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GOB Media KIT 2026

Designed exclusively for the Glass Industry
by Glass Open Book (GOB)

GOB TALK
SOCIAL MEDIA MARKETING CAMPAIGN
VIDEO COVERAGE
SPONSORED SEGMENT IN GOB NEWS
MEDIA PARTNERSHIP
EXHIBITOR PACKAGE

Glass Open Book (GOB) | © 2016-2026 HOLDRA Limited, United Kingdom

The prices and packages are valid during the year 2026, and are to be seen as a guide. For specific services and pricing contact GOB Media team to receive an official quotation.



About

Glass Open Book (GOB) is a global B2B platform and the leading community for glass industry professionals.

GOB connects businesses operating in the glass industry through targeted media exposure, digital visibility, and strategic content distribution.

This GOB Media Kit is designed to assist companies to increase their visibility, strengthen their market positioning, and reach a highly relevant audience.



GLASS PEOPLE. CONNECTED

GOB Media Services





1M
Impressions

Audience & Reach

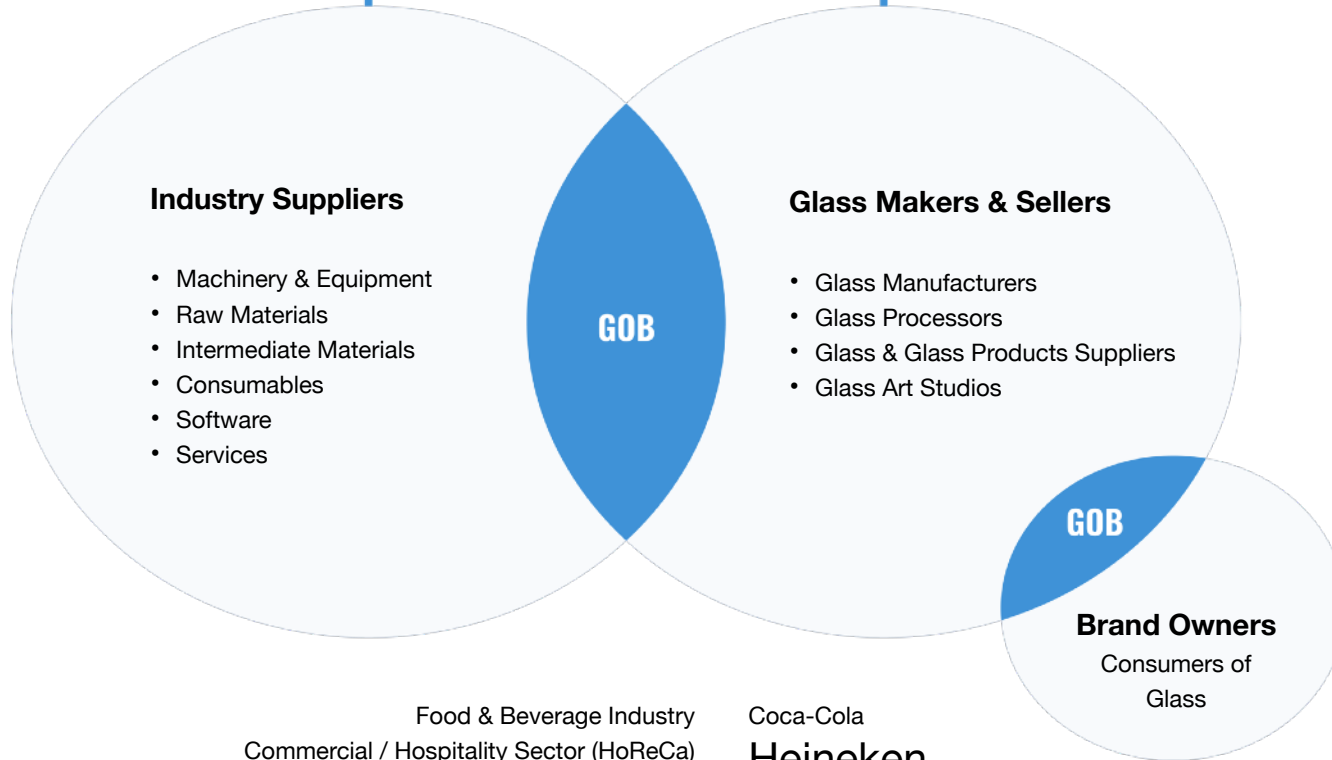
Global audience: glass manufacturers and processors, glass industry suppliers and service providers, brand owners and the consumers of glass:

