

WindowDoor®

“The source I rely on...”



2011 Media Kit



2011 Media Kit

Table of Contents

OVERVIEW	3
❖ Complete Coverage of the Industry	
CIRCULATION	4
❖ Serving the Entire Supply Chain	
CONTENT	5
❖ Trademark Issues & Editors	
❖ Making News—Submitting Editorial Information, p. 6	
❖ 2011 Editorial Calendar & Deadlines, p. 7	
ADVERTISING OPTIONS	8
❖ WindowandDoor.com	
❖ WindowandDoorDigital.com	
❖ WDweekly, p. 9	
❖ Special Offers for Advertisers, p. 10	
❖ Print & Online Advertising Rates, p. 11	
❖ Sales Representatives, p. 12	

What Subscribers Say...

“Whether it is regulatory changes, industry trends, new products or just news, *Window & Door* is the source I rely on.”

Bart S. Naylor
President, Amsco Windows
Salt Lake City, Utah

“I have been amazed by all of the information I am able to pass on to my customers, making them look at me as not only their salesman, but an industry expert.”

Daniel J. Tracy
Norandex Distribution
Fenton, Mo.

“Through our full-page advertising and PR releases, *Window & Door* gives us another salesperson in the offices of key industry leaders.”

Dave Byers
Marketing Manager, Window and Door Div.
L.B. Plastics Inc.
 Mooresville, N.C.

Complete Coverage

Window & Door is the only magazine that delivers complete coverage of the residential window and door industry for subscribers and advertisers. Manufacturers, distributor and dealers of windows, doors, skylights, sunrooms and other fenestration and millwork products all rely on the full spectrum of news and information we provide. Advertisers reach all their best prospects.

And WDweekly and WindowandDoor.com provide even greater reach. In a 24/7 world, industry executives rely on our electronic media offerings as the most efficient way to stay up-to-date and find the information and resources they need quickly.

Editorial Excellence

Subscribers can rely on the knowledge and insight of an editor with **26 years of industry experience**. *Window & Door* also has a senior editor devoted to the interests of dealers and distributors. With expert contributors and exclusive market research efforts, *Window & Door* delivers the information subscribers need to run and build their businesses.

Ranked #1

Subscribers in a 2010 Counsel House Research Survey ranked *Window & Door* number one in “most timely,” “most industry insight,” “best new ideas,” “most useful to my business” and “most editorial information and advertising you are likely to inquire about further.” And *Window & Door* outscored its closest competitor **more than 7-to-1** when it comes to “spend most time reading.”

The New Force Online

Already generating a **million-plus page views a year**¹, WindowandDoor.com is built on a new state-of-the-art content management system enabling us to deliver the latest industry news on a 24/7 basis and users to find the information they want when they want it. WDweekly continues to draw readers and raves. It's **in the inbox of thousands**¹ of industry movers and shakers every Wednesday morning. WindowandDoorDigital.com, our digital issue distributed to **22,500 industry professionals**¹, has interactive options for both users and advertisers who want instant access to online resources.

More for Your Ad Dollar

In addition to the average **23,456 copies delivered**² every issue, *Window & Door* is distributed at key industry events throughout the year: the International Builders' Show, the Remodeling Show, GlassBuild America, AMD Exhibition, Win-Door, Fensterbau and AAMA, FMA, WDMA and IGMA meetings. Our new digital edition also provides bonus distribution, as it is sent to more than **22,500 inboxes**³ in North America and throughout the world.

Advertisers' Choice

Because we deliver the content and the readers, *Window & Door* averaged more than **35% more advertising pages** per issue than its closest competitor both in 2008–2010.¹

¹ Publisher's Own Data

² BPA Worldwide Publisher's Statement, June 2010

³ Publisher's Own Data, based on September 2010 digital issue distribution



Serving the Entire Supply Chain



Suppliers

- ❖ Vinyl Extruders
- ❖ Roll-Formers
- ❖ Test Labs
- ❖ Sealant Producers
- ❖ Glass & IG Manufacturers
- ❖ Equipment Makers
- ❖ Hardware Producers
- ❖ Software Providers
- ❖ Screen Manufacturers
- ❖ Lumber & Engineered Wood Suppliers
- ❖ Finish & Bending Services
- ❖ Fiberglass Pultruders

7% of circulation (1,628 subscribers¹)



Manufacturers

- ❖ Manufacturers of Vinyl, Wood, Aluminum & Composite Windows & Doors
- ❖ Exterior & Interior Door Makers
- ❖ Skylight Makers
- ❖ Producers of Sunrooms, Conservatories & Patio Enclosures

