Media Data
2022

GLAS
The Medium

Editorial Orientation
GLAS is the official organ of the Federal Guild of Glaziers and Austria’s major specialist publication for the glass industry.

GLAS deals with relevant themes and aspects of all branches, looking into new products and technologies for the commercial processing of glass. Additionally, attention is focused on the specific economical environment of the branch.

Readership
Glass processing companies, builders and architects, building authorities, trade schools, construction specialists, material dealers.

Regular Columns
Object reports
Buildings of outstanding architectural and specific interest.

Markets + Personalities
News from the international glass market, opinions, comments, portraits, interviews and company reports.

Materials + Technology
Specialist contributions and technical innovations in and around the development and processing of glass as a material, market overviews, norms, specialist literature.

Products + Systems
Innovative products in material, fittings, machinery and accessories.

Trade Fairs + Dates
Previews and reports on major international events for the glass branch.

Guilds
Reports from regional guilds, dates and news from professional associations.

Business
Professional advice service, regular tips on taxation and legal issues.

Market Leaders
Addresses for buyers.

Glass Art
Current exhibitions, portraits of international glass artists.
Basic Information

Circulation
Total print run: 1,200 copies

Frequency
6x per year

Magazine Format
210 mm wide x 297 mm high, DIN A4
Print space: 185 mm x 255 mm

Print and Binding Method
Offset, stapled binding. The publisher claims no liability for tone value deviation within the tolerance range.

Pre-print Data
Transfer of digital data via E-Mail (anzeigenervice@wirtschaftsverlag.at) possible. Please look up the detailed Technical Data, below.

Conditions of Payment
Invoices are to be paid in full within 30 days.

Bank Details
Advertisements
Bank Austria, IBAN AT511100004240571200, BIC BKAUATWW

Subscriptions
Bank Austria, IBAN AT171100009523298900, BIC BKAUATWW

Technical Data

General Information

Technical Criteria for Data
Please make sure to include in your advertising order the name of every file.
Files which are infected by a virus will be deleted by the publisher.

Data Format
PDF-files for the intended edition, optimized for print to the „PDF/X-4:2008“ standard;
Colour profile for coated papers (flatbed offset): ISO Coated v2 [ECI].

Criteria for Processing
1. No spot colours (e.g. HKS, Pantone), please convert all RGB or indexed colours to CMYK (Euro Scale) process colours.
2. All fonts must be embedded.
3. Pictorial elements should ideally be positioned with 300 dpi; linework should be positioned with 1200 dpi resolution.

Requirements for digital transmission of advertising print files
The publisher claims no liability for any errors occurring in the production of an advertisement that was passed on with open files by the contracted partner.
Should the above mentioned criteria not be met, any extra time required to complete the work order will be registered and charged to the client. This also applies to the reworking of data and / or advertising designed at the customer’s request by the publisher.
## Advertising Pricelist

### Formats and Prices

<table>
<thead>
<tr>
<th>Format</th>
<th>Print Area (B x H in mm)</th>
<th>With Bleed* (B x H in mm)</th>
<th>Prices</th>
</tr>
</thead>
<tbody>
<tr>
<td>Panorama Page</td>
<td>390 x 255</td>
<td>420 x 297</td>
<td>€ 4.700,–</td>
</tr>
<tr>
<td>Cover</td>
<td>–</td>
<td>205 x 185</td>
<td>€ 4.070,–</td>
</tr>
<tr>
<td>1/1 Page</td>
<td>185 x 255</td>
<td>210 x 297</td>
<td>€ 3.230,–</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>vertical: 90 x 255</td>
<td>vertical: 99 x 297</td>
<td>€ 2.150,–</td>
</tr>
<tr>
<td></td>
<td>horizontal: 185 x 125</td>
<td>horizontal: 210 x 140</td>
<td></td>
</tr>
<tr>
<td>1/3 Page</td>
<td>vertical: 185 x 80</td>
<td>vertical: 210 x 100</td>
<td>€ 1.710,–</td>
</tr>
<tr>
<td></td>
<td>1 column: 59 x 255</td>
<td>70 x 297</td>
<td></td>
</tr>
<tr>
<td>1/4 Page</td>
<td>1 column: 44 x 255</td>
<td>–</td>
<td>€ 1.410,–</td>
</tr>
<tr>
<td></td>
<td>2 columns: 90 x 125</td>
<td>–</td>
<td></td>
</tr>
<tr>
<td></td>
<td>horizontal: 185 x 60</td>
<td>–</td>
<td></td>
</tr>
<tr>
<td>1/8 Page</td>
<td>1 column: 44 x 125</td>
<td>–</td>
<td>€ 840,–</td>
</tr>
<tr>
<td></td>
<td>2 columns: 90 x 60</td>
<td>–</td>
<td></td>
</tr>
<tr>
<td></td>
<td>horizontal: 185 x 28</td>
<td>–</td>
<td></td>
</tr>
</tbody>
</table>

*The illustrations show the print area.

