

## **FACILITY MAINTENANCE DECISIONS AUDIENCE**

FMD reaches engineering & maintenance management influencers and decision-makers.

FMD subscribers:

- **Supervise 941,000** personnel
- **Spend \$132.4 billion** on capital equipment/renovation and new construction projects
- **Manage 1.12 million** of the largest US buildings
- **Control 49 billion** sq ft of floor space
- **Maintain 3.6 million** landscaped acres and 12.5 million hardscaped acres

## **MEET THE BUYERS**

### **EDUCATION**

- **Director of Maintenance**  
Florida State University
- **Sr. Director of Engineering**  
Cornell University
- **Director of Engineering**  
Ohio State University
- **Facility Maintenance Director**  
Milwaukee Public Schools

### **COMMERCIAL**

- **Director of Maintenance**  
Butterball LLC
- **Maintenance Director**  
United Way

### **GOVERNMENT**

- **Building Engineer**  
State of California
- **Account Director  
Management & Planning**  
Department of Transportation

### **INDUSTRIAL**

- **Facility Manager**  
Ford Motor Company
- **Energy Manager**  
General Motors

### **RETAIL**

- **Regional Manager of  
Maintenance**  
Kohls Department Stores

### **HEALTH CARE**

- **Construction Manager**  
Mayo Clinic
- **Director of Engineering**  
Mercy Medical Center
- **Director of Engineering  
Maintenance**  
Baylor Medical Center

### **HOSPITALITY**

- **Vice President - Maintenance  
& Engineering**  
Disneyland

## **LEVEL OF INVOLVEMENT**

- **71%** have preferred vendor lists
- **71%** use advertisements in FMD to learn about new products and services
- **78%** refer to manufacturers' websites after reading articles and ads in FMD

## **BENEFIT FROM BLANKET MARKET COVERAGE**

Readership Dynamics: **32,500 Print Circulation**

*Facility Maintenance Decisions* magazine is unique in that it is the only publication that reaches across all building types at the engineering and maintenance management level.

**Institutional: 74%** Educational, Medical, Government

**Commercial: 26%** Office, Hospitality, Retail Buildings

## PRODUCT SELECTION

Facility Maintenance Decisions readers **actively recommend, specify or approve product purchases.**

PRODUCTS/SYSTEMS	%
ADA Products	70%
Air Conditioners	89%
Arc Flash Safety Equipment	54%
Boilers	72%
Building Controls	85%
Carpeting & Flooring	79%
Cleaning Products	72%
Ceilings	81%
Communication Equipment (including wireless)	47%
Contract Services	82%
Demand Response Programs	51%
Door Hardware (including locks, hinges and closures)	86%
Doors/Entrances	86%
Drain Cleaning Equipment	75%
Electrical Equipment/Systems	84%
Electrical Testing Equipment	79%
Elevators & Service	62%
Emergency Service & Equipment	74%
Energy Management Systems	80%
Energy Performance Contracts	53%
Energy rebates/incentives or efficiency-enhancing programs	68%
Energy Services (Electricity, Gas, etc.)	61%
Facility Management Software (i.e. CMMS, EAMS)	58%
Fertilizer/Insecticides	45%
Fire Safety & Prevention	86%
Fleet Vehicles & Accesories	48%
Floor Coatings	83%
Grounds Care Contract & Services	61%
Grounds Care Tools & Equipment	73%
Hand Dryers	68%
Hazmat Equipment & Supplies	66%
HVAC Replacement Parts	87%
HVAC Systems	85%
IAQ Products	55%
Infrared Systems	41%
Insulation	76%
Interior Office Equipment	54%
Inventory Management/Barcoding	35%
Landscaping/Construction Equipment	66%
LEDs	80%
Life Safety Products	79%

