

## Editorial Mission

The mission of *Building Operating Management* is to provide timely, useful information to help facility executives make decisions that will provide maximum value to their organizations. Our primary focus is to provide our readers with essential background to evaluate building product and system choices. To do that, we examine changes in specific technologies. But we go further. Our articles report on ways to maximize performance over the life cycle of a product; describe developments that are reshaping the way buildings are designed and used; and offer advice on justifying investments in facility technology. Our coverage draws from an array of authoritative sources, ranging from independent experts to sophisticated facility executives who have first hand experience developing specifications, selecting products, and evaluating performance.

Because we serve facility executives responsible for a diverse range of the country's largest commercial and institutional buildings - including office buildings, college campuses, school districts, hospitals, medical clinics, retail chains, hotels, data centers, and government buildings - we also provide up-to-date analysis of trends and issues that will help readers address the challenges facing their specific type of building in a fast changing world. Wearing many hats - including design and construction, engineering, facility management, planning and development, and operations - and always pressed for time and resources, readers use *Building Operating Management* to stay abreast of industry developments and learn about best practices and tools to implement at their facilities.

# Audience

*Building Operating Management* magazine circulates to a 100% qualified list of 73,000 building owners and facilities executives. Our subscribers are engaged, motivated and manage multi million-dollar budgets. They are the movers and shakers in the industry. When you advertise with *Building Operating Management*, you reach and influence these types of high-ranking, influential readers.

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

**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

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### **Years of Experience in Facilities Management**

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More than 30 years	18%
21 to 30 years	29%
11 to 20 years	31%
10 years or less	22%

Average years of experience is 19.2

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### **Age Group**

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Under 35 years old	3%
35 to 44 years old	14%
45 to 54 years old	33%
55 to 64 years old	43%
65 years or older	7%

Average age is 53 years old

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**Gender**

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Male	83%
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Female	17%
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**Product Selection Involvement**

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Access Control	80%
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Access Flooring	69%
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Acoustics/Sound Masking	69%
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ADA Products	82%
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Alternative Power (Solar, fuel cells)	55%
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Building Information Modeling	21%
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Boilers, Boiler Controls	71%
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Building Automation Systems	80%
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Building Sealants, Coatings/Waterproofing Products	81%
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Carpeting	73%
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Ceilings	83%
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Cleaning Chemicals	55%
Communications Equipment	57%
Continuing Education/Training	70%
Contract Cleaning Services	61%
Contract Services (HVAC, Elevators, Pest Control)	80%
Curtain Walls/Window Walls	62%
Daylighting	67%
Door Hardware (Including locks, hinges & closers)	88%
Doors/Entrances	82%
Electric Vehicle Charging Stations	37%
Electric Equipment/Systems	73%
Electricity/Natural Gas (from utilities)	71%
Elevator Systems and Controls	55%
Energy Management Systems	81%
Energy Services/Consulting	68%
Equipment Rentals	73%
Exterior Building Products	79%
Facility Management Software	65%
Fire and Life Safety Products	85%

Fire Detection & Sprinkler Systems	82%
Floor Coatings	81%
Furnishings	65%
Furniture Systems/Interior	67%
HVAC Systems and Controls	85%
Indoor Air Quality Products	75%
Infrared Equipment	45%
Insulation	65%
Landscaping/Outdoor Products	78%
LED Lights	88%
Lighting Controls	89%
Lighting Products (Including ballasts, fixtures, EXCLUDING controls)	88%
Mass Notifications	36%
Metal Walls & Roofing	41%
Meters/Data Loggers	56%
Office Refurbishing	72%
Paints/Coatings	83%
Parking Management	64%

Piping	74%
Plumbing Products (includes valves & faucets)	78%
Power Reliability	63%
Power Supply	73%
Pumps	60%
Recycling Bins/Waste Containers	58%
Resilient/Hard Surface/Rubber Flooring	76%
Restroom (including hand dryers, toilets, urinals, partitions)	78%
Roof Coatings	67%
Roof Guards	63%
Roofing Systems	70%
Safety Products	82%
Security Products	73%
Shredders	38%
Signage Systems	79%
Snow Removal	56%
Standby/Emergency Power	52%
Storage Systems	69%
Structural Buildings Products	72%

