



## 2015 MEDIA PLANNER

The *BOMA Magazine* is the official publication of the Building Owners and Managers Association (BOMA) International.

BOMA Magazine's readers own or manage more than 80% of all prime commercial properties and facilities in North America and include building owners, managers, developers, asset managers, corporate facility managers and government real estate officials.

**Paul Hagen**

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# READERSHIP

## BOMA Magazine readers are the decision-makers representing every building type

### People read BOMA Magazine

- 58%** of respondents have read at least four out of the last six magazines they received.
- 38%** have read all six issues.
- 46%** of readers spend 30 minutes or more reading the magazine.
- 35%** of respondents save the magazine for six months or more.
- 57%** share a copy of their magazine with colleagues.

### Respondents were asked to rate the importance of 28 products/systems/services.

The areas listed below received the highest combined rating of “important” and “very important”

- Fire/Life Safety (**80%**)
- HVAC (**77%**)
- Lighting (**77%**)
- Energy Management Systems/Building Controls (**74%**)
- Disaster Preparation/Recover (**70%**)
- Security (**71%**)

### BOMA readers are very involved with purchase decisions...

- 77%** recommend product services
- 73%** prepare budgets
- 68%** research products/services
- 55%** make final decisions on purchases

### Respondents took action as a result of seeing ads in BOMA Magazine.

- 62%** visited an advertiser’s website
- 59%** discussed/passed an ad on to another person
- 29%** visited an advertiser during a trade show
- 26%** purchased a product or service
- 24%** filed an ad for future reference
- 23%** recommended a product or service

### 10.4 Billion Square Feet

*BOMA Magazine* is a four-color magazine published six times per year – January/February, March/April, May/June, July/August, September/October, and November/December. It is circulated to the more than 17,500 BOMA International members and subscribers, who represent a marketplace of more than 10 billion square feet. Readers include building owners, managers, developers, asset managers, corporate facility managers, leasing professionals, and federal, state and provincial government officials.

Source: 2012 BOMA Magazine Readers Survey

# CIRCULATION

**Nearly 18,000 BOMA members and commercial real estate professionals read the BOMA Magazine.**

## Circulation by Job Function

Property Management	84%
Asset Management	53%
Facility Management	47%
Building Engineering	29%
Owner/Investor/REIT	21%
Developer	18%

## Circulation by Building Category\*

Downtown Office	61%
Suburban/Office Park	50%
Industrial	31%
Shopping Center	24%
Hospital/Medical Office Building	11%
Government	9%

\* Results <100% indicate readers own/manage mixed asset portfolios.

## Readership: Active Participation

Manage office spaces over 100,000 sq. ft.	76%
Manage more than one building	75%
Four year degree or higher	69%
Have been a BOMA member for 10+ years	41%
Age 50+	40%
Manage properties in suburban areas	36%
Manage properties in downtown areas	30%

Source: 2012 BOMA Magazine Readers Survey



# BOMA MAGAZINE



**Each issue contains news and information to help commercial real estate professionals stay on top of their game.**

## **Trends, Stats & Facts**

Keeps pace with the latest trends and research affecting commercial real estate, including performance benchmarking, HVAC, fire and life safety, building amenities and technology.

## **Green Scene**

Offers a range of news, information, trends and research on everything “green.” Covering a range of topics from developments in greening existing buildings, to sustainability case studies, to low-cost energy efficiency strategies, “Green Scene” will offer the latest information on energy and the environment.

## **Healthcare RE Pulse**

This new column focuses on one of the hottest new sectors, offering information on key trends and issues affecting healthcare real estate, such as ambulatory care, healthcare reform and government regulations, retail space, design and more.

## **Legislative & Codes Updates**

The latest information on legislative and regulatory issues at the national, state and local levels affecting commercial real estate professionals, and a dedicated column focusing on the most current codes and standards changes, rulings and issues.

## **Legal-Ease**

Tracks current legal issues CRE professionals need to know about, including legal implications and considerations in areas such as leasing, tenant improvements, industrial, mixed-use, public and private buildings and healthcare reform.

