

Building Operating Management Magazine

SEGMENTS

	Count	Rate
Universe / Base Rate	72,562	\$165/M
Active US Subscribers	71,463	\$165/M
Email Addresses	50,366	\$390/M
Telemarketing	68,750	\$225/M
Active Canadian Subscribers	1,099	\$165/M

TYPE

Business
Email, Postal, Phone

SOURCE

Controlled Circulation, OPT-IN

GEOGRAPHY

USA, Canada

SELECTS

	Price
Business / Industry Type	\$15/M
Job Title	\$15/M
State	\$15/M
SCF (First 3 of Zip)	\$15/M
Zip	\$15/M

AVERAGE INCOME

N/A

GENDER PROFILE

N/A

MINIMUM ORDER

\$675

REUSE

Please Inquire

CANCELLATION

Charges: \$75/F

KEY CODING

Please Inquire

TRANSMISSION / ADDRESSING

	Price
E-Mail	\$75/F
FTP	\$75/F
Suppression List - You provide to us	\$150/F
E-Blast	\$50/M
Nth Name	No Charge
First HTML Tracking Links Set-Up Test	Included

LIST MANAGER CONTACT INFORMATION

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SQUARE FEET	COUNT
E Over 10,000,000	4,440
D 6,000,000-10,000,000	2,270
C 3,000,000-6,000,000	3,084
B 1,000,000-3,000,000	8,504
4 500,000-999,999	7,765
3 250,000-499,999	6,004
2 100,000-249,999	12,386

	44,453
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NUMBER OF BUILDINGS	COUNT
H 1,000 or more	1,740
G 500-999	1,005
F 100-499	4,488
D 50-99	4,138
A 20-49	7,101
9 14-19	3,777
8 8-13	6,892
7 4-7	10,563
6 1-3	17,485
	57,189

DESCRIPTION

Building Operating Management's readers include top decision-makers with enormous purchasing potential and are involved in a total of \$328.3 Billion annually, in renovation, modernization and new construction.

The nation's building owners rely on Building Operating Management's high-quality content in print, online with BOM webcasts, e-newsletters, podcasts, Apps and FacilitiesNet.com, and in-person tradeshow. Published by Trade Press Media Group. BPA Audited.

List Management

- Updated Monthly
- BPA-Audited to ensure accuracy and recency
- Controlled Circulation
- 100% Personalized with Company, Contact Name and Job Title
- Lists Available for Direct Mail, Email and Telemarketing

Trade Press Media Group is a leading business-to-business media company that owns award winning trade magazines, web sites, vertical search engines, national trade shows and conferences, virtual trade shows and valuable eLearning webcasts and podcasts. Trade Press specializes in three important industries: Facility Management & Maintenance, Commercial Cleaning and Railroad & Rail Transit.

JOB TITLE	COUNT
31 Building Owners Developers	12,995
32 VP/Dir of Fac & Bldgs	11,980
33 VP/Director of Real Estate	1,098
34 Property & Asset Managers	7,768
35 Building & Facility Mgr	13,636
36 VP/Director of Energy Svcs	241
41 VP/Dir of Facility Engineering	1,576
42 VP/Dir of Design & Construction	581
43 Physical Plant Directors	1,099
44 Project Managers	2,812
45 Energy Managers	510
46 Construction Managers	436
47 Staff Architects	300
48 Staff Engineers	1,677
49 Space Planners/Int Designers	406
50 Energy Director	80
55 Superintendents	11,601
21 Other Exec & Mgmt Titles	2,478
26 Other Construction/Eng	1,288
	72,562

TYPE OF ORGANIZATION	COUNT
10 Commercial Buildings	25,247
20 Government Buildings	5,637
30 Industrial Buildings	2,494
40 Hospitality Buildings	1,383
50 Medical Buildings	10,975
60 Retail Buildings	1,232
70 Educational Buildings	23,871
90 Arch Firms/Consultants/Con	1,723
	72,562

K12 Vs Higher ED	COUNT
K-12	16,297
University/College/HigherEd	4,271
Technical/Votech/Vocational	382
Other	1,199
	22,149

Green Product Involvement	15,257
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Laboratory Management	6,957
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Data Center Management	22,525
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