- 1,000,000+ impressions annually (Website, Google, YouTube, LinkedIn and other social media channels)
- Average social media post reach: 1,000 – 5,000 impressions
- 30,000+ targeted followers from the glass industry

We Unite



Tiama
 Iris Inspection machines
 Bucher Emhart Glass
 Bovone
 Hogley Brothers
 Bavelloni
 Droigk Formenbau
 EME
 Evalam
 Luben Glass
 Pujol
 HSTEC
 LISEC
 RONDOT
 SEFPRO
 Sklostroj
 TUROMAS
 Wikiera Uchman
 BDF industries
 APEGG



O-I
 Ardagh Group
 Verallia
 Vidrala
 BA Glass
 Saint-Gobain
 AGC
 NSG Group
 Guardian Glass
 Şişecam
 Arc Group
 Corning
 Schott
 Press Glass
 Sedak
 AGP
 Fuyao Processing
 Divisions
 Glas Trösch
 Tvitec
 Vitro

Food & Beverage Industry
 Commercial / Hospitality Sector (HoReCa)
 Pharmaceutical & Healthcare
 Cosmetics & Perfumery
 Construction & Automotive
 Household & Retail Users
 Optical, Science & Aerospace

Coca-Cola
Heineken
 Chanel, Dior, Tom Ford
 Johnson & Johnson
 Zaha Hadid Architects
Toyota



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1. GOB Talk

Introducing Voices of the Glass Industry

Give your leaders and experts the opportunity to talk about your company, its products and services in the #GOBTalk format.

GOB-style interviews are a recognisable format of short, concise messages, presented as PDF slides, which we publish on professional platforms like LinkedIn (with total reach more than 22,000 followers).

Examples (click to go):

- [Matteo Patalocchi](#) (Bovone)
- [Lucas López](#) (SAIKARIS)
- [Oliver Claußnitzer](#) (MAGNECO/METREL)
- [Lakhan Singh](#) (Glass Bulletin)
- [Franco Zanelli](#) (Tecnosens S.p.A)
- [PANKAJ GUPTA](#) (KVG ENTERPRISES)
- [Anna Tanyeli](#) (LiSEC)
- [Annie Suwapit](#) (Glasstech Asia)
- [Sally Whittell](#) (Hogley Brothers)

Prices start from £200 per interview



2. Social Media Marketing Campaign

A series of posts about your brand, its products and services as well as key company news and updates, with a detailed report on the campaign results

Exclusive GOB Media Packs designed for promoting companies, its products and services using GOB social media channels:

GOB Media Pack 1 (£1,360 per year)

- 12 social media posts about listings published on GOB (based on visual and text materials provided by the company)
- Up to 6 news or updates based on the company press releases (MME or GOB social media)

GOB Media Pack 2 (£4,080 per year)

- Priority coverage on GOB social media
- 24 social media posts about listings published on GOB (based on visual and text materials provided by the company)
- Up to 12 news or updates based on the company press releases (MME or GOB social media)
- One GOB Talk interview
- Up to 4 sponsorship slots in GOB News Video Digest

Examples (click to go):

- [GOB Social Media Post](#)
- [Sponsorship slot in GOB News Video Digest](#)

3. Video Coverage

Distributed via YouTube and social media channels

The videos are created by the GOB Media team and published on the dedicated GOB YouTube channels.

Video coverage is excellent for:

- Storytelling
- Exhibition footage
- Company overview
- Facts and figures

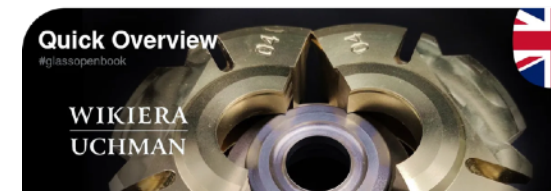
Possible content layouts:

- A brief overview of your brand, product, or service
- Highlights of a local event
- Video report from the exhibition
- In-depth film about your company, product, or service

Examples (click to go):

- [How It's Made: Neck Rings and Guide Plates for Glass Industry | Droigk Formenbau GmbH](#)
- [Machinery and Equipment for Glass Mould Manufacturing and Maintenance - SONICAM | GOB Tour \(France\)](#)
- [Virtual Reality Training for Glass Production Staff at VRMT Glass Plant - Antoni Pawinski | GOB Talk](#)
- [IS Machine Swabbing Robot - NOVAXION | GOB Media at glasstec 2022 - #1](#)

Prices start from £625



4. Sponsorship of the GOB News Video Digest

Be seen where the industry watches

Sponsor the opening segment of [GOB News](#) - a focused video digest of key events in the glass industry. Your brand is featured in a short, native integration placed directly after the episode introduction - at the point of highest audience attention.

