



GLASS

timeless / transparent / thought provoking

Media Pack 2023

Hong Kong • Shanghai • London • Los Angeles



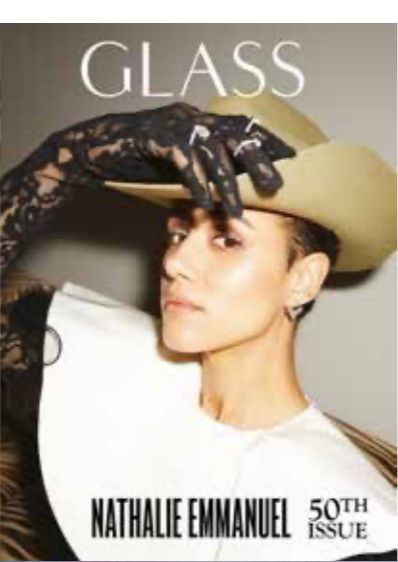
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EMMA APPLETON 50TH ISSUE



GLASS

TINASHE 50TH ISSUE



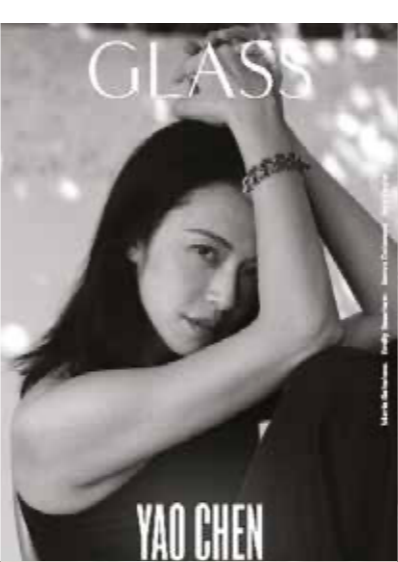
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NATHALIE EMMANUEL 50TH ISSUE



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KAYA SCODELARIO



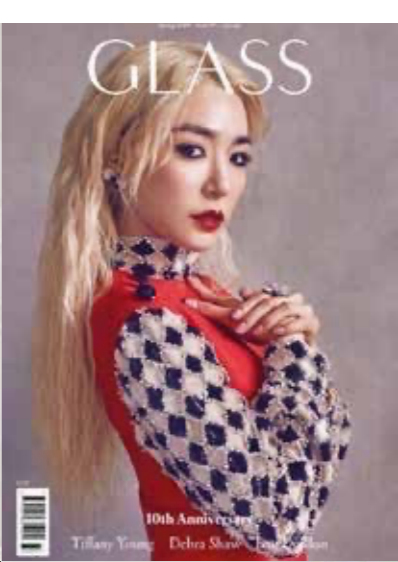
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YAO CHEN



