



The World's Leading Glass Industry Website

# MEDIA KIT 2022

[www.glassonline.com](http://www.glassonline.com)

# ● GlassOnline.com ● offers a full multi-media experience across channels and platforms

## PRINT & DIGITAL

- Glass Machinery Plants & Accessories
  - Glass-Technology International
- Glass Industry Directory
  - Flat Glass Directory



## ONLINE

- News
- Focus On
- Digital Publications
- Directories
- Newsletter
- Company Videos
- Video Interviews

## EVENTS

- 2016:**
  - Baku Glass | Glass Pack
  - Cuba Glass
- 2017:**
  - Iran Glass | Glass Pack
  - Colombia Glass
- 2018:**
  - Glass Pack | Chile Glass
- 2019:**
  - Colombia Glass



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## VIDEO INTERVIEWS



## SOCIAL MEDIA

Glass Industry network

LinkedIn

YouTube

## DEM

- Direct E-mail Marketing



# Publications & Events



## Glass Machinery Plants & Accessories

**Since 1988.**  
The international magazine for hollow glass manufacturing



## Glass-Technology International

**Since 1990.**  
The leading magazine for the international flat glass industry



## Glass Industry Directory

**Since 1990.**  
Suppliers, sales networks & glassworks worldwide



## Flat Glass Directory

**Since 2014.**  
Suppliers, sales networks & glassworks worldwide

## PAST GLASS EVENTS

**Since 2016,**  
glass industry business events for exploring and developing new markets



# GlassOnline.com

## DAILY NEWS

Daily news from around the world of glass: industry, economy and finance, management, projects, systems, innovations, products, events, etc.



## NEWSLETTER

Over **7,600 registered users** receive the newsletter - with a worldwide news service - five days a week.



## FOCUS ON

A service dedicated to companies that want to publish articles in real time on case histories, special company events and celebrations, business agreements and production innovations, etc. These articles will be available online on the GlassOnline homepage for 1 or 2 weeks, and then in the articles archive.



## DIGITAL PUBLICATIONS

All our publications are available free-of-charge in digital desktop format, iPhone / iPad and Android mobile systems or in pdf format

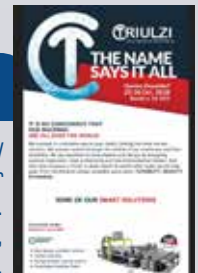


## YELLOW PAGES

A classified database in flat glass and hollow glass, with addresses, profiles and direct links to the sites of glass industry suppliers.

## DEM

More than **27,300** e-mail of industry professionals will receive your customized communications. A fortnightly service (every two weeks), addressed to professional users.



## COMPANY VIDEOS & VIDEO INTERVIEWS



GlassOnline, Glass Industry Network (Linkedin page) and our chanel Youtube, will host and promote your company videos and video interviews to a large professional audience.



## NEWS & ARTICLES ARCHIVE

About **27,000 news archived** since 1996, **more than 1,000 articles published** in the magazines Glass Machinery Plants & Accessories and Glass-Technology International and now online.



