

# GLAS



CHOICE OF MEDIA IS IMPORTANT

The window towards the glassmarket

RATE CARD 2024

# 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.

*Feel free to send tips and ideas to the editor: [melinda.lemke@gbf.se](mailto:melinda.lemke@gbf.se)*

## Publishing date 2024

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No	Deadline booking	Material date	Publ. week
1*	20/2	27/2	v 12
2	30/4	7/5	v 22
3	27/8	3/9	v 39
4	5/11	12/11	v 49

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\* Nordbygg, Stockholmsmässan 23–26/4 2024

## 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](http://www.mediakraft.se/adupload)

## Advert department



**MEDIAKRAFT AB**

**Andrea Åhslund**

Sales

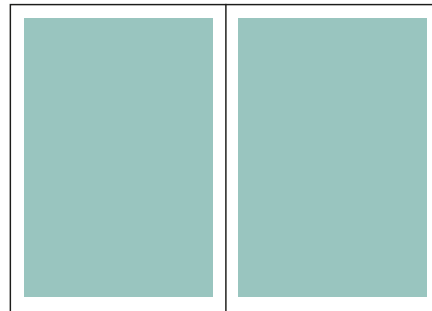
+46(0) 735 08 05 73

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**MediaKraft**

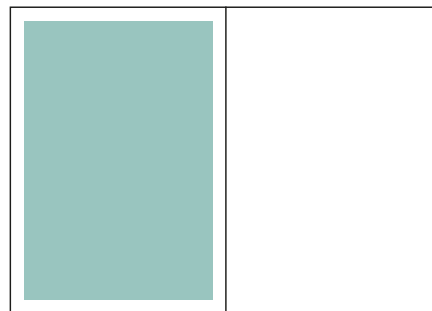
## Advertisers pricelist



### SPREAD

**Price: 31 400 SEK**

Format: 428 x 280 mm (5 mm trim)



### SINGLE PAGE

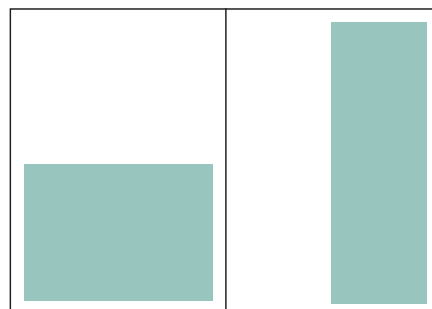
**Price: 21 700 SEK**

### BACK COVER

**Price: 25 800 kr**

Format: 214 x 280 mm (5 mm trim)

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

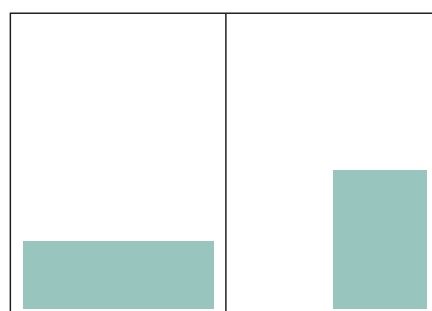


### HALF PAGE

**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

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### *Ad material:*

[www.mediakraft.se/adupload](http://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.



## Read GLAS online

The magazine GLAS can also be read online. If you register, you will receive an email when we publish a new issue: [www.tidningenglas.se](http://www.tidningenglas.se)