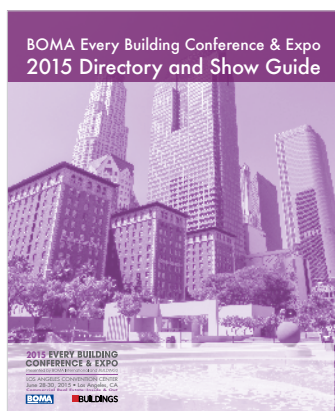


### **The BOMA Magazine Editorial**

**Mission** – be the number one source for news and information on legislative, regulatory and codes activities, trends and forecasts, and emerging technologies impacting commercial real estate.

# EVERY BUILDING CONFERENCE & EXPO

The Every Building Conference & Expo is the premier education and networking event for commercial real estate.



## BOMA Every Building Conference & Expo The 2015 Directory and Show Guide

The Expo will be held June 28-30, 2015, in Los Angeles, CA, at the Los Angeles Convention Center.

Advertising in the directory and show guide puts your products and services in front of executive-level building and property managers, facility managers, owners and investors, asset managers, and other top real estate professionals.

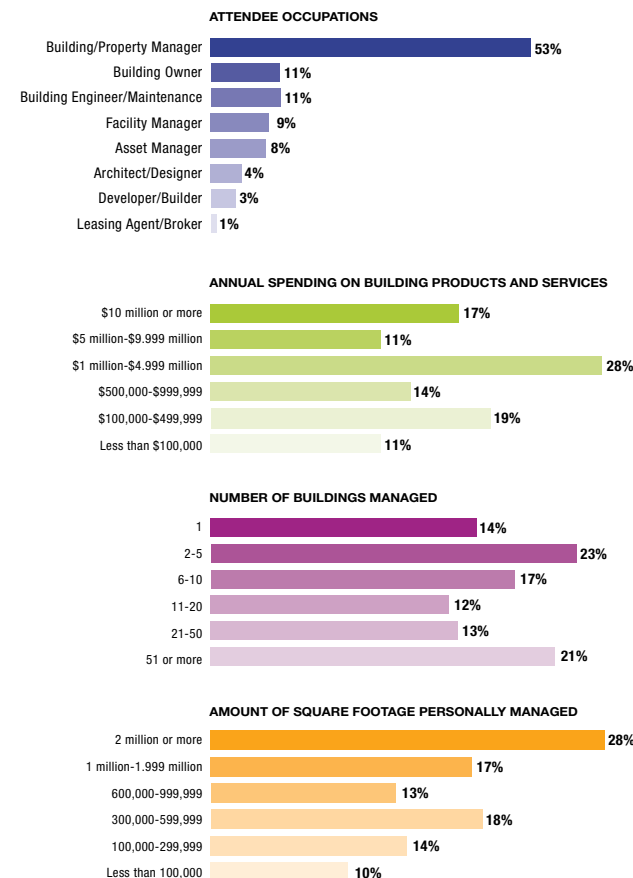
**TO RESERVE SPACE IN THE 2015 SHOW DIRECTORY, CONTACT PAUL HAGEN AT 866-965-4205.**



## Reserve your booth for the 2015 Every Building Conference & Expo June 28-30, 2015, in Los Angeles, CA

**FOR BOOTH SPACE RESERVATIONS OR QUESTIONS CONTACT VICKI CUMMINS AT 888-777-6956 OR VCUMMINS@SHOWMGMT.COM, OR VISIT WWW.BOMACONVENTION.ORG**

## 2014 Attendee Demographics





# TOBY MAGAZINE

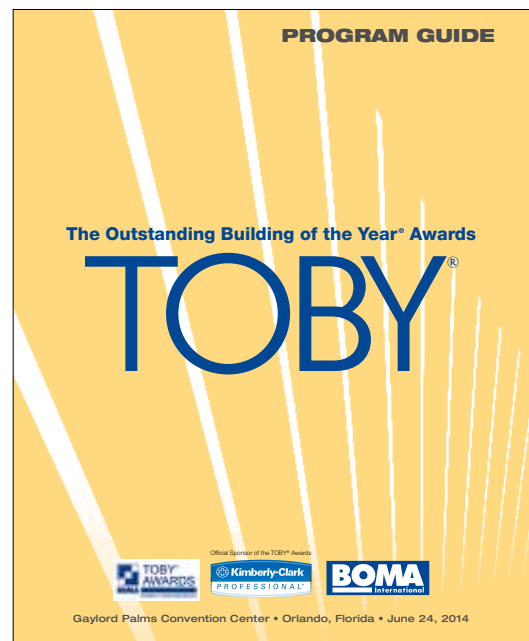
## JUNE 2015

**TOBY Magazine is a special annual publication of BOMA International to recognize the nominees to the prestigious Outstanding Building of the Year (TOBY®) Awards.**

The awards recognize excellence in building design, operations and management in the commercial real estate industry.