What you get:

- Premium placement at the beginning of each episode
- Direct exposure to a targeted B2B audience
- Association with industry insights & credibility
- Consistent weekly visibility across YouTube and social channels

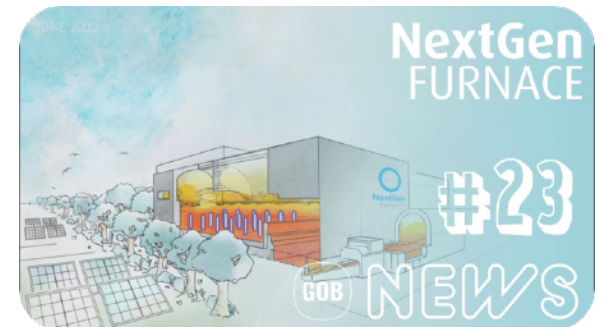
Format:

- 5-10 second branded segment
- Logo + short message / tagline
- Optional voice-over or product highlight
- Native, non-intrusive integration into content

Why it works:

- Viewers are highly relevant (glass industry professionals)
- Integration feels like part of the content, not an ad
- Repeated exposure builds brand recognition over time

Limited sponsorship slots available per month. Prices start from £360 per Ep.



5. Industry Media Partnership

Stronger together: partnering across the glass industry

We collaborate with industry-focused media platforms to strengthen the global glass ecosystem through mutual visibility and shared audiences. Instead of competing for attention, we build **strategic partnerships** that benefit the entire industry.

What we offer:

- Cross-promotion of content (news, articles, reports)
- Brand visibility across GOB channels
- Access to an engaged, industry-specific audience
- Amplification through social media and newsletters

Partnership format:

- Content exchange & co-publishing
- Mentions in weekly news and updates
- Joint campaigns or thematic features
- Long-term media collaboration

Why it works:

- Expands reach without additional marketing spend
- Connects complementary audiences across platforms
- Builds credibility through industry alignment
- Supports a more connected and informed ecosystem

At GOB, we are open to collaboration with industry media platforms.



6. Expo Media Partnership

At GOB we highlight important topics of innovation, technology, and sustainability within the glass industry

We offer exhibition organisers a media partnership agreement that requires no payment from either party.

A typical media partnership agreement can look like this:

GOB PROVIDES:

- Event announcement (social media posts)
- Exhibition profile page on GOB
- GOB banner (1 month before the event)
- Newsletters about the event (EDM)
- Extensive media coverage (posts and reposts)

EXHIBITION ORGANISER PROVIDES:

- Complimentary media passes (for GOB Media team)
- Media partner pod or booth (space onsite)
- Exhibition website recognition (GOB logo, short description and link)
- Social media promotion (posts, reposts, reactions)
- GOB brand placement (event and sales brochures)

In addition, we offer exhibition organisers an affiliate program for attracting exhibition participants. In this case GOB can act as an expo digital agent to actively promote the event within its network. For every confirmed exhibitor, speaker or sponsor agreement made through the provided referral link or form, GOB receives an 7% commission on the paid amount.

7. Exhibitor Package

Boost your visibility with our special packages tailored for exhibition participants

Basic Visibility Package (from £4,000)

Simple yet effective media presence.

Includes:

- Mention in Glass Open Book's daily exhibition stories/posts (photo + tag)
- 2 professional LinkedIn posts featuring your stand or product
- 3 high-resolution exhibition photos
- Company profile on the Glass Open Book platform
- Shared visibility (along with other participants)

Full Coverage Package (from £8,000)

Get the attention you deserve with video highlights.