41.6% of circulation (9,675 subscribers¹)



Distributors/Dealers

- ❖ Specialty Window & Door Dealers
- ❖ Sash & Door Jobbers
- ❖ Big Box Retailers
- ❖ Glass Shops
- ❖ Millwork Wholesalers
- ❖ Door Pre-Hangers
- ❖ Brand Name Window Showrooms
- ❖ Full-Line Pro Dealers
- ❖ Shortline Distributors
- ❖ Lumber Yards
- ❖ Home Improvement Dealers

40.3% of circulation (9,366 subscribers¹)



Architects/Builders & Remodelers

- ❖ Remodeling Contractors
- ❖ Architects
- ❖ Builders
- ❖ Installation Sub-Contractors

5.6% of circulation (1,300 subscribers¹)



Home & Building Owners

Window & Door serves the entire industry, including manufacturers, distributors and dealers-companies large and small-involved in all types of fenestration and millwork products. Our 23,204¹ subscribers include:

- ❖ 9,869 owners & presidents
- ❖ 4,595 sales & marketing executives
- ❖ 3,579 general managers & vice presidents
- ❖ 1,309 production & operations managers
- ❖ 932 engineering & design personnel
- ❖ 774 purchasing managers & buyers

Other circulation¹ highlights:

- ❖ 9,384 window & door product dealers & distributors
- ❖ 1,040 millwork dealers & distributors
- ❖ 629 manufacturers' representatives

¹BPA Worldwide Publisher's Statement, June 2010
May issue analyzed total: 23,204

Superior Content

The *Window & Door* Editorial Team



John Swanson, editor/associate publisher, is recognized throughout the industry. He has covered the business for 26 years.

jswanson@glass.org

212/254-5899

Fax: 212/254-7123



Christina Lewellen, senior editor, has become a reader favorite, thanks to her focus on dealer and distributor interests.

clewellen@glass.org

Window & Door also features regular columns from industry experts:

- ❖ The Code Arena by Julie Ruth
- ❖ The Legal Department by Paul Gary
- ❖ Industry Watch by Rich Walker, AAMA

With an experienced editorial team and expert contributors, we focus on delivering not just information, but real insight. We sift through the claims and the clutter and focus on the real news and trends that impact our industry, including:

- ❖ New ideas and 'best practices' from the plant, the warehouse, the showroom and the field.
- ❖ Complete coverage of new technologies, designs and applications.
- ❖ In-depth features examining trends in manufacturing, marketing and distribution
- ❖ Exclusive market research
- ❖ Comprehensive news coverage, including full reports on events in the window and door and building products industries
- ❖ Regular columns from experts in the building codes and regulatory affairs, marketing and the legal and financial arenas
- ❖ Extensive new product coverage, including the latest in windows, doors and other finished products, as well as components, equipment, software and services.

Trademark Issues



Industry Pulse!

Based on an exclusive survey of manufacturers, distributors and dealers, this exciting feature is part of our January forecast coverage. The Industry Pulse! provides a gauge on company plans for capital spending, hiring, product development and more, as well as further insight into the industry's expectations for the market during the coming year.



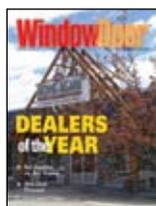
The Top 100 Manufacturers

The "industry's annual scorecard" ranking North America's largest players, based on annual sales. Full coverage provides updates on acquisitions, expansions and other activities.



Crystal Achievement Awards

Our annual celebration of innovation in the fenestration industry. These coveted awards honor the year's best in new product technology, manufacturing and marketing.



Dealers of the Year

Recognizing excellence in the distribution and sales of windows and doors, we honor leadership in the professional and homeowner markets, and highlight firms which define the best in such arenas as customer service, installation and innovative thinking.



Annual Buying Guide

The industry's most complete directory and reference features information on more than 1,300 companies and organizations. It includes window and door manufacturers and suppliers of components, equipment, accessories and services.



Making News in Window & Door*

Manufacturers, distributors and dealers recognize *Window & Door* as the leading information source for the industry—and they look to our magazine, *WDweekly* and our Web site to stay up to date. So if important changes are taking place within your company, the best way to let the industry know about it is to let us know. *Window & Door* has a number of departments in each issue that you should think about when your company or organization makes news:

New Products

Manufacturers, distributors and dealers are particularly eager to learn about new windows, doors, components, equipment or services available to them. In print and online, we provide brief introductions on what's new, and include phone numbers and Web links to allow people to contact you for more information. If your company is introducing something new, send us a brochure or announcement about it, along with a color photo or electronic image, if it's available.

