CONNECTING THE ENTIRE SUPPLY CHAIN

Produced by the National Glass Association, Window + Door is the official publication of GlassBuild America and the Window & Door Dealers Alliance. This unique connection to all of the key links in the supply chain provides a more comprehensive platform for suppliers to reach residential window manufacturers, and for manufacturers to connect with their dealers.

WINDOW + DOOR PROVIDES A PLATFORM FOR SUPPLIERS TO REACH RESIDENTIAL WINDOW MANUFACTURERS, AND FOR MANUFACTURERS TO CONNECT WITH THEIR DEALERS.

THE SOURCE FOR INDUSTRY INFORMATION

Window + Door is dedicated to providing the entire fenestration industry with unbiased, relevant content that helps companies build more profitable businesses. Trust the respected source for industry information to spread your sales message.
Window + Door provides supplier partners with direct and ongoing access to buyers and prospects.

- They are engaged companies seeking direct access to suppliers in the residential window and door industry through Window + Door platforms.
- They are business owners and senior-level managers who make final purchasing decisions.
- They can be reached anytime, anywhere, in any way they choose: in person at GlassBuild America and Window & Door Dealer Day, in print through Window + Door and its related products, or electronically via our newly updated online and mobile platforms.

*Source: 2019 Industry Pulse Report, internal reader survey by Window + Door
As the official publication of GlassBuild America, Window + Door taps into a worldwide promotional network. We offer an exceptional value to local and international suppliers looking to market their products and services to buyers and prospects. By combining print and digital advertising with the official show catalog, you can extend the reach of your message to thousands of potential customers when they are ready to buy.

In addition to the 8 regular issues mailed every year, more than 1,400 copies are distributed at industry events, conferences and meetings, including IBS, AIA, WinDoor, Fensterbau, and Vitrum. At least one issue every year is distributed to an additional 5,000 window and door dealers.

**Extend Your Marketing Message**

You can extend your marketing message beyond advertising. Become a sponsor at GlassBuild America to reach thousands of potential customers.

**Improve Booth Location**

Buy advertising and sponsorships and improve your company’s ranking to select booth space at GlassBuild America. Ask your salesperson for details.

**New in 2020!**

Advertising is now available on the GlassBuild America website! Ask about the new billboard ads on the home page.
Why Do People Like Print on Paper?

- 88% believe they understand, retain, or use information better when they read print.
- 80% have a clear preference for reading complicated materials in print, in contrast to 12% for computer screens, 5% for e-readers, and 3% for smartphones.
- 67% think it’s important to “switch off” and enjoy printed books and magazines, including 69% of 18-24 year olds.


Individuals Making Business and Buying Decisions

**WINDOW + DOOR**

27,810

UNIQUE, VERIFIED PRINT & DIGITAL SUBSCRIBERS

Source: June 2019 Circulation Report

Window + Door Reaches the Right Companies

- 50.6% Manufacturers of Windows and/or Doors
- 32.6% Dealers/Retailers/Suppliers of Windows and/or Doors
- 12.9% Builder/Specifier/Installer
- 4% Others Allied to the Field
Window + Door Covers Topics Most Important To...

Fabricators and Manufacturers
- Automation
- Industry 4.0
- Lean manufacturing
- Component & hardware trends
- Labor issues & workforce development

Dealers
- Sales strategies
- Social media & online marketing
- Finished product trends
- Recruiting & training

New columns in Window + Door focus on the most current issues facing the industry.
- **Observation Desk:** Reflections on the industry at large
- **In the Dealer’s Corner:** From the Window & Door Dealers Alliance
- **In the Trenches:** Theory & best practices for the fabricator community
- **Decoded:** Deciphering the standards, codes & regulation impacting the industry
- **Eye on Fenestration:** Commentary on the big picture issues influencing the market
- **Letter of the Law:** Law professionals weigh in on the legal matters in fenestration
- **Your Business Matters:** Exploring best business practices & marketing strategies
THE INDUSTRY PULSE
This annual forecast issue provides insights and commentary on industry trends that set the tone for the year.

TOP MANUFACTURERS REPORT
One of the most anticipated issues of the year, this report lists the top residential fenestration manufacturers by sales volume.

DEALER OF THE YEAR AWARDS
Together with the Window & Door Dealers Alliance, Window + Door celebrates excellence among our dealer audience with a look into top window and door retailers’ businesses.