PRODUCTS/SYSTEMS	%
Lifts and Ladders	85%
Lighting Controls/Sensors	85%
Lighting Products	90%
Lubricants/Adhesives	80%
Metal Roofs/Wall Systems	56%
Meters	65%
Motors and Drives	76%
Mowers/Tractors & Attachments	60%
Paints & Coatings	80%
Pest Controls	68%
Piping & Valves	83%
Plumbing Products & Systems	84%
Portable and Emergency Cooling/Heating Equipment	74%
Power & Hand Tools	88%
Power Generating Systems	68%
Protective Clothing/Work Boots	71%
Rental Equipment	78%
Restroom Fixtures, & Accesories (sinks)	88%
Restroom Paper Products/Dispensers	62%
Restroom Partitions	78%
Roof Coatings	63%
Roofing Products & Systems	75%
Safety Flooring	75%
Safety Products	86%
Sealants & Waterproofing Products	79%
Security Systems & Access Control	69%
Signage	80%
Snow & Ice Removal Products	72%
Storage Cabinets, Shelving, Lockers, & Mailroom Products	77%
Submeters	47%
Touchless Access Systems	55%
Touchless Restroom Products	73%
Training	74%
Two-Way Radios	62%
UPS	61%
Utility Vehicles & Attachments	60%
Wall Coverings	64%
Wallboard Products	72%
Waste Management & Recycling Products	76%
Water Heaters	76%
Water Treatment Products	62%
Window Shading/Solar Control	73%
Windows	74%

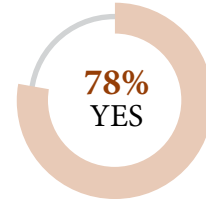
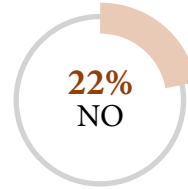
# FACILITY MAINTENANCE DECISIONS PRINT ADVERTISING

The **ONLY** Magazine for Facility Maintenance and Engineering Managers

## ROI

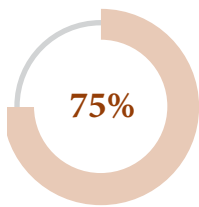
*Facility Maintenance Decisions* is print opportunities drive the response and results you need to build lasting relationships between facility maintenance and engineering professionals and your brand. These executives rely heavily on print to obtain information.

After reading articles and/or ads of interest in *Facility Maintenance Decisions* magazine, do you refer to the manufacturer's website?

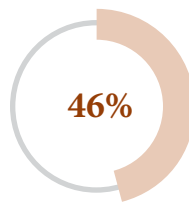


Publisher's data, 2016

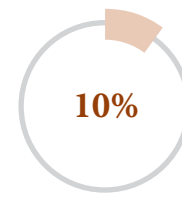
Print magazines are the **#1 way** recently surveyed FMD subscribers expect to learn about products and brands for purchase in the next year:



say they will use print magazines



say they will use conferences and trade shows



say they will use social media (Facebook, LinkedIn, Twitter)

## MORE ABOUT OUR SUBSCRIBERS

### YEARS OF EXPERIENCE

5 years or less	15%
6-10 years	11%
11-15 years	13%
16-20 years	11%
21-25 years	16%
26-30 years	21%
30+ years	13%

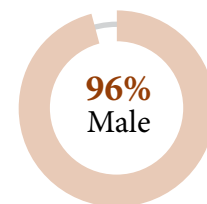
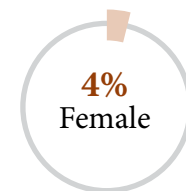
Average years of experience is **18.7**

### AGE GROUP

Under 35 years old	4%
35 to 44 years old	9%
45 to 54 years old	36%
55 to 64 years old	45%
65 years or older	6%

