



Stained Glass

QUARTERLY MAGAZINE | 2023 MEDIA KIT



About the Stained Glass Quarterly

2023 STAINED GLASS QUARTERLY MEDIA KIT

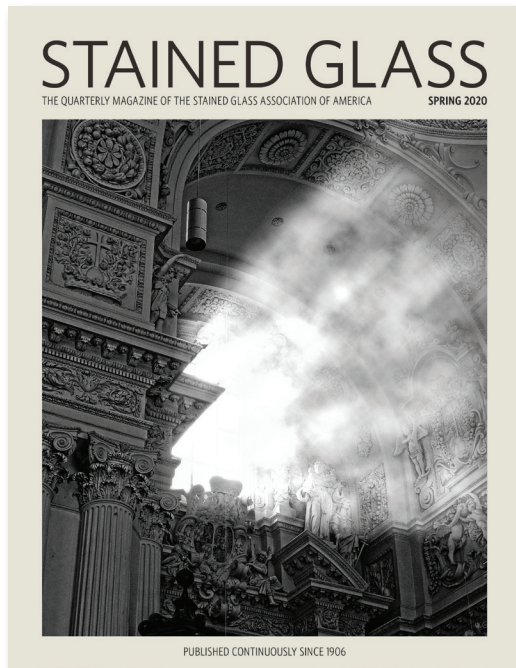
PUBLISHED BY THE STAINED GLASS ASSOCIATION OF AMERICA SINCE 1906

Published continuously for more than a century, the Stained Glass Quarterly is the trusted voice of the stained and architectural glass industry, and a priceless resource for those who are passionate about the creation, preservation, and understanding of beautiful works in glass.

OUR AUDIENCE

The majority of our subscribers own, manage, or are employed by major architectural stained glass studios. Our readership also includes hobbyists, conservators, preservationists, students, architects, and consultants, all seeking industry information and the latest in product development. With a mailing list that includes all 50 states and a dozen countries, the Stained Glass Quarterly is your doorway to the international art glass community.

The Quarterly is mailed to a quickly growing list of 1,600 subscribers currently, and is sold at art and history museums, historic sites, supply stores, larger glass studios, and architecture firms. We also have plenty of copies on hand at the major trade shows, which average thousands of attendees each year.



Stained Glass of Emanuel Vigeland

by Virginia Smith-Ryan

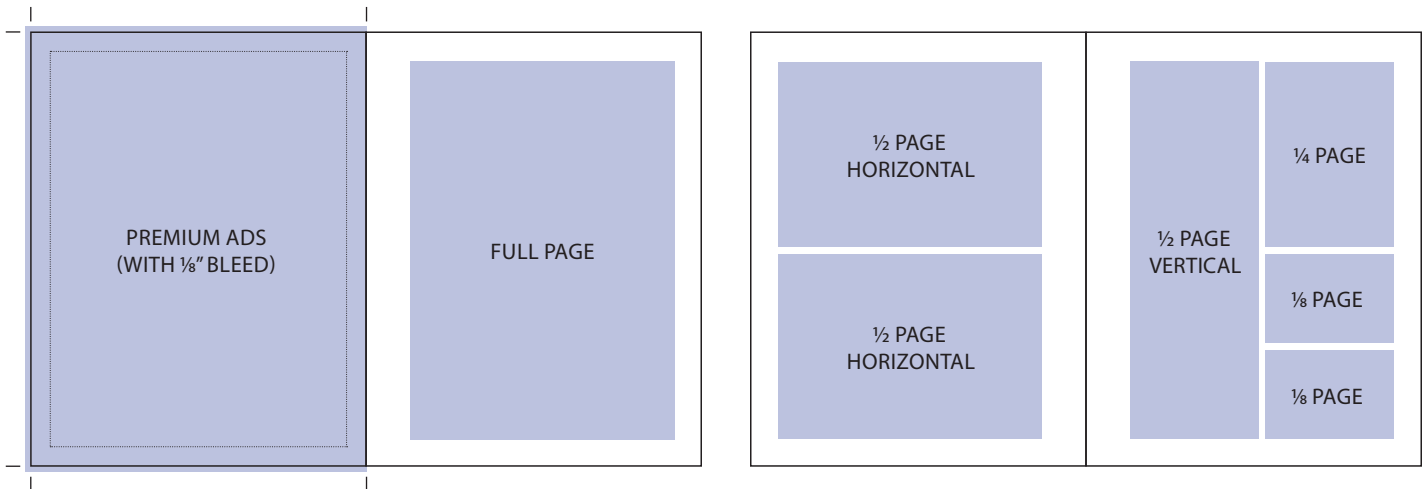
Norway witnessed extraordinary artistic production in the early 20th century, in part spurred by the movement toward independence, achieved in 1905. The multifaceted Emanuel Vigeland (1875-1948) excelled in the construction of figured imagery, attending to architectural functions, integrating with the historical and artistic traditions, and creating a unique style.

Vigeland was born in the town of Mandal, the southernmost part of Norway. His father, Ole Vigeland (1845-1915), was a well-known artist who had been working for the last 20 years of his life. Vigeland was born in 1875, the same year as his father's death. He was a talented artist from a young age, and his work was highly regarded. He was a member of the Norwegian Stained Glass Association and was active in the movement toward independence.



