

# Our Audience...

## The Buyer and Your Next Customer

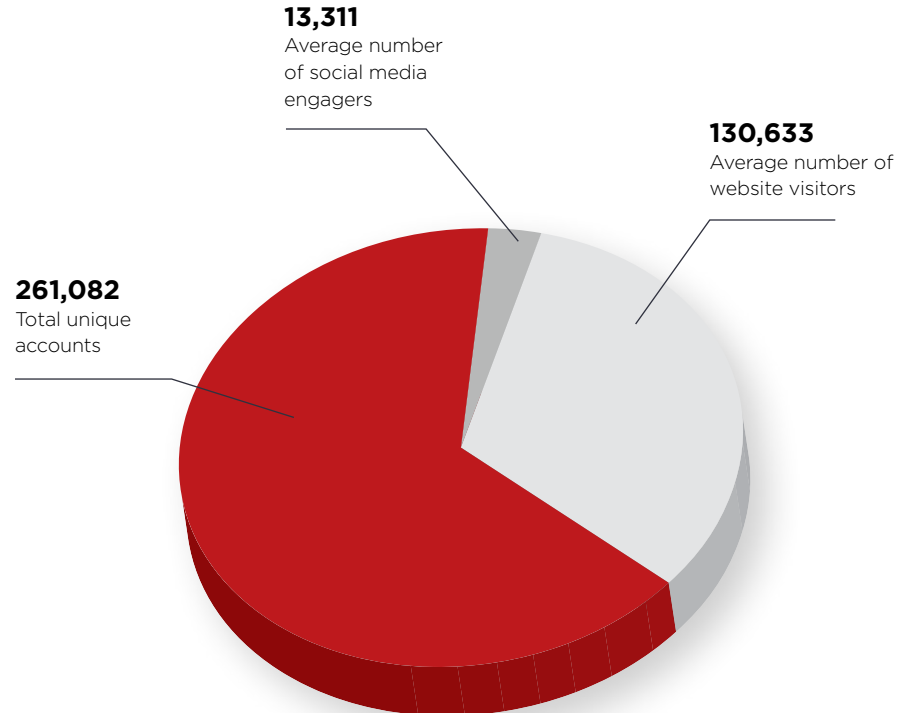


More than just a media outlet...

*BUILDINGS* multi-channel approach has the potential to put your product in the hands of more than 405,026 building owners and facilities management professionals.

As the industry's leading provider of media and marketing services reaching building owners and facility management professionals, our integrated media options help you gain brand equity and generate quality leads.

And if our product portfolio doesn't match your need, we have a number of custom options that can be tailored to your needs.



**TOTAL AUDIENCE REACH = 405,026**

# The Buying Decision Starts and Ends with the Building Owner. They own the process.

## STEPS OF THE BUYING PROCESS

**1. The owner** recognizes a need for a renovation project or new construction. Based on experience and buying influences, the owner has established a preferred vendor list (PVL) for his buildings.



**2. The owner** submits his project objectives to the designer, who draws up plans that incorporate the owner's PVL as well as the designer's short list of brand recommendations.



**3. The owner** submits the designer's plan to the contractor, who seeks bids from suppliers (manufacturers, distributors, dealers). The contractor submits the final project bid to the owner for final approval.



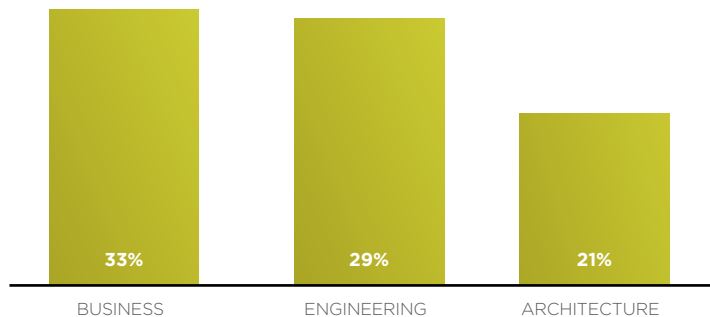
# You reach the entire facilities management team with ***BUILDINGS***

Our audience consists of industry leaders in the facilities management marketplace, **responsible for more than 4.4 million buildings**.\* They are highly educated and employ diverse teams – all integrated and all in-house.

