



DOUBLEGLAZINGBLOGGER.COM

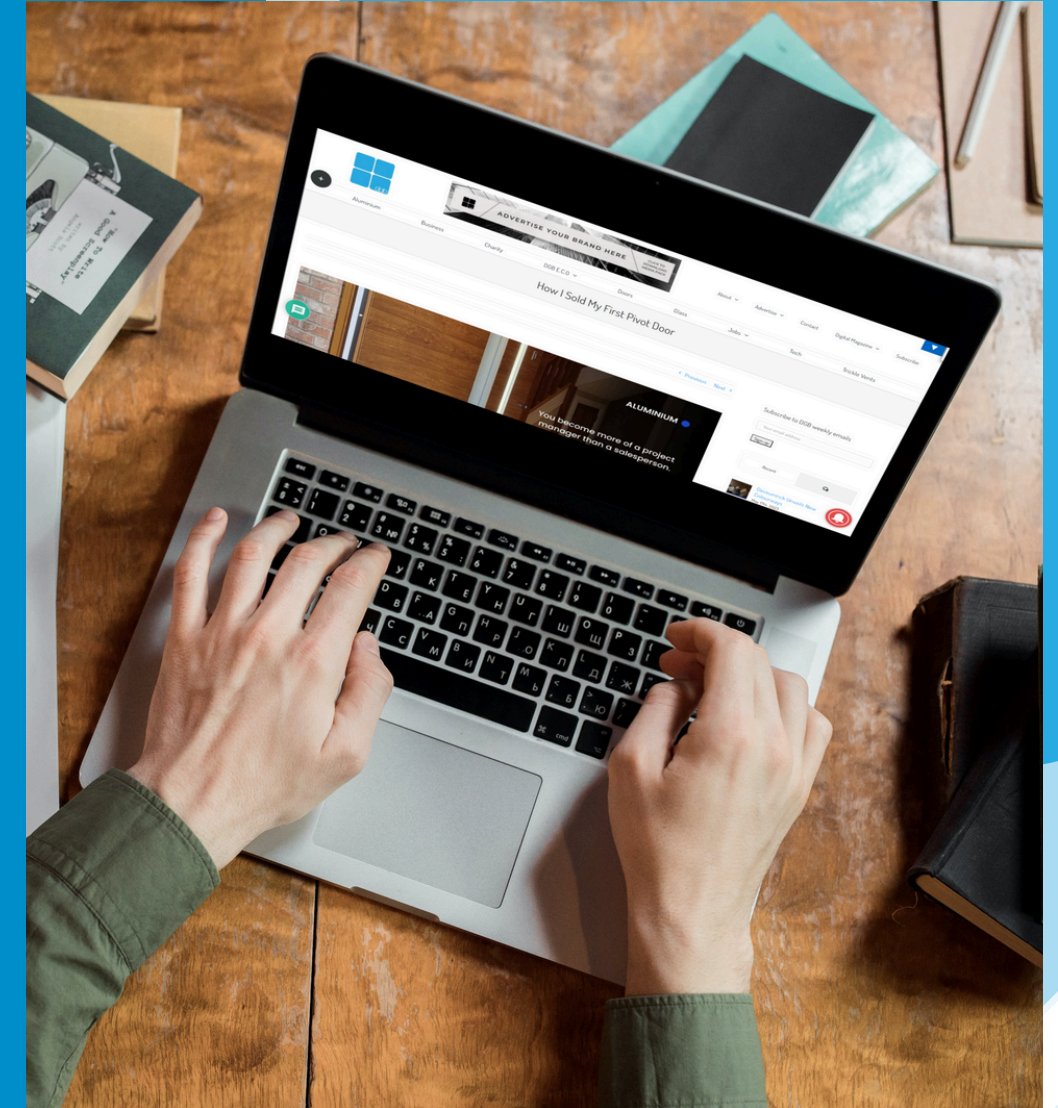
MEDIA PACK

OPINION | ANALYSIS | REVIEWS | NEWS

EDITORS COMMENT

DGB APPROACHES FENESTRATION MEDIA CONTENT DIFFERENTLY. WITH AN ACTIVE CONSUMER-FACING ROLE, DGB IS CONNECTED TO BOTH THE B2B AND B2C SIDES OF THE SECTOR, SO CAN REPORT WITH AUTHORITY ON ISSUES THE REST OF THE MEDIA WILL NOT COVER.

