

GLASS



CHOICE OF MEDIA IS IMPORTANT

The window
towards the
glassmarket

RATE CARD 2023

Advertise in GLAS

*Wiew
your
products
through
GLAS*

The magazine GLAS is the only Swedish magazine to keep in close contact with the glass trade. This way we can guarantee always to be well informed about the latest in products, constructions, trade and profiles. The magazine will be giving an even deeper understanding of everything concerning the glass trade. The magazine is distributed to most of Sweden's architects, property owners, administrators, leaders of projects, consultants and of course all glaziers, framemakers and constructors of glass. This way, you as contributor of products or services in the trade, will certainly reach the right target group with your message. This makes GLAS an effective media choice.

The number of ad. pages is limited in every edition. Thus the editorial office finds a good balance between text pages and ad. pages, which gives your ad a higher reading value. When you advertise in GLAS you know that the readers are: architects, property owners, administrators, leaders of projects, consultants and business firms within the trade. The magazine GLAS speaks for the glass trade.

Apart from products, persons and projects the magazine also gives an account for what the trades organisation and authorities do to influence the development. It is a trade at the beginning of the new millennium that will increase its business volume by several milliards each year. The magazine regularly reaches prescribers and buyers of goods and services of the glass trade. It also reaches more than 600 companies belonging to the glass trade society such as glaziers, framemakers as well as glass- and metal industries.

GLAS turns 90 in 2023, which we will pay attention to.

Feel free to send tips and ideas to the editor: melinda.lemke@gbf.se

Publishing date 2023

| No. and themes | Deadline booking | Material date | Publ. week |
|-----------------------------|------------------|---------------|------------|
| 1. "Cultivation and energi" | 7/2 | 14/2 | v 10 |
| 2. "Now we are moving out" | 18/4 | 25/4 | v 20 |
| 3. "Now we are moving in" | 22/8 | 29/8 | v 38 |
| 4. "90 years of innovation" | 24/10 | 31/10 | v 47 |

Advertisement material

We accept digitally stored ad materials via e-mail. We prefer high-resolution PDF. Make sure that the images are high-resoluted (M300 dpi), in CMYK mode and TIFF- or EPS-format.

Delivery address:

www.mediakraft.se/adupload

Advert department



MEDIAKRAFT AB

Andrea Åhslund

Sales

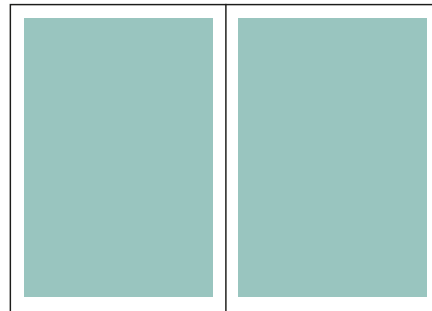
+46(0) 735 08 05 73

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andrea.ahslund@mediakraft.se

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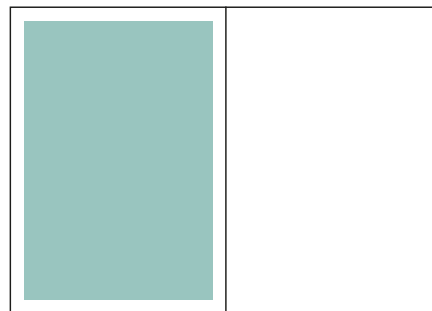
Advertisers pricelist



SPREAD

Price: 31 400 SEK

Format: 428 x 280 mm (5 mm trim)



SINGLE PAGE

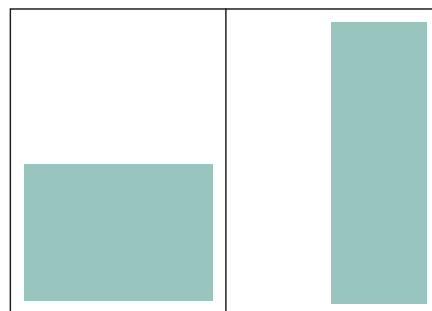
Price: 21 700 SEK

BACK COVER

Price: 25 800 kr

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25 mm on top back cover is left blank to the addressing.

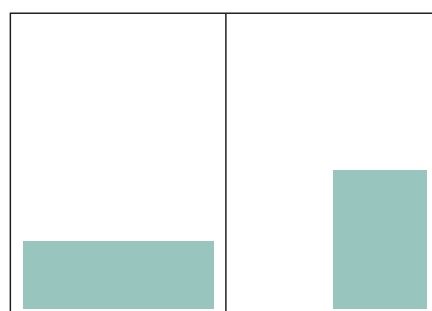


HALF PAGE

Price: 14 600 SEK

Landscape: 214 x 136 mm (5 mm trim)

Portrait: 100 x 280 mm (5 mm trim)



1/4 PAGE

Price: 9 700 SEK

Landscape: 214 x 64 mm (5 mm trim)

Portrait: 100 x 136 mm (5 mm trim)

GLAS

Glasbranschföreningen

Skeppsbron 40
Box 2309
SE-103 17 Stockholm
SWEDEN

+46(0)8-453 90 70
info@gbf.se
www.gbf.se
www.tidningenglas.se

Editor-in-chief:

Melinda Lemke
+46(0)8-453 90 75
+46(0)73-065 25 41
melinda.lemke@gbf.se

Advertising

Reservation, order:

MEDIAKRAFT
Andrea Åhslund
Sales
+46(0) 735 08 05 73
+46(0)8-23 45 30
andrea.ahslund@mediakraft.se

Ad material:

www.mediakraft.se/adupload

” GLASS IS THE MATERIAL OF THE FUTURE.
NEW PRODUCTS AND DESIGNS LIGHT UP
OUR LIVES. TECHNOLOGICAL ADVANCES
MAKE GLASS INCREASINGLY DESIRABLE.
IT IS VISIBLE IN GLAS.



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