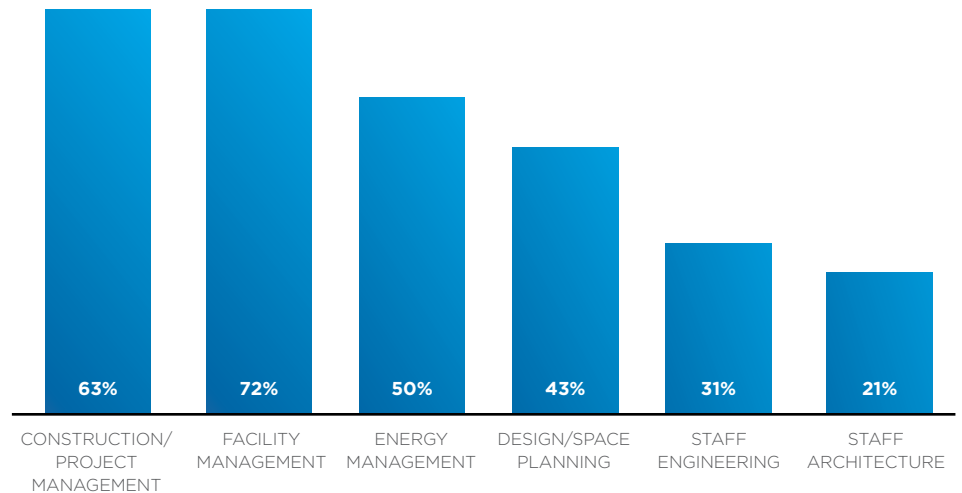
*BUILDINGS* reach consists of facility management professionals who are experienced and knowledgeable in their field. On average, they have been involved with the buildings industry for more than 24 years and has spent an average of 14 years with their present firm.

**MORE THAN 83% OF OUR AUDIENCE HAS AN EDUCATIONAL BACKGROUND IN ENGINEERING, BUSINESS OR ARCHITECTURE.**

More than 1/3 have graduate degrees and more than 2/3 have post-secondary education.



**OUR AUDIENCE EMPLOYS A TEAM OF IN-HOUSE PROFESSIONALS, HELPING YOU REACH THE ENTIRE FACILITIES MANAGEMENT TEAM.**

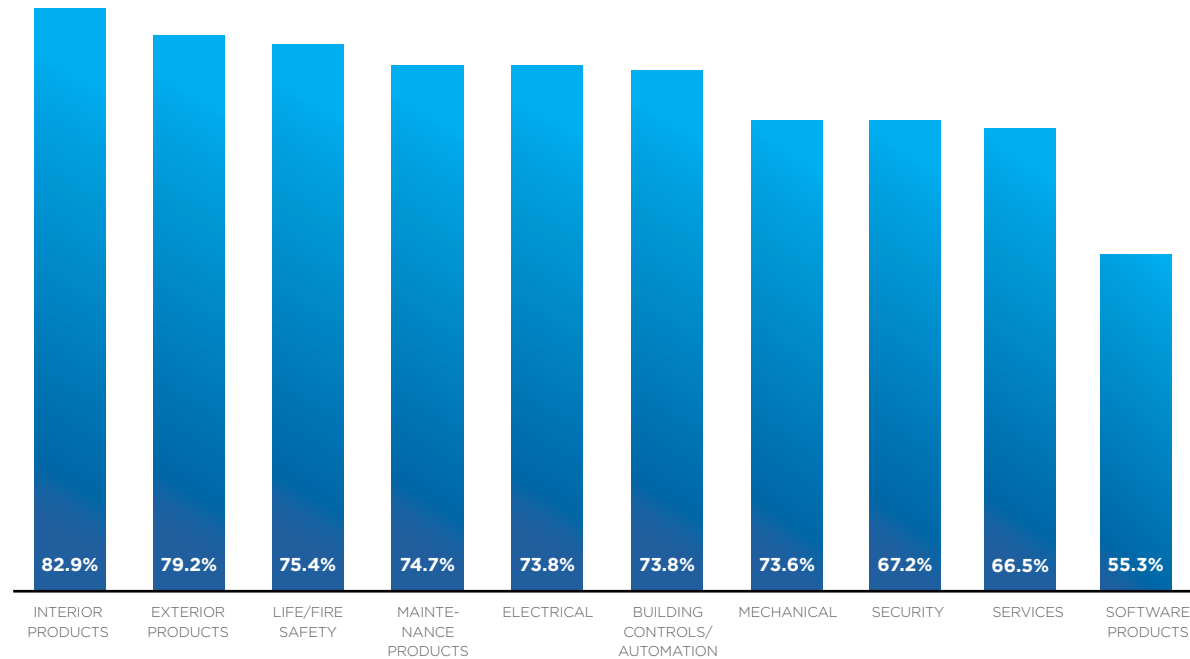


\*BPA Brand Report, June 2018  
All other stats on page are publisher's own data.