ORIGINAL OPINION AND ANALYSIS ON BOTH CURRENT ISSUES AND TOPICS THAT ARE NOT ALWAYS ON THE RADAR MEANS DGB STANDS OUT FROM THE REST OF THE TRADE PRESS



ABOUT DGB

More than 20 years of working within the industry, at my family-run installations company.

More than 16 years of writing and developing doubleglazingblogger.com, witnessing first-hand the industry go from boom to bust, to recovery and a vast evolution.

Continued active experience in working in the window and door industry has put me in a unique position to grow and cultivate a glazing industry digital media site that stands above all others.

DGB is now the leading independent fenestration media website.

Updated daily with fresh unique opinions, industry analysis, job vacancies, guest articles, special series features, and much much more.

OPPORTUNITIES

1

WEBSITE ADVERTISING + PR

Promote your brand on the DGB website by displaying adverts and unlimited PR publication

2

DGBULLETIN

Place a banner on the popular weekly DGB newsletter which goes out to thousands each week

3

DIGITAL MAGAZINE

Front pages, half-page and full-page advertising options available in the high quality digital publication



DGB WORKS WITH LEADING SECTOR BRANDS...



QUARTERLY OPTIONS

ADVERT ONLY

- 200x200 pixel animated advert linked to URL of your choice
- advert on news sidebar
- unlimited changes/edits

£800

ADVERT + PR PUBLICATION

- 200x200 pixel animated advert linked to URL of your choice
- advert on news sidebar
- unlimited changes/edits
- unlimited PR publication
- all PR published across 3 established DGB social media platforms: Twitter, Facebook, LinkedIn
- Featured profile on DGB website collating all published PR

£1200

6 MONTH OPTIONS

ADVERT ONLY

- 200x200 pixel animated advert linked to URL of your choice
- advert on news sidebar
- unlimited changes/edits

£1200

ADVERT + PR PUBLICATION

- 200x200 pixel animated advert linked to URL of your choice
- advert on news sidebar
- unlimited changes/edits
- unlimited PR publication
- all PR published across 3 established DGB social media platforms: Twitter, Facebook, LinkedIn
- Featured profile on DGB website collating all published PR

£1980

12 MONTH OPTIONS

ADVERT ONLY

- 200x200 pixel animated advert linked to URL of your choice
- advert on news sidebar
- unlimited changes/edits

£2400

ADVERT + PR PUBLICATION

- 200x200 pixel animated advert linked to URL of your choice
- advert on news sidebar
- unlimited changes/edits
- unlimited PR publication
- all PR published across 3 established DGB social media platforms: Twitter, Facebook, LinkedIn
- Featured profile on DGB website collating all published PR

£3600

PAID PR

PR AND NEWS PUBLICATION

- story published on DGB site
- story circulated on all main social channels
- automatically included in weekly DGBulletin newsletter
- automatically included in monthly digital magazine