# Glass Industry

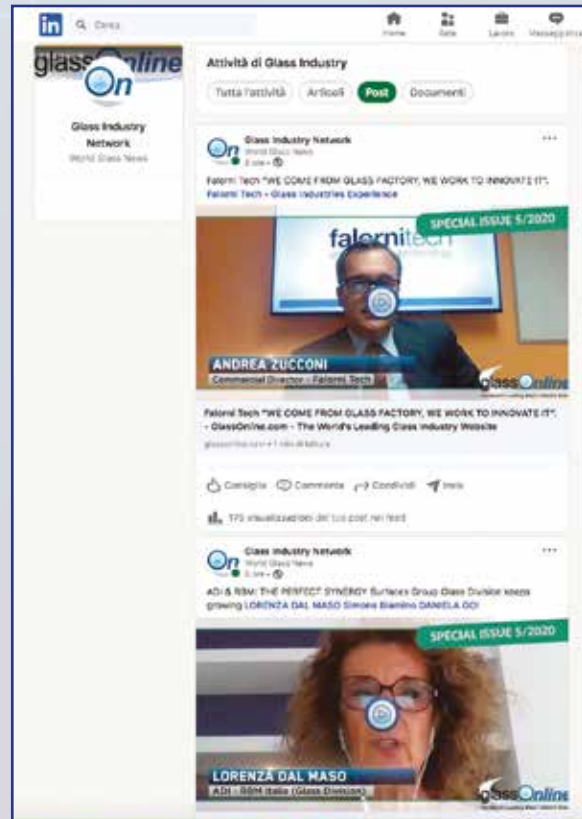
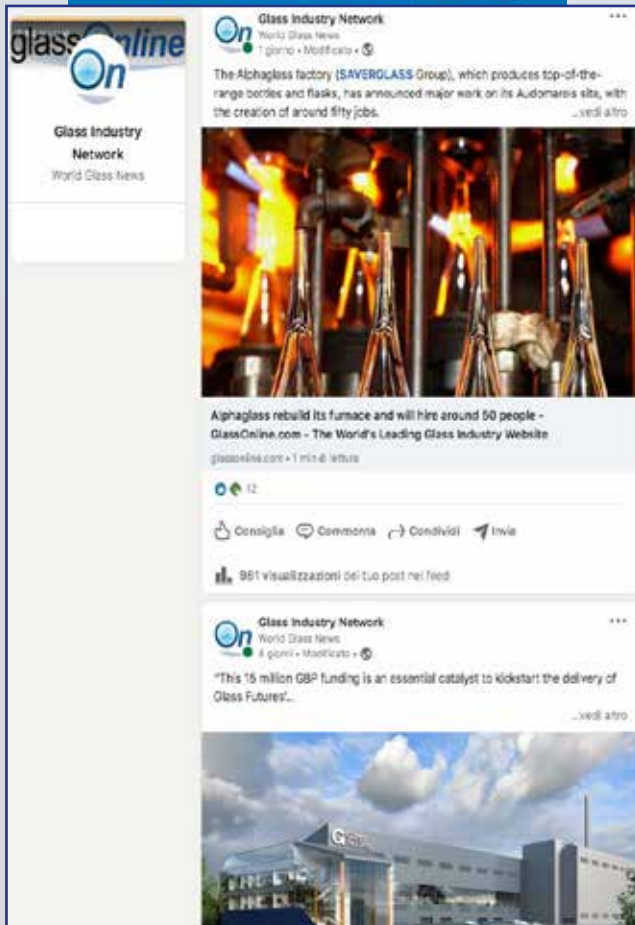
by glassOnline