W&D News

Online, in *WDweekly* and in the magazine, we provide the industry with up-to-date reports on the activities of companies and associations, including brief items and more extended articles. Let us know about your firm's expansions, acquisitions, new facilities, new customers and other initiatives. You can send a press release or a simple email. Send us a note or the full story, and we frequently use photos if they're provided.

Noteworthy

Has your company won an award? Are you doing something special to help your community? Have you celebrated an anniversary? Do you have employees who have received special recognition. The Noteworthy department of *Window & Door* regularly celebrates the accomplishments and contributions of window and door companies and their employees. If you've done something noteworthy, let us know. Again, a press release, a simple note or full report—along with photos, if available—is all it takes.

People

Has your company added someone new? Have there been any promotions in your operation? Make sure your people get recognized. Send us an announcement, along with pictures.

All submissions for **New Products**, **News**, **Noteworthy** and **People** should be sent to John Swanson, Editor/Associate Publisher, at jswanson@glass.org. Materials can also be mailed to his attention at Window & Door, 23 E. 10th Street, Suite 101, New York, NY 10003. If you have any questions, don't hesitate to contact John at 212/254-5899.

Contributed Features & Case Studies

We seek to gather a wide variety of opinion and perspective on the window and door industry within the pages of *Window & Door*. That's why we are always interested in publishing articles from industry representatives looking at new technologies, manufacturing and product design, market trends and opportunities, and a wide variety of topics of interest to executives in the window and door business. Our basic ground rules are that such contributed features must be generic, and educational in nature, but they may express an opinion.

Window & Door welcomes your ideas and your suggestions. If you are interested in pursuing such a project, we advise that you talk to us first before preparing an article. It should also be noted that features to be included in each issue are generally planned well in advance. We can't promise to run every piece of information sent to us, but we can promise to give everything sent to us serious consideration. Any questions, please call 212/254-5899 or e-mail jswanson@glass.org.

**Anything sent by regular mail or overnight delivery
should be addressed to John Swanson at:**

23 E. 10th Street, Suite 101
New York, NY 10003

***as well as WindowandDoor.com &**

WDweekly
Delivering the Fenestration Industry to Your Desktop



	Focus	Special Coverage	Marketing Bonuses
JAN/FEB.	2011 Industry Pulse & Forecast	International Builders' Show Preview*	Bonus Distribution: IBS AAMA Annual Meeting
	Space Closing: Dec. 10 • Materials Due: Dec. 15		
MAR/APRIL	Top 100 Manufacturers	Hardware*	Bonus Distribution: WDMA Annual Meeting FMA Annual Meeting
	Space Closing: Feb. 14 • Materials Due: Feb. 18		
MAY	Energy Efficiency Upgrades*	Computer Software & Systems*	Bonus Distribution: AAMA Summer Meeting
	Space Closing: Apr. 18 • Materials Due: Apr. 22		
JUNE/JULY	Production Equipment*	Entry Doors*	Bonus Distribution: NWDA Summer Meeting
	Space Closing: May 16 • Materials Due: May 20		
AUG.	GlassBuild America Preview*	The High End Market*	Bonus Distribution: GlassBuild America
	Space Closing: July 14 • Materials Due: July 20		Show Catalog Combo Rate ❖
SEPT.	Crystal Achievement Awards	AMD Show Preview* Remodeling Show Preview*	Bonus Distribution: AMD Show Remodeling Show
	Space Closing: Aug. 17 • Materials Due: Aug. 23		Awards Sponsorship ❖
OCT/NOV.	2011 Dealers of the Year	Win-Door North America Preview*	Bonus Distribution: Win-Door
	Space Closing: Sept. 23 • Materials Due: Sept. 28		
DEC.	2012 Window & Door Buying Guide The industry's most complete resource, featuring over 1,500 companies, including detailed window and door manufacturer listings, and cross-referenced listings of industry suppliers.		FREE Logo and Deluxe Pictorial Listing
	Space Closing: Nov. 14 • Materials Due: Nov. 18		Print/Online Combo Packages ❖

Featured in every issue...

- New Windows, Doors, Components and Equipment
- Industry Trends
- Meetings & Events
- Noteworthy
- People
- Window on Wall Street

Plus our exclusive columns...

- Code Arena
- Industry Watch
- Integrated Marketing
- The Legal Department
- Research & Development
- Opening Remarks

To submit items for publication...