£90 PER ARTICLE

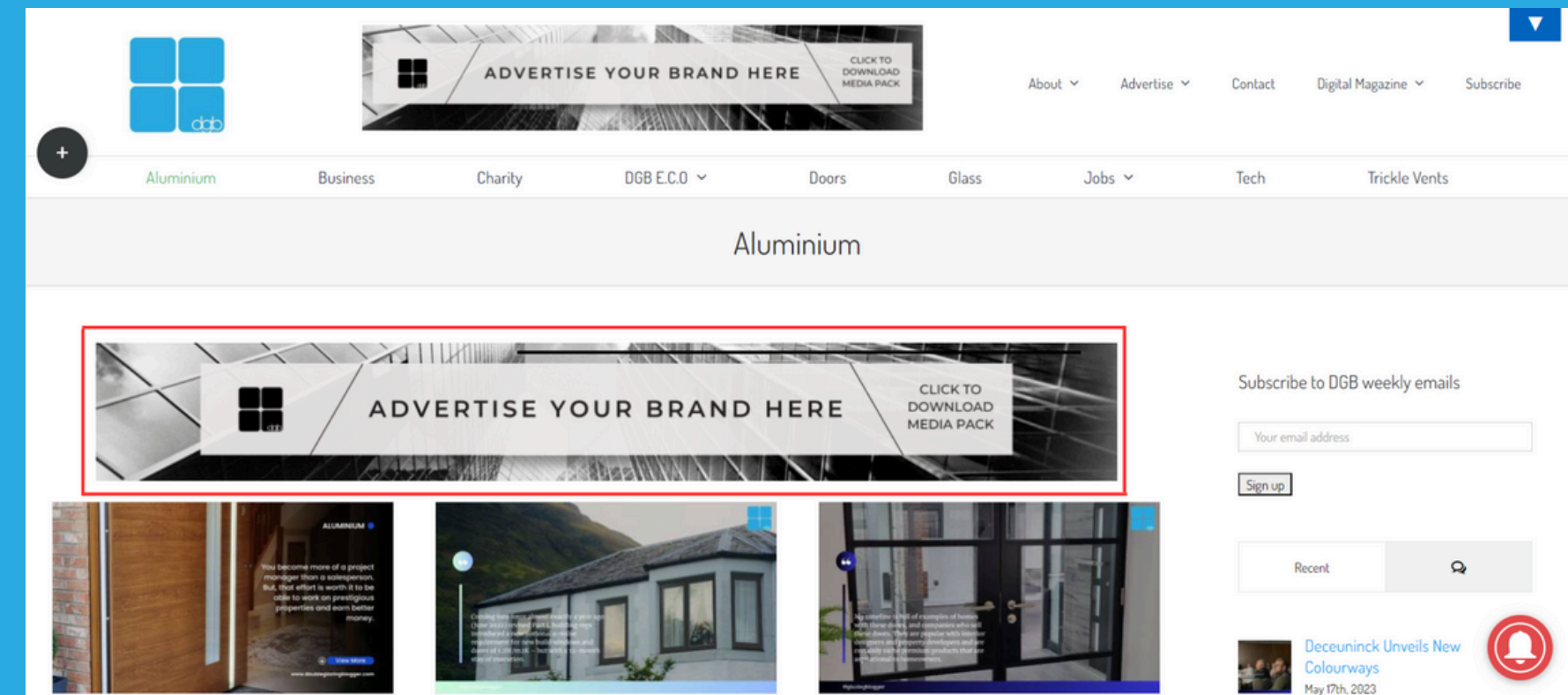
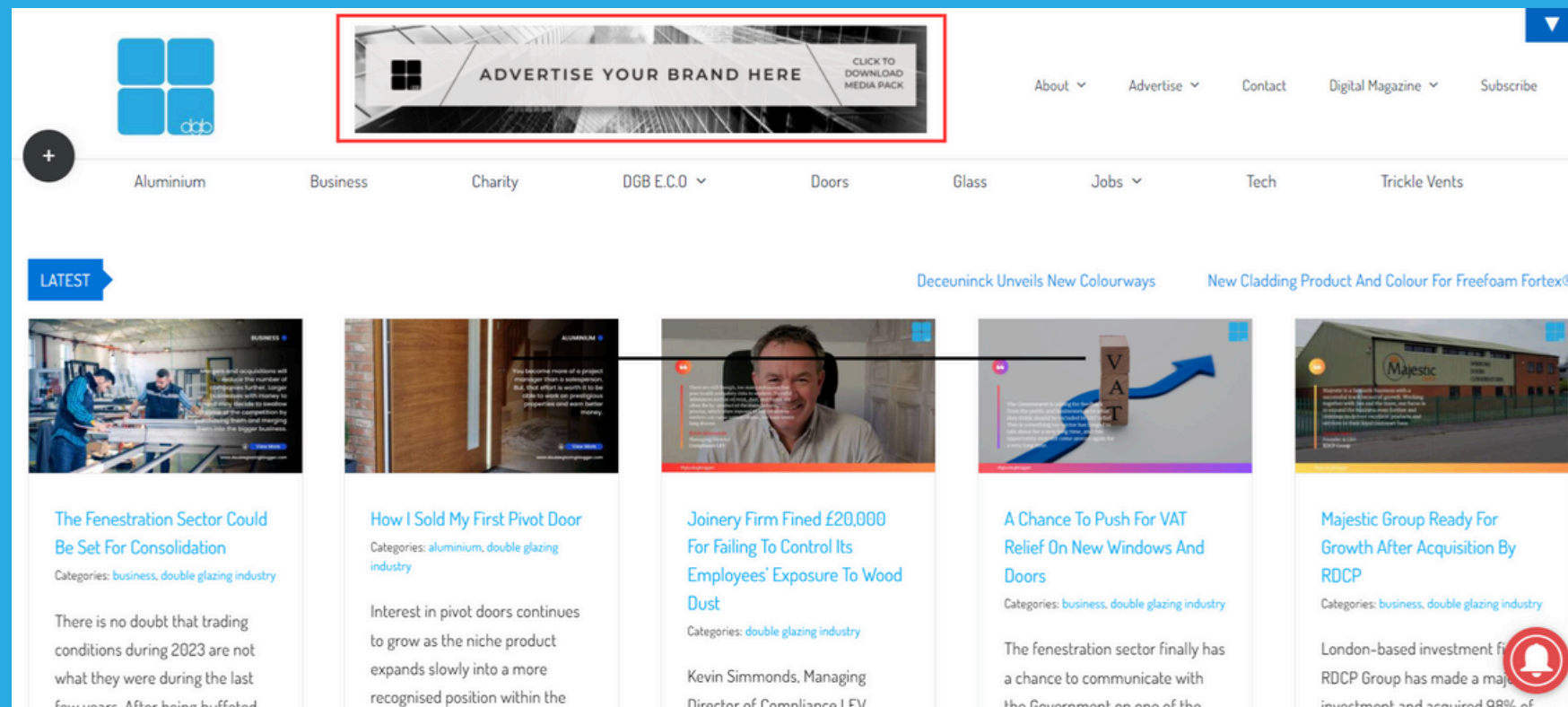
WEB BANNER OPTIONS

