

# building OPERATING management PRINT & AUDIENCE MEDIA KIT

## BUILDING OPERATING MANAGEMENT AUDIENCE

BOM circulates to a 100% qualified list of 73,000 building owners and influential executives in facility management. Our subscribers are engaged, motivated and manage multi-million dollar budgets. They are the movers and shakers in the industry. When you advertise with BOM, you influence these type of high-ranking, influential readers.

- Building Owners,
- Presidents, Vice Presidents, Partners, CEO's, CFO's, CIO's, COO's,
- Construction Managers
- Engineers
- VP/Directors of: Facilities & Buildings, Real Estate; Property and Asset Managers; Building and Facilities Managers;
- Directors of Energy Services
- Directors of Sustainability
- Superintendents of Schools/ School Districts

## MEET THE BUYERS

Precision marketing is all about knowing your audience. Get to know your future customers...

With *Building Operating Management*, your marketing will reach and influence 73,000 buyers including:

- **Executive Director Facilities**, 20th Century Fox Film Corp.
- **Senior Manager Facility Operations**, AOL Inc.
- **VP Retail Property Management**, Wells Fargo
- **Asset Manager**, LA Dept. Water & Power
- **Director of Operations**, Florida DOT
- **Facilities Manager**, New York City Police Dept.
- **Chief Engineer**, Johnson Controls
- **Director Global Facilities**, General Motors
- **Vice President**, Transwestern
- **CEO**, Caesars Entertainment
- **Director of Property Operations**, Hilton Hotels Corp.
- **Facility Director**, YMCA
- **CEO**, Bellevue Hospital Center
- **Property Manager**, Mount Sinai Medical Center
- **Vice President of Facilities**, Froedtert & Medical College of Wisconsin
- **President Real Estate Construction**, Macys
- **Senior Facilities Manager**, Adidas
- **Senior Director Facilities Services**, Wal Mart Stores Inc.
- **Senior VP CFO**, Mount Sinai School of Medicine
- **Superintendent**, Los Angeles Unified School District
- **VP of Facilities**, Purdue University

## YEARS OF EXPERIENCE IN FACILITIES MANAGEMENT

More than 30 years . . . . .	18%	11 to 15 years . . . . .	16%
26 to 30 years . . . . .	16%	6 to 10 years . . . . .	10%
21 to 25 years . . . . .	14%	5 years or less . . . . .	13%
16-20 years . . . . .	13%		

Average years of experience is 18.8

## AGE GROUP

Under 35 years old . . . . .	5%	55 to 64 years old . . . . .	49%
35 to 44 years old . . . . .	10%	65 years or older . . . . .	5%
45 to 54 years old . . . . .	31%		

Average age is 54.1 years

## PRODUCT SELECTION INVOLVEMENT

PRODUCT CATEGORIES	%
Access Control	78%
Access Flooring	72%
Acoustics/Sound Control	70%
ADA Products	82%
Alternative Power (Solar, fuel cells)	55%
BIM	25%
Boilers, Boiler Controls	69%
Building Automation Systems	81%
Building Sealants, Coatings/ Waterproofing Products	80%
Carpeting	79%
Ceilings	83%
Cleaning Chemicals	67%
Communications Equipment	56%
Continuing Education/Training	67%
Contract Cleaning Services	61%
Contract Services (HVAC, Elevators, Pest Control)	88%
Curtain Walls / Window Walls	70%
Daylighting	68%
Door Hardware (Including locks, hinges & closers)	88%
Doors/Entrances	86%
Electric Vehicle Charging Stations	41%
Electrical Equipment/Systems	79%
Electricity/Natural Gas (from utilities)	68%
Elevator Systems and Controls	54%
Energy Management Systems	81%
Energy Services/Consulting	70%
Equipment Rentals	73%
Exterior Building Products	82%
Facility Management Software	67%
Fire and Life Safety Products	84%
Fire Detection & Sprinkler Systems	85%
Floor Coatings	80%
Furnishings	65%
Furniture Systems/Interior	67%
HVAC Systems and Controls	89%
Indoor Air Quality Products	74%
Infrared Equipment	48%
Insulation	70%
Landscaping/Outdoor Products	76%

