

**BUILDING DESIGN
+ CONSTRUCTION**

Advancing Building Innovation with
Expertise in Sustainable and Aesthetic Design

MARKETING PLANNER

**20
25**

AT A GLANCE

GENERATE DEMAND & HIGH-QUALITY LEADS IN THE COMMERCIAL BUILDING SECTOR

Leverage **Building Design+Construction's** engaged audience, comprehensive coverage, multi-channel opportunities, and exclusive events to generate demand and high-quality leads in the **commercial building sector**.



BDCNETWORK.COM
190,722 Monthly Page Views
[+VISIT WEBSITE](#)



MAGAZINE
64,519 Subscribers
6x Annual Print and Digital Issues; Award Winning Editorial Coverage
[+VISIT DIGITAL LIBRARY](#)



SOCIAL
61K+ Followers
Join the Conversation on:
[Facebook](#), [LinkedIn](#), [YouTube](#) and [Instagram](#)



NEWSLETTERS
65,581 Subscribers
Focused Newsletters



EVENTS
Unique Events
[AEC Giants ProConnect](#)



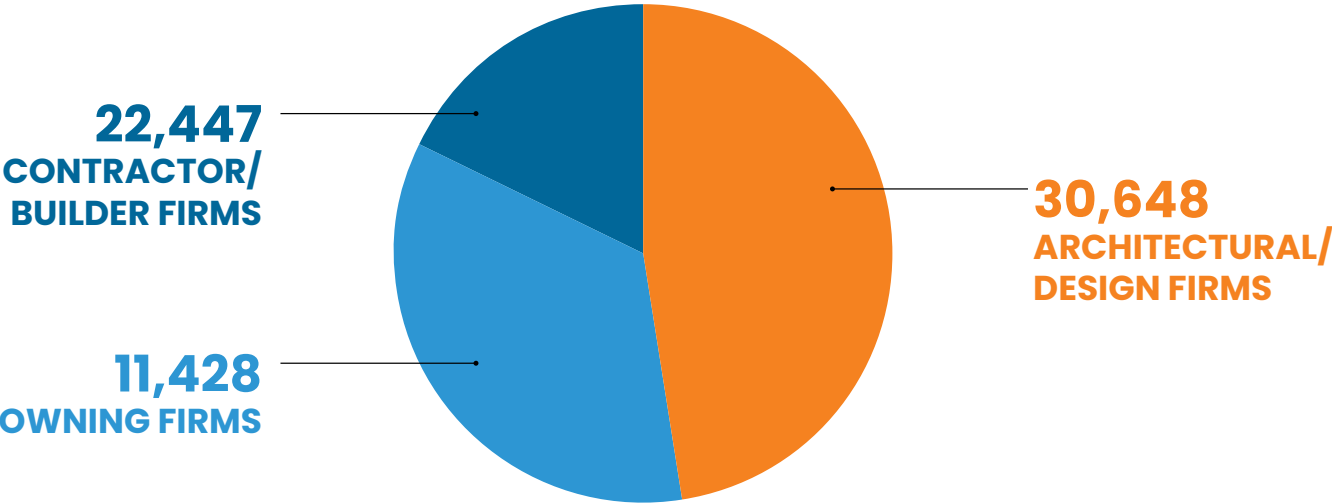
PROGRAMMATIC REACH
419,284 Active Audience

[+ VIEW FULL AUDIENCE PROFILE](#)



AUDIENCE INSIGHTS

BUSINESS/OCCUPATION



PURCHASE INFLUENCE

Structural Systems, Concrete, Steel, Wood, Brick & Masonry	48,570
Building Envelope Systems - Cladding, Glass, Roofing, Insulation, Window and Doors, Moisture Control, Architectural Metals	49,398
Interior Systems - Ceilings, Flooring, Gypsum, Kitchen & Bath, Paints & Coatings, Hardware, Daylighting, Wall Coverings, Furniture, Finishings, Shades	50,676
Building Systems, Building Automation, Lighting, Electrical, HVAC, Plumbing, Fire, Protection, Sun Control, Elevators & Escalators, Solar & Wind, Security, Life Safety	51,424
Computer Systems - Laptops, Tablets, Software, BIM, CAD, Printers	30,011