MAIN MENU BANNER

- 800 x 150 pixel animated advert linked to URL of your choice
- advert visible at all times site-wide
- unlimited changes/edits

CATEGORY PAGE BANNER

- 1000 x 135-pixel animated advert linked to URL of your choice
- advert on all DGB pages
- unlimited changes/edits



6 MONTHS: £2500 | 12 MONTHS: £4000

6 MONTHS: £1200+VAT | 12 MONTHS: £2000

NEWSLETTER OPTIONS

BANNER ADVERT

- 560 x 190 pixel animated advert linked to URL of your choice
- unlimited changes/edits
- published on every digital newsletter
- 12 month commitment

£1200 (UP FRONT FOR THE YEAR)

E-BLAST

BOOST YOUR LATEST NEWS WITH A DGB E-BLAST

- 560 x 190 pixel advert linked to story on DGB
- GIF / JPG / PNG

£350 PER E-BLAST

MAGAZINE OPTIONS

COVER PAGE - £500 PER MONTH

- A4
- 197mm x 216mm

FULL PAGE - £300 PER MONTH

- includes a full page editorial
- A4
- 210mm x 297mm

HALF PAGE - £200 PER MONTH

- includes a half page editorial
- landscape spec: 210mm x 148mm
- portrait spec: 105mm x 297mm