This comprehensive publication includes profiles of the more than 70 regional TOBY winners who compete in the international competition, plus profiles of TOBY chairpersons, BOMA VIPs, judges, and more.

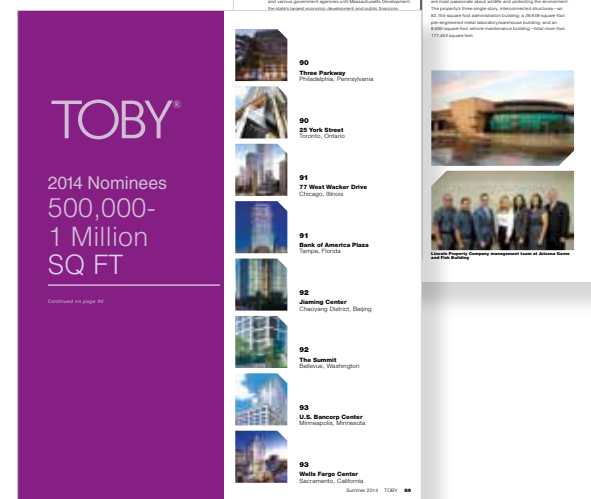
TOBY Magazine is mailed to the BOMA membership in June 2015 and distributed at the awards ceremony during the 2015 Every Building Conference & Expo.



### TOBY Display Advertising Specifications:

TOBY Magazine specifications are the same as the *The BOMA Magazine*.

See page 10 for advertising specifications. Advertising is due May 4, 2015



# BOMA 2015 EDITORIAL CALENDAR

	Cover Story	Features		Legal-Ease	Trends, Stats & Facts	Healthcare RE Pulse	Green Scene	Deadlines
JANUARY/FEBRUARY	Operational Best Practices	The Office of the Future	Year in Review	Public Buildings	China Market Trends	Healthcare Real Estate Forecast	Plumbing/Washrooms	Advertising: 12/1/14 Materials: 12/8/14
MARCH/APRIL	Industrial: Challenges & Best Practices	Industrial Asset Outlook	Winter Business Meeting Recap	Industrial Buildings	Technology	MOB Conference Outlook	Pest Control	Advertising: 2/2/15 Materials: 2/9/15
MAY/JUNE	Green Guide: Sustainability and Asset Value	Green Guide: The Future of Green Leasing	Convention Preview	Greening Buildings	HVAC	Greening Healthcare Facilities	Water Conservation	Advertising: 3/30/15 Materials: 4/6/15
JUNE TOBY ISSUE	TOBY Magazine is a special, annual publication recognizing the nominees to the prestigious 'The Outstanding Building of the Year' awards. The publication will be the official program for the ceremony held on June 30, 2015, the final day of the BOMA convention in Los Angeles, CA. Plus it will be mailed to all BOMA members in late June or early July 2015.							Advertising: 5/4/15 Materials: 5/8/15
EVERY BUILDING CONFERENCE & EXPO SHOW DIRECTORY	The Every Building Conference & Expo Show Directory will be distributed at the national event June 28-30, 2015, at the Los Angeles Convention Center in Los Angeles, CA.							Advertising: 5/4/15 Materials: 5/8/15
JULY/AUGUST	Convention Highlights	Building Codes	TOBY Regional Winners	Medical Office Buildings	EER Spotlight	MOB Conference Trends	Recycling	Advertising: 6/1/15 Materials: 6/8/15
SEPTEMBER/OCTOBER	Emergency Preparedness: Preparedness for Big Events	Building Income and Expense Analysis	TOBY International Winners	Leasing	Fire/Life Safety	Healthcare Reform Impact on MOB Facilities	Parking	Advertising: 8/3/15 Materials: 8/10/15
NOVEMBER/DECEMBER	Tenant Relations: Tenants as Guests	Leadership: Multigenerational Workforce	Elevators/ Escalators	Tenant Improvements	Canadian Market	MOB in Retail	Property Management	Advertising: 10/2/15 Materials: 10/9/15

Each issue will also feature departments on current industry news, buyer's guide, industry profiles (Get to Know), Eye on Education or a BOMA Conference column as needed.