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10th Anniversary



GLASS

10th Anniversary Tiffany Young Debra Shore



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FELICITY JONES



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FAN BINGBING 50TH ISSUE



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CHARLBI DEAN



GLASS

GUGU MBATHA-RAW



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DEVA CASSEL



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JENNA COLEMAN



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AESPA



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SPRING KICKS '77



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50th Anniversary



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TALIA RYDER 50TH ISSUE



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STACY MARTIN



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KAREN ELSON



GLASS

THE TIME IS NOW



GLASS

EMMA CORRIN



GLASS

MICHELLE DOCKERY



GLASS

DAISY EDGAR-JONES



GLASS

CONSTANCE WU

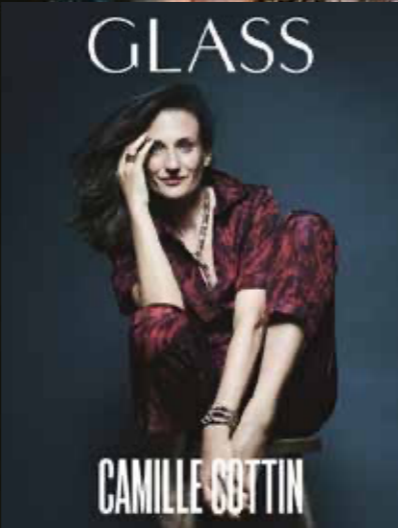


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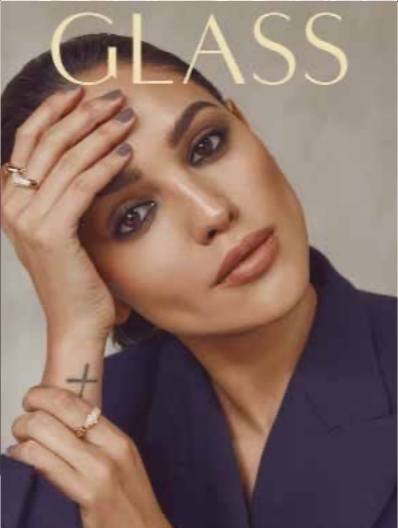
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LI NEWMARK



GLASS

CAMILLE COTTIN

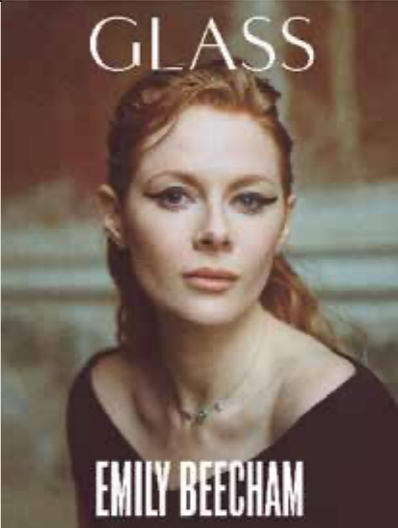


GLASS



GLASS

SON YE-JIN



GLASS

EMILY BEECHAM



GLASS

MIRANDA KERR



The Magazine

Glass magazine is a quarterly publication focussing on cutting-edge modern culture with a particular focus on Asia. Glass offers a combination of authoritative features and powerful visual images, drawing from a host of respected international contributors. Pioneers and leaders in the fields of art, fashion, culture, architecture and humanitarian work are carefully selected each issue and invited to offer engaging, incisive insight guided by an inspirational quarterly theme.

With an emphasis on the highest quality of both our content and the physical magazine, we aim to make each issue of Glass a publication to keep and revisit, much like a timeless book. Other products that we produce include web-based special projects, advertorials, special supplements, media events, exhibitions and audio-visual products, working with collaborators and various sponsors.

In addition, our comprehensive website, www.theglassmagazine.com, is updated daily and has become a definitive resource for the latest coverage of fashion, art, design and lifestyle news and features. Its status figures have surpassed other more established publications online and theglassmagazine.com is now one of the highest ranking online magazines in UK and China (including Hong Kong).

In 2017 we launched a separate Glass Man book, which was wrapped with the Glass magazine and focussed solely on men's fashion and lifestyle choices. In 2019, in response to its incredible success, we launched Glass Man as a standalone title.

Our seasonal editorial coverage calendar is as follows:

SPRING:	Glass – women's spring collection, beauty and jewellery special, city breaks, Basel 2023, SIHH 2023
SUMMER:	Glass – pre-fall collections, couture collections, art and design special focus, fine jewellery preview, exotic travel, LFW top trends, SIHH round up
AUTUMN:	Glass – fall collection previews, fine jewellery focus, celebrity focus, autumn watches
WINTER:	Glass – couture and resort collections, art preview, gifting special, winter travel

Glass Magazine online: theglassmagazine.com & GlasTV

Glass online reflects and complements the print version of Glass magazine. Our groundbreaking video section provides a platform for specially curated visual works. The video editorial section also provides an opportunity to display clothes and products like never before, shot as they are by leading up-and-coming directors and film editors, in collaboration with the Glass team.

