

# GLAS

*Choice of media is important*

RATE CARD 2017

The window  
towards the  
glassmarket

# Advertise in GLAS

*View  
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 millenium 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.

## Publishing date 2017

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<b>No.</b>	<b>Deadline booking</b>	<b>Material date</b>	<b>Publ. week</b>
1	30/1	6/2	v 9
2	19/4	26/4	v 20
3	28/8	4/9	v 39
4	23/10	30/10	v 47

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## Advertisement material

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

Delivery address:

[glas@mediakraft.se](mailto:glas@mediakraft.se)

## Advert department



**Robert Wallner**

Sales Manager

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[robert.wallner@mediakraft.se](mailto:robert.wallner@mediakraft.se)



**Anders Jeansson**

Sales

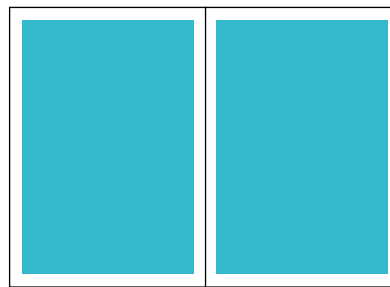
+46(0)8-23 45 33

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**MediaKraft**

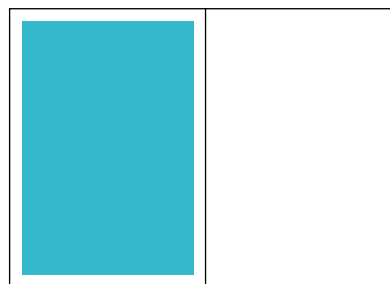
# Advertisers pricelist



### SPREAD

Price: 29 900 SEK

Format: 480 x 328 mm (5 mm trim)



### SINGLE PAGE

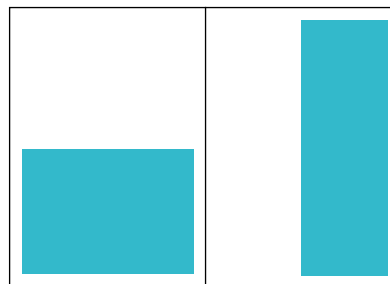
Price: 20 700 SEK

### BACK COVER

Price: 24 600 kr

Format: 240 x 328 mm (5 mm trim)

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

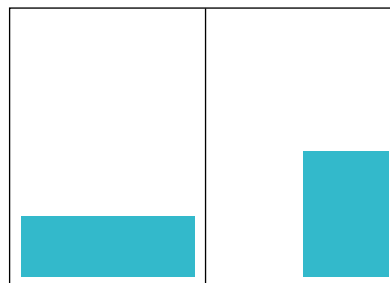


### HALF PAGE

Price: 13 900 SEK

Landscape: 240 x 161 mm (5 mm trim)

Portrait: 110 x 328 mm (5 mm trim)



### 1/4 PAGE

Price: 9 200 SEK

Landscape: 204 x 65 mm

Portrait: 100 x 140 mm

**ADVERTISE in *gbf.se***

BANNER WITH LOGOTYPE,  
both on *gbf.se* and *gbf.se/medlem*  
with link to your website: 7 500 SEK/year  
(see material specification)

# GLAS

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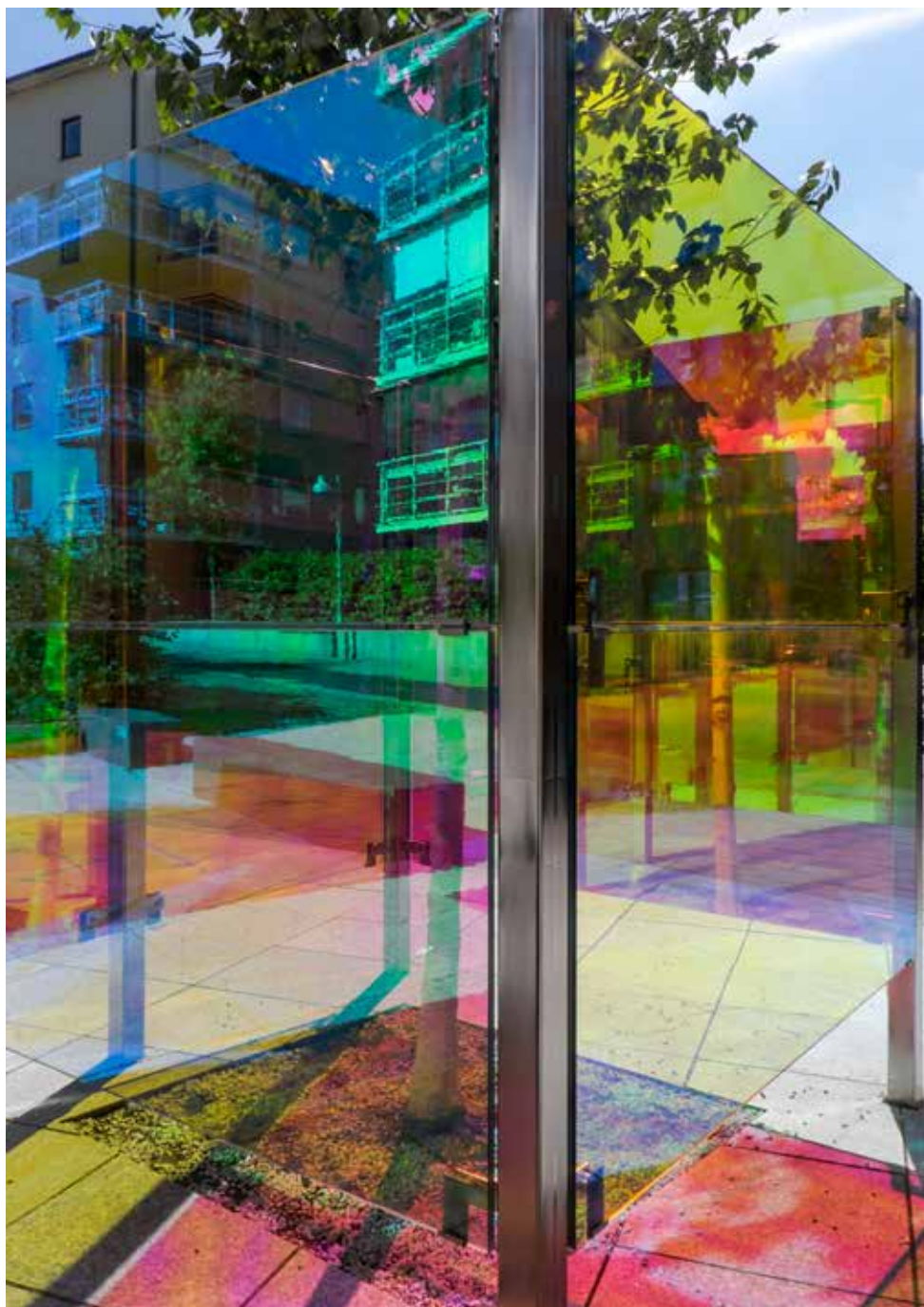
## Advertising

*Reservation, order:*  
MEDIAKRAFT

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