[+ VIEW FULL AUDIENCE PROFILE](#)

BUILDING TYPES

Airport Transportation	10,502
College or University	18,767
Correctional Facilities or Courthouses	10,983
Cultural Facilities	15,193
Data Centers or Mission Critical	11,715
Government or Military	15,913
Hospitals or Healthcare	20,180
Hotels, Resorts, Casinos or Restaurants	21,394
Industrial or Warehouses	23,370
K-12 Schools	18,008
Multifamily Housing	28,075
Office Buildings	33,320
Religious Places of Worship	18,962
Retail Shopping, Malls or Big Box Stores	21,804
Senior Housing or Assisted Living	18,535
Sports, Recreation or Stadiums	14,195

KEY EDITORIAL INITIATIVES

BUILDING DESIGN
+CONSTRUCTION



AEC INNOVATORS

Meet the people, institutions, and movements influencing the U.S. design and construction industry. This report profiles a special group of individuals and larger-than-life projects that are spurring innovation, shaping markets, and leading change in the built environment.

January/February



50 GREAT SOLUTIONS FROM THE NATION'S LEADING AEC FIRMS

From novel construction methods to innovative design solutions, BD+C's Great Solutions report will highlight breakthrough ideas and proven strategies from the nation's leading architecture, engineering, and construction firms. The Great Solutions issue covers ideas around building science, design, construction, AEC business management, AEC technology, and building products/systems.

March/April



HEALTHCARE ANNUAL REPORT + AIA SHOW

The BD+C editorial team will highlight the latest design, construction, and development trends and innovations in the \$65 billion healthcare buildings sector. This print, digital, and webinar package will feature exclusive BD+C research on the hospitals subsector (the fastest growing segment of healthcare real estate); coverage of game-changing projects; design trends in four healthcare subsectors (hospitals, outpatient facilities, medical office buildings, and behavioral health buildings); and a roundup of design and construction innovations. **May/June**



GIANTS 400 REPORT

Now in its 49th year, BD+C's Giants 400 Report tracks the latest innovations and trends from America's largest architecture, engineering, and construction firms. See where U.S. firms rank across more than 25 building sectors, disciplines, and specialty categories. The Giants 400 report will include in-depth building sector trends articles on the following sectors: airports, data centers, healthcare, hotels, K-12 schools, multifamily housing, offices, retail, sports facilities, and university.

July/August



MULTIFAMILY ANNUAL REPORT

The BD+C editorial team will highlight the latest design, construction, and development trends and innovations in the \$130 billion multifamily housing sector. This special report includes exclusive BD+C research on the multifamily sector; coverage of game changing projects; a continuing education course; and a roundup of design and construction innovations.

September/October



75 TOP PRODUCTS

BD+C readers and editors select the year's top product innovations for the commercial buildings market. Categories include: Building Envelope, Building Systems, Flooring, Glass and Glazing, Interior Products, Plumbing and Restroom Products, Structural Products, and Windows and Doors. New products are among the most in-demand editorial content for BD+C readers. Feature your product innovations and breakthrough projects in this must-have issue. **November/December**



14X **Jesse H. Neal Award Winner** | 18X **Jesse H. Neal Finalist** | 66X Award Winner including **Jesse H. Neal, ASBPE, Construction Media Alliance**

MARKETING SOLUTIONS



INTELLIGENCE & RESEARCH

Actionable Intelligence: Comprehensive research services that provide actionable insights, helping identify trends and understand buyer behavior.

- MARKET INSIGHT
- BRAND HEALTH
- PRODUCT LAUNCH
- VOICE OF CUSTOMER



CONTENT DEVELOPMENT

Compelling Narratives: Subject matter experts and designers that create engaging content to generate demand and establish thought leadership.