## network

LinkedIn

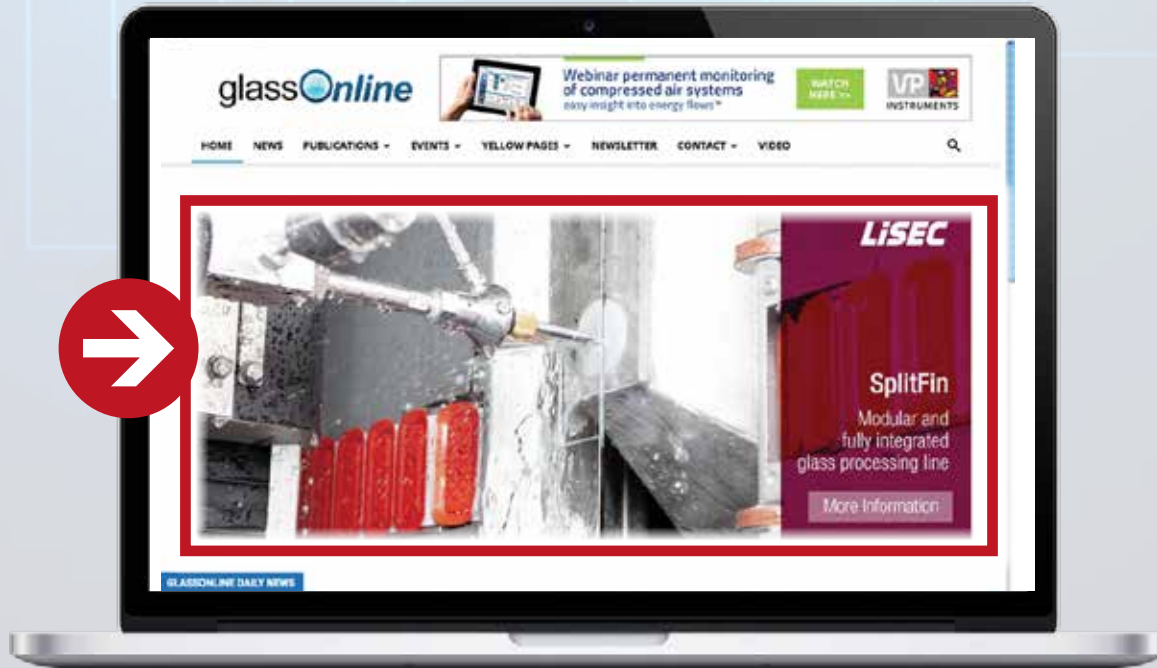
13.543 FOLLOWERS

January 10, 2022



# ● Advertisements ●

## LEADERBOARD BANNER



### Description

A banner carousel offering great visibility on the home page.

### Rates

1 month

440 €

3 months

1,220 €

6 months

2,220 €

9 months

3,150 €

1 year

3,900 €

### Technical data

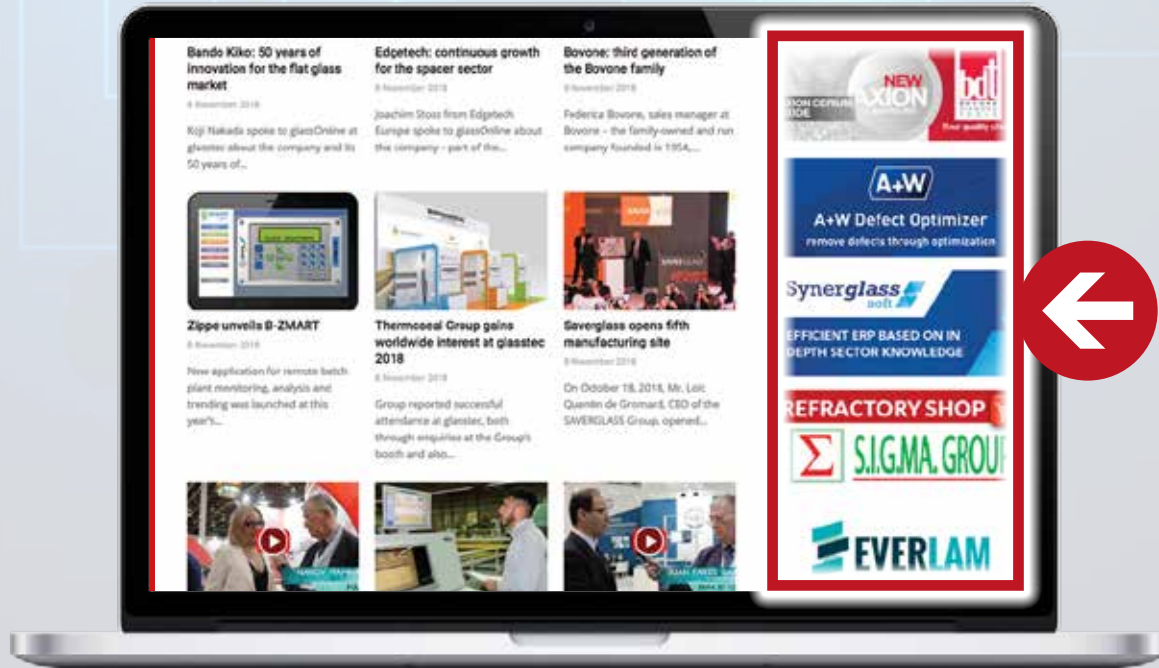
DIMENSIONS  
1,140x500 px

MAX. SIZE  
75kb

FORMAT  
.jpg only

# ● Advertisements ●

## HEADBOX BANNER



### Description

Large, freely positioned banners in the dedicated column/sidebar alongside the main content on all pages.