Includes:

- Mention in Glass Open Book's daily exhibition stories/posts (photo + tag)
- 4 professional LinkedIn posts with tags featuring your stand or product
- 1 short product overview video (30–60 seconds)
- 1 interview video with the company's representative (1.5–2 mins)
- 6 high-resolution exhibition photos
- Company profile on the Glass Open Book platform
- GOB Talk interview for the Glass Open Book followers on LinkedIn
- Shared visibility (along with other participants)



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WE UNITE

Glass People. Connected.
Glass Industry Network

#GOBTalk #GOBMedia #GOBShowcase



Exclusive Spotlight Package (from £24,000)

Your brand in the center of attention. Ideal for brands seeking strong positioning, reputation, and global reach.

Includes:

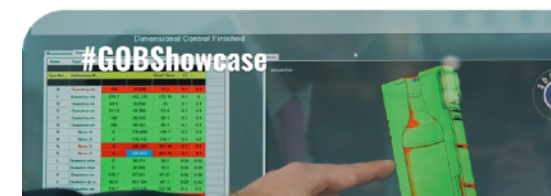
- Full dedicated media coverage during all exhibition days
- Mention in Glass Open Book's daily exhibition stories/posts (photo + tag)
- 6 professional videos: company story (30–60 seconds), interview with the company's representative (1.5–2 mins), and short products' overview (30–60 seconds)
- Photo report of your booth and team (high-resolution exhibition photos)
- 6 professional LinkedIn posts with tags featuring your booth
- Promotional banner on Glass Open Book website one month before the exhibition
- Option to include press release stories

Examples from glasstec 2022 (click to go):

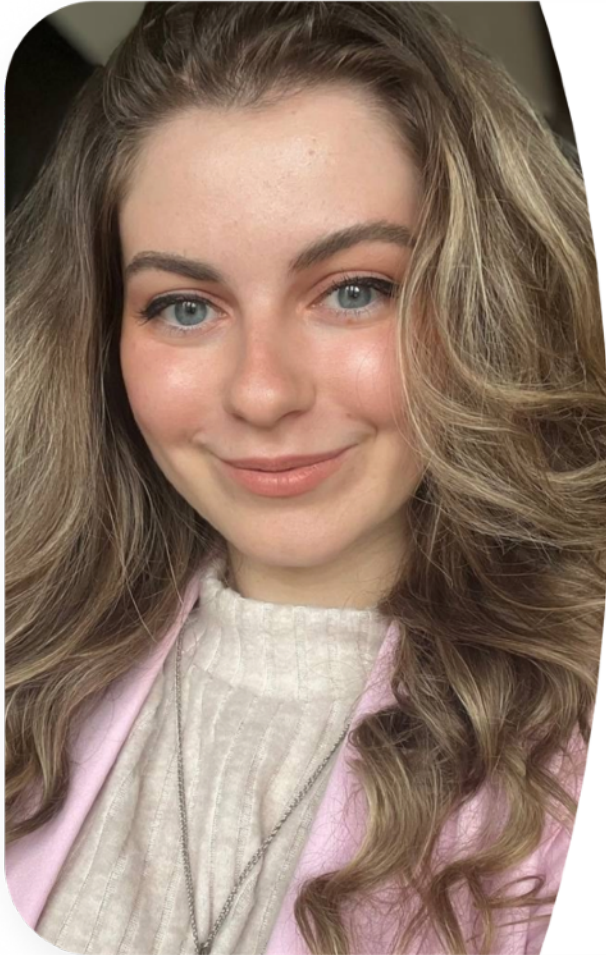
- [IS Machine Swabbing Robot - NOVAXION | GOB Media at glasstec 2022 - #1](#)
- [Blank Side Forming Systems - Quantum | GOB Media at glasstec Trade Fair 2022 - #2](#)
- [Glass Production Lubricating and Coating Systems - Graphoidal | GOB Media at glasstec 2022 - #3](#)
- [Hot Glass Ware Handling - Sheppee | GOB Media at glasstec 2022 - #4](#)
- [IS Machine Equipment and Measuring Devices - Rondot S.A.S | GOB Media at glasstec 2022 - #5](#)
- [Glass Mould Maintenance Machinery and Equipment - SONICAM | GOB Media at glasstec 2022 - #6](#)

From international trade shows to niche fairs, we spotlight your brand with engaging interviews, compelling company stories, and eye-catching product features — all shared across the trusted Glass Open Book (GOB) network.

Don't just attend — lead!



Let's talk?



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**TALK TO ME ABOUT
YOUR BRAND**

#GOBTalk #GOBMedia #GOBShowcase

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