- WHITE PAPERS
- REPORTS
- FAQ's
- TOP TIPS
- ARTICLES
- INFOGRAPHICS



AUDIO & VISUAL EXPERIENCES

Engaging Experiences: High-quality visuals and intuitive interfaces that align with the buyer's journey and reinforce brand identity throughout campaigns.

- PODCASTS
- QUIKCHATS
- EVENT VIDEO
- EXPLAINER VIDEO
- STORYDESIGNS



LEAD GENERATION

Highly-Qualified Compliant Leads: Targeted content syndication, unique solutions, and advanced nurturing techniques that align with ideal customer profiles.

- PERSONA TARGETING
- CONTENT SYNDICATION
- WEBINARS
- EBOOKS



AI-POWERED MARKETING

Real-time Targeting: Advanced analytics and reporting tools for refined targeting, personalized messaging, campaign optimization and improved ROI.

- [LEARN MORE AT PERSONIF.AI](#)



EBM MARKET NETWORKS

Target Ideal Customer Profiles: Precision marketing solutions for building awareness and keeping brands top of mind with decision-makers and buying teams in key sectors.

- DIGITAL AD NETWORK
- SOCIAL MARKETING
- EMAIL MARKETING



Leveraging our subject matter **expertise, extensive data, and engaged audiences**, we create strategic digital marketing solutions that impact our customer's marketing goals.

Extensive portfolio of 100+ digital marketing solutions that empowers B2B marketers to engage target audiences effectively.

End-to-end program execution leveraging expert teams ensures successful implementation of marketing strategies.

Consultative approach with dedicated program leads aligns marketing plans with KPIs, timelines, and budgets.

ADVERTISING & PROMOTIONS

BUILDING DESIGN
+CONSTRUCTION

NEWSLETTERS

BD+C DAILY 5

Each day, BD+C editors deliver the hottest AEC industry news, trends, and research to your inbox.

Daily Monday - Friday

Subscribers **44,000+**

Rate **\$1,500**

Avg Total Open Rate **64%**

MULTIFAMILY PRO+

The editors of Multifamily Pro+ provide the latest news, trends, and insights for the multifamily buildings market.

Weekly on Wednesdays

Subscribers **43,000+**

Rate **\$1,500**

Avg Total Open Rate **58.6%**



NEWSLETTER SPECS

CUSTOM HTML

Third Party Email, Sponsor Provided HTML to a targeted list based on your selects.

TEMPLATED EMAIL

Showcase your content in our branded templates and build your ideal audience from our database of commercial architects, builders, building owners, multifamily home builders and more.

- Blog Alert
- Product Spotlight
- Video Alert
- Distance Learning
- Case Study Alert
- Q&A Alert
- Custom Series (3X)

Contact us for more information on building the perfect email campaign for your goals.

Rate **\$150 CPM**



EMAIL SPECS

DIGITAL ADVERTISING

Boost brand visibility and awareness with relevant advertising strategically placed throughout brand and/or market sites. Reach decision-makers with impactful messaging as they browse trusted Building Design+Construction content. [+VIEW SPECS](#)

CHANNEL SPONSORSHIPS

Align your brand with trusted industry expertise and establish thought leadership. Gain exclusive visibility and engagement opportunities within targeted topic based site sections.

NATIVE ADVERTISING

Seamlessly integrate your message into editorial content, enhancing credibility and engagement. Deliver valuable information to prospects in a non-disruptive format they're already consuming. Labeled as Sponsored Content.

NATIVE ARTICLE OR VIDEO POST

Showcase your expertise through in-depth, branded content that educates and informs. Position your brand as an industry leader while providing actionable insights to potential customers.

THIRD-PARTY EMAILS

Reach inboxes and benefit from our 1st party data and insights as we deliver your message directly to decision-makers, leveraging the credibility of the Building Design+Construction reputation.

AUDIENCE EXTENSION

Precisely target businesses and professionals in specific locations or at industry events. Deliver timely, contextually relevant ads to decision-makers when they're most receptive.

AUDIENCE EXTENSION SOCIAL

Using Meta 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.