Average age is **53.7 years**

### GENDER



# 2018 EDITORIAL CALENDAR

	INSTITUTIONAL FACILITIES PROJECTS	RENOVATIONS & RETROFITS	ENERGY STRATEGIES	SUPPLIER PERSPECTIVES	TECHNICAL APPLICATIONS	LANDSCAPE SPECIFICATION	ROUNDTABLE	BONUS DISTRIBUTION	VALUE ADDED	AD CLOSE DATE
										MATERIALS DUE
<b>JAN.</b> Ad Readership Study	HVAC	Roofing	Lighting Controls	Water Heaters	Air Filtration Door Hardware	Mowers	Building Internet of Things	AHR Expo Chicago IRE New Orleans	VIP 300 Database FMD Tech Center	December 5
										December 11
<b>FEB.</b>	Health Care	Plumbing & Restrooms	Utility Incentives	CMMS	Emergency/Portable Heating Drain Cleaning	Utility Vehicles	Facility Technology Trends	NFMT Baltimore	VIP 300 Database: Healthcare	January 5
										January 11
<b>APR.</b> Ad Readership Study	Commercial Office	Lighting	UPS & Generators	Lifts	Diagnostic Technology Variable Refrigerant Flow	Handheld Power Equipment	Outsourcing	Lightfair Chicago	VIP 300 Database FMD Tech Center	March 6
										March 12
<b>MAY</b>	Products & Technology Issue: HVAC, Fire & Life Safety, Plumbing, Lighting, Roofing, Paints & Coatings, and Landscapes						Purchasing Strategies	NFPA Las Vegas		April 5
<b>JUNE</b>	Higher Education	Boilers	Diagnostic Technology	Portable Cooling	Roof Coatings Inventory Management	Utility Vehicles	Emergency Preparation	BOMA San Antonio	VIP 300 Database: Education	May 7
										May 11
<b>AUG.</b> Ad Readership Study	Plumbing & Restrooms	Chillers	LEDs	Paints & Coatings	Electrical Equipment CMMS	Snow and Ice Management	Sustainable Specification		VIP 300 Database FMD Tech Center	July 5
								July 11		
<b>SEPT.</b>	Lighting	Plumbing & Restrooms	Boilers	Drain Cleaning Safety	Rental Equipment Fire & Life Safety	Mowers	Financial Management	GIE+Expo Louisville World Workplace Charlotte		August 7
									August 13	
<b>OCT.</b> Ad Readership Study	K-12	Safety & Security / Door Hardware	Data Centers	Roof Coatings	Personal Protection Equipment Power Tools	Hardscape Management	Procurement & Inventory	NFMT Las Vegas Greenbuild Chicago	VIP 300 Database: Education FMD Tech Center	September 5
										September 11
<b>NOV.</b>	Government	Lighting	HVAC	Grounds Equipment	Roofing Door Hardware	Utility Vehicles	Renovation Management		VIP 300 Database: Government	October 5
								October 11		

## **CIRCULATION**

### **32,500 Monthly Subscribers**

Reach top decision makers in all markets — *Facility Maintenance Decisions* 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: **4,614**

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: **10,302**

Including:

Federal, State, County, Municipal, Airport and Military

## **MEDICAL BUILDINGS**

Number of subscribers: **10,758**

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: **1,867**

Including:

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

## **GOVERNMENT BUILDINGS**

Number of subscribers: **3,322**

Including:

Federal, State, County, Municipal, Airport and Military

## **RETAIL BUILDINGS**

Number of subscribers: **627**

Including:

Top 100 retailers | 10 largest US shopping malls

## **HOSPITALITY BUILDINGS**

Number of subscribers: **1,060**

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  
*Facility Maintenance Decisions*  
2100 W. Florist Ave.  
Milwaukee, WI 53209

For Questions:  
Wendy Melnick  
Production Manager  
414.228.7701 x465  
[wendy.melnick@tradepress.com](mailto:wendy.melnick@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.

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## 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 35,000 FMD 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.

#### FREE TECHNOLOGY RESEARCH CENTER LISTING

Advertisers with FMD can add their company page to the Product Research section of FacilitiesNet. Your

page and product information pages can include company profile information, product descriptions, product features and links to your social media account and downloadable brochures. You can create and administer your account right here.

#### INCLUSION IN VIRTUAL MAGAZINE

All Facility Maintenance Decisions advertisers appear in the monthly online virtual magazine - emailed to 55,000+ email subscribers who do not get the print magazine.

#### SINGLE-SOURCE LEAD/ACTIVITY REPORTS

You'll receive a single report that shows cumulative totals for all print and electronic items. Your report will show you total leads for print ads, product/literature releases, case studies and bonus leads.

### In Print

#### PR SUPPORT

FREE 4-color product releases and case studies are excellent business builders. Available in print on an "as space permits" basis. Send press releases for consideration to [ryan.berlin@tradepr.com](mailto:ryan.berlin@tradepr.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 300 subscribers controlling more than 1 million square feet each. The following vertical market VIP 300 databases are available for specific issues noted in the editorial calendar.

Healthcare VIP 300 Database  
Educational VIP 300 Database  
Government VIP 300 Database

Data centers VIP 300 Database  
VIP 300 Database

#### DISCOUNT ON LIST RENTALS

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