Content on Glass online is up to the minute, detailed, varied, witty, stylish and of the highest quality and includes newsletters, competitions and news stories on fashion, music, art, design, travel and dining – featuring international cultural events, with a strong Asian angle, from the top galleries and auction houses which is of relevance for our well-travelled sophisticated readership. In addition, the site has hosted unique collaborations with brands such as Burberry, Lacoste and Eurostar.



style

Fashion, Celebrities, Trends

Chanel AW22 Ready-to-Wear Collection for Glass Autumn 2022



beauty

Luxury, Trends

Chanel beauty by Kim Brown for Glass Autumn 2022



jewellery

Luxury, Design

Louis Vuitton Spirit High Jewellery Collection Glass Autumn 2022



the art of living

Travel, Architecture, Design, Sustainable Living

Our Market

Glass Magazine targets the reader with a thirst for knowledge beyond the noise of publicity; a thinker armed with a discerning appreciation of aesthetics, artistic integrity and current affairs.

They are ABC1, aged 25 – 55, highly literate in fashion, art, design and music who are early adopters that want to invest their resources and influence opinion with their progressive tastes. Aware of current vogues, they seek to discover new experiences and discover talents beyond the confines of press releases, mass-culture media and downmarket advertisers.

Glass Readership Characteristics (December 2022, n=85)*

General Characteristics

Gender	Male 24%, Female 76%
Age Range	25 - 55
Median age	34
Marital Status	Single 66%, Married 34%
Employment	Employed 99%, Professionals: 91%
Education	University/Postgraduate level 95%

- * Median household income: 302,000 USD/year
- * Luxury goods/services consumption in the last six months:
 - Luxury Travel 99%
 - (> 10 leisure trips: 97%; >10 business trips: 99%)
 - Watches 99%

- Shoes & Accessories 99%
- Luxury Clothes 99%
- Fine Jewellery 92%
- Fine Dining & Wines 92%
- Luxury Car 80%
- Fine art 45%
- Yacht 23%

- *Average primary home price:* \$4.1 million USD
- *Do you own a second home: *88% (In Europe 79%)
- *Private banking/Wealth management client: *77%
- *First Class/Private Jet users: *39% *Business Class:* 99%
- *Town/Country Club/Chamber of Commerce Member: *98% *Data from Cypress Market Research,

Media Information Print

Language	English
Period	Quarterly
Circulation	112,000
Readership	555,000
Price	£7.99
For all advertising enquiries please contact Ethan Long - ethan@theglassmagazine.com	

Media Information Online

On our website www.theglassmagazine.com our current monthly unique user count is 200,000 with 5,700,000 avg clicks total.

Geography: 62% Europe (top cities: London, Paris, Berlin); 24 % Asia (HK & China 80%, top cities: HK, Beijing); 14% USA & ROTW (Top cities: NYC, LA, Toronto)

Our social media follower / reach counts are as follows:

Facebook	48,000 followers
	2000 avg weekly post reach total
Twitter	30,000 followers
	10,000 avg weekly tweet reach total
Instagram	1.1 million followers
	40,000 avg weekly likes total



London



Los Angeles



Hong Kong



Distribution

Glass is distributed by The Logical Choice Group to key newsstands and specialist bookshops in London, New York, Hong Kong and Shanghai as well as key cities around the world such as Los Angeles, Singapore, Paris, Tokyo, Milan and Beijing.

Our distribution strategy involves sales to key newsstands, department stores, galleries and retail bookstores internationally through both direct retailing and via our distributor. Glass is distributed to over 1,000 retailers with marketing activity in each quarter including store displays, events and stands in key art and fashion happenings e.g. Frieze and Art Basel HK. A direct involvement in our distribution distinguishes Glass from other titles and ensures we retain a loyal customer base in our chosen markets.