SOCIAL BOOST

Leverage the power of our established and credible brand to get in front of a highly engaged audience through sponsored posts, reaching decision-makers and professionals who trust and value our content.

MICRO PROXIMITY

Increase your brand awareness and drive traffic to your booth by targeting company locations, geographic targets, or attendees at a tradeshow or conference.

CONNECTED TV

Reach decision-makers during their downtime with targeted video ads on streaming platforms. Engage decision-makers in a less cluttered environment with high-impact, full-screen messaging.

EDITORIAL CALENDAR

BUILDING DESIGN
+CONSTRUCTION

	JAN/FEB	MAR/APR	MAY/JUN	JUL/AUG	SEP/OCT	NOV/DEC
COVER STORY	AEC Innovators	Great Solutions From AEC Giants	Healthcare Annual Report	Giants 400 Annual Report	Multifamily Annual Report	75 Top Products Awards
MARKET SECTOR REPORT	The Future of Retail and Entertainment Developments	Hotels + Hospitality	Sports + Recreational Facilities	Giants 400 Building Sector Reports: Airports, Data Centers, Healthcare, Multifamily Housing, University	Higher Education Buildings	Office + Mixed Use
ARCHITECTURE + DESIGN MASTER COURSE	Metal Cladding and Roofing Technology	Glass and Glazing Technology	Healthcare Trends and Innovations	Facade Technology + Design Trends	Multifamily Trends and Innovations	Structural Steel Trends and Innovations
GREAT SOLUTIONS	AEC Tech Innovation	3D Printing	Offsite Construction	Artificial Intelligence	Material Innovation	Digital Fabrication
PRODUCTS	Air + Moisture Control, Building Envelope, Ceiling Systems, Commercial Restroom Products, Flooring	HVAC, Metal Panel Systems, Operable Glass Walls, Paints + Coatings + Sealants, Security + Safety + Access Control, Windows + Doors + Door Hardware	Curtain Wall + Cladding, Kitchen + Bath (Multifamily), Lighting + Daylighting, Roofing Products, Vertical Transportation	Cladding, Fire-Rated Glazing, Mechanical + Electrical + Plumbing, Structural Products, Wall Coverings	Ceiling Systems, Glass + Glazing, Metal Building Systems, Roofing Systems	75 Top Products
ONLINE	Products of the Month Roundup	Products of the Month Roundup	Healthcare Annual Report full report download (60-page e-magazine + PDF) Products of the Month Roundup	Giants 400 Annual Report full report download (80-page e-magazine + PDF) Products of the Month Roundup	Multifamily Annual Report full report download (60-page e-magazine + PDF) Products of the Month Roundup	75 Top Products coverage Products of the Month Roundup
ADDITIONAL OPPORTUNITIES	BD+C University AIA course sponsorship	BD+C University AIA course sponsorship BD+C's Multifamily ProConnect Event	AIA show integrated program Healthcare Annual Report sponsorship program	Giants 400 Annual Report sponsorship program BD+C University AIA course sponsorship Giants 400 newsletter BD+C's AEC Giants ProConnect Event	Multifamily Annual Report sponsorship program BD+C's Multifamily ProConnect Event BD+C University AIA course sponsorship	75 Top Products sponsorship package BD+C University AIA course sponsorship
AD CLOSE	1/7/2025	3/4/2025	4/25/2025	6/30/2025	9/2/2025	10/31/2025
MATERIAL DUE	1/8/2025	3/6/2025	4/28/2025	7/1/2025	9/3/2025	11/3/2025
MAIL DATE	2/11/2025	4/4/2025	5/22/2025	8/1/2025	10/3/2025	12/5/2025

Note: The editorial calendar is subject to change For editorial inquiries, please email David Barista, dbarista@endeavorb2b.com

CONTINUING EDUCATION

BUILDING DESIGN
+ CONSTRUCTION

Thought leadership, content development and lead generation

Architecture +
Design Master
CONTINUING EDUCATION



IMPORTANCE OF CONTINUING EDUCATION

Every architect and most interior designers are required to engage with continuing education content as part of their State-level requirements to practice as well as ongoing career and professional development. Market-savvy manufacturers understand their unique role in product, material and system education so designers and architects can realize successful project outcomes.