Tel: 212.254.5899

Fax: 212.254.7123

jswanson@glass.org

Sales Team

Mike Reier

410.893.8003 x17

mreier@executivepublishing.com

MI, IL, IN, OH, PA, NY, CT, RI, MA, NH, VT, ME, Ontario, Quebec, Nova Scotia, Prince Edward Island, New Brunswick, Europe

Kim Daniele

410.893.8003 x21

kdaniele@executivepublishing.com

NJ, DC, DE, MD, WV, VA, NC, SC, GA, FL

Katie Gribbin

410.893.8003 x12

katieg@executivepublishing.com

AL, MS, LA, AR, OK, MO, KY, TN

Chris Hodges

410.893.8003 x18

chodges@executivepublishing.com

AK, HI, WA, OR, CA, ID, NV, UT, AZ, MT, WY, CO, NM, ND, SD, NE, KS, TX, MN, WI, IA, British Columbia, Alberta, Saskatchewan, Manitoba, Central/South America, Asia

* Indicates there will be a product feature

❖ Contact your sales representative for details

www.WindowandDoor.com

Window & Door's web site, **WindowandDoor.com**, is powered by a state-of-the-art content management system. The site delivers:

- ❖ powerful search tools and suggested links to related content;
- ❖ customizable features like **RSS**;
- ❖ resources that allow readers to look up information related to codes, market data and much more;
- ❖ a page dedicated to **The Talk**, our popular industry forum;
- ❖ and, of course, up-to-the-minute coverage of industry news demanded in today's 24/7 world.



For advertisers, WindowandDoor.com means even greater exposure. Over the past four years, our Web site has consistently delivered more than **1.16 million page views annually**, an average of more than **96,700 page views/month**.¹

Monthly Averages¹

- 19,870 unique visitors
- More than 51% of visitors are new to the site
- Visitors spend an average of 2 minutes per visit
- 72,243 impressions per ad

¹ Publisher's Own Data

www.WindowandDoorDigital.com

Window & Door's latest offering is **WindowandDoorDigital.com**, now distributed to 22,515¹ executives. Reading just like the printed version of the magazine, the digital edition is a convenient new alternative for industry executives who want instant access to the information they need. Pages turn with the click of the mouse and live links take readers directly to the Web sites referenced in both articles and ads.

WindowandDoorDigital.com is:

- ❖ delivered faster than print;
- ❖ your one-click access to supplier sources and information online;
- ❖ accessible to *Window & Door* subscribers around the world;
- ❖ a paperless way to keep up with the industry.

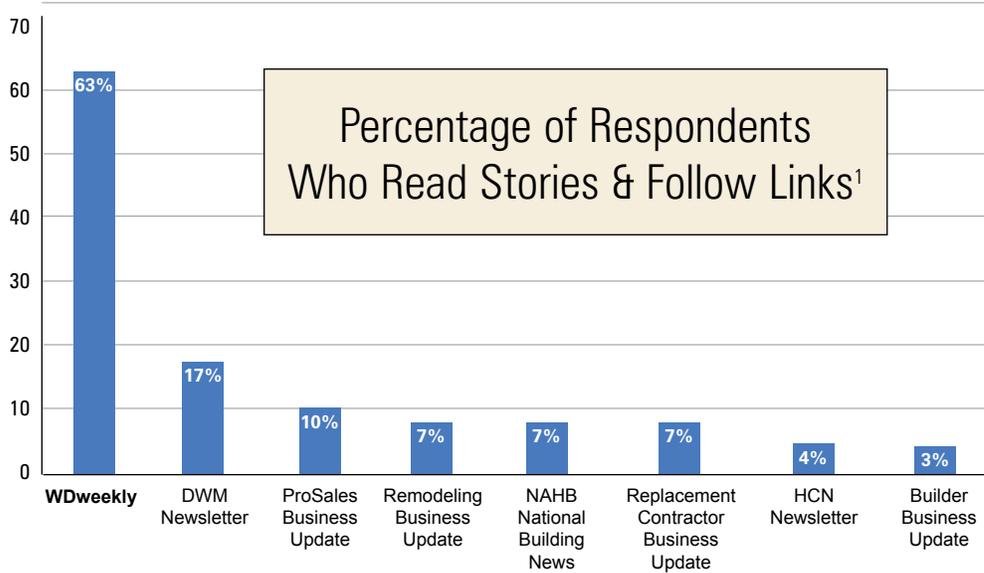


And *Window & Door* is pleased to offer the following advertising options exclusively in the digital edition:

- ❖ **Banner**, 728 pixels wide x 90 pixels tall, static files only
- ❖ **Blow In**, maximum width of 500 pixels, static files only
- ❖ **Bellyband**, suggested size 800 pixels wide x 175 pixels tall, static files only



WDweekly: A Clear Favorite



In the inbox of thousands of industry movers and shakers every Wednesday, WDweekly, *Window & Door's* electronic newsletter, has received raves since its launch in 2006. According to a survey² of WDweekly recipients, **75% say it's their "most preferred"** electronic newsletter. We're the **"best source for industry news" for 77%**.