**Editorial Contact:** Courtney C. McKay, (202) 326-6352, cmckay@BOMA.org

# BOMA ONLINE 2015

**BOMA's online communications reach BOMA members, prospects and numerous industry stakeholders and influencers.**



## BOMA.org

- The official website of the Building Owners and Managers Association (BOMA) International.
- The website averages more than 35,542 unique visitors per month. The average visitor has 2.64 page views and spends an average of 2.21 minutes on the site.
- BOMA.org is one of the most utilized Web sites for building owners and property managers for up-to-date information on legislation, codes, and regulatory news in the commercial market.
- BOMA.org was created using “responsive design,” which means the site dynamically conforms to the size of the device from which it is viewed. Since ads do not dynamically resize for different devices, (tablets, smart phones, etc.) they will not appear when the site is viewed from those types of devices.

SOURCE: GOOGLE ANALYTICS, March 2010

## Banner Ads

<b>1</b>	Leaderboard	\$990 per 10,000 impressions
<b>2</b>	Square Button	\$620 per 10,000 impressions
<b>3</b>	Text Link	\$945 for 1 month \$1,950 for 3 months \$3,600 for 6 months

## ONLINE DISPLAY AD SPECIFICATIONS

Leaderboard.....	728 x 90 pixels
Square Button .....	200 x 200 pixels
Text Link.....	Logo, 7-15 words and web URL
Online opportunities are subject to availability	



# BOMA ONLINE 2015

## E-Newsletters

**BOMA e-News** is e-mailed bi-weekly to more than 23,000 subscribers. It's filled with industry news, updates about BOMA International's advocacy initiatives, information on upcoming educational programs, and more.

### BOMA eNEWS SPECIFICATIONS

75-word text submitted in Word document.  
Logo or product image in jpeg or gif format,  
130 x 130 pixels, 72 dpi, 20k maximum file size.  
Please provide linking URL.



Position 1: \$2,940

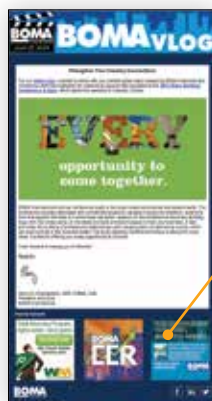
Position 2: \$2,100

Position 3: \$1,260

**BOMA Vlog** is e-mailed bi-weekly to more than 20,000 subscribers. It's the latest tool for BOMA President Henry Chamberlain and BOMA leadership to communicate with BOMA members and industry practitioners on the latest trends, research and tips to help excel and engage in an evolving CRE community."

### BOMA VLOG SPECIFICATIONS

Logo or product image in jpeg or gif format, 200 x 200 pixels, 72 dpi, 20k maximum file size.  
Please provide linking URL.



Featured Sponsor:

\$1,575

**The Conference Connect e-Newsletter** promotes the *Every Building Conference & Expo* to more than 30,000 past attendees, potential attendees, and BOMA members from January until the date of the convention.

### CONFERENCE CONNECT SPECIFICATIONS

Logo or product image in jpeg or gif format,  
180 x 150 pixels, 72 dpi, 20k maximum file size.  
Please provide linking URL.

\$1,575



# ADVERTISING RATES 2015

## The BOMA Magazine

AD SIZE	1x	4x	8x
2 Page Spread	\$8,775	\$8,285	\$7,830
Full Page	\$5,540	\$5,230	\$4,940
1/2 Page Island	\$4,035	\$3,815	\$3,605
1/2 Page	\$3,815	\$3,605	\$3,405
1/3 Page	\$3,300	\$3,120	\$2,950
1/4 Page	\$2,645	\$2,505	\$2,365

### PREMIUM POSITIONS

Inside Front Cover	\$6,130	\$5,800	\$5,470
Inside Back Cover	\$5,950	\$5,625	\$5,305
Outside Back Cover	\$6,865	\$6,495	\$6,125
Table of Contents	\$5,950	\$5,625	\$5,305
Chairman's Message	\$5,950	\$5,625	\$5,305