* plus 3 mm bleed, depending on placement.

### Title Page

**Guidelines for the design of the cover:**
The visual image, 205 x 185 mm (+ 3 mm for bleed), should be relevant for glass and refer to no specific company. Preferred are architecturally attractive buildings, machinery or glaziery details. Apart from an appropriately scaled company logo, no text should be superimposed. Exceptions can be negotiated in advance with our advertising department.

### Surcharges

**Positioning**
- Cover pages .................. 20%
- Other specific placements .. 20%

**Formats**
- Print across centre gutter ........................................ 20%
- Format with bleed .................................................. 20%

All prices are in Euros, subject to a surcharge of 5% Advertising Tax (except for print / production costs and online) and 20% VAT.
Special Advertising Forms

Supplements
Supplements provided by client, inserted loosely, maximum size 205 x 290 mm. Per 1 000 inserts up to a weight of
10 grams ........................................ € 1.210,–
20 grams ........................................ € 1.290,–
40 grams ........................................ € 1.340,–
40 to 80 grams ................................ € 1.450,–
There are no rebates on supplement prices! Delivery and customs costs are billed to the client. Changes in price reserved, in accordance with relevant post tariffs.

Sleeve
The sleeve is wrapped around the magazine, offering a secure advertising contact. Whole run ........................................ € 3.340,–
Sleeve provided by the client or production costs on enquiry.

Application with adhesive or stapled
Price on enquiry.

Tip-on-Card
DIN A6, positioned on a 1/1 advertisement per 1 000 cards ........................................ € 410,–
Bookable only in combination with an advertisement. Cards provided by the client or production costs on enquiry. Tip-on-Card on the magazine cover or other formats: on enquiry.

„Market Leaders“ Print & Online
Your vignette is published in 6 editions with logo and contact data in the category of your choice. Online your logo and contact data, a link to your website, a mail-to feature, a Google Maps link and a short description of your company and its services are presented in the category of your choice.
60 x 35 mm/Abo ........................................ € 1.782,–
60 x 50 mm/Abo ........................................ € 2.220,–

You would prefer an individually designed appearance?
I will be happy to advise you on additional possibilities.
Valentina Manojlovic
T +43 1 54664 241
E v.manojlovic@wirtschaftsverlag.at

All prices are in Euros, subject to a surcharge of 5% Advertising Tax (except for print / production costs and online) and 20% VAT.
Advertorial

Advertising message in journalistic style

Communicate your marketing message with an illustrated article in journalistic style. Present your company as a leading expert or describe an innovative product development in detail. You provide text and pictorial content, we design your contribution in the magazine’s corporate design. If you wish, our specialized journalists are happy to help with the formulation of copy and the choice of graphic elements (price on enquiry).

Specifications

<table>
<thead>
<tr>
<th>Format</th>
<th>Visual Material</th>
<th>Title</th>
<th>Introduction</th>
<th>Body Copy</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>2–4 elements</td>
<td>max. 55 ch</td>
<td>300–500 ch</td>
<td>max. 3,000 ch</td>
</tr>
<tr>
<td>1/2 page</td>
<td>1–2 elements</td>
<td>max. 55 ch</td>
<td>300–500 ch</td>
<td>max. 1,500 ch</td>
</tr>
</tbody>
</table>

In accordance with §26 Media Law an Advertorial has to be declared as a paid insertion. Prices are laid out in our Advertising Tariff List. One round of correction is included in the price. Should delivered material not conform to publication guide lines, replacement material will be requested. If necessary, after prior consultation, revisions can be carried out by our staff (up to a maximum invoice value of € 500,-). The number of characters (ch. ‘in the table above) includes spaces. Text should be delivered as a Word document. Photo formats: JPG, PNG, TIFF, PSD in 300 dpi resolution. Graphic elements should be delivered as vector documents.
# Dates and Themes Schedule 2022

