

A low-angle, upward-looking photograph of several modern skyscrapers against a bright blue sky with scattered white clouds. A large, semi-transparent circular frame with a metallic, glowing orange border is superimposed over the image, framing the central part of the scene. The frame's border is composed of small, glowing orange lights.

MEDIA KIT 2025

BUILDINGS

STRATEGIES FOR SMARTER
FACILITY MANAGEMENT AND
BUILDING OPERATIONS

AUDIENCE

EDITORIAL CALENDAR

PRINT MAGAZINE

DIGITAL ADS

NEWSLETTERS

SPECIAL
OPPORTUNITIES

MARKETING SOLUTIONS

CONTACTS



WELCOME TO BUILDINGS

BUILDINGS

The voice of experience for facility management professionals who build, modernize and maintain commercial buildings.

BUILDINGS is the longest-running and most-respected publication in the B2B commercial building industry—the voice of experience for 117 years. We provide building owners and facility managers with trusted news, information, best practices and solutions to help them make smarter decisions regarding the facilities they build, own and operate.

The entire decision-making unit at key organizations reads and engages with *BUILDINGS*. Our audience is made up of building owners and facility management professionals in North America, and they trust that our content is well-researched and our expertise deep. These professionals have mid- and upper-level executive titles and are collectively responsible for building, maintaining and operating more than 4 million buildings in North America. No other media brand offers greater penetration and saturation of this crucial market.

Our editorial content balances information and aspirational approaches to deepen knowledge as well as inspire passion for the built environment with its rich history and exciting future. We engage with building owners and facility managers who are looking for new products, technology innovations and industry insights through our news stories, short- and long-form articles, podcasts, videos, webinars, eHandbooks, e-newsletters and magazine to keep them abreast of developments in the industry.

If you're looking for a way to share your message and connect with facility management professionals in the commercial building segment, partnering with *BUILDINGS* is a great first step.



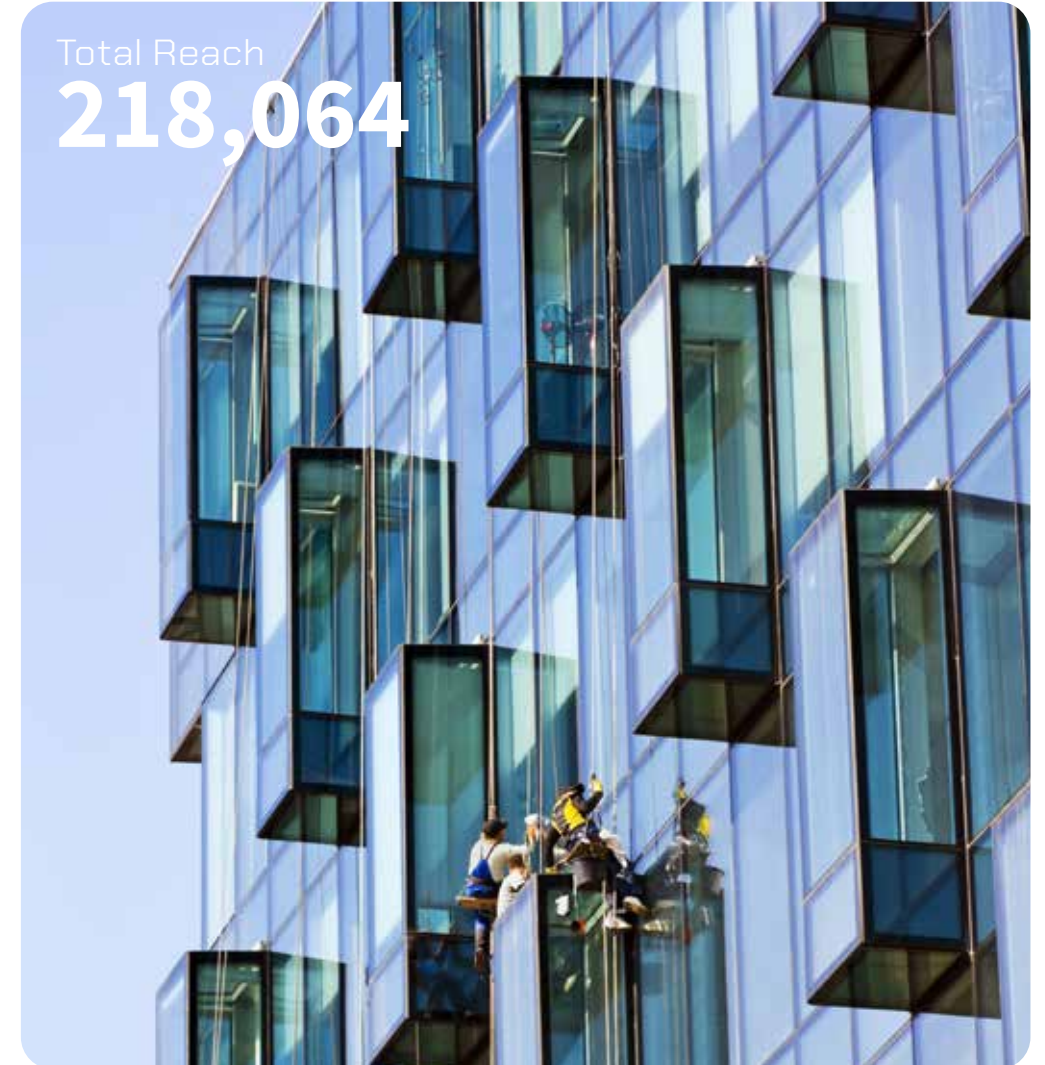
Robert Nieminen
Chief Content Director



Joe Agron
Director of Sales

We Know the Buildings Industry

Total Reach
218,064



[View our Audience Engagement Report]



A market-leading print and digital audience anchors a 117-year history as a business-to-business title, *BUILDINGS* is the premier source of industry knowledge and intelligence for building owners and facilities managers in key building market segments: commercial, institutional, government, healthcare, hospitality, education and retail. Topical, engaging editorial content includes all aspects of building operations and maintenance, including: cost of operations, fire/life safety, technology upgrades, tenant/occupant health, wellness and amenities, maintenance, energy efficiencies/sustainability and renovation/construction.

