

BUILDINGS

The leading publication serving the building owner and facilities management marketplace.

BUILDINGS is the only publication whose audience is 100% building owners and facilities management professionals.

When you advertise in **BUILDINGS**, you get unparalleled access to key facilities professionals and industry leaders who personally request the magazine. With 74,100* audited subscribers responsible for more than 4.4 million* buildings, BUILDINGS magazine gives you a platform to put your product at the hands of the decision-makers in the commercial buildings industry.

For our subscribers, BUILDINGS is a portal of information, providing advice, best practices and solutions to help them make smarter decisions regarding the facilities they develop, own and operate.

BUILDINGS is read by the entire decision-making unit at key organizations. No other magazine offers greater penetration and saturation of this crucial market.



*BPA Brand Report, June 2018

Our focus is on the issues of the facility management marketplace.

FOR MORE THAN 100 YEARS, *BUILDINGS* has kept building owners and facility management professionals up-to-date on products and projects and informed them on all aspects of operations and maintenance, modernization, and new construction.

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- Energy Retrofit Project
 - Interior Air Quality (Mold, Contaminants, etc.)
 - Sustainable Operations & Maintenance
 - New Buildings Technology
 - Sustainable Operations & Maintenance
 - HVAC System Maintenance
 - Fire & Life Safety
 - Renovation/Retrofit/Reconstruction
 - Energy Management (Systems, Controls)
 - Codes, Regulations & Standards
 - Reducing Maintenance Costs



UNIQUE OPPORTUNITIES TO PLACE YOUR BRAND on the PAGES OF *BUILDINGS!*

Gain extra exposure and extend your reach to our 74,100* facilities management professionals.



Tenant Amenity Solutions

Tenant amenities is a high priority for the BUILDINGS audience, who are poised to make additions that allow them to keep their tenants, increase lease rates and help tenants maintain employees. A special section in the October issue dedicated to tenant amenities allows you to showcase your product offering with the choice of a full or half page ad with matching advertorial. You will also benefit from placement on BUILDINGS.com and be included in an email to drive traffic to your content.

LEARN MORE ABOUT TENANT AMENITY SOLUTIONS



Advanced Facility Solutions

The BUILDINGS audience looks to us for content that offers solutions to their problems, ways to save energy and reducing operating costs. This is your opportunity to provide the answers they are looking for with this special case study feature in the November issue, with added value placement on BUILDINGS.com in our Resource Center. You have the option of securing a 1- or 2-page case study as part of this templated section prepared by our editorial team.

LEARN MORE ABOUT ADVANCED FACILITY SOLUTIONS



Money-Saving Products

A special feature appearing in the April issue highlighting budget-friendly product solutions that make life easier for facilities professionals. Submission to this awards program is free and open to all products relevant to commercial building operations. Submissions are reviewed and hand selected by our editorial team based on their ability to save facilities professionals money and will be featured in our April issue.

LEARN MORE ABOUT MONEY SAVING PRODUCTS



Product Innovations

Exclusively for NeoCon Exhibitors
An awards program designed to highlight the best that performance and aesthetics can offer to building managers. A program that has been in place for nearly 20 years, BUILDINGS Product Innovations is exclusively for NeoCon exhibitors who's products enhance the efficiency and sustainability of commercial buildings. Final judging takes place at NeoCon and winners appear in a special feature in the August issue with additional web exposure.

LEARN MORE ABOUT PRODUCT INNOVATIONS



*BPA Brand Report, June 2018

THE VALUE “ADD” OF RUNNING WITH *BUILDINGS*

A solid staff of editors with a strong understanding of the industry and plenty of research have resulted in loyal subscribers who turn to *BUILDINGS* as a resource of information for their building needs.

Get your brand in front of the decision makers with value-added opportunities!

JANUARY 2019

Who’s Who Industry Supplier Spotlight

With your full-page ad (or larger) in the January 2019 issue of *BUILDINGS*, a full-page will be provided in our Who’s Who of Industry Suppliers section to profile your company to explain how your products or services help facilities professionals achieve maximum building performance. It will consist of your product image, a 300-word description of your product or service (provided by your company) and your company logo.



FEBRUARY 2019

Brand Awareness, Use and Preference Study

We can show you how your brand measures up against your competitors. Annually, *BUILDINGS* conducts a study of Brand Awareness, Use and Preference in the Buildings Market, surveying *BUILDINGS* subscribers to measure their preferences for products in more than 30 categories. Building owners and facility managers are asked what products they are aware of, which ones they use and which brands they prefer. This research is shared free with key advertisers who purchase a full-page ad in the February 2019 issue.



SEPTEMBER 2019

Best FM Fixes Spotlight

Advertise in our September 2019 issue (one page or larger) and receive a full-page bleed product release in our special production application section. Use this feature to promote one of your company’s top products. The section will consist of a full-page bleed image of your product in its environment with your company logo, a link to your website and a 50-word product description.



MARCH 2019 and AUGUST 2019

AIM Ad Readership Studies

Do you want to find out how aware buyers are of your print ads? You can. Buy an ad in either the March 2019 or August 2019 issue when advertising recognition is measured free by Accountability Information Management, Inc.; you’ll know how *BUILDINGS* subscribers react to your ads. You’ll also see how well your ad performs against other ads in the same product category and size.