Examples of bookshops and outlets include:

USA, Macau
 American Magazine & Book Co
 Barnes & Noble
 Straight Bookstore, Poly U
 P'N Supermarket, Flower city
 The Peninsula Hotel

Japan, Korea, Taiwan
 Apollo Book Co. Ltd, Japan
 Athens, Osaka
 Eslite, Taiwan
 Kyobo Bookstore, Paju, Gwanghwamun, Jamsil
 Gangnam, Korea
 Mag Freak, Taiwan
 Young Poong Bookstore, Coex, Jongno, Yeouido, Gangnam, Korea

China, HongKong
 Book Trader, Shanghai
 Bookazine, Prince's Building, IFC mall, Exchange Square, Pacific Place,
 Times Square, Repulse Bay, Shui On Centre, Wanchai, Discovery Bay,
 HongKong
 Charter House, Beijing, Shanghai
 China Tex Info, Guangzhou
 Cnpie, Shanghai
 Joint Publishing, Guangzhou
 Shibeitan Book Co Ltd, Beijing
 St Regis Hotel, Shanghai, Beijing
 Sun Fashion, Shenzhen
 Relays, Hong Kong International Airport
 Lagardere Bookshop Hongqiao Airport, Shanghai
 The Book Worm, Beijing, Chengdu, Suzhou
 The Peninsula Hotel, China
 Time Zone 8, Beijing
 Trend Lounge, Beijing

Europe
 Artazrt, Paris
 Arteum Service, Paris
 Chaip Coin Co Ltd, Germany
 Conran Shop, Paris
 Drugstore Publis, Paris
 Les Papeteries, Paris
 Les Mots à la Bouche, Paris
 Lorette News, Paris
 Librairie Du Palais De Tokyo, Paris
 Librairie Georges Pompidou, Paris
 Foyles, London
 Harrods, London
 Hop Pop Pop Editions, Paris
 Institute of Contemporary Arts, London
 KD Presse, Paris
 K Presse, Germany
 Kiosque Bogo, Paris
 Magazine Brighton Ltd, UK
 Mandarin Oriental Hotel, London
 National Portrait Gallery, London
 Nobletime, Zurich
 Newsstand ONLINE, UK
 Relays, Hong Kong International Airport
 RIBA, London
 Schmitt & Co, Germany
 Selfridges, London
 S.G.E.L., Spain
 The Serpentine Gallery, London
 Thierry Presse, Paris
 Westfield Centre, London
 WHS Travel, UK, Paris
 Wittwer, Germany
 18/20 Archives, Paris

Examples of placements include:

Hong Kong
 Ritz Carlton
 The Upper House
 Four Seasons Hotel Hong Kong
 Mardarin Oriental Hotel
 Conrad Hong Kong
 Royal Hong Kong Yacht Club
 American Club
 HK Country Club

United States of America
 Airport Club Suites
 Frieze New York

Taipei
 Westin Hotel Taipei
 Meridien Hotel

Paris
 Eurostar Lounges

Singapore
 Changi Airport
 St Regis
 Marina Sands
 Four Seasons
 Shangri-La

Beijing
 VIP lounges in T1, T2, T3
 The Opposite House
 The St Regis Beijing
 The Peninsula Beijing
 Guangzhou
 Hanzhou
 Shenzhen

Shanghai
 Hongqiao Airport
 Pudong Airport
 The Peninsula Shanghai
 The St Regis Shanghai
 Four Seasons Shanghai
 Portman Ritz Carlton Shanghai
 Park Hyatt Shanghai
 Grand Hyatt Shanghai
 Chambers of Commerce

United Kingdom
 Private Jet Lounges in Gatwick,
 London City, Farnborough, Luton,
 Royal Lounge and First Class
 Lounges Heathrow
 Frieze London



CHANEL



Advertisers

Glass welcomes advertisers with an eye on Asia/UK /Europe markets. Glass approaches advertising with the same high level of integrity that is applied in our editorial work. The finest advertisers are showcased within its pages. A responsible advertising style is part of the key to holding our market position as a discerning title above the rest.

