IGS Magazine was founded in November 2003 and remains one of the most recognised and enduring brands in the global glass architecture and facade engineering industry. The Website and magazine features exclusive content from leaders in this sector, innovative product developments, mind blowing architecture and updated press releases.

**IGS Offers:**
1. Updated Press Releases
2. Case Studies, exclusive interviews and opinion pieces from leaders of the industry and stunning architectural project editorials
3. Glass industry events
4. Articles focused on specific topics: market trends, technology, sustainable building, industry innovations, intelligent/smart glass (to name a few)

**IGS ADVERTISING OPPORTUNITIES**

The **IGS Team** can tailor digital and print advertising campaigns to your specific marketing objectives through homepage banners, road blocks, newsletter sponsorships, product and project editorials, full and half page print adverts.

**ONLINE ADVERTISING DETAILS AND RATES**

**(A) Leaderboard Banner Ad 1456 x 180**
Displayed prominently at the top of every page. Communicate key branding and marketing communication messages throughout the entire website.

**(B) Homepage Banners (3 available) 1456 x 180**
Displayed under main section headings on the homepage, allowing for targeted ad exposure.

**(C) Main Sidebar Advert 800 x 534**
Displayed on every page, in the featured sidebar, this space gives you exposure throughout the website.

**Road Block all positions (5 ad spaces)**
Take over the IGS Homepage and ensure your brand reaches our network.
YOUR AUDIENCE

70% of our readership are top level decision makers in the industry, Directors, CEO’s and Partners

Magazine Frequency: 4 issues per year
Circulation: 7500 per issue + 7000 Online E-mag readers
Online Stats: 10,000 monthly visitors

E-NEWSLETTER SPONSOR

IGS publishes a bi-weekly e-newsletter. The emails present an ideal opportunity to reach a highly targeted subscriber base. Your Banner will be front and centre, giving your project or product maximum exposure. (£1000/month 8-9 newsletters).

BESPOKE EMAIL

IGS provides bespoke email blasts to our highly targeted audience. Bespoke emails provide an effective medium to directly reach prospective clients and generate leads or other client interaction. (£350 per email)
IGS MARKETING SUMMARY AND RATES

<table>
<thead>
<tr>
<th>Service</th>
<th>Price (per month)</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Marketing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Leaderboard Banner Ad</td>
<td>£1,500</td>
<td>On Every Page (Top Position)</td>
</tr>
<tr>
<td>Homepage Banners</td>
<td>£1,000</td>
<td></td>
</tr>
<tr>
<td>Main Sidebar Advert</td>
<td>£1,250</td>
<td>On Every Page (Main Sidebar)</td>
</tr>
<tr>
<td>Road Block All Positions</td>
<td>£5,000</td>
<td></td>
</tr>
<tr>
<td>Print Marketing</td>
<td>Per Issue</td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>£4,250</td>
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<tr>
<td>Hall Page</td>
<td>£3,250</td>
<td></td>
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<tr>
<td>Double Page</td>
<td>£7,225</td>
<td></td>
</tr>
<tr>
<td>Double Half Page</td>
<td>£6,403</td>
<td></td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>£6,000</td>
<td></td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>£5,000</td>
<td></td>
</tr>
<tr>
<td>Inside Front</td>
<td>£5,250</td>
<td></td>
</tr>
<tr>
<td>Newsletter and Emails</td>
<td>Price (per month)</td>
<td></td>
</tr>
<tr>
<td>Newsletter Sponsor</td>
<td>£1,000</td>
<td></td>
</tr>
<tr>
<td>Bespoke Emails</td>
<td>£350 per email</td>
<td></td>
</tr>
</tbody>
</table>

ADVERTISING COPY SPECIFICATIONS AND FILE SUBMISSION GUIDE LINES

Delivery Method: Email to lewis@igsmag.com
Format for Online Ads: GIF (for animated) of JPEG/PNG (for static)

Print Media: PDF, Quark Xpress, PageMaker, Illustrator or Photoshop.

The publisher can accept CD, Zip files or floppy disks and has the ability to download files from your website. However, email is the preferred transfer method (ZIP files for large file sizes)

Notes: A colour guide should be sent to ensure continuity of colour on the press. Ensure that colours are CMYK, fonts are enclosed and images are at a minimum of 300dpi resolution.

CONTACTS

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ONLINE AND PRINT MEDIA MARKETING
For leaders