WINDOW + DOOR AWARDS
Formerly the Crystal Achievement Awards, the Window + Door Awards recognize the year’s best equipment, supplies, finished products and more, as evaluated by industry authorities.
Can’t-Miss Advertising Opportunities

**ANNUAL BUYING GUIDE**
- The industry’s most complete print directory and reference features contact information for more than 1,400 suppliers and manufacturers in the residential fenestration industry.
- Extensive supplier listings span detailed product categories.
- Advertising packages bundle ads with multiple enhanced listing options that deliver maximum print and online exposure at a significant discount.

**EBUYINGGUIDE.NET**
- The industry’s most complete and easy-to-use online directory of suppliers and manufacturers of residential fenestration products and services.
- Add your company listing to a variety of product categories at no charge.
- Gold and Silver Membership options include extra category listings, top placement priority in search results, company listing highlighted in gold in search results, links to a company’s social networks and the ability to publish product listings, photos, videos, specials, events and blog articles.

**ANNUAL SHOW CATALOG**
- The official directory of GlassBuild America: The Glass, Window & Door Expo with exclusive distribution at the event.
- Put your sales message into the hands of thousands of potential customers for year-long exposure.
- Advertise in the show issues of the magazines and receive discount pricing in the show catalog.
- Combine with show sponsorship opportunities for maximum exposure.

82% of surveyed readers took one of more buying actions in the past year as a result of seeing an ad or article in Window + Door
### 2020 / Editorial calendar

#### JANUARY / FEBRUARY

**The FORECAST Issue:** Anticipating trends for the coming year across all categories of the industry: Windows, Doors, Skylights, Hardware, Window & Door Components, Manufacturing Processes, IoT and Industry 4.0. Bonus coverage: IBS Preview

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Closing</th>
<th>Materials Due</th>
<th>Marketing Bonuses</th>
</tr>
</thead>
</table>
| Jan / Feb | Dec. 5, 2019 | Dec. 11, 2019 | • BOGO – buy one ad get a second ad of the same size for free or upgrade to the larger size  
• Bonus distribution at IBS, Jan. 21-23, Las Vegas  
• Bonus distribution at Fensterbau, Mar. 18-21, Nurnberg, Germany |

#### MARCH / APRIL

**The DOOR Issue:** A look into millwork, door components and hardware, processing equipment, and fabrication and installation tips, plus product trends for residential doors: Entry Doors, Patio Doors, Multi-Panel Door Systems.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Closing</th>
<th>Materials Due</th>
<th>Marketing Bonuses</th>
</tr>
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</table>
| Mar / Apr | Feb. 10 | Feb. 20 | • Product video posted on Windowanddoor.com  
• Bonus distribution at GlassBuild America, Sept. 15-17, Las Vegas  
• Bonus distribution at WDMA Spring meeting, Mar. 23-25, Washington, DC |

#### MAY


<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Closing</th>
<th>Materials Due</th>
<th>Marketing Bonuses</th>
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</table>
| May | Apr. 10 | Apr. 22 | • Reprint copy of the Top Manufacturers Report  
• Bonus distribution at GlassBuild America, Sept. 15-17, Las Vegas |

#### JUNE / JULY

**The WINDOW Issue:** Welders, corner cleaners and IGU equipment for window manufacturing; window hardware and components; extrusions. Plus, trends in replacement windows and European design.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Closing</th>
<th>Materials Due</th>
<th>Marketing Bonuses</th>
</tr>
</thead>
</table>
| June / July | May 8 | May 21 | • BOGO – buy one ad get a second ad of the same size for free or upgrade to the larger size  
• Bonus distribution at GlassBuild America, Sept. 15-17, Las Vegas |
## 2020 / Editorial calendar

**CONTINUED**

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPACE CLOSING</th>
<th>MATERIALS DUE</th>
<th>MARKETING BONUSES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AUGUST</strong></td>
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</table>
| The GLASSBUILD AMERICA and WINDOW & DOOR DEALER DAY Exclusive Preview: insider coverage of the can’t-miss event, including products, exhibitors, event lineup and more. | July 7 | July 17 | • Same size ad in the GlassBuild America Show Catalog for only $595  
• Exclusive distribution on the show floor at GlassBuild America, Sept. 15-17, Las Vegas |
| **SEPTEMBER** | | | |
| SOFTWARE, TOOLS + HARDWARE: Coverage of the software and tools for manufacturing and selling fenestration. Plus, a spotlight on trends in window and door hardware. | Aug. 7 | Aug. 20 | • Bonus distribution to 5,000 dealers  
• Exclusive distribution at Window + Door Dealer Day, Sept. 14, Las Vegas  
• Bonus distribution at GlassBuild America, Sept. 15-17, Las Vegas |
| **OCT/NOV** | | | |
| The WINDOW + DOOR AWARDS and Industry Innovation: Formerly the Crystal Achievement Awards, the new Window + Door Awards capture the essence of innovation in the categories of components, equipment, windows, patio doors and more. Insights on how innovation is changing the industry. Bonus coverage: Industry 4.0 | Sept. 9 | Sept. 24 | • Equipment video posted on Windowanddoor.com  
• Bonus distribution at WinDoor 2020 |
| **DECEMBER** | | | |
| The Annual BUYING GUIDE: The industry’s most complete supplier directory and reference guide: 1,400 companies in detailed product categories, Industry Associations, International Code Requirements. | Nov. 16 | Nov. 20 | • Advertising packages with enhanced print and digital listing options  
• Bonus distribution at industry events throughout all of 2021 |
Editorial Opportunities and Guidelines