<table>
<thead>
<tr>
<th>Edition</th>
<th>Order by</th>
<th>Print Material deadline</th>
<th>Publishing date</th>
<th>Themes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>03. 02. 2022</td>
<td>10. 02. 2022</td>
<td>25. 02. 2022</td>
<td>Trends &amp; Innovations Functional glasses</td>
</tr>
<tr>
<td>2</td>
<td>31. 03. 2022</td>
<td>07. 04. 2022</td>
<td>25. 04. 2022</td>
<td>Glass walls and doors Fittings and systems for railings, Balustrades and canopies</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td><strong>HANDWERK+BAU</strong> Gebäudehülle</td>
</tr>
<tr>
<td>3</td>
<td>03. 06. 2022</td>
<td>13. 06. 2022</td>
<td>29. 06. 2022</td>
<td>Safety and fire protection glasses Facade technology Sealants and adhesives</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td><strong>Preliminary report Fensterbau 2022</strong> <strong>HANDWERK+BAU</strong> Fenster+Türen</td>
</tr>
<tr>
<td>4</td>
<td>02. 08. 2022</td>
<td>09. 08. 2022</td>
<td>25. 08. 2022</td>
<td>Design glasses Digital glass printing</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td><strong>Preliminary report Fensterbau 2022</strong> <strong>Preliminary report glasstec 2022</strong></td>
</tr>
<tr>
<td>5</td>
<td>04. 10. 2022</td>
<td>11. 10. 2022</td>
<td>27. 10. 2022</td>
<td>Insulating glass technology Machines, devices, tools</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td><strong>Gleanings glasstec 2022</strong> <strong>HANDWERK+BAU</strong> Gebäudehülle</td>
</tr>
<tr>
<td>6</td>
<td>22. 11. 2022</td>
<td>29. 11. 2022</td>
<td>15. 12. 2022</td>
<td>Glass and fittings in the interior Smart glasses Glass handling</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td><strong>Preliminary report BAU 2023</strong></td>
</tr>
</tbody>
</table>

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**Distribution up to 5 workdays after publication date.**

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**HANDWERK+BAU** Special Editions

Full information on Special Editions is available on www.handwerkundbau.at/mediadaten

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**SUPPLEMENT**

Vacation planner 2023

**SUPPLEMENT**

World Cup schedule 2023
Newsletter

Classic Advertising Formats

With our Newsletter you reach your target group! Optimized for mobile viewing, our Newsletter displays perfectly on any screen.

Make use of our Newsletter to convey legally conform messaging to your target group.

The recipients of our Newsletter have given us explicit permission to communicate with them by eMail. A high call-up rate speaks for the high quality of our address data base.

Publication Interval: 12x per Year  Opening Rate: 37.3% (May 2021)  Recipients: 1.141 (August 2020)

<table>
<thead>
<tr>
<th>Advertisement</th>
<th>Größe</th>
<th>Preis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fullbanner</td>
<td>468 x 60 px</td>
<td>€ 310,–</td>
</tr>
<tr>
<td>Reach the target group of your choice by inserting a classical advertisement. Data Format: JPG</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mobile Banner</td>
<td></td>
</tr>
<tr>
<td></td>
<td>300 x 50 px</td>
<td></td>
</tr>
<tr>
<td>Content Ad</td>
<td>300 x 250 px</td>
<td>€ 310,–</td>
</tr>
<tr>
<td>also known as Medium Rectangle, positioned next to editorial content. Data Format: JPG</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mobile Content Ad</td>
<td></td>
</tr>
<tr>
<td></td>
<td>300 x 250 px</td>
<td></td>
</tr>
</tbody>
</table>

Delivery of Online Material

Online Advertising Formats are regulated by IAB Standards for Advertising Material. Please bear in mind a minimum processing time of 3 workdays for standard material and 5 workdays for special formats. Online Banners should not exceed 150 kb of data, Mobile Banners are limited to 80 kb. Please send your advertising data by eMail to anzeigenservice@wirtschaftsverlag.at

Invoicing

Newsletter prices valid per edition, subject to a surcharge of 20% VAT.

I will be happy to advise you.
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Newsletter

Individual Advertising Formats

Our Advertorial and Sitelink packages guarantee high digital connection to your target group. You reach all Newsletter readers and visitors to our Website, where your advertising material is positioned for one month.

**Sitelink**
The Sitelink consists of a short text and one visual element. It links readers from our Newsletter and our Website directly to your Landing Page.

€ 880,—

| Visual 230 x 170 px (JPG), Headline up to 50 characters, Text up to 190 ch, Link Text |
| + Link to your Landing Page |

**Advertorial**
A click on the Teaser in the Newsletter or on our Homepage links your customer to a full view of your Advertorial, which is presented within an editorial environment.