Rates & Specifications

2023 STAINED GLASS QUARTERLY MEDIA KIT



ADVERTISING RATES

STANDARD ADS	1X CONTRACT	4X CONTRACT*
Full page	\$1125	\$900
½ page horizontal	\$675	\$540
½ page vertical	\$675	\$540
¼ page	\$425	\$375
⅛ page	\$200	\$145

* Standard 4x contracts are automatically renewed

PREMIUM ADS	2X CONTRACT	4X CONTRACT
Inside back cover	\$1750	\$1570
Inside front cover †	\$1900	\$1600
Inside first page †	\$1600	\$1470

† Under contract at this time, contact for future availability

STANDARD AD SIZES

UNIT SIZE	AD SIZE (INCHES)
Full page	6.6875 x 9.5625
½ page horizontal	6.6875 x 4.6875
½ page vertical	3.25 x 9.5625
¼ page	3.25 x 4.6875
⅛ page	3.25 x 2.25

PREMIUM AD SIZES

UNIT SIZE	AD SIZE (INCHES)	WITH BLEED
Inside front	8.5 x 11	8.75 x 11.25
Inside back	8.5 x 11	8.75 x 11.25
First page	8.5 x 11	8.75 x 11.25

AD DESIGN

Your ad can be created in one of three ways:

1. You or your graphic designer can build and submit your ad according to the specifications listed above.
2. If you don't have a designer, we'd be happy to create your ad for a one-time set-up fee of \$375 and supply you with the file for use in other publications.
3. If you opt for a two-year advertising contract, our design professionals will create one ad for use during the duration of your contract at no charge.

AD SPECIFICATIONS & SUBMISSION

File type: PDF or JPEG at size (full page premium ads to include ⅛" bleed)

Color space: CMYK

Compression: High-quality print (300 dpi)

Submission: Advertisements may be sent to the Stained Glass Quarterly at info@stainedglass.org

Editorial Calendar

2023 STAINED GLASS QUARTERLY MEDIA KIT



DEADLINES & CIRCULATION

ISSUE DATE	EDITORIAL DEADLINE	ARTWORK / MATERIAL DUE DATE	CIRCULATION DATE
Spring 2023 Vol. 118 No. 1	January 26, 2023	January 26, 2023	March 2023
Summer 2023 Vol. 118 No. 2	March 1, 2023	March 1, 2023	April/May 2023
Fall 2023 Vol. 118 No. 3	June 1, 2023	June 15, 2023	August/September 2023
Winter 2023 Vol. 118 No. 4	September 1, 2023	September 15, 2023	November 2023

A NEW LOOK!

In 2019, the Stained Glass Quarterly underwent a professional re-design based on feedback we've heard from readers and advertisers throughout the years. The fresh and innovative layout features a refreshed cover design, larger and more plentiful photos, easier to read type, and more streamlined ad offerings designed to draw more attention to the advertisers who support this publication.

We're excited about this new and improved opportunity to bring our growing audience more of the insightful, interesting, and informative art glass news they've come to expect from us, and hope you are, too!

Ready to advertise with us? Fill out the attached advertising contract and send it over to info@stainedglass.org to get started.

Advertising Contract

2023 STAINED GLASS QUARTERLY MEDIA KIT



ADVERTISER INFORMATION

Company_____

Contact name_____

Address_____

Email_____

Phone_____

URL_____

ADVERTISER agrees to purchase advertising space as marked in the Stained Glass Quarterly:

AD SIZE

☐ Full page

☐ ½ page

☐ ¼ page

☐ ⅛ page

FREQUENCY

☐ 1x (\$1,125 each)

☐ 1x (\$675 each)

☐ 1x (\$375 each)

☐ 1x (\$200 each)

☐ 4x (\$900 each)

☐ 4x (\$540 each)

☐ 4x (\$315 each)

☐ 4x (\$135 each)

ISSUE

☐ Spring 2022

☐ Summer 2022

☐ Fall 2022

☐ Winter 2022

☐ Premium ad (under contract at this time, contact for future availability)

EXTENDED CONTRACT

If you opt for a two-year advertising contract, our design professionals will create one ad for use during the duration of your contract at no charge. Extending your contract to two years locks in advertisement pricing through 2024.

☐ Opt in for 2 years with custom ad design.

☐ Opt in for 2 years using my provided design.

INSERTION

Ads may remain the same throughout the contract or may be changed with notice by the Artwork Due Date.

☐ Repeat ad throughout extent of contract unless otherwise notified.

☐ See ad rotation schedule or special instructions indicated below.

☐ Contact before each issue.

CONTACT NAME_____ PHONE_____ EMAIL_____

Advertising Contract



GUARANTEED RATE

PUBLISHER shall honor above contracted rate during the term of this contract. Any published increase in advertising rates as determined by PUBLISHER shall not affect the contracted rate.

DEADLINE AND AD REQUIREMENTS

Signing of this contract is acknowledgement by ADVERTISER of receipt of the current deadlines and ad specifications as noted in this media kit. ADVERTISER may supply digital-ready artwork in conformance with the mechanical specifications as published. Copy and/or artwork requiring modification for conformance to mechanical requirements shall be modified by PUBLISHER at prevailing rates.

CHANGE IN ADVERTISING SIZE

ADVERTISER may, in conformance with the published deadlines, increase or decrease the size of the display ad space or specify cover placement (when available, full page only).

PUBLISHER shall grant ADVERTISER the frequency discount rate applicable to the changed ad size.

CANCELLATION

ADVERTISER'S cancellation of this contract prior to expiration shall result in ADVERTISER liability for the difference between the current open display-advertising rate and the contracted rate for all advertising placed under the term of this contract. PUBLISHER may cancel this contract if advertising remains unpaid at the closing deadline for the next issue.

RIGHTS OF APPROVAL

PUBLISHER shall retain all rights of advertising approval and may reject any advertising deemed unsuitable. ADVERTISER agrees to adhere to all conditions as set forth on the Stained Glass Quarterly current media kit.

ACCEPTED FOR ADVERTISER

_____ Company Representative/Title

_____ Authorized Signature/Date

ACCEPTED FOR PUBLISHER

_____ Executive Director

_____ Authorized Signature/Date