PR / EDITORIAL - £90

- images must be provided

DGB DATA

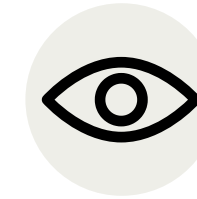
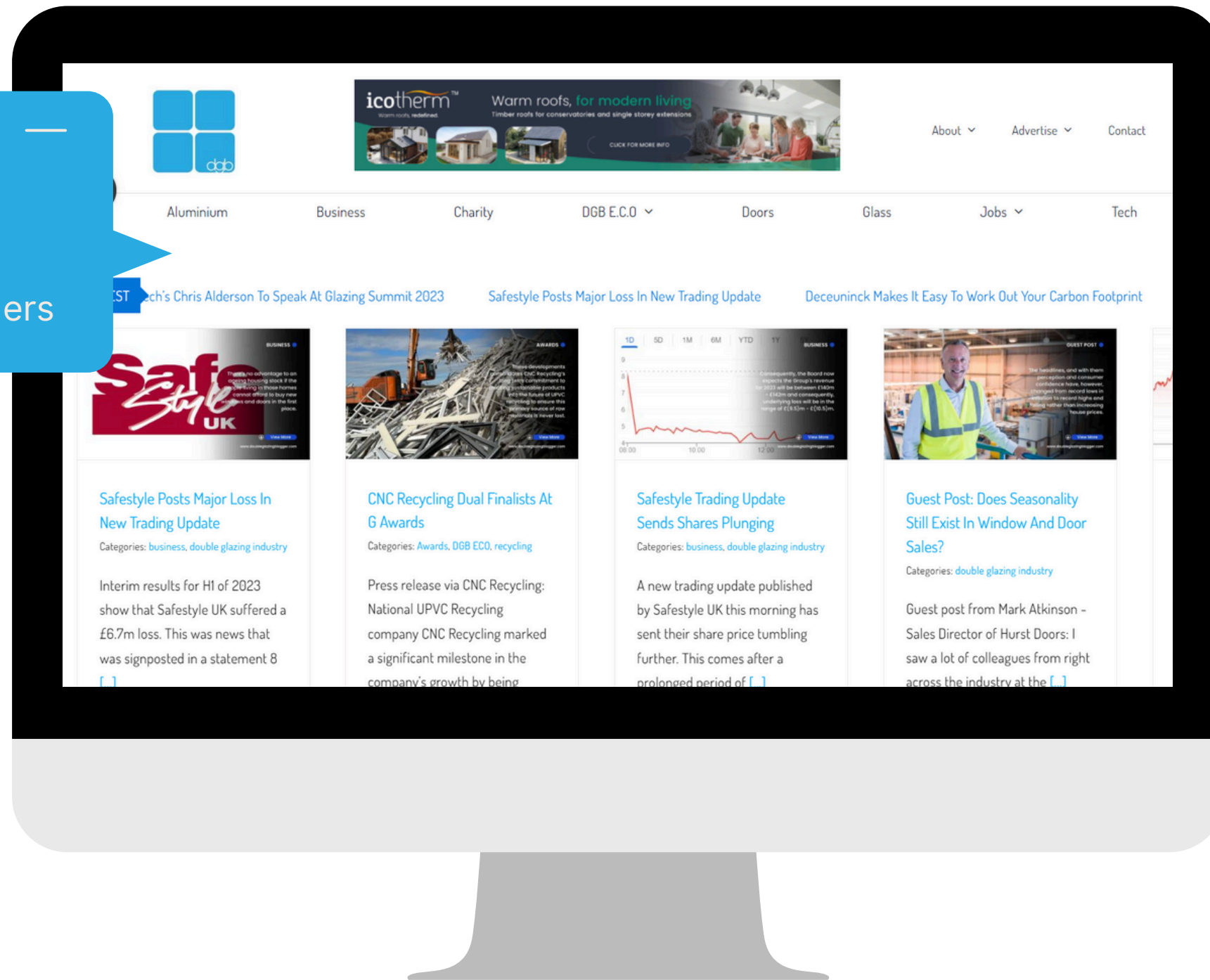
THE MOST EXTENSIVE ONLINE UK FENESTRATION CROSS-PLATFORM NETWORK