Further proof that they like what they're seeing:

- ❖ **79%** say they spend more time reading WDweekly than other industry newsletters. That's 10 times more than its nearest competitor.
- ❖ **74%** say WDweekly carries the "most timely" information.
- ❖ **72%** say WDweekly "offers the most insight and ideas."

¹2010 Counsel House Research Study of 700 manufacturers, distributors, dealers and other industry subscribers.

Weekly Statistics¹

- Delivered to an average of 20,537 targeted industry professionals every week
- Average delivery rate of 96.4%
- Above-average open rate for the industry of more than 25%

¹ Publisher's Own Data January–September 2010

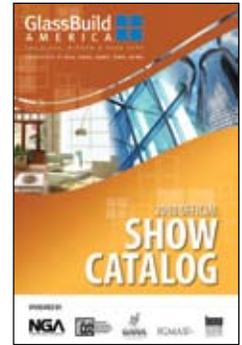


Special Offers for Advertisers

GlassBuild America Show Catalog

Thousands of attendees from around the world use our show directory when they are ready to buy. GlassBuild America: The Glass, Window & Door Expo is back in Atlanta in 2011, Sept. 12–14, and expecting 8,000 attendees from the window, door and glass supply chains and 400 exhibiting companies.

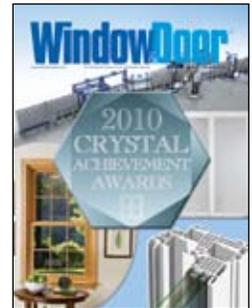
Display advertisers in the August issue receive an ad of the same size and color in the Show Catalog for only \$510 net.



Crystal Achievement Awards

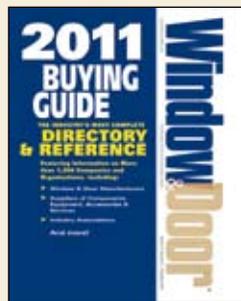
Honor industry innovation in the fenestration industry as you market your company. Sponsors are recognized at GlassBuild America in the September print issue, in WDweekly and on WindowandDoor.com.

Display advertisers placing a half-page ad or larger in the September issue may purchase a full page 4-color ad in the Oct/Nov. issue for only \$1,175 net.



The Annual Buying Guide

It's the most complete industry directory available, featuring more than 1,300 companies serving the North American fenestration market. Used throughout the year, it is the premier resource used by dealers, distributors and manufacturers when they are looking for new vendors. Now available in digital format, subscribers can go directly to your web site by a simple click on your advertisement.



The Window & Door eBuyingGuide is the online edition of our annual print Buying Guide and features more than 30 pages with links to industry suppliers in 19 categories and manufacturers of windows, doors and other fenestration products in seven categories. Users click on a category and go right to your listing.

Display advertisers in the print edition receive all enhanced listing options free of charge: a logo in company directory; bold-faced product listings; and a deluxe pictorial listing. Ask a member of our sales team about package deals that combine print and electronic options in the eBuyingGuide.

Classifieds

It's the industry's source for business opportunities, used items for sale and the place to advertise job openings in print or online at the Window & Door Employment Center.

For more information, contact Jeff Smith at 540/234-9624 or e-mail: Classifieds@WindowandDoor.com.



Advertising in Window & Door

Print and Online Options for Greater Results

Window & Door offers you several platforms to broaden your reach to customers and prospects. You can choose among print and online advertising vehicles or a combination of these for monthly, weekly and daily visibility.

For detailed information on print and electronic ad availability, contact your advertising representative.

1. Find the region in which your company is located.



2. Contact the sales person at Executive Publishing who handles that region.

Chris Hodges

Tel: 410/893-8003, x18

E-mail: chodges@executivepublishing.com

Katie Gribbin

Tel: 410/893-8003, x12

E-mail: katieg@executivepublishing.com

Mike Reier

Tel: 410/893-8003, x17

E-mail: mreier@executivepublishing.com

Kim Daniele

Tel: 410/893-8003, x21

E-mail: kdaniele@executivepublishing.com

Executive Publishing

900-A South Main St., Suite 103

Bel Air, MD 21014

Fax: 410/893-8004