

GGA



GLASS AUSTRALIA Official publication of the Australian Glass & Glazing Association

2017 MEDIA KIT



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One of the benefits of being editor of Glass Australia Magazine is learning about new technology & new glazing products... One of the very few building materials that is actually helping to reduce the impact on our somewhat fragile environment.

– JILL JOHNSON, EDITOR GLASS AUSTRALIA

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Photography by Chris Court



Peter Moeller, AGGA President

GLASS AUSTRALIA MAGAZINE ... THE ALL AUSTRALIAN GLASS MAGAZINE

Glass Australia magazine is the industry leading publication of the Australian Glass and Glazing Association.

To meet the diverse needs of our readers, each quarter we bring the latest in industry news, features and technical analysis, as well as identifying practical solutions to the everyday issues faced by glass professionals.

Each edition also focuses the spotlight on the latest technical advances and innovations driving product development in our industry.

As the preferred journal of Australian glass practitioners, we ensure all members are kept informed of critical events, insights and forecasts.

Our objective is to collectively lead industry development to ensure the provision of safe, high quality and sustainable products and services.

Peter Moeller, AGGA President

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OMC Media

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BEST PERFORMANCE IS IN SUPERIOR GLAZING ...

Glass Australia (GA) magazine reaches glass processors, window fabricators and glaziers Australia-wide. Our task is to illustrate the main benefits associated with the new way of thinking, new technology in glazing, the aesthetics, the marketability, comfort levels and improved productivity of occupants. This together with the energy efficiency message places improved glazing in a strong position. We distil the information down to the key facts, the thinking behind the solutions, the need to... must know information. If it's not relevant we don't do it. Good glazing can have a profound impact on the energy efficiency of all newly constructed and refurbished commercial and residential buildings.

GA clearly demonstrates that juxtaposition of superior glazing and superior design is essential.

The readership base is made up of 8,500 readers that are the core of the glazing industry.

GLASS AUSTRALIA READERS ARE:

- Socially aware and visible
- Hard-working, high achievers
- Have a high level of disposable income in excess of \$100,000
- Top level managers and professionals and hard-working self employed individuals
- Business decision makers and influencers
- Appreciate style and quality
- Successful business operators



CONTRIBUTORS

Regular contributors from inside the industry, government bodies, regulators and high profile journalists provide a very balanced, competent and interesting read.

Distributed quarterly, GA has a readership of 8,500 industry people.

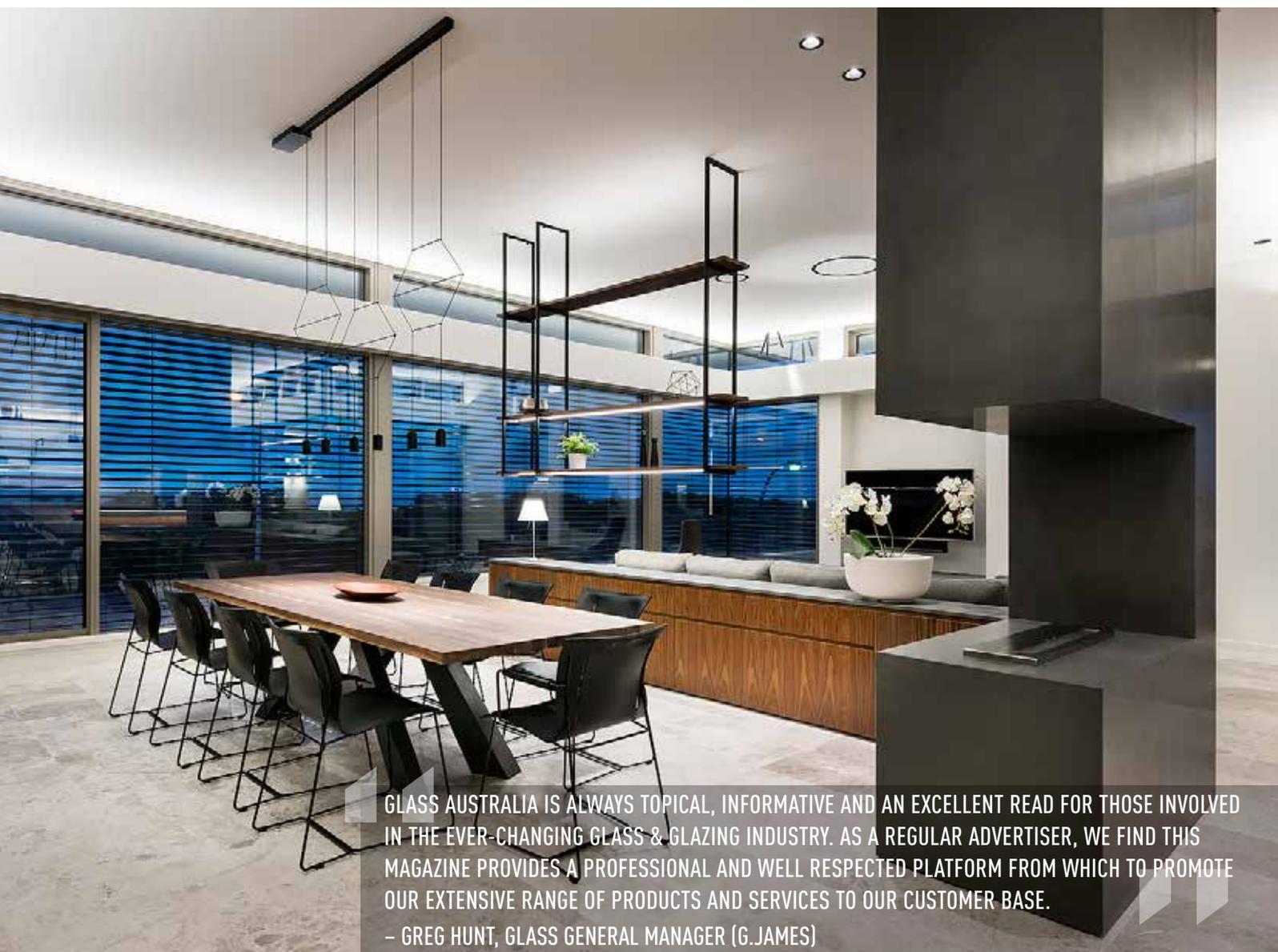
The audience is predominantly male and in the 25 to 55 age group, and a highly desirable market. Including GA in your advertising schedule will pay off.