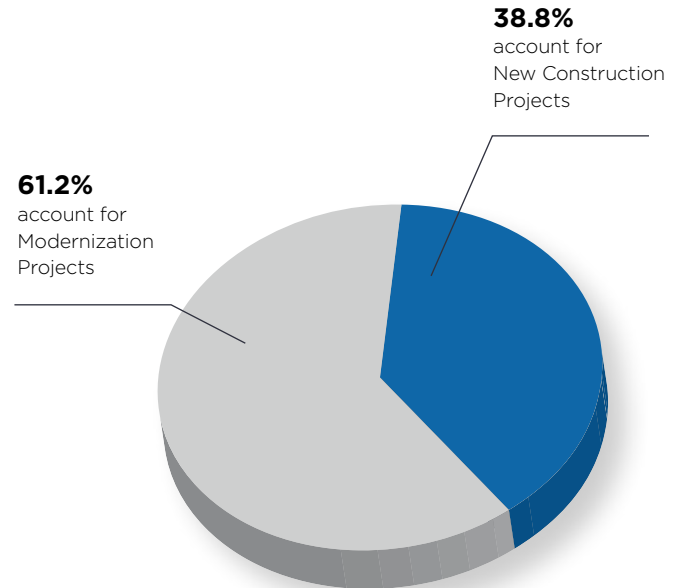
# They are actively planning projects and buying your products

Our audience of building owners and facility management professionals hold the buying decision for their commercial facilities. They specify and purchase a vast range of products for every commercial sector.

## OUR AUDIENCE PURCHASES, APPROVES OR SPECIFIES THE FOLLOWING PRODUCTS:



## ACTIVE PROJECTS



# Your target to specific industry segments

Target your advertising to the facility management professionals who make daily decisions on the construction, modernization and operation for over 4.3 million commercial buildings.

*BUILDINGS* compiles this information based on aggregate unit data for print and digital subscribers only. The purpose of unit data is to derive the unique buildings reported by an establishment engaged in one type of economic activity at a single physical location.

		PROPERTY	UNIQUE INDIVIDUALS	BUILDINGS OWNED/MANAGED
<a href="#">LEARN MORE</a>		Retail/Chain	2,303*	436,614*
<a href="#">LEARN MORE</a>		Healthcare/ Medical	4,594*	1577,031*
<a href="#">LEARN MORE</a>		Commercial	31,512*	2,929,077*
<a href="#">LEARN MORE</a>		Manufacturing	5,246*	229,603*
<a href="#">LEARN MORE</a>		Hospitality	2,990*	27,040*
<a href="#">LEARN MORE</a>		Education	20,4832*	416,627*
<a href="#">LEARN MORE</a>		Government	6,573*	671,240*

# The BUILDINGS Brand Report

Did you know *BUILDINGS* is one of only two publications to offer a fully integrated BPA Brand Report, the other being our sister publication, interiors+sources.

**Among 1,700+ members worldwide, and over 450 members reporting multiple channel data, no other BPA member can make this claim.**

## Not all BRAND reports are the same.

**THE BPA BRAND REPORT** was designed to present the entire scope of a brand – and give marketers a better look at a brand’s total recipient base across multiple platforms.

With our integrated database, we can report a total net-unique, unduplicated number of individuals who engage with multiple channels of our brand. You know exactly who your advertising is reaching and through which channel.

Average number of “touch points/channels” per net unique individual. You can see, at a glance, who is looking at what and where, without the mystery of guessing. Cross-tabulated reporting showing media channel interaction. Media buyers want to know about multi-channel marketing, and this report is the **ONLY** one that does that for you!

Total unique individuals by integrated channel. No more guess work or wondering if your target is here or there. The integrated audit will help you see what’s really going on.

Eliminates duplication between channels. Now, for the first time, you can eliminate waste for real.

In addition, *BUILDINGS* goes one step further by providing information on the type and quantity of buildings for which our audience is responsible.

No other B2B publication brings you this type of data – or has it audited to prove its value. We view the Brand Report as an investment in your knowledge and confidence of our audience!



**VIEW OUR BRAND REPORT**