

DATA CENTER FACILITIES MANAGEMENT

SEGMENTS	EMAIL	PHONE	POSTAL
Universe / Base Rate	N/A	24,683	25,221
Active US Subscribers / Base Rate	16,788	24,321	24,846
Email Addresses / Base Rate (Free Transmission)	16,788		
Telemarketing / Base Rate		24,683	
Active Canadian Subscribers / Postal Base Rate	N/A	362	375
Combined PHONE-POSTAL / Base Rate \$275/M		24,683	
Type of Rentals	B2B / Email, Postal, Phone		
Source	Controlled / Requested Circulation		
Geography	USA, Limited Canada		
Reuse / Key Coding / Nth Name	Please Inquire		

LIST MANAGER CONTACT INFORMATION

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M = Per Thousand F = Flat

DESCRIPTION

This Database Is Built From The Active Subscriber List of Building Operating Management Magazine and Facility Maintenance Decisions Magazine. Truly a Unique Opportunity To Take Your Sales Message Directly To An Influential Audience Involved In Issues Related To Energy Consumption, Floor Space And Data Center Operational Costs.

Reach This Hard-To-Find Group of Executives Responsible For The Day-To-Day Operations Of The Equipment, Systems And Services Necessary At The Nation's Largest Commercial Facilities.

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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.

TRANSMISSION / ADDRESSING	Price
Minimum Order	\$675
Order Cancellation	\$75/F
Pkg Transmission - Postal / Telemarketing	\$75/F
Suppression List - You provide to us	\$150/F
First HTML Tracking Links Set-Up Test	Included
Re-Blast @ 15% of Original Cost	15%
Email - Blast Leads \$25 per lead	Email - Personalization \$20/M

Number of Buildings (\$15/M)	EMAIL	PHONE	POSTAL
H - 1000 or more	407	503	527
G - 500-999	232	304	313
F - 100-499	981	1,242	1,277
D - 50-99	880	1,140	1,180
A - 20-49	1,320	1,706	1,751
9 - 14-19	817	1,014	1,049
8 - 8-13	1,379	1,759	1,815
7 - 4-7	2,154	2,702	2,766
6 - 1-3	3,292	4,303	4,446
	11,462	14,673	15,124

Bldg/Organization Type (\$15/M)	EMAIL	PHONE	POSTAL
10 - Commercial Buildings	4,508	6,065	6,231
20 - Government Buildings	1,659	2,424	2,493
30 - Industrial Buildings	827	1,121	1,165
40 - Hospitality Buildings	379	555	571
50 - Medical Buildings	2,364	4,590	4,684
60 - Retail Buildings	237	317	333
70 - Educational Buildings	6,460	9,159	9,283
90 - Arch Firms/Consultants/Contractors	354	452	461
	16,788	24,683	25,221

Additional Select Options (\$15/M)	EMAIL	PHONE	POSTAL
LABORATORY MANAGEMENT	2,357	2,833	2,949
K12 vs HIGHER ED	6,489	9,167	9,293
GREEN PRODUCT INVOLVEMENT	4,023	4,736	4,873

Square Feet (\$15/M)	EMAIL	PHONE	POSTAL
E - Over 10,000,000	1,555	2,191	2,238
D - 6,000,000-10,000,000	741	1,016	1,038
C - 3,000,000-6,000,000	891	1,227	1,257
B - 1,000,000-3,000,000	2,200	2,972	3,056
4 - 500,000-999,999	2,127	2,898	2,981
3 - 250,000-499,999	1,656	2,243	2,292
2 - 100,000-249,999	3,148	4,301	4,425
1 - Under 100,000	167	267	276
	12,485	17,115	17,563

Job Function/Title (\$15/M)	EMAIL	PHONE	POSTAL
21 - Other Executive/Management Titles	245	489	493
26 - Other Construction/Engineering Titles	152	258	262
31 - Building Owner, Developer, C-Level Executive	2,423	3,731	3,778
32 - VP/Director of Facilities & Buildings	2,410	3,574	3,610
33 - VP/Director of Real Estate	196	264	265
34 - Property & Asset Manager	892	1,283	1,307
35 - Building & Facility Manager	2,809	3,912	3,991
36 - VP/Director of Energy Services	56	77	78
41 - VP/Director of Facilities Engineering	299	455	459
42 - VP/Director of Design & Construction	97	130	132
43 - Physical Plant Director	161	270	273
44 - Project Manager	502	694	708
45 - Energy Manager	141	163	171
46 - Construction Manager	88	120	122
47 - Staff Architect	48	65	66
48 - Staff Engineer	334	472	480
49 - Space Planner/Interior Designer	52	71	72
50 - Energy Director	14	21	21
55 - Superintendent of Schools/School Districts	3,318	4,441	4,458
60 - Director of Maintenance	672	1,337	1,407
61 - Director of Maintenance & Engineering	133	202	219
62 - Director of Facilities Maintenance	228	372	394
63 - Director of Building and Grounds	245	411	428
64 - Director Building Services/Plant Services	49	85	86
65 - Maintenance Manager	284	417	449
66 - Facility Maintenance Manager	176	250	271
67 - Engineering & Maintenance Manager	87	104	121
68 - Building Services Manager/Supervisor	82	109	116
69 - Plant Manager/Supervisor	89	144	154
70 - Building Maintenance Superintendent	25	34	38
71 - Building & Grounds Superintendent	22	38	44
72 - Maintenance Supervisor	215	331	356
73 - Building Supervisor	21	35	37
74 - Facility/Building/Maintenance Engineer	119	153	170
75 - Other Maintenance Management	104	171	185
	16,788	24,683	25,221

Building Operating Management

Facility Maintenance Decisions