PRODUCT CATEGORIES	%
LED Lights	88%
Lighting Controls	89%
Lighting Products (Including ballasts, fixtures, EXCLUDING controls)	89%
Mass Notification	42%
Metal Walls & Roofing	73%
Meters/Data Loggers	55%
Office Refurbishing	73%
Paints/Coatings	83%
Parking Management	64%
Piping	74%
Plumbing Products (Including Valves and Faucets)	82%
Power Reliability	69%
Power Supply	72%
Resilient/Hard Surface/Rubber Flooring	78%
Restroom (including hand dryers, toilets, urinals, partitions)	83%
Roof Coatings	68%
Roof Guards	62%
Roofing Systems	71%
Safety Products	84%
Security Products	73%
Shredders	39%
Signage Systems	79%
Snow Removal	60%
Standby/Emergency Power	54%
Storage Systems	68%
Structural Building Products	71%
Submeters	43%
Telecommunications/Communications	39%
VRFs	38%
Wall Coverings	78%
Wall Panels	70%
Water Coolers/Ice Machines	79%
Water Heaters	73%
Water Treatment	68%
Window Film	71%
Window Shading/Solar Control	76%
Windows	74%
Wire and Cable	65%
Wireless Technology	38%

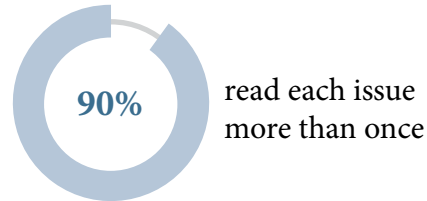
# BUILDING OPERATING MANAGEMENT PRINT ADVERTISING

Advertising to  
Building Owners & Facility Executives  
**#1 Magazine in the Industry**

The print edition of  
*Building Operating Management* is  
**top of its class**  
and its reputation for editorial excellence  
is a force to be reckoned with.

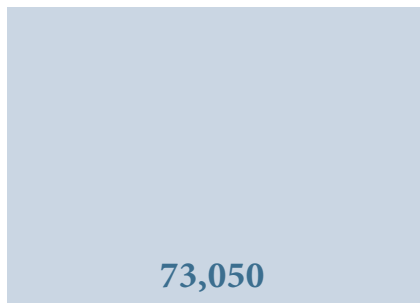
**16% more print circulation**  
than the closest competitor

The facility market's ad page leader for  
**21 consecutive years**

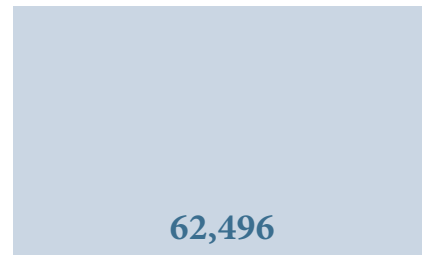


## Print Advertising = Outstanding ROI

*Building Operating Management* provides 100% of subscribers with a print edition



*Building Operating Management*  
73,050 print subscribers  
100% of total qualified

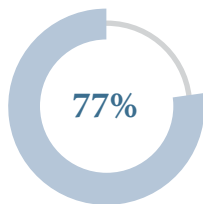


*Buildings*  
62,496 print subscribers  
84.3% of total qualified

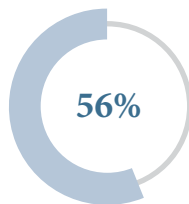
*Building Operating Management* = 10,554 more print subscribers than *Buildings*

(Circulation figures cited above are from June 2017 BPA Brand Reports)

Print magazines are the #1 way recently surveyed  
BOM subscribers expect to learn about products  
and brands for purchase in the next year:



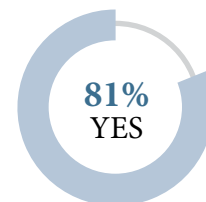
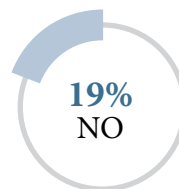
say they will use print  
magazines



say they will use  
conferences and  
trade shows

(Stats are from BOM Building Count/Buying Involvement Study 2016)

After reading articles and/or ads of interest in  
*Building Operating Management* magazine, do  
you refer to the manufacturer's website?