THE EDITORIAL CONTENT OF GLASS AUSTRALIA REFLECTS OUR READERS INTERESTS PERFECTLY ...

Glass Australia Magazine is the quintessential TRADE MAGAZINE: a true partner where the common denominator is superior glazing.

Current architectural design trends together with consumer drive have led to an enormous increase in glazed and window areas. Our love of natural lighting, the need to optimise on the view, and the increase in indoor/outdoor living areas has all contributed to this trend.

The magazine provides advertisers with an opportunity to expose their goods and services to a very targeted audience. As an industry we are at the forefront of the movement in having an impact on the improved energy efficiency and comfort of all buildings through adopting and integrating good glazing techniques. Sophistication and style are two essential elements of the publication. Using great photography as a way of distinguishing and communicating messages that often can't be said in words. Glass Australia magazine is well versed in all areas of new product information, architectural prowess, quality, industry-leading design and safety aspects, project management, engineering, cost effectiveness and superior customer services.



GLASS AUSTRALIA IS ALWAYS TOPICAL, INFORMATIVE AND AN EXCELLENT READ FOR THOSE INVOLVED IN THE EVER-CHANGING GLASS & GLAZING INDUSTRY. AS A REGULAR ADVERTISER, WE FIND THIS MAGAZINE PROVIDES A PROFESSIONAL AND WELL RESPECTED PLATFORM FROM WHICH TO PROMOTE OUR EXTENSIVE RANGE OF PRODUCTS AND SERVICES TO OUR CUSTOMER BASE.

– GREG HUNT, GLASS GENERAL MANAGER (G.JAMES)



ADVERTISING RATES

- \$2,954.00 Back Cover*
- \$2,738.00 Inside Covers*
- \$2,192.00 Full Page*
- \$1,334.00 Half Page*

N.B. The above prices do not include GST.

AGGA members are entitled to the following discounts:

National Member – 20%

State Member – 15%

Payments by EFT upon receipt of AGGA invoice.

*Please note: Advertising material can be supplied in either horizontal or vertical format.

Photography courtesy of Justin Coe (J Photos) & GlassPower WA

ADVERTISING DEADLINES FOR 2017

Issue #	Distribution	Material deadline
Issue 1 ('17)	January/February	13 January
Issue 2 ('17)	April/May	01 April
Issue 3 ('17) <i>Pre Conference Edition?</i>	July/August	23 June
Issue 4 ('17)	October/November	01 October

*Please note: The AGGA reserve the right to change these publishing dates.