We work extensively with our advertisers to ensure focused coverage which supports the vision of the magazine.

Members of the Glass team are available to produce advertorials for brands that choose to further utilise our expertise and tapered fashion direction. This, we feel, is the ultimate expression of responsible advertising.

Advertising support in Glass magazine from August 2009 to present include:

Chanel	Parfums Christian Dior	Graff	Netjets
Dior	Céline	de Grisogono	Audemars Piguet
Gucci	Bally	Annick Goutal	Chanel Beauty
Louis Vuitton	Chloé	Serge Lutens	Chanel Fine Jewellery
Yves Saint Laurent	Salvatore Ferragamo	Backes & Strauss	H Moser
Cartier	Kenzo	Lancel	London Home Solutions
Van Cleef & Arpels	Dunhill	Thomas Lyte	Beauchamp Estates
Versace	Zegna	Mandarin Oriental Group	YSL Beauty
Burberry	Bvlgari	Peninsula Hotels	Langham Place
De Beers	Vivienne Westwood	Henry Moser	Frieze
Kent & Curwen	Breitling	Patek Philippe	CNN
Cerruti	Jean Paul Gaultier	Burberry Prorsum	Victoria Miro
Lanvin	Yohji Yamamoto	Shanghai Tang	Harry Winston
Wapping Gallery	TIGI	Issey Miyake	Hermès
Omega	Richard Mille		Dior Beauty
			Guerlain

Editorial Calendar 2023

	Advert booking deadlines	Advert artwork deadlines	Go to press dates	On sale dates
Spring 2023	27 January 2023	14 February 2023	27 February 2023	23 March 2023
Summer 2023	21 April 2023	10 May 2023	24 May 2023	22 June 2023
Autumn 2023	19 July 2023	02 August 2023	16 August 2023	14 September 2023
Winter 2023	18 October 2023	31 October 2023	16 November 2023	14 December 2023

Glass magazine 2023

Circulation Asia	55,000
Circulation UK & rest of World	55,000
Estimated Readership	555,000

GBP excl VAT

SPS Run of Magazine*	£10,435
DPS Run of Magazine**	£15,600

Outside Back Cover*	£18,355
Inside Back Cover single*	£13,075
Page Facing Contents*	£11,300
SPS Specified Position*	£10,770

1st Double page**	£25,700
2nd & 3rd spread**	£24,320
4th & 5th spread**	£22,932
Inside Back Cover spread**	£22,932

8 Pages Campaign Showcase	£42,000
6 Pages Campaign Showcase	£33,090
4 Pages Campaign Showcase	£25,695

Preferential rates for contract advertising and annual renewal

Inserts
Loose Machine Insert -
£98 per '000 + display page rate per leaf

Loose Hand Insert -
£139 per '000 + display page rate per leaf

Tip On – Rate on Application

Scent Strip – Rate on Application

Promotions / Advertorials
Promotions are carried out by arrangement
And only at the consent of the
Editor-in-Chief and the Executive Director
For promotions and advertorial enquires for both
print and online call +44 (0)20 397 0808
Colour and mono advertisements are charged at
the same rate

Print Technical Specification

GLASS

*Glass SPS
215(w) x 280mm
225(w) x 290mm
with Bleed

**Glass DPS
430(w) x 280mm
440(w) x 290mm
with Bleed

All material to be supplied digitally as pdf
Image resolution 300dpi for colour and grey-scale. 1,200dpi for monochrome bitmap images. Colour CMYK
The file content must meet the following specifications: Acrobat 4.0 - 8.0 compatibility
Physical colour proofs required with all digital files submitted