AVERAGE MONTHLY REACH



Purchase Authority	%
Electrical	59.33%
Building Controls/Automation/Management Systems	58.93%
Interior Products	53.35%
Services (Fac Mgmt/Cnt/Maint/Equip/Data Analytics)	52.67%
Mechanical (HVACR, Plumbing, Piping)	52.64%
Life/Fire Safety	50.72%
Security	49.15%
Exterior Products	46.41%
Technology (IT, Software, Communications, AV)	41.72%
Maintenance Products	39.49%

COMPANIES THAT ENGAGE

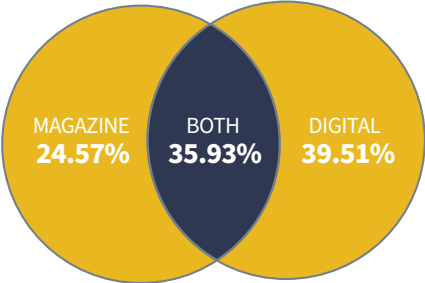


REACH DECISION MAKERS



Primary Business Type	Total
Commercial/Institutional Buildings	24.00%
Education	17.60%
Building Design/Management/Operations	14.20%
Architecture Firm/Engineering Firm	10.10%
Business/Professional Services	9.50%
Government	6.60%
Contractor (Plumbing, Security, HVAC, IT, Lighting, Comms, Systems, Safety, AV)	5.10%
Financial/Insurance	2.40%
Maintenance Services	1.50%
Computer/High-Tech	1.50%
Others Allied to the Feld	3.10%

MAGAZINE (PRINT & DIGITAL) / DIGITAL PRODUCTS OVERLAP



The Audience Engagement Report provides an integrated view of the BUILDINGS community. The data provided within is obtained via internal and third party sources, including Google Analytics and Omeda.

AUDIENCE ENGAGEMENT

[View our Audience Engagement Report] 

BUILDINGS



AVERAGE MONTHLY
SESSIONS



33,557

AVERAGE UNIQUE
MONTHLY VISITORS



25,850

AVERAGE MONTHLY
PAGE VIEWS



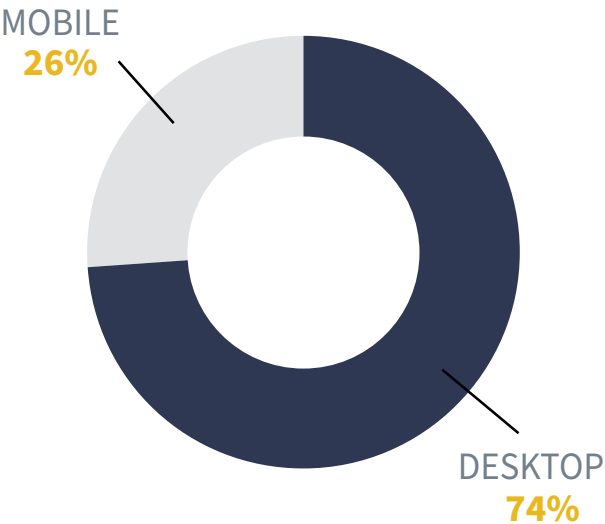
55,995

COMBINED SOCIAL REACH



16,161

DESKTOP/MOBILE VISITORS
AVERAGE MONTHLY



MAGAZINE SUBSCRIBERS



75,003

MEET THE TEAM

BUILDINGS

BUILDINGS is the only print and digital brand whose audience is **100% building owners and facilities management professionals**.

For our audience of building industry professionals, *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 brand offers greater penetration** and saturation of this crucial market.



ROBERT NIEMINEN

Chief Content Director
rnieminen@endeavorb2b.com

Recognition:

"The Flight 93 National Memorial Honors the Heroes of 9/11 and Helps Heal the Land." Best Single Article, Architecture & Design, 2022 Folio Awards

BOMA Annual Conference & Expo,
Panel Discussion Moderator



JANELLE PENNY

Editor in Chief
jpenny@endeavorb2b.com

Recognition:

"What is the Carbon Footprint of Interior Renovations?" Honorable Mention, Best Single Article, Architecture & Design, 2022 Folio Awards

BOMA Annual Conference & Expo,
Panel Discussion Moderator

BUILDINGS Podcast Host



LAUREN BRANT

Editor
lbrant@endeavorb2b.com

Our focus is on the key issues in the facility management marketplace.

BUILDINGS keeps building owners and facility management professionals up-to-date on products and industry innovations and informs them on all aspects of operations and maintenance, modernization and new construction, including:

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

Our editorial content provides advice, best practices and solutions to help our audience make smart decisions regarding the facilities they develop, own and operate.

Through various print and digital channels, *BUILDINGS* provides practical, actionable content so readers can solve problems, save money and start implementing solutions right away.



Building Systems Analyzed

- Building Automation/Building Controls
- Elevators and Escalators
- Energy Management
- Envelope
- Fire and Life Safety
- HVAC
- Lighting
- Plumbing
- Roofing
- Security

Topics of Discussion

- Building Automation
- Acoustics
- Architecture
- Career Development
- Energy Efficiency
- Grounds and Landscaping
- Health and Wellness
- Indoor Air Quality
- Interiors
- Janitorial and Sanitation
- Life Safety
- Maintenance
- Operations
- Renovations
- Security
- Space Planning
- Smart Building Technologies
- Resiliency
- Sustainability/Decarbonization

Vertical Market Segments

- Data Centers
- Healthcare
- Hospitality
- K-12 and Higher Education
- Mixed Use
- Multi-Family Units
- Municipal/Government
- Office
- Retail



2025 EDITORIAL CALENDAR

[View our **MAGAZINE ARCHIVE**] 

	FIRST QUARTER 2025	SECOND QUARTER 2025	THIRD QUARTER 2025	FOURTH QUARTER 2025
TOPICS & TRENDS	TECHNOLOGY The future of smart building technology, from AI to cybersecurity, and how it can benefit facility managers to improve the readiness of their facilities.	FACILITIES DESIGN & OPERATIONS Celebrating the best of building design and strategies for better operations from space planning to safety and smarter waste management.	THE BUSINESS OF FACILITIES MANAGEMENT Insights from the industry's biggest show on building management, career development, funding/financing, and regulatory/code updates.	SUSTAINABILITY & RESILIENCY Best practices on sustainability in commercial real estate, from investments to decarbonization, electrification, landscaping, and green leasing.
AWARDS & SHOW COVERAGE		The Elev8 Design Awards Showcase	Post-Show Report: BOMA International	Product Innovation Award (PIA) Winners
PRODUCTS & TECHNOLOGY	<ul style="list-style-type: none">• Security Technology: Is Your Building Prepared?• Plumbing + Washrooms• Roofing• Lighting• Facade and Envelope	<ul style="list-style-type: none">• HVAC Maintenance and Upgrades<ul style="list-style-type: none">• Ceilings• Flooring• Lighting• Walls + Partitions• Power and Energy Management	<ul style="list-style-type: none">• Building Performance Standards: What to Expect<ul style="list-style-type: none">• Life Safety + Security• HVAC, Ventilation & IAQ<ul style="list-style-type: none">• Lighting• Tools + Software• Grounds and Landscaping	<ul style="list-style-type: none">• Green Leasing• 2026 CRE Forecast<ul style="list-style-type: none">• Acoustics• Envelope• Lighting• Proptech• Waste Management and Recycling
BONUS DISTRIBUTION/ SPECIAL OPPORTUNITIES	NFMT Conf. & Expo (Baltimore, MD) International Builders' / Kitchen & Bath Industry / National Hardware Shows (Las Vegas, NV)	NeoCon (Chicago) BOMA International Conf. & Expo (Boston)	Greenbuild Conf. & Expo (TBD) Healthcare Design (TBD)	
EHANDBOOK	Healthcare: Sustainability in Healthcare Products & Materials	Workplace: The Role of Materials in Employee Wellbeing	Accessibility: Designing for Accessibility in Commercial/ Institutional Buildings	Education: Best Practices in Designing, Building, and Operating K-12 and Higher Ed Facilities
AD CLOSE	2/14/2025	5/12/2025	7/28/2025	10/31/2025
MATERIAL DUE	2/22/2025	5/20/2025	8/5/2025	11/10/2025

*Months, themes, and topics are subject to change at the editors' discretion.