Publisher's data, 2016

# 2018 EDITORIAL CALENDAR

	ENERGY & POWER	SUSTAINABILITY/ ENVIRONMENT	FACILITY TECHNOLOGY	INNOVATIVE PRODUCTS	SAFETY/ SECURITY	DESIGN, CONSTRUCTION & RENOVATION	INTERIORS & MANAGEMENT	TRENDS	SHOWS	VALUE ADDED	AD CLOSING MATERIALS DUE	
<b>JAN</b>	HVAC Performance	Green Building Report	EMS/BAS	Furniture Systems	Security	Roofing	Office Interiors: Best Practices	Executive Profile Education	AHR, IRE	Commercial Office VIP 500	12/7/17 ..... 12/13/17	
<b>FEB</b>	Critical Facilities & Data Centers plus Utilities	Sustainable Education Facilities	Lighting and Controls	Metal Building Systems, Curtain Wall, and Insulation	Fire/Life Safety	Humidity Control	Floorcoverings	FM Stress	-	Education VIP 500	1/9/18 ..... 1/15/18	
<b>MAR</b> Ad Readership Study	HVAC	Green Building Report	Water Treatment	Plumbing/ Restroom Design	Emergency Preparedness	Retail Facilities	Wiring/Cabling Management	FM Career Development	<b>BUILDING OPERATING MANAGEMENT 2018</b> <b>NFMT2018</b>	VIP 500	2/7/18 ..... 2/13/18	
<b>APR</b>	Energy Efficiency Tools	Lighting	Building IoT	Roofing	Access Control	Advanced Energy Efficient Design/ Zero Energy Buildings	Paints and Coatings	Technology	Lightfair	VIP 500	3/7/18 ..... 3/13/18	
<b>MAY</b>	Critical Facilities & Data Centers	Green Building Report	Cyber Security	Energy Efficiency	Fire/Life Safety	Educational Facilities	Acoustics/ Soundmasking	The Office Transformed	NEOCON, NFPA	Education VIP 500	4/9/18 ..... 4/13/18	
<b>JUN</b> Ad Readership Study	Slashing Energy Costs	Green Healthcare Facilities	Smart Buildings/ Automation	HVAC: VRF	Doors & Door Hardware	Construction Planning	Plumbing/ Restroom Design	Executive Profile: Commercial	BOMA	Healthcare VIP 500	5/8/18 ..... 5/14/18	
<b>JUL</b>	Energy Update plus Utilities	Green Building Report	HVAC: Cooling Options	LEDs	Mass Notification/ Emergency Communications	Roofing	Healthy Workplace Design	Specifying Building Products: Best Practices	-		6/7/18 ..... 6/13/18	
<b>AUG</b>	Critical Facilities & Data Centers	Green Government Buildings	Boilers & Water Heaters	Flooring Alternatives	Fire Suppression	Health Care Facilities	Outsourcing	Executive Profile: Data Centers	<b>criticalfacilities</b> <b>SUMMIT</b>	Healthcare VIP 500	7/9/18 ..... 7/13/18	
<b>SEPT</b> Ad Readership Study	Justifying Energy Efficiency Investments	Green Building Report	Energy Technology	Paints and Coatings	Security	Windows: Solar Control	High Tech Workplace	Executive Profile: Educational Facilities	World Workplace	VIP 500	8/7/18 ..... 8/13/18	
<b>OCT</b>		GREEN ISSUE: HVAC, Exteriors, Water Conservation, Interior Design, Energy Efficiency: Reducing Carbon Emissions, IoT in Green Buildings, Lighting plus Innovative Products for Green Buildings							Greenbuild	<b>BUILDING OPERATING MANAGEMENT 2018</b> <b>NFMTVEGAS</b>		9/7/18 ..... 9/13/18
<b>NOV</b>	Critical Facilities & Data Centers plus Utilities	Green Building Report	Building IoT	Interior Products	Disaster Planning	Metal Building Systems	Ceilings	Executive Profile: Healthcare	-	Data Center VIP 500	10/9/18 ..... 10/15/18	
<b>DEC</b> Ad Readership Study	Power Reliability	Selecting Green Materials	LEDs	Doors & Door Hardware	Fire/Life Safety	Roofing	Plumbing/ Restroom Design	Facility Executive Salary Survey	-	VIP 500	11/7/18 ..... 11/13/18	

\* **Italics** indicates that the article will be a Product Showcase.

**Online:** FacilitiesNet.com extends the depth and reach of all BOM editorial. Visit ReachFMs.com to find out how BOM and FacilitiesNet.com content compares.

## **CIRCULATION**

### **Building Owners & Largest Properties**

Reach top decision makers in all markets — *Building Operating Management* magazine provides the most comprehensive coverage of building owners and facility executives who control the nation's largest commercial and institutional properties; cumulatively they own/manage 4.2 million existing buildings.