Photography courtesy of GOTAFE

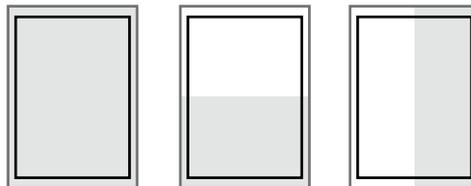
ARTWORK SPECIFICATIONS

- Advertising material must clearly identify company name and contact details
- Material to be supplied electronically on CD/DVD or via E-mail.
- Files should be in PDF format. For alternative formats please first enquire to design.omc@bigpond.com
- In the case of InDesign documents, please ensure all fonts and images are supplied with the document.
- Colour space: CMYK. Minimum Resolution: 300 dpi
- Allow 3mm bleed and ensure all printers marks are offset to outside of bleed area.
- A hard copy colour proof must be supplied to ensure correct colour reproduction.*

*Full Page advertisement only

ARTWORK SIZE SPECIFICATIONS

- Full Page (210mm x 297mm +3mm bleed)
- Half Page Horizontal (210mm x 148.5mm +3mm bleed)
- Half Page Vertical (105mm x 297mm +3mm bleed)



COLOUR USAGE

- Pantone (Spot) colours must be saved as 4 colour process and save at 100%



GENERAL CONDITIONS

Advertising accepted for this publication is subject to the conditions set out by the publisher and the rules specified by the Media Council of Australia and the Trade Practices Act. The position of any advertisement is at the discretion of the publisher except where specified and agreed upon by the publisher. Copy must be handed in by the advertising deadline. All instructions to the publisher must be confirmed in writing prior to the application deadline. No responsibility is accepted for material lost or damaged in the production process. Cancellations must be advised no later than 7 days after the final booking date or a 50% cancellation fee will be charged. To ensure placement in a given edition, invoices for promotional material should be settled no less than 30 days prior to the month of publication.

AGGA Glass Australia Advertising & Editorial Policy

This policy relates to advertising and editorial in the AGGA Glass Australia magazine.

All advertisements and editorial content are subject to the approval of AGGA and its Marketing & Communication subcommittee which reserves the right to reject any advertising or editorial material.

Advertising

AGGA accepts advertising in Glass Australia magazine according to the following principles:

AGGA will not accept advertising for any product or service that, in the AGGA's opinion and at its sole discretion, is not in good taste, is dangerous or harmful, contains false or misleading information, or is offensive.

Any glass industry business advertising glass, machinery or supplies to the glass industry must be a current AGGA or AGGA State Association member. Advertising will not be accepted from non member industry businesses.

AGGA will not accept advertising which does not comply with Australian building standards or is not technically accurate.

AGGA will not accept advertising which prejudices the sustainability of the Australian glass and glazing industry.

In addition, AGGA will not accept advertising for any product or service that conflicts with AGGA policy or competes directly with AGGA products and services.

The advertisers and their advertising agency, if any, each indemnifies the publisher to the extent permissible by law against all costs, expenses, claims, demands and loss of any kind attributable to or arising out of acceptance or publication of any advertising material.

The advertisers and their advertising agency, if any, each warrants to the publisher that nothing in the advertising material infringes Federal or State law or the rights of any other person.

Each advertisement is accepted for publication on the basis that the advertiser, and/or advertising agent preparing the advertising, warrant to AGGA that the advertisement and its contents are true and correct in all respects, are in no way misleading and contain no representations or statements prohibited by Section 53 of the Trade Practices Act and that publication of such advertisement by AGGA will not amount to misleading or deceptive conduct prohibited by Section 52 of the Trade Practices Act or otherwise contravene any other provisions of the Act.

Under no conditions will acceptance or placement of advertising be contingent upon the publication of supporting editorial.

Editorial

The AGGA and Editor welcome editorial contributions from credible external sources, however placement is not guaranteed and all contributions are included at the AGGA and Editor's discretion. Newsworthiness is firstly considered followed closely by timeliness; editorial placement cannot be guaranteed to be published in any nominated edition, or to support any advertising commitments.

Editorial is discretionary and no surety of publishing can be provided prior to print.

All contributions will be vetted for relevance to AGGA members, technical accuracy and also dependant on available space.

Editorial submitted announcing a new product or service must have a local representative and contact point to ensure access/supply and legitimacy.

Readers should be able to distinguish advertising and editorial content clearly. Any editorial that could be misconstrued as advertising will be clearly labelled as an advertisement.

AGGA will not accept editorial for any product or service that, in the AGGA's opinion and at its sole discretion, is not in good taste, is dangerous or harmful, contains false or misleading information, or is offensive.

AGGA will not accept editorial which does not comply with Australian building standards or is not technically accurate.

AGGA will not accept advertising or editorial which prejudices the sustainability of the Australian glass and glazing industry.

AGGA does not allow advertisers, business partners or sponsors to influence editorial decisions in the creation or presentation of content, or to make any changes to its content.

AGGA will not accept editorial for any product or service that conflicts with AGGAs' policy or competes directly with any of AGGA products and services.

For advertising or further information on Glass Australia Magazine contact:

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OMC Media

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