### CLASSIFIED

1/6 Page	\$2,215	\$2,095	\$1,980
1/8 Page (Business Card)	\$1,930	\$1,820	\$1,720

**Guaranteed Position:** 15% extra  
**Advertising Inserts:** Rates on request

ISSUE SPACE	CLOSING DATE	MATERIALS DUE
January/February	12/1/2014	12/8/2014
March/April	2/2/2015	2/9/2015
May/June	3/30/2015	4/6/2015
June: <b>TOBY</b>	5/4/2015	5/8/2015
June Show Guide	5/4/2015	5/8/2015
July/August	6/1/2015	6/8/2015
September/October	8/3/2015	8/10/2015
November/December	10/2/2015	10/9/2015

## TOBY Magazine

AD SIZE	1x
2 Page Spread	\$8,775
Full Page	\$5,540
1/2 Page Island	\$4,035
1/2 Page	\$3,815
1/3 Page	\$3,300
1/4 Page	\$2,645

### PREMIUM POSITIONS

Inside Front Cover	\$6,130
Inside Back Cover	\$5,950
Outside Back Cover	\$6,865
Table of Contents	\$5,950
Chairman's Message	\$5,950
International Officers	\$5,950

### CLASSIFIED

1/6 Page	\$2,215
1/8 Page (Business Card)	\$1,930

### LOGO

Logo Ad	\$545
2 Logos	\$500
3+ Logos	\$440

## The Every Building Conference & Expo 2015 Directory and Show Guide

AD SIZE	1x
2 Page Spread	\$3,505
Full Page	\$2,215
1/2 Page Island	\$1,615
1/2 Page	\$1,530
1/3 Page	\$1,325
1/4 Page	\$1,060

### PREMIUM POSITIONS

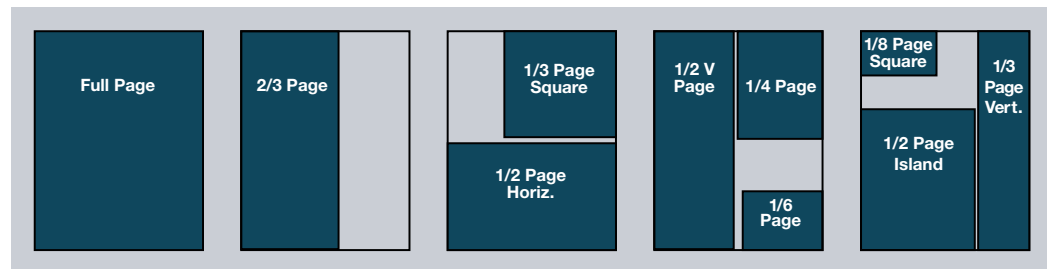
Inside Front Cover	\$2,450
Inside Back Cover	\$2,385
Outside Back Cover	\$2,745
Table of Contents	\$2,385
Chairman's Message	\$2,385

### CLASSIFIED

1/6 Page	\$885
1/8 Page (Business Card)	\$770

### LOGO

Logo Ad	\$545
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# SPECIFICATIONS 2015

## MAILING AND SHIPPING INSTRUCTIONS

**Contracts, Insertion Orders, Printing Materials:** Mail to BOMA Magazine, c/o Stamats Communications, Inc., 615 5th Street SE, Cedar Rapids, IA 52401, Attn: Megan Kommes. Fax insertion orders to: (319) 364-4278. Inserts: Contact Megan Kommes, Production Coordinator, at 800-553-8878, ext. 5062, for complete shipping instructions.

## INSERTS

Sizes:	Untrimmed Size	Trim Size
1 Page Insert	9 1/4" x 11 3/16"	9" x 10 7/8"
Spread Insert	18 1/4" x 11 3/16"	18" x 10 7/8"

Trim at Head: 3/16"

Call Production Coordinator, Megan Kommes, for pre-approval of inserts. Phone: 800-553-8878, ext. 5062.

**General:** Agency Commission: 15% of gross billing to recognized advertising agencies on space, color, special position. NOTE: NO CASH DISCOUNTS. NET 30 DAYS. A finance charge of 1.5% per month will be added to all past due accounts.