### Rates

1 month  
275 €

3 months  
750 €

6 months  
1,400 €

9 months  
1,980 €

1 year  
2,470 €

### Technical data

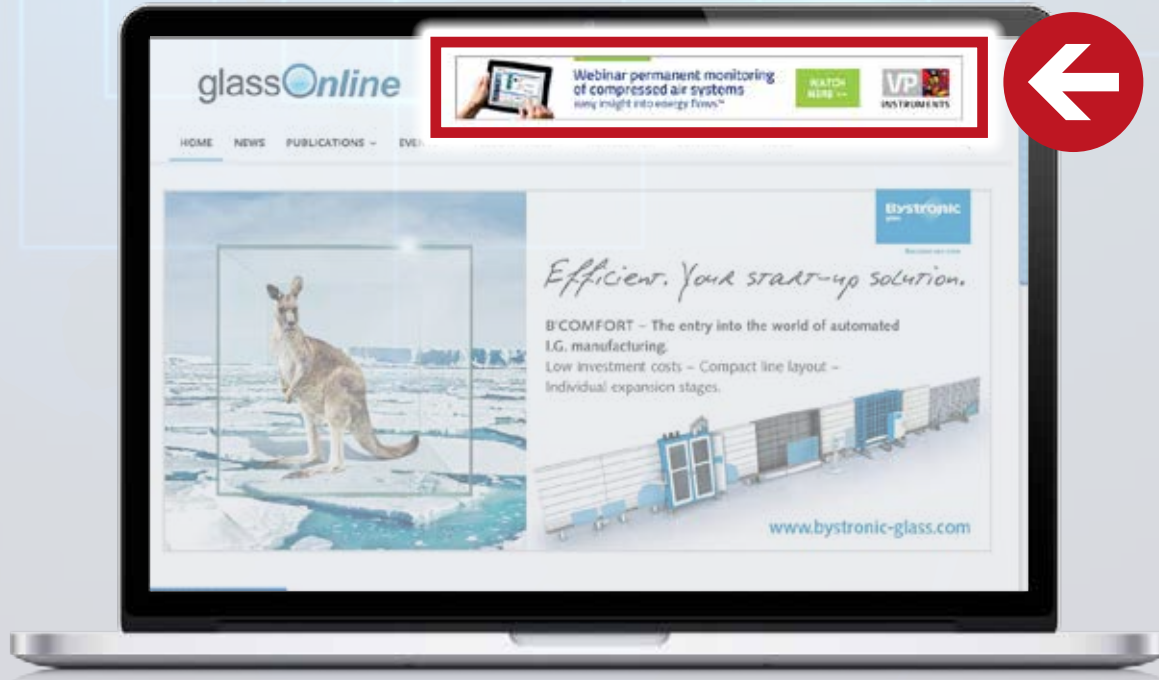
DIMENSIONS  
336X140 px

MAX. SIZE  
90kb

FORMAT  
.jpg / .gif

# ● Advertisements ●

## TOP PAGE BANNER



### Description

At the top of all pages – including the home page – this banner carousel is available for a minimum of 1 month or for annual campaigns.

### Rates

1 month  
310 €

3 months  
860 €

6 months  
1,595 €

9 months  
2,220 €

1 year  
2,750 €

### Technical data

DIMENSIONS  
728x90 px

MAX. SIZE  
90kb

FORMAT  
.jpg /.gif



# ● Advertisements ●

## DAILY NEWSLETTER

### Description

**Banner A:** published at the top of the daily newsletter.

**Banner B:** published at the bottom of the daily newsletter.

### Rates

1 week (5 newsletters) | 2 weeks (10 newsletters)

**Banner A:**

330 €

560 €

1 week a month  
for 3 months

790 €

1 week a month  
for 6 months

1,480 €

1 week a month  
for 12 months

2,750 €

**Banner B:**

1 week (5 newsletters) | 2 weeks (10 newsletters)