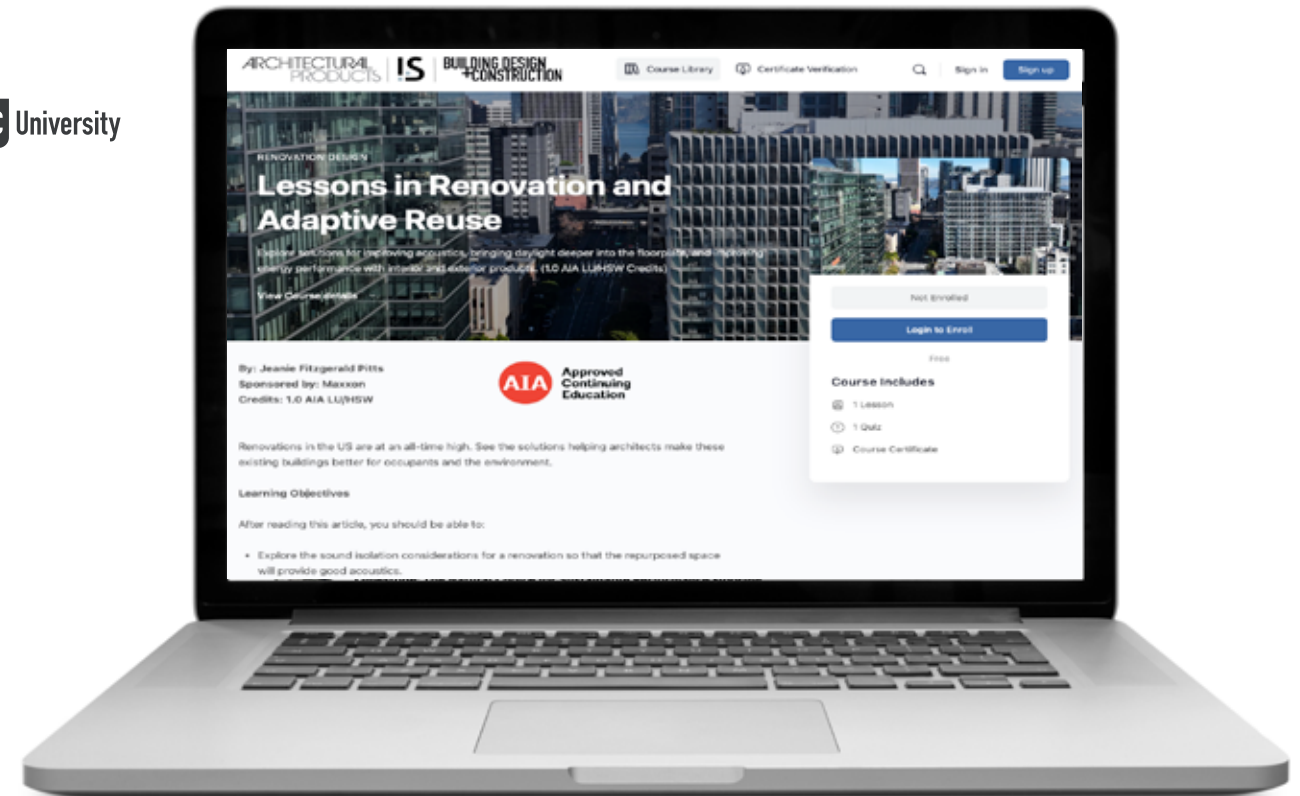
SPONSORSHIP OPPORTUNITIES

NEW SERVICES FOR MANUFACTURERS

From CEU course creation to live and on-demand delivery of CEU modules, Architectural Products' new Architecture + Design Master Continuing Education platform provides the widest range of services to the largest potential audiences of interior designers and architects in the construction market. Our fully-developed Architecture + Design Master Learning Management System allows for seamless integration of content with delivery through print media, live events and live/on-demand webinars.