**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 there from made against the publisher. Advertisers and advertising agencies agree to indemnify and protect the publisher from any claims or expenses resulting from the advertiser's unauthorized use of any name, photograph, sketch or words protected by copyright or registered trademark. The publisher reserves the right to reject any advertising. Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

**Short Rates and Rebates:** We encourage advertisers to plan all placements and promotional activities in advance in order to garner the best rates and positioning and to guarantee availability. As a courtesy, we extend frequency discounts to scheduled advertisers in advance of schedule completion. The discount is earned only upon fulfillment of the space commitment for the entire ad schedule. In the event that the frequency discount is not earned within a 12-month period, the rates will be adjusted to reflect the actual earned frequency and you will be invoiced for the difference.

**Rate Protection Clause:** A minimum of 60-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.

**Cancellation Dates:** No cancellations after first of preceding month.

## DIGITAL REQUIREMENTS:

**Media:** CD, CD-R, DVD, DVD-R or 100MB Mac or PC ZIP disk.

**FTP:** For FTP site access (the preferred file transfer method), contact Megan Kommes at ([megan.kommes@stamats.com](mailto:megan.kommes@stamats.com)).

**Software:** Our production department is Mac-based and uses computer-to-plate technology. We prefer press-ready PDF-X1a files (file must include bleed, trim marks and exact trim size: 9" x 10 7/8"). We also accept native files created with the following software: Adobe InDesign Adobe Photoshop Adobe Illustrator

**Images:** Photographic images must meet the following guidelines:

**Resolution:** 300dpi

**Color mode:** CMYK or Grayscale (convert all RGB images to CMYK)

**File formats:** We prefer high-resolution PDF. TIFF (Image Compression: None; Byte Order: Macintosh) or EPS (save Encoding as Binary, not as ASCII or JPEG). Low-res JPEG files will NOT be accepted.

**Fonts:** Use only Mac postscript fonts in your document. Do not use TrueType fonts. If your document was created using PC fonts, they will need to be substituted for Mac postscript fonts. If your document was created in an illustration program, please convert all fonts to paths to avoid font conflicts.

**Trapping:** All items in the document must be trapped to fit. We DO NOT provide trapping, and will not be responsible for undesirable results due to improper trapping.

**Proofs:** A color proof must accompany ALL ads. If a color proof is not included with the ad, we will not be responsible for undesirable printing results. Supply a high-resolution Kodak color proof or equivalent or PDF file. Ad color will not be guaranteed unless the above type of proof is supplied.

## MECHANICAL REQUIREMENTS:

**Printing Material:** We use computer-to-plate technology, therefore, a \$250 flat fee will be charged for any film negatives submitted.

**Printing:** Web Offset.

**Binding:** Perfect (glued).

**Color:** Black and White, 2-Color and 4-Color Screen: 150 lpi.

**4-color Density:** Maximum 300%. Provided only one color is solid.

**Inking:** Use Specifications for Web Offset on 50-60 lb. machine coated.

**Rotation of Colors:** Black, cyan, magenta, yellow – Web.

**Material Storage:** Printing material will be stored for 12 months and then destroyed unless advised otherwise

## ADVERTISING DIMENSIONS

Publication Trim Size: 9" x 10 7/8"

Specifications for Web Offset:	Non-Bleed		Bleed	
	Width	Height	Width	Height
2 Page spread	n/a	n/a	18 1/2"	11 1/8"
1 Page	8"	10"	9 1/4"	11 1/8"
1/2 Page Island	5 1/2"	7 5/8"	NA	NA
1/2 Page Horizontal	8"	4 7/8"	9 1/4"	5 1/2"
1/2 Page Vertical	4"	10"	4 1/2"	11 1/8"
1/3 Page Square	5 3/8"	4 7/8"	5 3/4"	5 1/2"
1/3 Page Vertical	2 3/4"	10"	3 1/8"	11 1/8"
1/4 Page	4"	4 7/8"	NA	NA
1/6 Page	2 1/2"	4 7/8"	NA	NA

## CLASSIFIED REQUIREMENTS:

Image or Logo: High-resolution PDF, TIFF, or EPS file at 300 dpi

Text: 50 words of descriptive copy followed by a display URL