220 €

375 €

1 week a month  
for 3 months

530 €

1 week a month  
for 6 months

990 €

1 week a month  
for 12 months

1,850 €

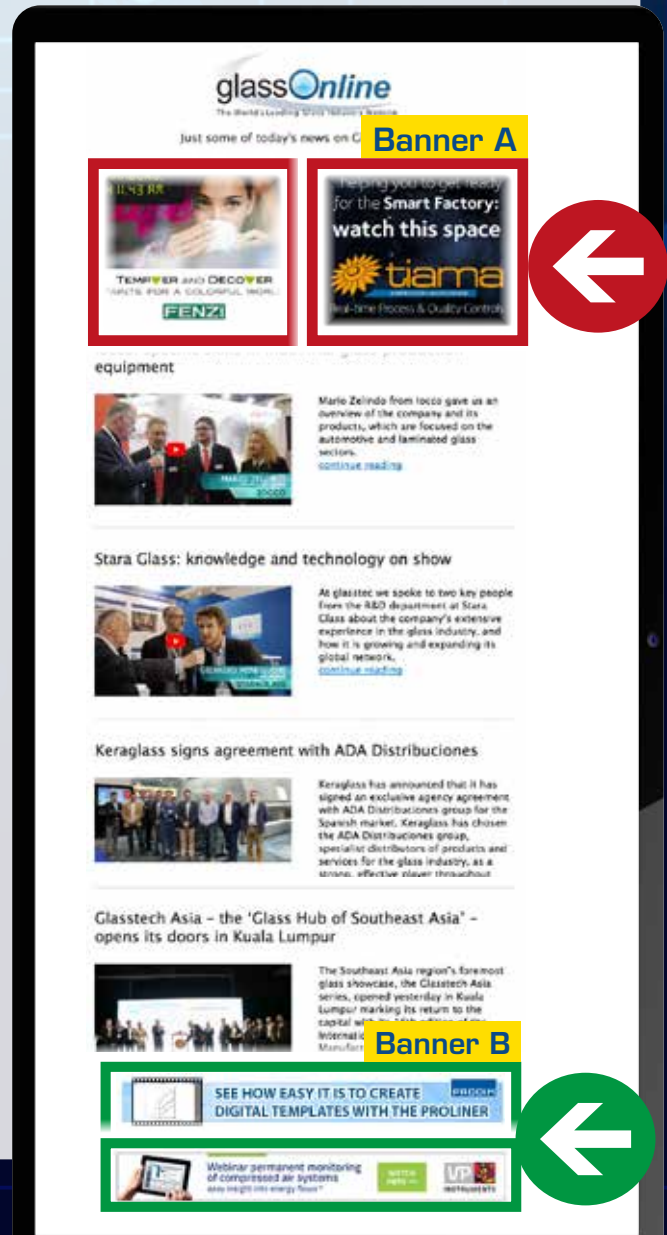
### Technical data

**BANNER A**  
200X170 px

**BANNER B**  
600X90 px

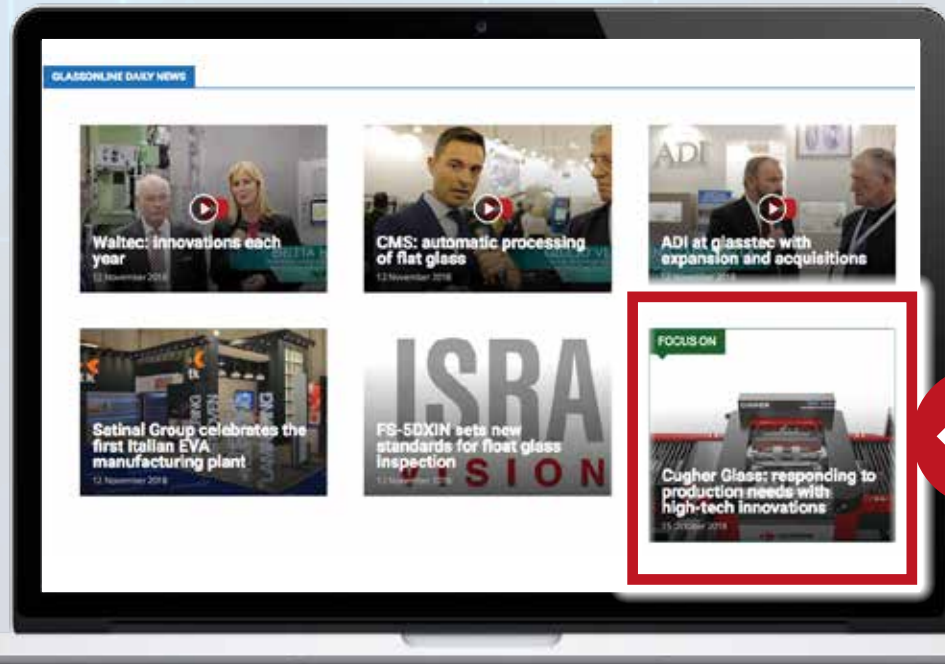
**MAX. SIZE**  
40kb

**FORMAT**  
.jpg



# ● Advertisements ●

## FOCUS ON



### Description

Focus On is a service dedicated to companies that want to publish articles in real time on case histories, special company events and celebrations, financial agreements and production