SERVICES INCLUDE

- Print to online course development and delivery
- Live webinars — from invitation to hosting to attendance reporting
- Conversion of live webinars to on-demand
- Regular promotion of sponsored courses
- Unlimited leads annually
- Student transcript services, credit reporting, automated certificate forwarding



WHAT IT MEANS FOR YOU

As a continuing education sponsor, you know that architects and interior designers want confidence in the products and materials they specify. Sponsoring CEU content enables you to affiliate your brand with crucial information leading designers seek. You will be recognized as a subject matter expert and thought leader by helping them solve problems and become better informed through practical application and education.

FOR MORE INFORMATION CONTACT YOUR ACCOUNT REPRESENTATIVE.

CONTACT US

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+ CONSTRUCTION

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KEEPING BUILDINGS COMFORTABLE, OPERATIONAL, AND EFFICIENT.

Media brands and events that engage engineers, designers, architects, and contractors who are designing and constructing buildings along with the owners and facility managers who keep those buildings, where we live, work, learn, and play, comfortable, operational, and efficient.

[Learn more at buildings.endeavorb2b.com](https://buildings.endeavorb2b.com)

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PRODUCTS

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Contracting
Business.

CONTRACTOR.

EC&M.

Electrical
Wholesaling.

HPACEngineering.

IS

PROBUILDER
PROFESSIONAL BUILDER

PROREMODELER
PROFESSIONAL REMODELER

Custom Builder

MULTIFAMILYPRO+

Pro Trade
CRAFT

RATES, SPECS & SUBMISSION

MAGAZINE ADS

Publication Trim Size 8.25" x 10.75"
Building Design + Construction Publishes 6 Monthly Issues

4-COLOR SPACE UNIT	RATE
Full Page Spread	\$16,150
Full Page	\$9,500
1/2 Page Horizontal	\$7,130
1/2 Page Vertical	\$7,130
1/3 Page Square	\$4,750
1/3 Page Vertical	\$4,750
1/4 Page	\$3,135
1/8 Page	\$1,250

Print Ad Material Contact

Karen Runion
krunion@endeavorb2b.com
Include advertiser name, publication, and issue date

Back Cover — plus 20%
Inside Back Cover — plus 10%
Inside Front Cover — plus 15%
Special Positions — plus 10%
TOC — plus 15%

+

MAGAZINE AD SPECS

DIGITAL ADS

AD TYPE	NET RATE
Rectangle	\$90
Half Page	\$100
Leaderboard	\$125
BILLBOARD	\$150
Billboard Flex	\$135
Billboard Video	\$125
In-Article Flex	\$125
In-Article Premium	\$125
In-Article Video	\$100
In-Banner Video	\$90
Native Ad	\$100
Site Skin	\$225
Welcome Ad	\$225

Digital Ad Material Contact

webtraffic@endeavorb2b.com
Materials Due: Seven business days prior to publication.

+

DIGITAL AD SPECS

ENDEAVOR ADVANTAGE



90+ media brands and **45+ in-person events** that attract and engage B2B decision-makers in **16 key growth sectors**. Through its many offerings, Endeavor provides marketers opportunities to engage and educate – **generating awareness, creating marketing pipelines**, and **delivering high quality leads** for their organizations.



INDUSTRY EXPERTISE

Subject matter experts that understand the trends and provide insights to inform smart business decision-making.



TARGET AUDIENCES

Trusted, high-performing content that attracts B2B decision-makers in high-growth markets.



MARKETING SOLUTIONS

Solutions and services that help marketers engage target audiences & move decision-makers further along their journey.



BUSINESS INTELLIGENCE

Full-service market research delivering all the critical ingredients to make informed decisions and bring data to life.



EVENTS

A diverse range of events and tradeshows that engage audiences, establish brand presence, and enable lead generation.



CONTINUING EDUCATION

Courses, webinars, and articles offering continuing education for professionals supporting their development.