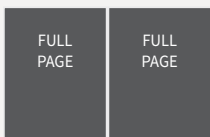
MAGAZINE ADVERTISING RATES & SPECS

[View our **MAGAZINE ARCHIVE**]

Print Ad Specs

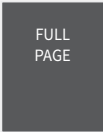
PUBLICATION TRIM SIZE: 8.5" x 10.0" (WxH)

All text, logos, borders and boxes that do not bleed should stay within the live area. No charge for bleed.
Please add an additional .125" bleed on all four sides of bleed ads.



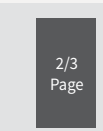
FULL PAGE SPREAD

Trim: 18" x 10.875"
Bleed: 18.25" x 11.125"



FULL PAGE

Trim: 9" x 10.875"
Bleed: 9.25" x 11.125"



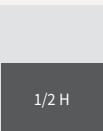
2/3 PAGE

Trim: 5.625" x 10.875"
Bleed: 5.875" x 11.125"



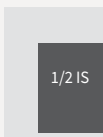
1/2 PAGE VERTICAL

Trim: 4.5625" x 10.875"
Bleed: 4.8125" x 11.125"



1/2 PAGE HORIZONTAL

Trim: 9" x 5.5"
Bleed: 9.25" x 5.75"



1/2 PAGE ISLAND

Trim: 5.5" x 7.625"
Bleed: NA



1/4 PAGE

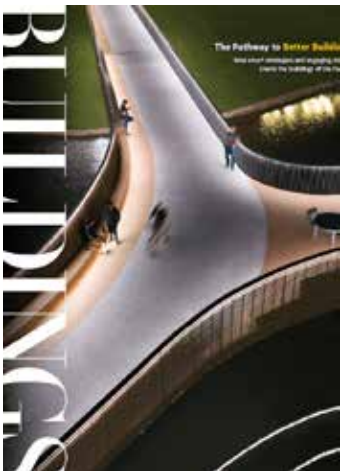
4" x 4.875"

Magazine Rates

Ad Size	Print Only Rate	Print/Digital Combo
Full Page	\$12,950	\$9,000
2/3 Page	\$9,875	\$7,650
1/2 Page	\$8,450	\$6,750
1/4 Page	\$4,200	\$3,890

Marketplace [1/6 Page]

1-7/8" x 4-1/2"	\$3,000 Print Only \$2,645 Print/Digital Combo
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HOW TO SUBMIT YOUR PRINT AD MATERIAL

Creative Specifications

Format (hi-resolution, full color):
PDF with PDF/X-1a

Required supplementary items:

- Fonts (embedded)
- Images (CMYK color space)
- Artwork (CMYK color space)

EMAIL MATERIAL TO:

Terry Gann, tgann@endeavorb2b.com
Include advertiser name, publication name, issue date.

Cancellations: Cancellations must be submitted in writing and will not be accepted after the published ad material deadline. Cover positions cannot be canceled. Verbal cancellations will not be accepted.

Multi-Page and Inserts: Contact account manager for rates and specifications.

Print Method: Web Offset

Binding: Saddle stitch

ASK YOUR SALES REP ABOUT ADDITIONAL AD OPPORTUNITIES!

- Spreads
- Cover Tips
- Belly Bands
- Inserts
- Digital Edition Options

DIGITAL & NATIVE ADS

Advertising that reaches decision-makers in the moment

Showcase your brand to our highly targeted audience with our portfolio of display and rich media banners.

[View our **DIGITAL BANNER AD SPECS**] 

Digital Banners

Banners appear on the homepage and article pages. Our websites are responsive, and most ads serve on desktop, tablet and mobile.

Leaderboard \$100 CPM	Billboard Video \$115 CPM	Site Skin \$4,725/mo	Welcome Ad \$3,675/mo 50% SOV
Rectangle \$100 CPM	Sticky Leaderboard \$135 CPM	Native Ad \$90 CPM	Expanding Half Page \$110 CPM
Half Page \$93 CPM	In-Banner Video \$110 CPM	Expanding Rectangle \$105 CPM	In-Article Premium \$190 CPM
Billboard \$105 CPM	In-Article Video \$135 CPM	Pushdown \$105 CPM	In-Article Flex \$190 CPM

Audience Extension

Leverage our 1st party data and create campaigns targeting the business decision-makers who match your criteria across thousands of sites on the web. Select from any combination of display ads, in-feed native or video pre-roll ads on professional websites to reach your key audiences. **\$55 CPM**

Social Media: Drive higher CTR% and conversions using Meta (Facebook) and LinkedIn. We'll manage your campaign using a single image, carousel, or video ad and create targets based on website visitors, our 1st party data, or by creating look-a-like profiles. **\$55-\$75 CPM**

Submission Information

Materials Due: Seven business days prior to publication.

Send Creative To: webtraffic@endeavorb2b.com

Visit Our Website: buildings.com



Native Advertising

Promote your brand on our website through native ad placements that blend in with the design and feel of the site's content. *Native ads are labeled as Sponsored Content.*

Native Article or Video Post

Showcase your message in our high-performing channels. Your content replicates our form and function, attracting and engaging audiences. *Native posts are labeled as Sponsored Content.*

NEWSLETTERS

Established frequency, trusted content and engaged audiences

Share your message within a relevant and responsive environment designed to deliver engagement and traffic.

BUILDINGS

Click to view
OUR
NEWSLETTER
AD SPECS

Click to view
OUR
NEWSLETTERS

BUILDINGS BUZZ

BUILDINGS Buzz, written twice-weekly by an award-winning content team, provides owners and facility professionals both up-to-date news and in-depth solutions for building maintenance and operations. The focus is on all building systems and equipment in commercial buildings, with some issues being dedicated to a single weekly subject covering some of the most pressing areas in the commercial building market, including:

- Energy Management
- Roofing
- Lighting Retrofits
- Data Centers
- Internet of Things

		ENEWS ONLY RATE	INTEGRATED PROGRAM RATE
1	Leaderboard	\$2,100	\$1,480
2	Text + Image Advert	\$2,100	\$1,480

36,049 SUBSCRIBERS* 35.80% AVG TOTAL OPEN RATE*

Materials due: Seven business days prior to publication.
Send creative to: webtraffic@endeavorb2b.com

* Audience Engagement Report 2024



GLOW GUIDE

Featuring the latest products and trends in architectural lighting design and specification. **Monthly**

39,658 SUBSCRIBERS* 52.81% AVG TOTAL OPEN RATE*

8 Product Sponsor Slots \$ 1,075

GLOW DESIGNED

How lighting designers and specification teams achieve stunning illumination on profiled projects. **Monthly**

15,980 SUBSCRIBERS* 52.38% AVG TOTAL OPEN RATE*

4 Sponsored Content Slots \$ 1,800

PARTNER SOLUTIONS

Our Partner Solutions custom newsletter is an exclusive deployment using only your customized content our list of building owners and facility management professionals.