innovations, etc. These articles will be available online on the GlassOnline homepage for 1 or 2 weeks, and then in the articles archive.

### Rates

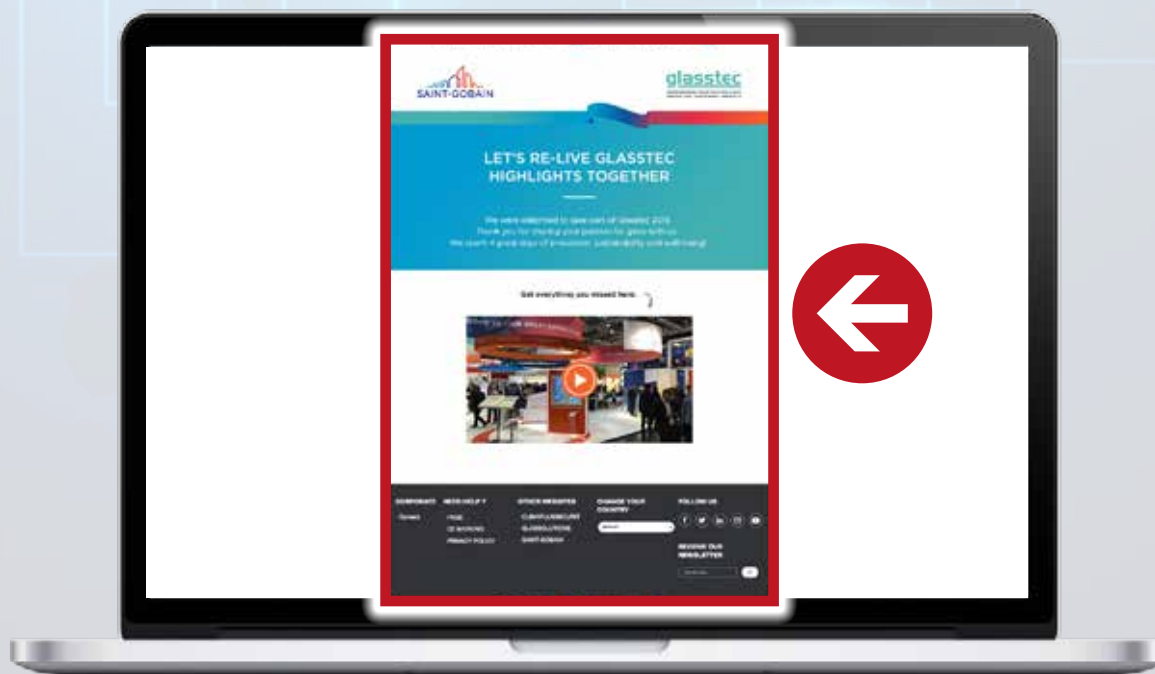
1 week		2 weeks
<b>330 €</b>		<b>550 €</b>

### Technical data

Text in Word, minimum 1,500 characters, max. 5,000 characters.  
Images in .jpg or .png

# DEM

## DIRECT EMAIL MARKETING



### Description

DEMs are sent to over **27,300** contacts collected in over 30 years of work in the publishing business and with participation in international events dedicated to the glass industry.