theglassmagazine.com – Digital Rates 2023

Front & Article Page

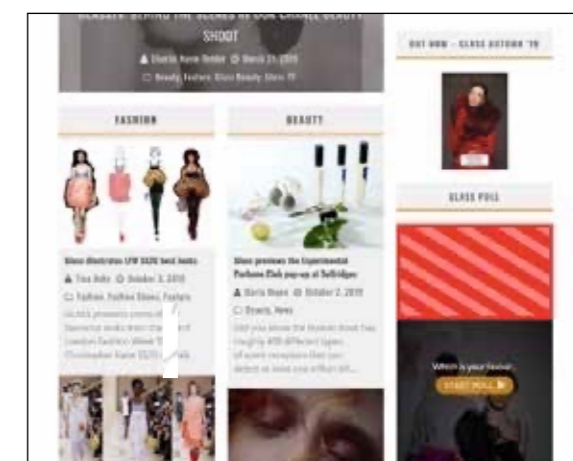


Background
1800 x 1600 px
£80 CPM

Square
360 x 360 px
£20 CPM

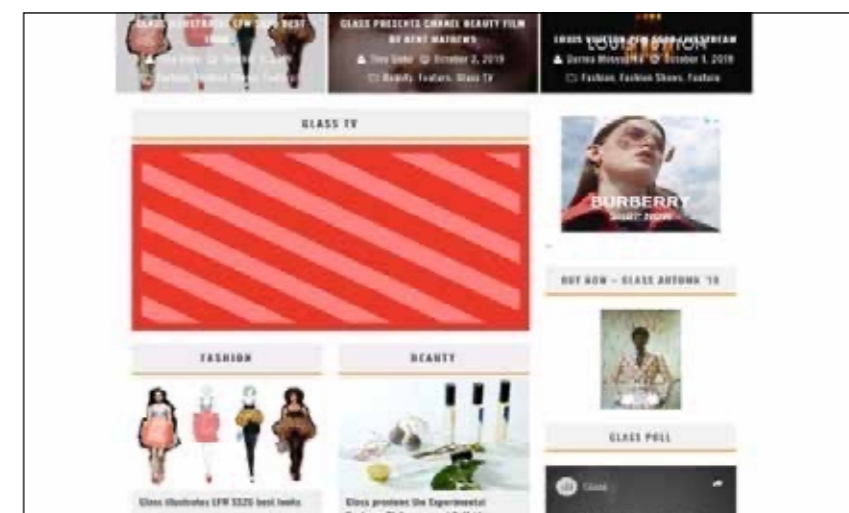


MPU
336 x 280 px
£35 CPM



Technical Specification

All material to be supplied digitally as web friendly png, jpg or gif files.
Image resolution 72dpi.
RGB colour.



Video (glasTV) roll: £60 CPM
Email sponsorship: £55 CPM

Custom solution: POA
Sponsorship: POA

Glass Creative

Advertorials produced by the Glass creative team for select clients

Advertorial: Louis Vuitton Spirit Glass Issue 51 Autumn 2022



Advertorial: Dior Beauty Glass Issue 51 Autumn 2022



Advertorial: Talia Ryder x Saint Laurent Glass Issue 50 Summer 2022



Advertising Representatives

Print Advertising

Asia
The Media Representative
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+852 2838 8702

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+44 (0)20 3397 0808

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+1 917-821-4429

UK & Switzerland
Jucilla Walters
jucilla@theglassmagazine.com

Online Advertising

Ethan Long
ethan@theglassmagazine.com

For more enquiries and special projects please contact:
ethan@theglassmagazine.com
+44 (0)20 3397 0808

Global Glass Offices

London Office
Monomark House
27 Old Gloucester Street
London WC1N 3AX
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F +44 (0)20 3397 0448

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5/F, Caltex House,
258 Hennessy Road,
Wanchai, Hong Kong
T + 852 2865 2786
F + 852 2865 9663