Material Requirements:

- Your company logo (eps format)
- Hero product image
- Body copy in Word doc., 150 words max.
- Product photos, 3 images
- Click-thru URL

Submit material to:
elistmaterials@endeavorb2b.com
7 business day prior to deployment date.

30,500 SUBSCRIBERS*

\$5,500 per deployment

Hero Product Image

An image of your product(s) in its setting

Body Copy

Strong content to tell your product story and captivate the attention of our facility management professionals

Product Photos

Support images help complete your product story



NEWSLETTERS

BUILDINGS

Established frequency, trusted content and engaged audiences

Share your message within a relevant and responsive environment designed to deliver engagement and traffic.

Click to view
OUR
NEWSLETTER
AD SPECS

Click to view
OUR
NEWSLETTERS

Materials due: Seven business days prior to publication.
Send creative to: webtraffic@endeavorb2b.com

SMART BUILDINGS
TECHNOLOGY REPORT

Smart Buildings Technology newsletters keep decision-making teams up to speed on the rapidly changing landscape of smart buildings and technology and includes the latest news, products, solutions, advancements and success stories across markets, including commercial, education, healthcare, industrial and government. It's a resource that helps building owners and operators make more informed decisions.

Twice Monthly

47,305

SUBSCRIBERS*

37.91%

AVG TOTAL OPEN RATE*

Positions 1 thru 5	\$1,650
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EV INFRASTRUCTURE

Tracking the development, design, installation and safe operation of electric vehicle supply equipment and systems.

Twice Monthly

23,381

SUBSCRIBERS*

57.98%

AVG TOTAL OPEN RATE*

Position 1	\$4,500
Position 2 thru 10	\$2,200

FACILITIES FOCUS

Delivering critical know-how on solutions, products and best practices for managing facilities and buildings efficiently. Topics covered include energy management, security, mechanical systems, lighting, IAQ and design considerations.

Twice Monthly

13,591

SUBSCRIBERS*

49.94%

AVG TOTAL OPEN RATE*

Position 1 & 2	\$1,320
Position 3 thru 5	\$1,155

Third-Party Emails

Using our 1st party data and insights, we reach your target audience through personalized emails. Our team of direct marketing experts will set up and deploy privacy-compliant HTML emails and provide full reporting metrics..

Rate	\$400 CPM, minimum 5k sends
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* Audience Engagement Report 2024

BUILDINGS

2025 product innovation awards

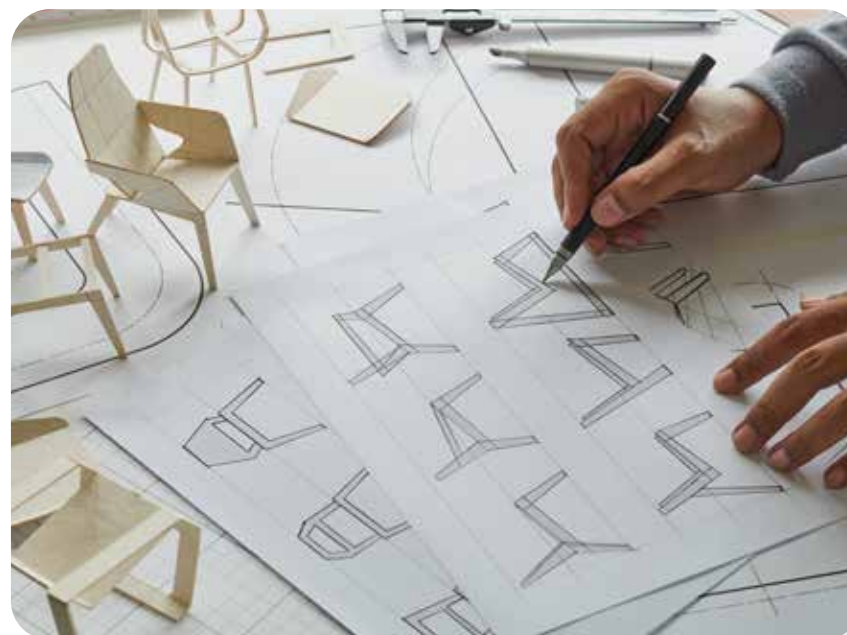
The *BUILDINGS* Product Innovation Awards (PIAs), collect, review and present to readers—facilities managers and building owners—a wide range of buildings-related products and service solutions as judged worthy of distinction by industry insiders.

The PIAs move to the forefront those manufacturers bringing innovative concepts, products and systems to new and existing commercial and institutional buildings. Of the thousands of new and improved product ideas brought to market each year, the PIA winners are representative of the very finest.

Who Should Enter:

Manufacturers of products, materials and systems that offer attributes, qualities, design, functionality and/or performance beyond the recognized standard. Products entered do not need to be “new” to the market.

- Enter to be recognized for your industry leadership
- Enter to bring your products to the forefront
- Enter to showcase your product in application



Key Dates:

Call for Entries	May 2025
Submission Deadline	August 2025

Winners' Coverage

Each of the PIA recipients will be honored with editorial mention in the Fourth Quarter 2025 issue of *BUILDINGS* magazine.

Product Category Awards:

Award categories are based on the major CSI categories used in project specifications:

- Building Envelope
- Concrete + Masonry
- Elevators + Conveyance
- Furnishings
- Landscape + Exterior
- HVAC + Energy Management
- Lighting + Electrical
- Ornamental
- Restroom Products
- Plumbing Equipment
- Solar Control + Shading
- Site-Generated Energy
- Surfaces: Ceilings
- Surfaces: Floors
- Surfaces: Walls
- Thermal + Moisture Protection
- Openings: Doors, Windows
- Wood, Plastics + Composites

Project Award:

This category recognizes case studies noting how a product helped deliver a particularly unique solution or helped overcome a difficult challenge.

Editor's Note:

Uncertain about the appropriate category for your product? Talk to us and we can help guide you through the process.



Downloadable Insights. Valuable Leads.