WINDOW + DOOR IS DEDICATED TO PROVIDING THE INDUSTRY WITH UNBIASED, RELEVANT CONTENT TO HELP WINDOW AND DOOR MANUFACTURERS, AND THEIR NETWORK OF SUPPLIERS AND DEALERS, BUILD MORE PROFITABLE BUSINESSES. OUR EDITORIAL STAFF WELCOMES CONTRIBUTIONS TO THE MAGAZINE, THE WINDOW + DOOR WEEKLY NEWSLETTER AND WINDOWANDDOOR.COM THAT ALIGN WITH WINDOW + DOOR’S GOALS.

NEWS
News announcements allow industry companies to connect with customers, introduce new products, share company news, highlight recent projects and recognize the achievements of employees. Please submit:

- Press releases that cover at least three of the “Five Ws” — who, what, when, where, and why does it matter.
- If applicable, submit a color image that is at least 3.5” by 5” when sized at 300 dpi.

PRODUCT SUBMISSIONS
Companies should submit a press release announcing a single, new product introduction that contains the following:

- Information that focuses on the specific attributes and details of the product, rather than marketing language.
- A website and phone number where readers can obtain further information.
- High-resolution image that is at least 4” by 5” when sized at 300 dpi.

Contributors may email submissions to Emily Thompson at ethompson@glass.org.

TOP LISTS AND AWARD PROGRAMS
The annual Top Manufacturers list ranks residential window and door manufacturers by annual sales volume. To be considered, fill out the nomination form online or contact Laurie Cowin, lcowin@glass.org.

The Window + Door Awards (formerly, the Crystal Achievement Awards) honor suppliers and manufacturers for product innovation. Find details and nominate your company online or contact Laurie Cowin, lcowin@glass.org.

The Dealer of the Year program is presented in conjunction with the Window & Door Dealers Alliance, wddalliance.org. Manufacturers are encouraged to nominate their dealers for this honor. Find details and the nomination form at wddalliance.org or contact Katie Gregg, kgregg@glass.org.

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EDITOR IN CHIEF
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LAURIE COWIN
SENIOR EDITOR
LCOWIN@GLASS.ORG
New Opportunities in 2020!

REDESIGNED WINDOWANDDOOR.COM

We are proud to present an updated website to complement the new face of Window + Door!

- New, streamlined appearance that is fully responsive and easier to navigate
- Up-to-the-minute news stories, expanded online-only content and product information
- Expanded advertising opportunities – the new billboard positions, specific page placement and sponsored content

NATIVE ADVERTISING OPTIONS

We are now offering a sponsored product page in the magazine! Suppliers have the opportunity to show how their product can solve problems for existing and prospective customers.

- A full page devoted to a single product, with up to 3 photos, headline, and detailed information
- Tell customers how your product offers solutions to their top challenges
- Talk to your sales rep about pricing and availability in 2020

RE-LAUNCH OF WEEKLY NEWSLETTER

To coincide with the new website, we re-launched our weekly newsletter.

- New name to align it with the magazine – WDweekly is now Window + Door Weekly
- Industry news and production information presented in a streamlined format
- Mobile-friendly for on-the-go access
- New ad sizes: billboard and square, plus the Product Spotlight
Website Advertising

WindowandDoor.com is now a fully responsive website, meaning it automatically adjusts for desktop, tablet and mobile viewing. Ad materials must be submitted in responsive sizes, as well.

- **Billboard** – 900 pixels wide x 225 pixels tall, 1800 pixels wide x 450 pixels tall
- **Rectangle** – 300 pixels wide x 600 pixels tall, 450 pixels wide x 900 pixels tall
- **Square** – 300 pixels wide x 300 pixels tall, 450 pixels wide x 450 pixels tall

Web ads are sold by month. Ask about our frequency discounts!

