

Advertising-Rates No. 16
valid from january 1, 2015



The International Magazine for Studio Glass

GLASSHOUSE Magazine has, since 1999, been published by Glashaus Verlag and is, without doubt, the required reading for collectors, gallerists, artists, curators and glass lovers throughout the world. The print edition appears quarterly and informs its readers in English and German on the key issues of studio glass, stained glass and artistic design. With GLASSHOUSE you reach your target group covering all areas of the supply chain and it is the best possible place to aim at an interested and progressive international audience. The index of glass artists appears as a yearly supplement to GLASSHOUSE.

Publisher

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Editor

Dr. Wolfgang Schmolders

Bank Account

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Release Date

Issue 1/2015: End of february
Issue 2/2015: End of may
Issue 3/2015: End of august
Issue 4/2015: End of november
Deadline: 6 weeks before RD

Format

DIN A 4 (210 x 297 mm)

Supply of Data

The supply of data should, without exception be digital. Please prepare your print data as a PDF-X file in CMYK colour mode and with 300 DPI print resolution. Fonts to be converted to vector paths, with adverts with additional 3mm bleeds.

Discount

5 % for 2 Ads in a row
10 % for 3 Ads in a row
20 % for 4 Ads in a row
Agencies receive 15 % Provision

Service for longterm advertisers

Your ad in "dt. Verzeichnis der Glasgestalter (DVG)" for the half price.

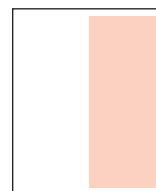
Placement

The placement of your advert takes place after receipt at the printer. We are always keen to offer the optimal placement for your advert. For further placement wishes we have a surcharge of 15% additional to the price of the advert.

Format	Width x Height	Price 4c
1/1 U2, U4	210 x 297 mm	1,600.00 Euro
1/1 page	180 x 257 mm	1,140.00 Euro
1/2 page high	87 x 257 mm	630.00 Euro
1/2 page wide	180 x 127 mm	630.00 Euro
1/3 page wide	180 x 83 mm	420.00 Euro
1/4 page high	78 x 127 mm	350.00 Euro
1/4 page wide	180 x 61 mm	350.00 Euro
1/8 page high	41 x 127 mm	195.00 Euro
1/8 page wide	87 x 61 mm	195.00 Euro
1/16 page high	41 x 61 mm	105.00 Euro
1/16 page wide	87 x 28 mm	105.00 Euro



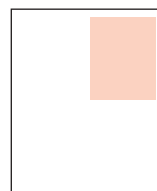
1/1 Page U2, U4



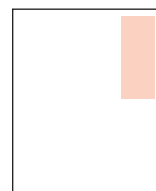
1/2 Page high



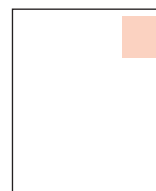
1/3 Seite wide



1/4 Page high



1/8 Page high



1/16 Seite high

Row-Ads

Workshops each row 180 mm: 12.50 Euro
Text each row 42 mm: 3.80 Euro

Column Adverts

Format 56 x 66 mm, update gratis, annual
(4 issues): 185.00 Euro.

Edge Adverts

Minimum 5 cm per advert,
each cm high 10.00 Euro.

Permanent Placement

Order your permanent placement with
all contact details for 1 year (4 issues)
inclusive of a yearly subscription: 95 Euro.

Inserts

Regional up to 25 g, basic rate (50 inserts): 70 Euro.
Entire edition, up to 25 g, flat rate: 450 Euro.
Other weights and quantities by quotation.

Online Advertising

Our relaunched 2015 website www.studioglas.jimdo.com provides the current source of information for studio glass in Europe. The site is convincing through its editorial concept and permanently updated columns such as, e.g. the exhibitions calendar or the comprehensive news block. For 2015 each print advertiser receives a corresponding ad banner gratis for 4 weeks. Inform yourself now about the new digital possibilities on www.studioglas.jimdo.com

Banner	Format	Price per Month
Fullbanner	468 x 60 Pixel	190.00 Euros
Rectangle	300 x 250 Pixel	220.00 Euros
Skyscraper	160 x 600 Pixel	260.00 Euros

The maximum file size for an online banner is 80 KB. The file formats are GIF (also animated), JPG or Flash. We expect delivery of your data 3 working days before going online. We are also happy to design your ad banner as per your concept. Further possibilities for online advertising available on request.

Newsletter Advertising

Make use of our up-to-the-minute Newsletter Service for your communication. For each newsletter sent out we offer only one exclusive advertising space and one banner (rectangle). Price per mailing 90 Euro as exclusive allocation.

ePaper Advertising

With immediate effect we also offer the print version of GLASSHOUSE as a digital version. Here you have the opportunity to present your product or business as an exclusive partner on one A4 side, prior to the actual appearance of the magazine. Price per issue 390 Euro.



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Bookings

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