BUILDINGS, *i+s*, and *Architectural Products* eHandbooks bring together all of the latest and best content on specific industry topics in a unique, downloadable report. Each eHandbook provides its sponsors with a cost-effective opportunity to build category thought leadership among a self-qualified audience of buyers, each of whose contact information will be shared with the eHandbook’s sponsors. The eHandbook consists of approximately 30 pages of content, as well as full page advertisements and article contributions from each of its sponsors.

DELIVERABLES FOR SPONSORS:

- Full-page ad
- Two pages of content with associated images (educational content only)
- Sponsor logo on masthead
- Proactive Promotion: Three-month email promotion program to *BUILDINGS*, *i+s*, and *Architectural Products* databases
- Maximum Exposure: eHandbook resides on *BUILDINGS*, *i+s*, and *Architectural Products* websites as "evergreen" content for additional lead-gen after 90-day promotion period
- Lead generation: Contact details provided for all registered downloads

SPONSORSHIP	\$4,725
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[View our **LATEST eHANDBOOK**] 

2025	1ST QUARTER	2ND QUARTER	3RD QUARTER	4TH QUARTER
eHandbooks	Healthcare: Sustainability in Healthcare Products & Materials	Workplace: The Role of Materials in Employee Wellbeing	Accessibility: Designing for Accessibility in Commercial/Institutional Buildings	Education: Best Practices in Designing, Building, and Operating K-12 and Higher Ed Facilities



Why Exhibit at Facilities Expo

- Increase Exposure
- Generate Leads and Sales
- Unveil New Products
- Meet with Current and Prospective Clients
- Network with Exhibitors
- Stand Out From Your Competition.

Who Attends Facilities Expo?

- Facilities Managers
- Maintenance Managers
- Energy Managers
- Directors of Public Works
- Property Managers
- Purchasing Managers
- Owners/CEOs
- Utility Managers

[LEARN MORE] 

Elevate Your Position and Connect in the Market When You Exhibit at Facilities Expo

Facilities Expo offers five unique regional events in California, Oregon and Texas, which combine facilities engineering, MRO and green building focuses and cater to a diverse audience of facilities managers, maintenance managers and energy managers.

Facilities Expo 2025 Dates:

- Central Valley Facilities Expo - [March 19-20](#)
- Southern California Facilities Expo - [April 16-17](#)
- Northwest Facilities Expo - [May 14-15](#)
- Reno Facilities Expo - [August 2025](#)
- Northern California Facilities Expo - [September 2025](#)
- North Texas Facilities Expo - [October 2025](#)

For More Information, Contact:

Lisa Nagle

lnagle@facilitiesexpo.com | 408-829-5111

www.facilitiesexpo.com

Products and Services Exhibited at Facilities Expo

- Energy Management
- Fluid Handling
- HVAC
- Instruments and Controls
- Predictive Maintenance
- Electrical Systems
- Software
- Power Transmission
- Safety
- Environmental Control
- Utilities
- Material Handling
- Roofing
- Lighting
- Water Systems
- Security
- Building Envelope
- Grounds Maintenance
- Renewable Energy

[LEARN MORE] 



CONTACT SALES
FOR MORE
INFORMATION



BOMA

BOSTON, MA

JUNE 28- JULY 1, 2025

More than 1,800 property professionals with purchasing power come to BOMA International Conference & Expo—and it only happens once per year. Sent to the show attendees and the more than 36,000 subscribers of the *BUILDINGS* Buzz e-newsletter, each year we produce a special BOMA Show Edition, which recaps important keynote sessions and product trends from the show floor. Interested in extending the reach of your BOMA Show booth? Contact sales about any of the following sponsorship opportunities:

- E-bike sweepstakes: a unique opportunity to stand out against other exhibitors and grow your lead generation at the show
- June issue of *BUILDINGS* offering bonus distribution at the show
- BOMA Special Edition eNewsletter advertising
- Micro-proximity: targeted mobile app advertising to attendees at and around the show
- Custom, targeted eblasts: pre-and/or post-show to drive traffic to your booth, introduce/tease new products, follow up on show news and more



BUILDINGS

Building Security & Technology Month MAY 2025

Endeavor Business Media's **Security Group** and **Buildings & Construction Group** have partnered together for a unique four-part, one-month online event series focused on security, safety and smart technologies in the modern building environment. CEUs will be available for attendees from all disciplines.

The editorial experts of ***BUILDINGS***, ***Architectural Products***, ***Security Technology Executive***, ***Security Business*** and ***Locksmith Ledger*** magazines, along with **SecurityInfoWatch.com**, have created this unique marketing opportunity for technology solutions providers looking to reach a wide range of decision makers in the building space (see below).

[Join the Conversation: Become a Sponsor!](#)

Reach more than 178,000 building and related facility management decision makers, including:

- Facility and property managers
- Building construction and project management experts
- Security managers (both physical and IT)
- Architects
- Product specification influencers
- and more

CONTACT SALES
FOR MORE
INFORMATION



AIA25

June 4-7, 2025
Boston

The AIA Annual Conference (or A'25) is where the AEC industry gathers to define it, design it and connect across industries to build it. There's no better venue to connect with thousands of architectural decision-makers looking for technical expertise, new products and project solutions. **By partnering with us at this key industry event, you will receive:**



- Onsite interview with the editorial staff from the show floor
- AIA Special Edition eNewsletter advertising
- E-bike sweepstakes: a unique opportunity to stand out against other exhibitors and grow your lead generation at the show
- June issue bonus distribution
- Micro-proximity: targeted mobile app advertising to attendees at and around the show
- Custom, targeted eblasts: pre-and/or post-show to drive traffic to your booth, introduce/tease new products, follow up on show news and more



Industry leaders *BUILDINGS*, *Contracting Business*, *CONTRACTOR* and *HPAC Engineering* are offering numerous unique opportunities to supercharge your AHR presence.

Among the special opportunities available:

January AHR Special Issues

Will be distributed to attendees at AHR EXPO in addition to being sent directly to more than 123,000 engaged readers of the three leading HVACR brands in the industry.

March AHR Special Post-Show Issues

Will focus on the Best of AHR EXPO Products and Educational Sessions.

EXPO Report Daily Newsletter

Will keep attendees, as well as those not able to attend, up to date on the day's events, products and more.

EXPO Product Spotlight Newsletter

Delivered prior to the event to drive traffic to your booth and website.

E-Bike Sweepstakes Sponsorship

A unique opportunity to stand out as part of a limited number of sponsors and grow your lead-generation efforts at the show.

Custom, Targeted E-blasts

Pre- and/or post-event to drive attendees to your booth, introduce/tease new product(s) and follow-up on show news/products.

Audience Extension

Website marketing to reach key prospects and customers leading up to, during and after the show.

Micro-proximity

Targeted website marketing to attendees at and during the show.