SITE STATS

PAGE VIEWS, VISITORS AND GOOGLE IMPRESSIONS

61%

Installer &
fabricator readers



Average 25k page views per month, rising to 45k-65k depending on news coverage



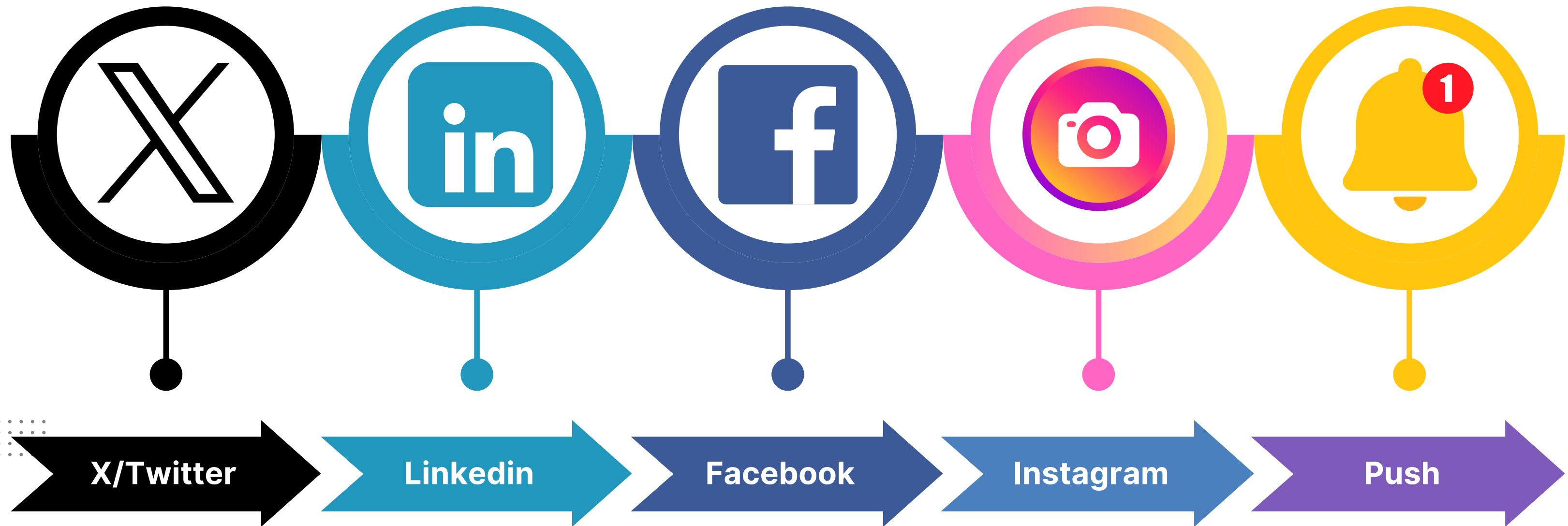
Average 18k-20k visitors per months, rising to 25k-30k depending on news coverage



Average 300k Google impressions per month

DGB Platform: Actually Be Seen

DGB has the largest cross-section social media platform in UK fenestration



More than 12,835 followers on X/Twitter - the largest following for a UK fenestration sector X account.

DGB LinkedIn page has more than 6790+ followers, more than 5330+ connections and more than 2300 subscribers to DGB LinkedIn newsletter.

DGB Facebook page has more than 980 likes and more than 1400 followers.

More than 3100+ followers on Instagram.

More than 3000 people self-subscribed to push notifications for new articles published on DGB.