 Newsletter Advertising

Buy an ad in the newsletter and get double exposure on the website for the same week. Ads will be posted on the website every Wednesday morning to match the distribution of that week’s edition of the newsletter.

Because both the newsletter and the website are fully responsive, advertisers must submit their ad in three sizes:

- **Billboard** – 600 pixels wide x 150 pixels tall, 900 pixels wide x 225 pixels tall, 1800 pixels wide x 450 pixels tall
- **Square** – 150 pixels wide x 150 pixels tall, 300 pixels wide x 300 pixels tall, 450 pixels wide x 450 pixels tall
- **Product Spotlight** – headline, up to 75 words of text, horizontal color image measuring 200 pixels wide x 150 pixels tall –or– vertical color image measuring 150 pixels wide x 200 pixels tall

Ads will be posted on the website every Wednesday morning to match the distribution of that week’s edition of the newsletter.

Readers Rely On Window + Door Weekly For...

- Unique insights and articles available only through Window + Door and windowanddoor.com.
- Online-exclusive content, including our popular blog series. The Talk blogs feature a variety of industry authorities who weigh in on every aspect of the industry: sales and marketing strategies, legal insights, production management, event highlights, observations and commentary on big-picture issues, and more.
- Original reporting on the biggest, most recent news that’s relevant to the industry.

For digital ad prices, go to page 15.
The Fenestration Community Prefers Window + Door

What our readers say about us, "the information bible"

WE ASKED:
“How is Window + Door useful to you and how you use it in your job?”

THEY ANSWERED:
“Very informative and innovative.”
“Helps me keep up to speed on my industry, products and competitors.”
“I like to be aware of... products/advertisements to be current.”
“To keep up with trends in the industry.”
“It keeps me up-to-date and informed.”
“Stay current with available products and related news.”
“1 browse to find new products.”
“Various ideas in the magazine help in innovative thinking which has [a] direct link to our productivity.”

Source: Signet Research AdStudy®, May 2019

83% of surveyed readers read Window + Door magazine regularly.

92% of readers agree: “Advertising in Window + Door educates and is an important part of the publication.”

71% believe that companies that advertise build trust and are seen as a reliable source.

81% of surveyed readers reported that their respect for Window + Door could positively influence their opinion of advertisements appearing within.
### PRINT

<table>
<thead>
<tr>
<th>WINDOW + DOOR</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two-page spread</td>
<td>4,920</td>
<td>4,690</td>
<td>4,475</td>
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<tr>
<td>Half-page spread</td>
<td>3,320</td>
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<tr>
<td>Full page</td>
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<td>2,845</td>
<td>2,715</td>
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<tr>
<td>Two-thirds page</td>
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<td>2,300</td>
<td>2,190</td>
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<tr>
<td>Half page island</td>
<td>2,225</td>
<td>2,120</td>
<td>2,020</td>
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<tr>
<td>Half page horiz or vert</td>
<td>2,115</td>
<td>2,015</td>
<td>1,910</td>
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<tr>
<td>Third page</td>
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<td>1,820</td>
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<tr>
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<td>3,470</td>
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<tr>
<td>Inside front cover</td>
<td>3,480</td>
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<td>3,310</td>
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<tr>
<td>Inside back cover</td>
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<td>3,085</td>
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<tr>
<td>Guaranteed page</td>
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<tr>
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<th>3x+</th>
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<tr>
<td>Cover tip</td>
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<td>3,695</td>
</tr>
<tr>
<td>Bind-in (per every two pages)</td>
<td>2,220</td>
<td>2,100</td>
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</table>

Print-ready materials required or 15% production charge will be added. Companies signing an advertising contract agree to meet the publisher’s policies set forth at Windowanddoor.com/ad-policies

### DIGITAL

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
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<td>Billboard 2</td>
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<td>Rectangle 1</td>
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<td>915</td>
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<tr>
<td>Rectangle 2</td>
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<td>Square 1</td>
<td>995</td>
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<tbody>
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<td>Square 1</td>
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</tr>
<tr>
<td>Product Spotlight</td>
<td>925</td>
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</table>
Connecting Fenestration Suppliers With Top Manufacturers And Fabricators

AS THE OFFICIAL PUBLICATION OF GLASSBUILD AMERICA, WE ARE UNIQUELY POSITIONED TO BE YOUR ADVOCATE TO OUR AUDIENCE, ATTENDEES AND THE INDUSTRY AT LARGE. LET US KNOW HOW WE CAN HELP.

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