NeoCon

June 9-11, 2025
Chicago

The NeoCon World's Trade Fair is the interior design industry's biggest event in North America, drawing more than 40,000 designers and specifiers annually. Described as "a launch

pad for innovation," NeoCon offers design ideas and product introductions that shape the built environment today and into the future. **Expand your reach in THE MART through a partnership with *BUILDINGS*, *i+s*, *AS&U* and *Architectural Products* in our floor space in THE MART.**

Sponsorship opportunities include:

- Expanded show presence with physical product placement in our booth
- Podcast interview with the editorial staff from the showroom floor
- NeoCon Special Edition eNewsletter advertising
- E-bike sweepstakes: a unique opportunity to stand out against other exhibitors and grow your lead generation at the show
- June issue bonus distribution
- Micro-proximity: targeted mobile app advertising to attendees at and around the show
- Custom, targeted eblasts: pre-and/or post-show to drive traffic to your booth, introduce/tease new products, follow up on show news and more



Workplace Safety ACADEMY

The Workplace Safety Academy is a four-month learning event that uses an engaging online platform to feature a mix of editorial content (Case Studies and How-To Articles) from ***BUILDINGS*, *EC&M*, *EHS Today*, *CONTRACTOR*** and ***Contracting Business*** magazines alongside sponsored content (White Papers, live Webinars and Interactive Learning Videos) from leading manufacturers and suppliers of equipment. Marketed to more than 450,000 workplace and job-site safety decision makers (e.g., technicians, engineers and managers) who engage with these leading publications.



Marketing Solutions Built to Achieve Goals

Rely on our team of engagement specialists, subject matter experts, writers, analysts, content marketers, visual designers and video producers to help you elevate your marketing efforts and accelerate business growth.

 — Lead Generation



Overview of Our Solutions

Research & Intelligence


Make data-driven decisions with our expert intel.

Data-Driven Marketing

Leverage our first-party data through direct & targeted marketing.

Lead Generation

WEBINAR | CONTENT

Lead generation programs built for your goals. 

Content Development

Drive engagement with high quality content.

Video & Podcasts

Solutions that bring your brand to life.



Intelligence That Empowers Smart Business Decision-Making

Rely on our research development and data analysis expertise to help you make informed decisions, develop effective strategies and maximize the impact of your marketing efforts.

Research & Intelligence



**DELIVERING ALL
THE KEY INGREDIENTS**



60+ Years of
Research Experience



150 In-House Subject
Matter Experts



Engaged B2B
Audience Database

Custom Research

Partner with our experts to gain intelligence from tailored research programs designed to meet unique objectives.

Brand Perception/ Health

Gain insight into how brands are perceived, identify opportunities for improvement and increase customer loyalty.

New Product Development

Reduce risk, optimize design and better align products with customer needs to increase the likelihood of success.

Customer Experience

Understand customer needs and satisfaction levels, and identify pain points to improve customer loyalty and advocacy.

Industry Insights

Deliver data-supported intelligence around trending topics to your target audience and leverage research for lead generation. 📶

State of the Market

Create an impactful market-oriented research report to generate high-quality leads and provide valuable insights to your target audience. 📶

Focus Groups

Gain awareness of customer thoughts, emotions and behaviors with in-depth exploration, discussion and feedback, whether in-person or virtual.

In-Depth Interviews

Uncover customer perspectives, motivations and behaviors, gathering qualitative data to complement quantitative research.



Click to
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MORE**

Precision Marketing That Delivers Maximum Impact

Partner with our team of data, marketing and subject matter experts to build strategies for personalization, enhanced experiences, optimized campaigns and continuous improvement.

Data-Driven Marketing

Audience Extension

Leverage our 1st party data and create campaigns targeting the business decision-makers who match your criteria across thousands of sites on the web. Select from any combination of display ads, in-feed native or video pre-roll ads on professional websites to reach your key audiences.

Audience Extension: Social

Drive higher CTR% and conversions using Meta (Facebook) and LinkedIn. We'll manage your campaign using a single image, carousel or video ad and create targets based on website visitors, our 1st party data or by creating look-a-like profiles.

Micro-Proximity

Target company locations, geographic targets or attendees at a tradeshow or conference through micro-proximity or geofencing. Increase your brand awareness and drive traffic to your booth by placing display ads on mobile apps within the defined area.

Third-Party Emails

Using our 1st party data and insights, we reach your target audience through personalized emails. Our team of direct marketing experts will set up and deploy privacy-compliant HTML emails and provide full reporting metrics.

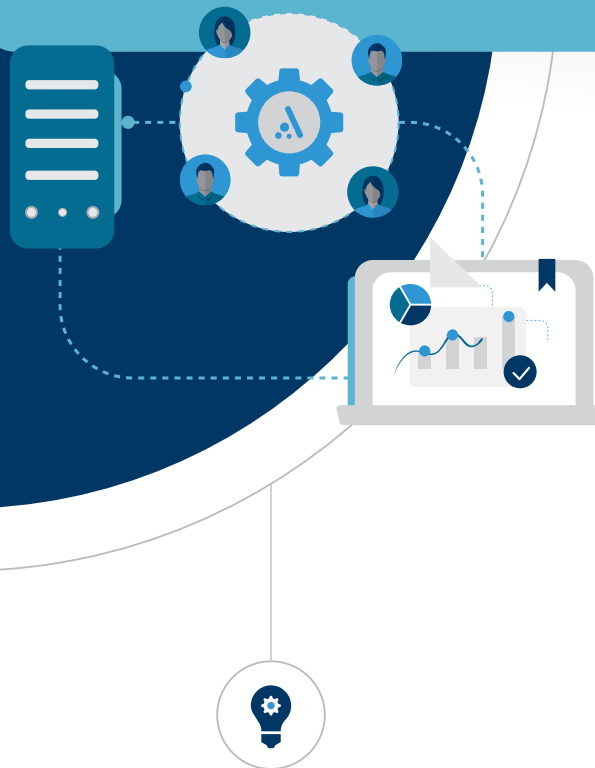
Connected TV (CTV)

Promote your brand where people are already engaged on streaming apps through a 15- or 30-second video placement. Your content can be featured before, in the middle or after programming and targeting can be done by business/industry, NAICS codes or company name/domain.

The Power of AI personif.ai™

Effectively reach specific personas by delivering personalized content recommendations using our extensive 1st party data, proprietary AI technology and machine learning capabilities. Personif.ai, our AI-powered content marketing solution, leverages behavioral insights to provide on-site content recommendations that are aligned with editorial content, resulting in a highly impactful campaign that drives traffic back to your website.

[[LEARN MORE](#)] 



Unique Webinar Formats That **Deliver Qualified Leads**

We have all the key ingredients for delivering a successful event and the ROI you want – engaged decision makers, subject matter experts, technology platforms, project management, and fully compliant lead delivery.