## **COMMERCIAL BUILDINGS**

Number of subscribers: **25,740**

Including:

All Fortune 1000 corporations | Top 100 commercial property management firms | Top 25 developers | 10 largest US life insurance companies | Top 300 US commercial banks | Members of BOMA, IFMA, and CoreNet Global

## **EDUCATIONAL BUILDINGS**

Number of subscribers: **23,978**

Including:

Federal, State, County, Municipal, Airport and Military

## **MEDICAL BUILDINGS**

Number of subscribers: **10,696**

Including:

Top 130 general medical and surgical hospitals | Top 15 nursing home systems | Top 30 health care systems | Members of ASHE

## **INDUSTRIAL BUILDINGS**

Number of subscribers: **2,757**

Including:

All Fortune 1000 industrials | Offices/headquarters of manufacturing firms and utilities

## **GOVERNMENT BUILDINGS**

Number of subscribers: **5,360**

Including:

Federal, State, County, Municipal, Airport and Military

## **RETAIL BUILDINGS**

Number of subscribers: **1,368**

Including:

Top 100 retailers | 10 largest US shopping malls

## **HOSPITALITY BUILDINGS**

Number of subscribers: **1,591**

Including:

25 largest hotel companies | 25 largest US restaurant chains

# PRINT AD SPECS

## Preferred File Types

- PDF/X-1a:2001 or TIFF (TIF) for: 4-color process (CMYK) ads.
- EPS or DCS2 (Photoshop eps) for: 2-color (3 process colors) ads.
- EPS or TIFF (TIF) for: Grayscale or B/W (Process Black) ads.

(Note: We are unable to process Microsoft Publisher files)

Because your best presentation is important to us, we have written this 10 step guide to help you obtain maximum quality prior to us submitting your ad to the printer.

1. All fonts must be embedded, converted to outline or rasterized.
2. Photos and artwork should be at least 300 dpi. Lineart (ie: logos) should be 1200 dpi bitmap or a Vector image. We cannot submit any photos or artwork, to the printer, with less than 266 dpi.
3. All color must be set up in either spot color or CMYK (process color). All RGB colors will be converted and will not appear in print as it did on-screen.
4. All black type must be black only, not Rich Black or Registration.
5. All color photos must be converted to CMYK with a total ink limit of 300%.  
Click here for the quickest way to alter [ink density levels](#).
6. All black and white photos must be converted to grayscale with a 20-25% dot gain.
7. Documents should be set up to the correct final [ad size](#).
8. Any bleeds need to be set at 0.125” on all sides – no printer’s marks or slugs.
9. Transparencies must be flattened. [Layer/effects, Flattener Presets](#) must be set to “high resolution.”
10. It is recommended to use the Adobe PDF preset: PDF/X-1a:2001 when creating your PDF file. This setting is an industry standard for printing (please deselect all printer mark defaults and, if applicable, include the bleed here).

## Color Typography

For optimum reproduction and clear and sharp copy, use sans serif fonts such as Arial, Calibri, Helvetica, Myriad or similar for small type. Reverse type reproduces best with large bold sans serif fonts. The same is true for color type. Thin serif fonts are difficult to read in color or reverse type. It is recommended that four color type and/or small four color reverse knock-outs be avoided. Black type that uses four color blends should never be used (Registration not allowed).

## Mechanical Requirements

Publication Trim Size: 7.875 x 10.75

Live Area: 7 x 10

AD SIZES	WIDTH	DEPTH
Bleed Page	8.125	11
Page	7	10
2/3 Page	4.5	10
1/2 Page Horizontal	7	4.875
1/2 Page Vertical	3.25	10
1/2 Island	4.5	7.5
1/3 Page Vertical	2.125	10
1/3 Page Square	4.5	4.875
1/4 Page	3.25	4.875
1/6 Page Vertical	2.125	4.875
1/6 Page Horizontal	4.5	2.437

## Bleed Page:

Bleed: 8.125 x 11 Trim: 7.875 x 10.75

NOTE: Pertinent matter on bleed advertisement must be kept at least .5 inch from any image edge.  
Bleed trim is .125 inch.

## 2-Page Spread Bleed:

Bleed: 16 x 11 Trim: 15.75 x 10.75

Live matter must be kept 0.5 inch away from untrimmed edge and 0.25 inch away from each side of the gutter.