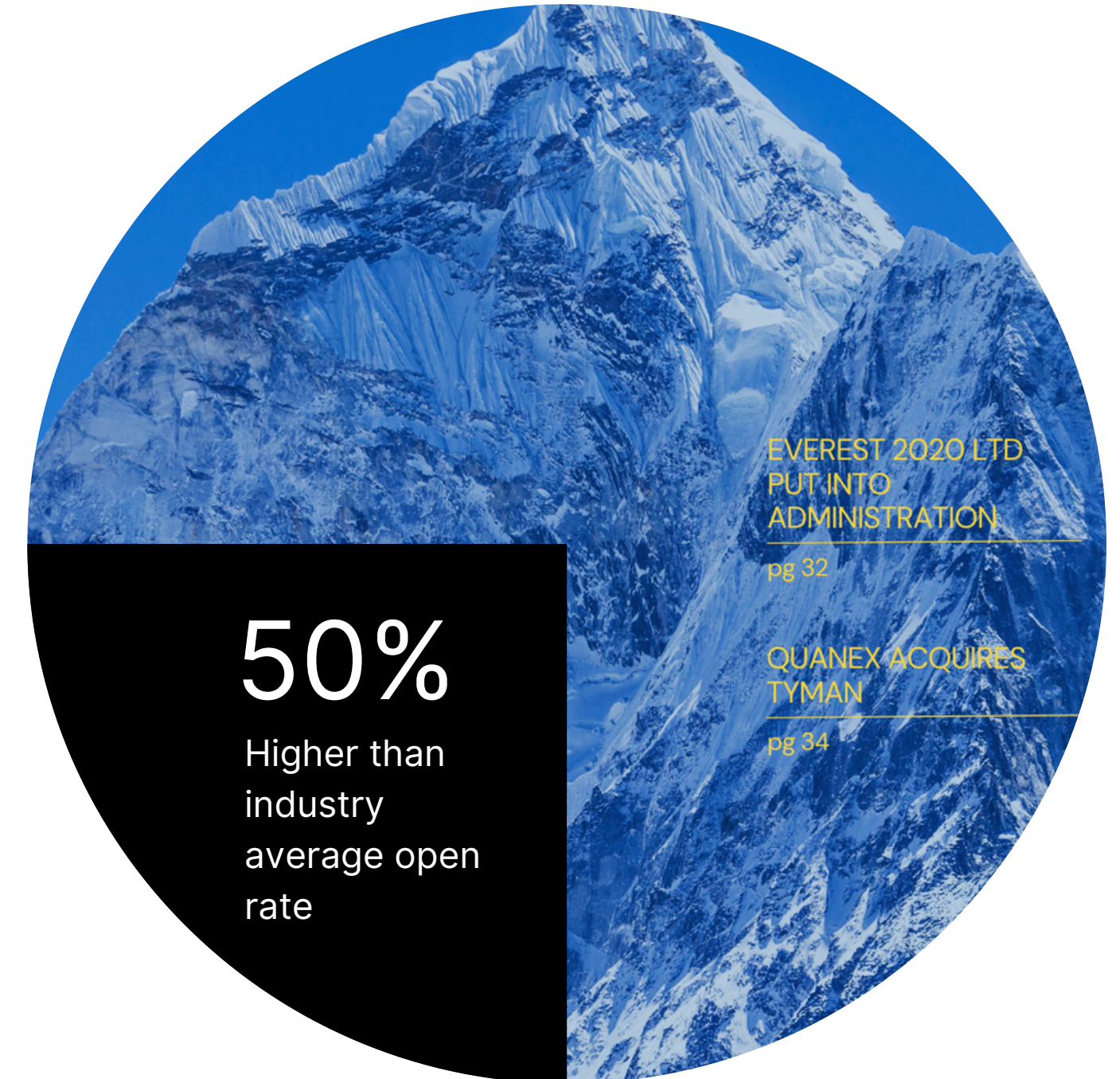
Weekly Newsletter & Monthly Digital Magazine

DGBulletin

Weekly DGBulletin newsletter has open rate of over 50% - significantly higher than industry average

DGB Digital

Monthly digital magazine published at end of each month



CONTACT



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www.doubleglazingblogger.com



[@glazingblogger](https://twitter.com/glazingblogger)