Submeters	43%
Telecommunications/Communications	39%
VRFs	38%
Wall Coverings	79%
Wall Panels	66%
Water Coolers/Ice Machines	77%
Water Heaters	70%
Water Treatment	69%
Window Film	70%
Window Shading/Solar Control	74%
Windows	70%
Wire and Cable	64%
Wireless Technology	39%



# Power of Print

When facilities executives go looking for information and education a majority of them don't start with digital, they turn to print. More specifically, they turn to trade magazines. Because of this we always suggest marketing programs contain both print and digital components to reach this audience. Trade magazines may be considered old school, boring and not very sexy, but they are still very effective when marketing to facilities executives.



Research bears this out.

The 2018 *Building Operating Management* media usage study of facilities executives found that trade magazines were the number one source they use to learn about products and brands for purchase. Trade magazines finished ahead of search engines, websites, and social. Print does a better job than digital when it comes to getting your brand in front of facilities executives. In hindsight, this shouldn't be too surprising, as the average facilities executive is 53 years old. This generation was raised on print and continues to rely on print as their primary source for information and education.

An added benefit — print stimulates action. The 2018 *Building Operating Management* media usage study found that 86% of facilities executives took action after seeing ads in the print magazine. This same study discovered that 74% of the facilities executives visited the advertiser's website after seeing ads in trade magazines. And 84% of them went to the manufacturer's website after reading articles of interest in trade magazines. Make no mistake, facilities executives read trade magazines. An independent research study shows that 88% of the facilities executives spend more than 15 minutes reading their trade magazine, and 50% spend more than 30 minutes with the magazine. This type of engagement is rare in today's digital world.


Print is still an effective way to reach facilities executives. Make sure it's part of your 2019 marketing plan.

# 2019 Editorial Calendar

## 2019 EDITORIAL CALENDAR

Complete kit available at [www.BOMkit.com](http://www.BOMkit.com)

building  
OPERATING  
management

	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, parts 1, 2 and 3	Green Building Report	EMS/BAS	Doors & Door Hardware	Emergency Preparedness	Roofing	Acoustics/ Soundmasking	Professional Development	AHR, IRE	VIP 500	12/3/18 ..... 12/7/18
<b>FEB</b>	Critical Facilities & Data Centers, plus Utilities	Sustainable Design and Construction	Technology Update	Metal Building Systems and Windows	Fire/Life Safety	Project Management: Large Portfolios	Plumbing/ Restroom Design	Executive Profile: Educational Facilities	-	Data Center VIP 500	1/2/19 ..... 1/8/19
<b>MAR</b> AD READERSHIP STUDY	HVAC	Green Building Report	Building IoT	Roofing	Security	Senior Living Facilities	Floorcoverings	Customer Service	<b>2019</b> NFMT ISC WEST	Commercial VIP 500	2/1/19 ..... 2/8/19
<b>APR</b>	Power Reliability	Selecting Green Products	Lighting, parts 1 and 2	Boilers and Water Heaters	Resilience/ Disaster Planning	Advanced Energy Efficient Design/ Zero Energy Buildings	Paints and Coatings	Executive Profile: Healthcare	Lightfair	VIP 500	3/1/19 ..... 3/8/19
<b>MAY</b>	Critical Facilities & Data Centers	Green Building Report	HVAC: Cooling Options	Interior Products	Fire/Life Safety	Educational Facilities	High Appeal Workplaces	Managing with Big Data	NEOCON, NFPA	Education VIP 500	4/2/19 ..... 4/9/19
<b>JUN</b> AD READERSHIP STUDY	Energy Star plus Utilities	Greening Existing Buildings	Building Controls	Plumbing/ Restroom Design	Doors & Door Hardware	Healthcare Facilities	Interiors: Design for Productivity	Executive Profile: Commercial	BOMA	Healthcare VIP 500	5/2/19 ..... 5/7/19
<b>JUL</b>	Energy Efficiency Planning	Green Building Report	Smart Buildings	Lighting	Fire Suppression	Roofing	Plumbing/ Restroom Design	Technology	-	Commercial VIP 500	6/3/19 ..... 6/7/19
<b>AUG</b>	Critical Facilities & Data Centers	Green Educational Facilities	Evaluating New Technology	HVAC: VRF	Security	Planning Major Construction Projects	Ceilings and Acoustics	Executive Profile: Data Centers	<b>criticalfacilities</b> ASIS	Education VIP 500	7/5/19 ..... 7/12/19
<b>SEPT</b> AD READERSHIP STUDY	Best Practices for Energy Efficiency	Green Building Report	Boilers & Water Heaters	Paints and Coatings	Mass Notification/ Emergency Communications	Roofing	Healthcare Interiors	Developing In-House Specifications	World Workplace	Healthcare VIP 500	8/2/19 ..... 8/9/19
<b>OCT</b>	 <b>GREEN ISSUE:</b> HVAC, Daylighting, Water Efficiency, Alternative Energy, Building Exteriors, Sustainable Interiors, plus Innovative Products for Green Buildings plus Utilities								Greenbuild <b>2019</b> ORLANDO	9/3/19 ..... 9/10/19	
<b>NOV</b>	Critical Facilities & Data Centers	Green Building Report	Building IoT	Flooring Alternatives	Access Control	Renovation Planning	Workplace Wellness and Health	Executive Profile: K-12 Facilities	-		10/4/19 ..... 10/11/19
<b>DEC</b> AD READERSHIP STUDY	Justifying Energy Efficiency Upgrades	Sustainable Healthcare Facilities	Lighting	Security	Fire/Life Safety	Metal Building Systems	Outsourcing	Facility Executive Salary Survey	-	VIP 500	11/1/19 ..... 11/8/19