### Rates

First mailing  
**1,650 €**

Second mailing  
**1,320 €**

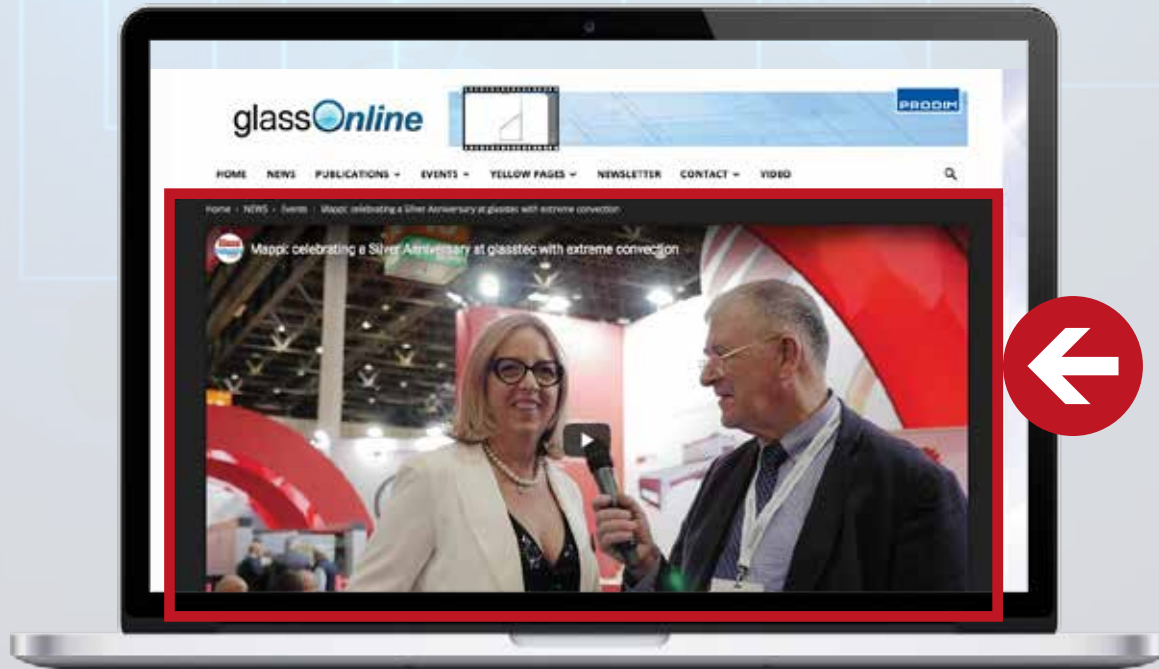
Further mailings  
**1,100 €**

### Technical data

TEMPLATE: WIDTH: 600 px; WEIGHT: 250 kb max.  
 HEADER IMAGE: WIDTH: 600 px.  
 OTHER IMAGES: WIDTH: 400 px max.  
 FILE: .html + images + reply contact e-mail.

# ● Advertisements ●

## VIDEOS AND VIDEO INTERVIEWS



### Description

#### Video Interviews

Our team (one of our staff journalists and a videomaker) is available for video interviews online, company reports, case histories, etc. in English, to be published on GlassOnline, Glass Industry Network (Linkedin page) and our Youtube channel. The video interviews will also be available to clients for their future use.

#### Company Videos

Your company videos can also be published on GlassOnline, Glass Industry Network (Linkedin page) and our Youtube channel, providing our clients with further coverage with a large professional audience.

### Rates

Video Interview

1,000 €

| Company Video

450 €



# ● Contact details ●



**A151 Srl**

Via Gramsci, 57 - 20032 Cormano (MI) - Italy

Tel: +39 - 02 - 66306866

**International Sales:** [luciano.molina@glassonline.com](mailto:luciano.molina@glassonline.com)

**National Sales:** [maurizio.lozza@glassonline.com](mailto:maurizio.lozza@glassonline.com)

glass  online

The logo for glassonline.com, featuring the word 'glass' in a white, lowercase, sans-serif font, followed by a circular icon containing a blue and white gradient, and the word 'online' in a white, lowercase, sans-serif font. A white swoosh underline is positioned below the text.

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