Webinar Formats

Webinars

Position your brand as a subject matter expert and connect with prospects who are seeking education on a topic or a solution to their challenge. Webinars are proven performers, generating powerful, engaging content that delivers lead generation and thought leadership. 📶

Webchats

Take a more personal approach to webinars with this interview-style format that allows you to better build a narrative around your solution and create a personal connection with prospects. Shortened format for a fully interactive 30-minute experience that will generate leads and build affinity for your brand. 📶

Virtual Round Table

Solving large, complex challenges requires perspective, input and collaboration from a variety of key stakeholders. Bring together a powerful team of influencers for a real conversation around thought leadership topics and attract decision makers who are looking for answers, converting them to leads. 📶

Webinar Lead Touch

Engage webinar registrants leads post-event and move them toward a follow-up action with this program that includes a series of three emails to registrants for driving on-demand views and introducing related content.

A POWERFUL TOOL

Use webinars to engage audiences, demonstrate expertise, generate leads, gather insights and enhance brand visibility.

Custom-Built Programs That Deliver the Leads You Need

Our engagement experts have a gift for tailoring strategies to specific audiences and optimizing resources that will help you generate leads that are more likely to convert into loyal customers and drive long-term success.

Lead Generation Programs

Content Syndication

Syndicate your content across our brand channels and reach target audiences that are looking for solutions to their challenges. Registration is required to view the content and campaign report metrics are provided with full contact information for each lead. 📶

Content Creation

Partner with our team of SMEs, designers and engagement specialists to develop a custom program that includes content creation, promotional campaigns and lead generation. Our content development services include all the best short-form, long-form and visual content types. 📶

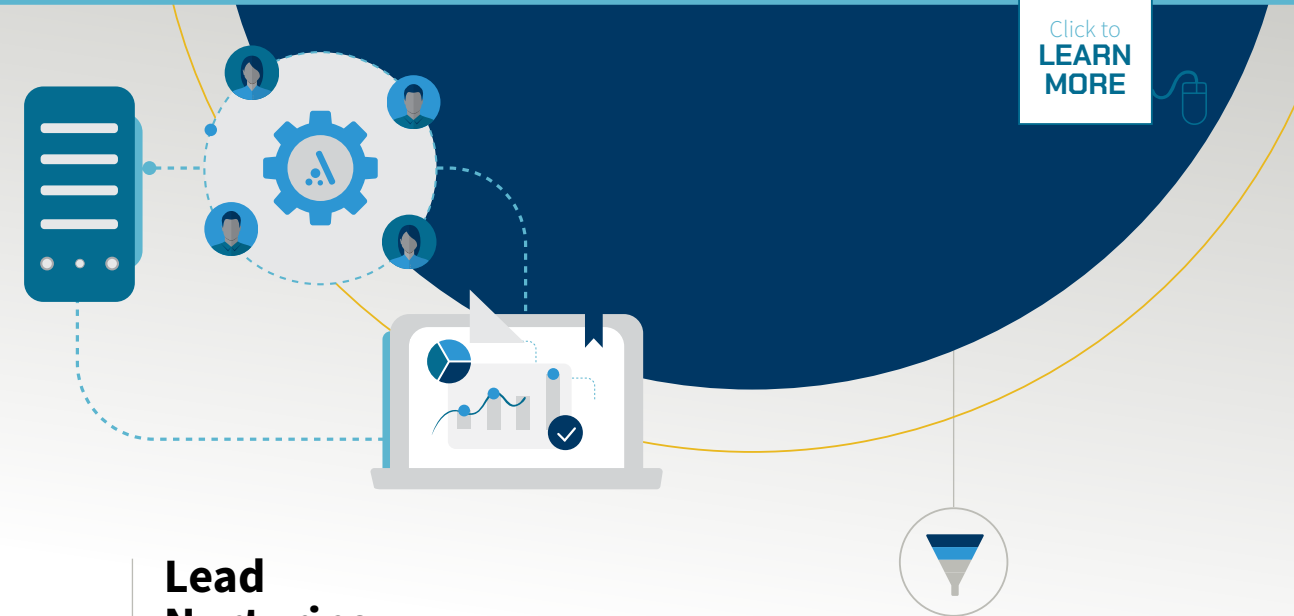
[\[MORE CONTENT CREATION\]](#) 🖱️

Content Engagement Center

Your brand, your content, your solutions and your target audience. Aggregate your premium content into a digital hub and guide prospects through a self-led buyer's journey that will accelerate decision making. Program incorporates multimedia assets, engagement scoring and scheduled lead delivery. 📶

Lead Nurturing

Leverage our marketing automation and content platforms to evaluate your top-of-the-funnel leads based on digital engagement metrics, and guide prospects throughout the buyer's journey using multi-phase content marketing programs. 📶



WHY PARTNER WITH US?

- Strategy
- Topic Expertise
- Content Creation
- Turnkey Program Management
- Design Services
- Lead Collection & Automation
- Privacy Compliance
- Engaged Audiences



Content Marketing That **Drives Engagement and Generates Leads**

Partner with us to create a strategy that strikes a perfect balance of short-form, long-form and visual content to achieve your goals.

Short-Form Content

Ask the Expert

Showcase your topic expertise and establish thought leadership with this quick-hit asset built off of an interview conducted by our subject matter expert. 📶

Top Tips

Feature 5 to 10 brief tips or steps, with graphic design, that will help your audience better understand a topic and guide them toward a purchase decision. 📶

FAQs

Proactively address questions about a topic, issue or trend and build stronger customer relationships with this efficient content marketing asset. 📶

WHY SHORT FORM?

Quick and Digestible
Increased Engagement
Shareability
Cost Efficient
Mobile Friendly



Long-Form Content

White Papers

Leverage our SME network to create authoritative and in-depth reports that provide valuable information and insights, accelerating the decision making process. 📶

Case Studies

Collaborate with our network of experts to create a compelling content asset that showcases your real-world success stories through customer interviews. 📶

EBooks

Collaborate with a SME to select topical, evergreen content from our brand and we'll produce a fully designed co-branded eBook that prominently features your brand's messaging and advertising alongside our content. 📶

Visual Storytelling That Creates a Meaningful Connection

Our team of subject matter experts, writers, analysts, content marketers, visual designers and video producers will join forces with you to bring your story to life.

Visual Storytelling

StoryDesign: Interactive White Paper

Upgrade your white paper by creating a fully interactive experience with graphics and video to deliver deep engagement.

StoryDesign: Interactive Guide

The definitive solution to engaging and effective visual storytelling built in a fully branded environment with custom created content and powerful multimedia options.

Infographics

Data visualization, increased shareability, improved content marketing and effective storytelling, infographics should be a part of your content marketing strategy.

Video Solutions

Consult with our team of engagement and topic experts on how to best tell your brand story leveraging a combination of multimedia content.

[[MORE VIDEO](#)] 

WHY VISUAL STORYTELLING?

RETENTION

Marketers that use visual storytelling techniques increase the likelihood of their message being remembered and understood.

ENHANCED BRAND RECALL

Storytelling combined with compelling visuals creates a powerful impact on the viewer's memory, increasing brand recall and recognition.