Online: FacilitiesNet.com extends the depth and reach of all BOM editorial. Visit [ReachFMs.com](http://ReachFMs.com) to find out how BOM and FacilitiesNet.com content compares. Check out our conferences and expositions at [NFMT.com](http://NFMT.com).

# Circulation/BPA

Due to the meticulous qualification process of *Building Operating Management* readers, we can assure you that our magazine is in the hands of people that want to see your product. *Building Operating Management* is delivered into the hands of facility executives that have the knowledge and influence to make purchasing decisions for their company. As a result, when you advertise in *Building Operating Management* your ad has a significant impact on your bottom line.

To further support the notion that *Building Operating Management* is the right place to invest your advertising dollars, [Baxter Research Center](#) performed a study that found the following:

- ✓ 88% of our respondents read each issue more than once, increasing your exposure to facility executives.
- ✓ 72% of *Building Operating Management* readers will act based on the ad they saw in the magazine.
- ✓ In addition to our engaged readership, you can rest knowing that you have made the best choice for your company by investing in ad space with *Building Operating Management*. This is evident in our 16% more print copies than our closest competitor in *Building Operating Management*.

[Download a pdf of our BPA statement](#)

# Specs

Ad Type	Width	Depth
Bleed Page	8.125"	11"
Page	7"	10"
2/3 Page	4.5"	10"
1/2 Island	4.5"	7.5"
1/2 Vertical	3.375"	10"
1/2 Horizontal	7"	4.875"
1/3 Square	4.5"	4.875"
1/3 Vertical	2.125"	10"
1/3 Horizontal	7"	3.125"
1/4 Vertical	3.375"	4.875"
1/4 Horizontal	7"	2.375"
1/6 Vertical	2.125"	4.875"
1/6 Horizontal	7"	1.5"

# FM Custom Research



*Building Operating Management* can conduct custom research into the buying habits, brand awareness, product preferences and specification process of facility executives. Our research department conducts both quantitative and qualitative studies.

\*Quantitative Research: Email invite/webbased surveys, telephone surveys, and postal (mail) surveys,

\*Qualitative Research: Face-to-face research including in-depth interviews, focus group recruitment and moderation telephone surveys.

Quantitative data drawn from surveys of building owners and facility managers can add authority and credibility to your custom white paper or eBook. Our experienced editors and market researchers work with you develop survey questions. We program and host the survey, conduct the survey, tabulate the results, analyze the data and provide you with a comprehensive report which you can use for any marketing purpose.

Call or email us for a free one hour consultation to discuss your research needs and how we can help you. Contact Tim Rowe at 414-368-6860 or email [tim.rowe@tradepress.com](mailto:tim.rowe@tradepress.com).

[Download FM Research Reports](#)