Preferred Material:	Electronic Submission
Trim variance:	1/8 inch
Line Screen:	133
Output Resolution:	2540
Max Ink Density:	300%
4-color rotation (wet):	black, cyan, magenta, yellow
Printing:	Web-offset
Binding:	All issues perfect bound

## Mechanical Requirements for Inserts

Contact production manager for insert specifications (size, stock, binding, shipping).  
Sample of insert must be submitted for mechanical clearance and pricing.

## File Naming

Please consider these suggestions when naming your file. 1) Advertiser name, publication and issue. 2) Refrain from using special characters. Indicate revised submissions by including “v2” or “r1” etc., at end of file name.

## Sending Your Ad

Upload files to [www.tradepress.com/uploads](http://www.tradepress.com/uploads) (please include a pdf soft proof when uploading ads).

Or mail CD or DVD to:  
Production Manager  
*Building Operating Management*  
2100 W. Florist Ave.  
Milwaukee, WI 53209

For Questions:  
Amanda Balistreri  
Production Director  
414.228.7701 x469  
[amanda.balistreri@tradepress.com](mailto:amanda.balistreri@tradepress.com)

## Proofs

To ensure a quality printed ad, please submit single page, composite Digital Matchprint, Rainbow, Fuji, Kodak or comparable digital color proof. Color lasers may be used as a general color guide only, not for color matching. Black & white lasers are acceptable for grayscale ads.

Trade Press Media Group, Inc. pre-flights all files to the best of our ability. If we spot potential problems we will attempt to correct them. Due to the complexities of files and varied design techniques, we cannot be responsible for catching all trapping issues, typos or postscript errors.

## Issuance and Closing Date

Mailing Date: 5th of month of issue.  
Closing Date: 5th of preceding month.  
Cancellation Date: No cancellation after 5th of preceding month.

## General Policies

**Publisher's Copy Protective Clause:** Advertiser and advertising agency assume liability for all content of advertisements printed, and also assume responsibility for any claims arising therefrom made against the publisher. Publisher reserves the right to reject any advertising. Publisher is not responsible for errors in key numbers or index of advertisers.

**Short Rates and Rebates:** Advertisers will be short rated if within the 12-month period they do not use the number of insertions upon which their billings have been based. Advertisers will be rebated if within the 12-month period they have used sufficient insertions to earn a lower frequency rate appearing on this card.

**Rate Protection Clause:** A minimum of 90 days notice will be given preceding any rate increase. On effective date of new rates, earned frequency on space run to date will apply to new rates. Contracts in force at time of rate announcement will be honored.

Publisher reserves right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

## VALUE ADDED CHOICES

### Online

#### E-RESPONSE ADVERTISER DIRECTORY

Every month that you advertise, you'll be included in the EResponse Advertiser Directory sent via email to 60,000 BOM Direct email subscribers. The emailed directory categorizes advertisers under product/service headings and allows recipients to view a graphic of print advertisement, link directly to the advertiser Web site and request further information direct from suppliers. You'll receive click-through totals for those who go to your website. For those who request further information, you'll receive detailed contact information including name, title, organization and street address.

#### INCLUSION IN VIRTUAL MAGAZINE

All *Building Operating Management* advertisers appear in the monthly online virtual magazine - emailed to 60,000 email subscribers who do not get the print magazine.

### In Print

#### FREE SUPPLIER SPOTLIGHT

Run six pages or more during 2017 and receive a FREE Supplier Spotlight in the pages of BOM. You get a fourcolor photo, plus 50-word description. Run your FREE Spotlight in March, July or October.

#### PR SUPPORT

FREE 4-color product releases and case studies are excellent business builders. Available in print on an "as space permits" basis. Send product and case study press releases for consideration to [BOMproducts@tradeppress.com](mailto:BOMproducts@tradeppress.com). Send other press releases for consideration to [FNeditors@tradeppressmedia.com](mailto:FNeditors@tradeppressmedia.com).

### Sales Leads

#### FREE VIP 500 DATABASE

Run a 1/2 page ad or larger and get a FREE database with the names, addresses, phone and fax numbers of 500 subscribers controlling more than 1 million square feet each. The following vertical market VIP 500 databases are available for specific issues noted in the editorial calendar.

Healthcare VIP 500 Database  
Educational VIP 500 Database  
Government VIP 500 Database

Data centers VIP 500 Database  
VIP 500 Database

#### DISCOUNT ON LIST RENTALS

Run one page or more in a calendar year and qualify for discounted rates on circulation list rentals.