Los Angeles

Hong Kong:
Advertising
19th Floor, IFC Two, 8
Finance Street,
Central, Hong Kong
T: +852 2838 8702
M: +852 9276 1011
F: +852 2572 5468

Advertorial: Chanel Première Watch Special Issue 51 Autumn 2022



Advertorial: Bulgari Glass Issue 48 Winter 2021





The Print Team

Executive & Editorial Director
Editor at Large
Art Direction Consultant
Fashion Director
New York Menswear Editor
Senior Fashion Editor
Managing Editor
Casting Director
Graphic Designer
Art Editor
Travel Director
Deputy Features Editor
New York Editor
LA Editor
NY Correspondents
Hong Kong Editor
Contributing Art Editor
Editorial Assistants

Sub-Editor
Global Head of Advertising
UK, Europe & Glass Online
North America
Hong Kong & Asia

Tet Yap
Nicola Kavanagh, Caroline Simpson
Ben Slater
Katie Felstead
Christopher Campbell
Lily Rimmer
Imogen Clark
Paul Isaac
Vivian Hui
Allie Biswas
Amanda Bernstein
Izy Yap
Ssam Kim
Sheridan Ward
Emily Rae Pellerin, Peter Yeoh
Jake Lee
Aaron Hammond
Amber Backhouse
Alicia Tomkinson
Ben Sanderson
Zlata Kryudor
Angela Cobbinah
Anne Peterman
Ethan Long
Jucilla Walters
Michelle Li

Terms & Conditions

All advertisements are pre-paid unless a previously set up account has been agreed. All accounts are payable within 14 days after invoice date that shall be submitted on release of the publication on news stands. Agency discount is set at 10%. Acceptance of all advertisements is dependent upon the advertisers warranty that the advertisements do not contravene with any regulations of provisions of the law. All advertisements must comply with the British Code of Advertising Practice. Special positions are offered on a first contact basis when available. Options on these pages are held for a limited time frame.

Glass can offer advertisers a portfolio of creative formats and are pleased to support you to achieve the objectives of your campaign. We also offer an ability to undertake specific projects with brands who wish to more deeply engage with their target audience. Advertisers are seen as collaborators with whom different print and digital media options can be utilised in the most creative manner to best appeal to their target market.

All rates are subject to VAT where applicable.

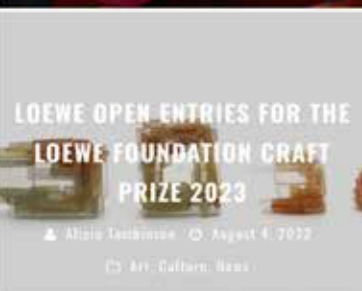
GLASS

FASHION + BEAUTY + CULTURE + TRAVEL + BOOKS MUSIC + ART + DESIGN + DINING + GLASSTV 🔍

BREAKING → LALIQUE FACTORY CELEBRATES ITS CENTENARY



CULTURE



theglassmagazine.com and Glass TV Team

Editor-in-Chief (Global)
Associate Editor
Features Editor
Travel Editor
Grooming Editor
NY & LA Grooming Editor
Music Editor
Contributing Art Editor
Graphic Designer
Online NY&LA Correspondent
Contributing Writers

Imogen Clark
Ben Olsen
Adina Ilie
Amanda Bernstein
Thomas Marrington
Sheridan Ward
Katrina Mirpuri
Peter Yeoh
Vivian Hui
Ssam Kim
Imogen Clark
Amanda Bernstein
Derby Jones
Sara Kirkwood
Michele Kirsch
Charlie Newman
Sean Sheehan
Adina Ilie
Daniel Jeakins
Derby Jones
Sara Kirkwood
Michele Kirsch
Charlie Newman
Olga Petrusiewicz
Lily Rimmer
Ben Sanderson
Caroline Simpson
Sean Sheehan
Alicia Tomkinson
Amber Backhouse
Zlata Kryudor



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Vivian Hui

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Graphic Designer

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