INCREASED ENGAGEMENT

Visual storytelling captures attention, evokes emotions and encourages viewers to interact with the content, resulting in higher engagement levels.

SIMPLIFY THE COMPLEX

Visual storytelling allows marketers to simplify complex ideas or concepts by presenting them in a visual and narrative format, helping to break down barriers and make information more accessible and easily digestible.

Click to
**LEARN
MORE**



Video Marketing That **Increases Engagement and Conversions**

Benefit from the latest technology platforms, proven techniques and design skills to create video and podcasts that are sure to resonate with target audiences in highly trafficked channels.

Video

Event Video

Optimize your event marketing investments by capturing video that will create awareness, build booth traffic and support post-event follow up to prospects and leads.

Explainer Video

Guide decision making and boost awareness with cost effective, animated videos that break down complex topics and highlight approaches to problem solving.

QuickChat

Get personal with your target audience and demonstrate your expertise, all while building credibility with this engaging, short-take video interview format.

Product Video

Showcase key product features and the ability to tackle challenges while demonstrating products or services in action, utilizing voice-overs or on-camera talent.

Video Promotion

Drive visibility and exposure of your existing video content with promotions across a variety of online, email and social platforms.

Custom Production

Take control of your video content strategy and partner with our team of storytellers, video producers and engagement experts to create powerful video assets.



Podcasts



The *BUILDINGS* Podcast presents engaging interviews with industry experts who present the latest developments and best practices in facility management. Episode topics range from energy management, lowering operating costs, maintenance of commercial buildings, life and safety, sustainability, projects management, security and much more.

[[LISTEN NOW](#)]

**THE POWER OF VIDEO
IS UNDENIABLE.**

86% of video marketers reported that video increased traffic to their website, and 83% said video helps increase time spent on a page.

CONTACTS

Contact our sales representatives to discuss your marketing plans.


BUILDINGS

Brand Resources

BUILDINGS Website

 Marketing Website

 Twitter

 Facebook

 LinkedIn

BRAND DIRECTOR
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DIRECTOR OF
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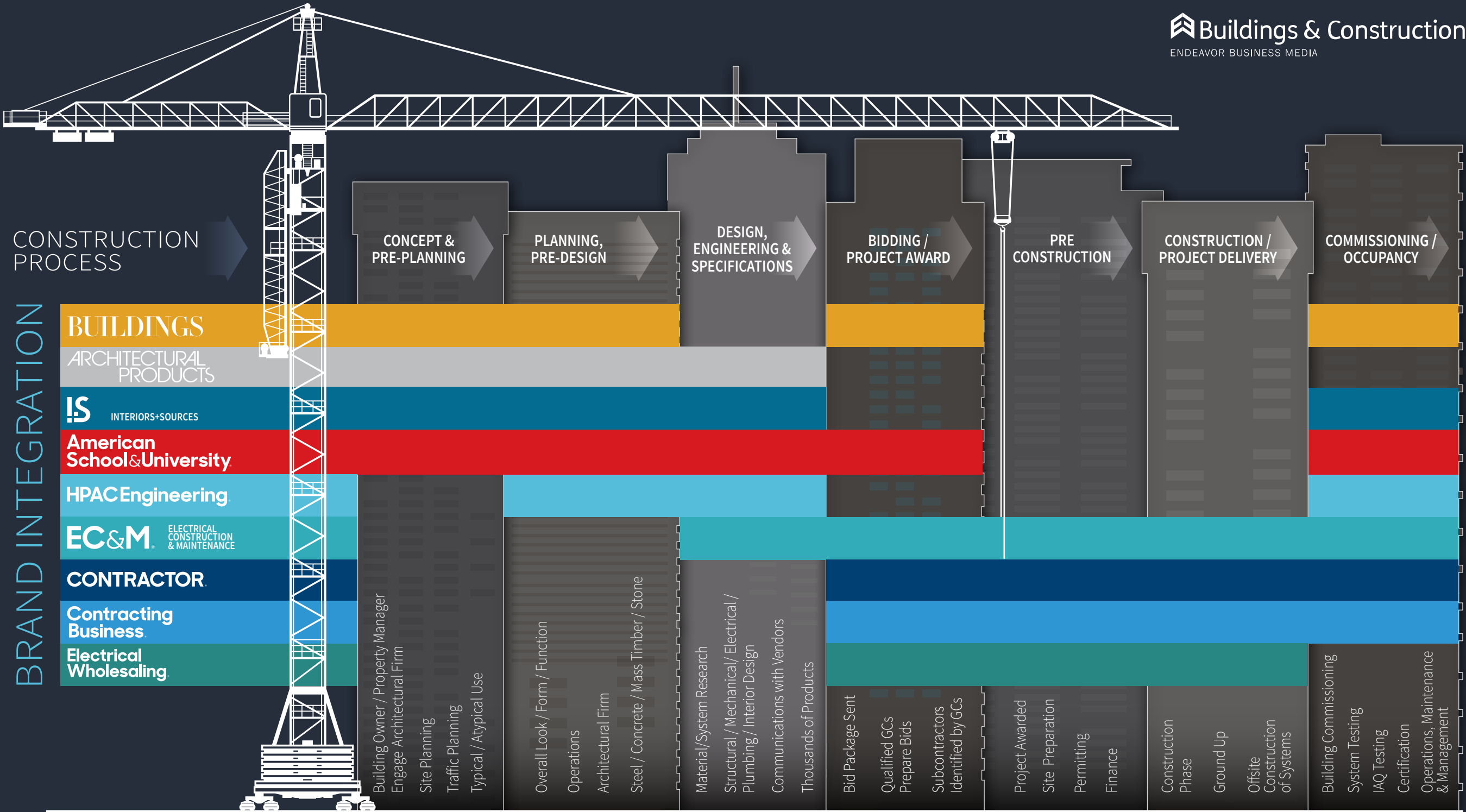
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Our Team
Contact our sales
representatives to discuss
your marketing plans.



WE KNOW THE MARKETS

12 MILLION BUSINESS PROFESSIONALS
IN SECTORS THAT ARE INNOVATING,
TRANSFORMING, AND GROWING.



AVIATION



BUILDINGS & CONSTRUCTION



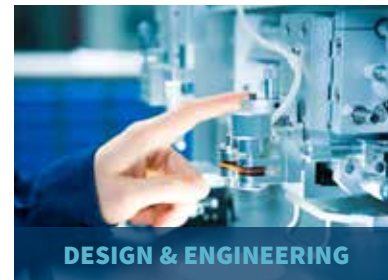
CITY SERVICES



COMMERCIAL VEHICLE



DENTAL



DESIGN & ENGINEERING



DIGITAL INFRASTRUCTURE



ENERGY (UTILITY/OIL & GAS)



HEALTHCARE



INFRASTRUCTURE



LIGHTING



MANUFACTURING



PROCESSING



SECURITY & VENDING



VEHICLE REPAIR



WATER