

## Building Operating Management Magazine

### SEGMENTS

	Count	Rate
Universe / Base Rate	73,051	\$165/M
Active US Subscribers / Base Rate	71,857	\$165/M
Email Addresses / Base Rate (Free Transmission)	48,547	\$440/M
Telemarketing / Base Rate	67,928	\$225/M
Active Canadian Subscribers / Postal Base Rate	1,194	\$165/M
Combined PHONE-POSTAL / Base Rate	67,928	\$275/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) or Zip Code	\$15/M
M = (per thousand names) F= (Flat Fee)	

### AVERAGE INCOME

N/A

### GENDER PROFILE

N/A

### MINIMUM ORDER

\$675

### REUSE

Please Inquire

### CANCELLATION

\$75/F

### KEY CODING

Please Inquire

### TRANSMISSION / ADDRESSING

	Price
Pkg Transmission - Postal / Telemarketing	\$75/F
Suppression List - You provide to us	\$150/F
E-Blast - (Free Transmission)	Included
Nth Name	Included
First HTML Tracking Links Set-Up Test	Included

### LIST MANAGER CONTACT INFORMATION

Kimberly Reed

#### TRADE PRESS MEDIA GROUP

2100 West Florist Ave

Milwaukee, WI 53209

Phone: (414) 228-7701 x441

Fax: (414) 228-1134

[kimberly.reed@tradeppressmedia.com](mailto:kimberly.reed@tradeppressmedia.com)

SQUARE FEET	COUNT
E Over 10,000,000	4,633
D 6,000,000-10,000,000	2,334
C 3,000,000-6,000,000	3,156
B 1,000,000-3,000,000	8,650
4 500,000-999,999	7,886
3 250,000-499,999	6,121
2 100,000-249,999	12,558

	45,338
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NUMBER OF BUILDINGS	COUNT
H 1000 or more	1,658
G 500-999	971
F 100-499	4,385
D 50-99	4,053
A 20-49	6,931
9 14-19	3,694
8 8-13	6,692
7 4-7	10,218
6 1-3	16,926
	55,528

### 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 tradeshows. 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	13,624
32 VP/Dir of Facility & Buildings	12,267
33 VP/Director Real Estate	1,226
34 Property & Asset Mangers	8,009
35 Building & Facility Manager	13,890
36 VP/Director Energy Svcs	241
41 VP/Dir Facility Engineer	1,627
42 VP/Dir Design & Construction	596
43 Physical Plant Directors	1,107
44 Project Managers	2,861
45 Energy Managers	501
46 Construction Managers	444
47 Staff Architects	303
48 Staff Engineers	1,678
49 Space Planners/Interior Designers	405
50 Energy Director	76
55 Superintendent of Schools	10,746
21 Other Exec & Management Titles	2,269
26 Other Construction/Engineer	1,181
	73,051

TYPE OF ORGANIZATION	COUNT
10 Commercial Buildings	25,974
20 Government Buildings	5,664
30 Industrial Buildings	2,493
40 Hospitality Buildings	1,458
50 Medical Buildings	11,186
60 Retail Buildings	1,271
70 Educational Buildings	23,543
90 Arch Firms/Consultants/Contractors	1,462
	73,051

K12 Vs Higher ED	COUNT
K-12	17,603
University/College/HigherEd	4,376
Technical/Votech/Vocational	388
Other	1,214
	23,581

Green Product Involvement	14,969
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Laboratory Management	6,598
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Data Center Management	21,620
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