€ 1 190,—

| Teaser: Visual 230 x 170 px (JPG), Headline up to 50 characters, Text up to 190 ch, + Full View: max. 3 Visuals, Headline up to 100 ch, Text up to 1500 ch, optional further links |

**Exclusive-Newsletter**
As an Exclusive Client you give your company the space it deserves. The Newsletter is designed for you as a prominently placed, full view medium for your marketing communication. It is linked to our readers via Advertorial or Sitelink. Our editorial staff provides suitable additional content in order to enhance readers’ attention and interest.

€ 2 010,—

| Sitelink |
| Visual 480 x 220 px (JPG), Headline up to 50 characters, Text up to 700 ch, Link Text |
| + Link to your Landing Page |

| Advertorial |
| Teaser: Visual 480 x 220 px (JPG), Headline up to 50 characters, Text up to 700 ch, + Full View: max. 3 Visuals, Headline up to 100 characters, Text up to 1500 ch, optional further links |

All character specifications are to be considered including spaces.
Digital Knowledge Transfer

AdverLearning
E-Learning is an attractive form of Knowledge Transfer, ideally suited to the conveyance of Product Advantages. Utilizing exciting E-Learning formats, your sales department can transport information about Complex Products interactively. This is where Advertising and E-Learning meet and join forces. The result: AdverLearning

Webinar
Today Webinars are an interactive form of Knowledge Transfer in Realtime. From the Moderation by our Editorial Specialists to Technical Support — we make sure that your Webinar is successful.

In addition we offer the opportunity to advertise your AdverLearning or Webinar Events by informing potential participants through our Branch Media.

Additional information and prices are available on enquiry.

E-Learning
Our Portfolio offers your company Online Training in Workplace Safety and more. The Authorities require that employees be sufficiently and regularly schooled on Safety and Health Protection Issues. The Wirtschaftsverlag Academy cooperates with international Safety Experts and Didactic Specialists to develop a comprehensive Digital Training Programme which provides straightforward support for Instructors.

Here are a few examples from our Theme Palette:
Light and Severe Falls, Fire Prevention, Dangerous Work Materials, Thermic Dangers, Ergonomics - Lifting and Carrying, Fork Lift Trucks, and many more.

Additional information and prices are available on enquiry.
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Data Protection
Please contact datenschutz@wirtschaftsverlag.at with queries on data protection.

General Terms & Business Conditions
All content is in accordance with the General Terms & Business Conditions (AGB) of the Wirtschaftsverlag GmbH, which can be consulted on www.wirtschaftsverlag.at/agb

Impressum

Der Wirtschaftsverlag BUSINESS-TO-BUSINESS COMMUNICATIONS

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I www.wirtschaftsverlag.at

Organ
The official organ of the federal guild the glazier of Austria
Our media portfolio in the publishing sector Building

**ÖSTERREICHISCHE BAUZEITUNG**
The leading fortnightly Specialist Magazine for the entire Building Branch.
Publication: 20 x per year
Print Run: 10,800 [1. HY 2021]

**COLOR**
The Specialist Magazine for Floors, Walls and Ceilings.
Publication: 4 x per year
Print Run: 7,400

**DACH WAND**
Austria’s Specialist Magazine for professionals in Roofing, Roof Cladding, Sealing and Wood Construction.
Publication: 6 x per year
Print Run: 4,100

**GESCHÄFTE IM BAU**
Publication: 10 x per year
Print Run: 11,000 [1. HY 2021]

**GLAS**
Austria’s Specialist Magazine for the Glass Processing Trade.
Publication: 6 x per year
Print Run: 1,200

**METALL**
The Specialist Magazine for the Metal Processing Trade.
Publication: 10 x per year
Print Run: 11,650

**TISCHLER JOURNAL**
The Specialist Magazine for Carpentry.
Publication: 10 x per year
Print Run: 7,400 [1. HY 2021]

**HANDWERK+BAU**
HANDWERK+BAU is THE innovative Multimedia Platform for all target groups involved in the Planning, Construction, Outfitting and Care of Buildings and Infrastructure.

**BETTER TOGETHER**: www.handwerkundbau.at is the new Community Website of the Editorial Teams of the Österreichische Bauzeitung, Gebäudeinstallation, Tischler Journal, Metall, Color, DachWand and Glas. The HANDWERK+BAU Print Editions focus on cross-sector Evergreen Themes for Architects, Planners and Craftsmen.

The HANDWERK+BAU print editions focus on cross-sector evergreen topics for architects and planners as well as the skilled trades:

- **GEBÄUDEHÜLLE** ................................................... 20,800 copies
- **GRÜN RAUM** ................................................... 18,500 copies
- **FENSTER+TüREN** ................................................... 21,900 copies
- **BODEN** ................................................... 21,900 copies