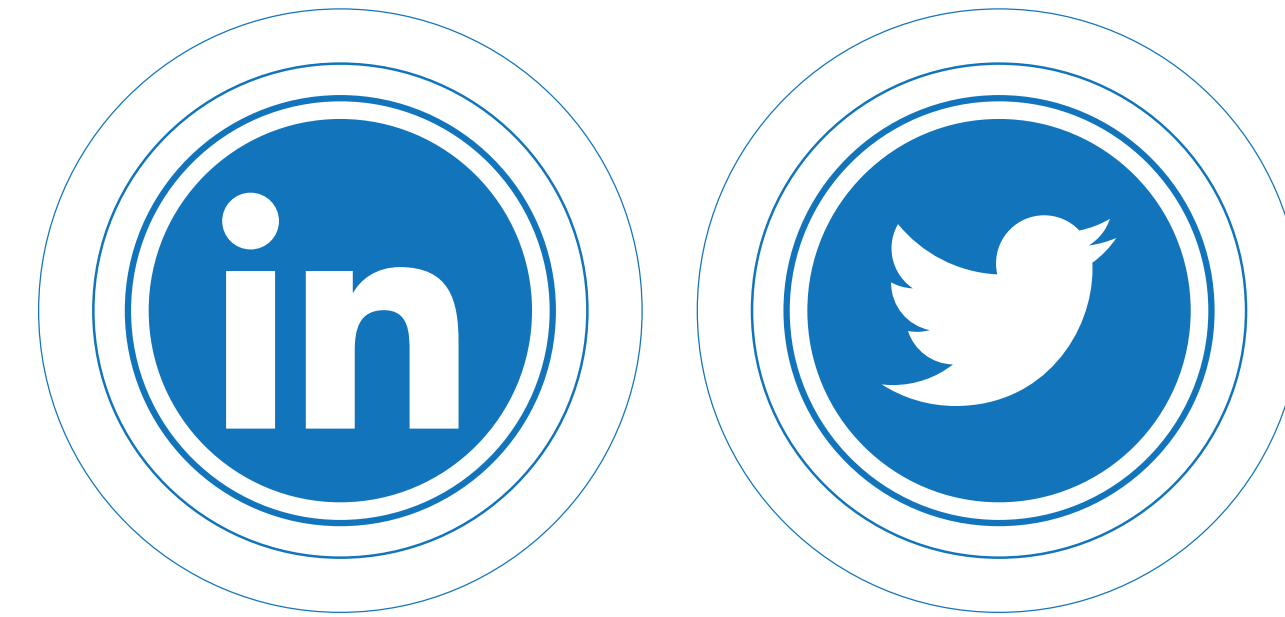
PACKAGE 2: 6 posts across Twitter & LinkedIn = **£2,100**

PACKAGE 2: 12 posts across Twitter & LinkedIn = **£3,600**

Full monitoring and statistics provided


SPECIFICATIONS

Images to be 1080 x 1080 px | High resolution JPEG or PNG | Video to be MP4 format



21k FOLLOWERS

ACROSS GLASS INTERNATIONAL SOCIAL MEDIA

	9k+	MEMBERS IN OUR CLOSED LINKEDIN GROUP
	35k+	SOCIAL REACH MONTHLY
	10%	ENGAGEMENT RATE



**Annually
Glassman Events
connect over
3500+ buyers
and sellers
around the world**

Glassman events are world leading exhibitions, conferences and hosted buyer programmes dedicated to the hollow and container glass manufacturing industries.

They provide an excellent opportunity to network, meet and do business with key manufacturing industry figures involved with all aspects of the design, process and production of hollow and container glass.

Join us at our next events...

- Glass Connect Europe
February 2023, Italy
- Glass Connect Brazil
March 2024, Brazil
- Glassman Latin America
15-16 May 2024, Mexico City, Mexico

WWW.GLASSMANEVENTS.COM



15
EDITORIAL FEATURES

OCTOBER 2023	NOVEMBER 2023	DECEMBER 2023/ JANUARY 2024	FEBRUARY 2024	MARCH 2024
AI in Glassmaking Health and Safety EVENT DISTRIBUTION: • Glass Focus Awards • Sisecam Conference	Moulds Glassman Asia Review	Raw materials Glass Focus Review	Refractories	Batch Plant Glassman Latin America Show Issue
APRIL 2024	MAY 2024	JUNE 2024	JULY/AUGUST 2024	SEPTEMBER 2024
Inspection China Glass Issue	Furnaces Furnace Solutions Preview	Forming Glass Recycling EVENT DISTRIBUTION: • ICG Annual Meeting	Handling glasstec Show Preview EVENT DISTRIBUTION: • Glass Problems Conference	Recycling Decarbonisation glasstec Show issue

16
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