

Send Your Message Directly To...

Decision Makers responsible for commercial and institutional facilities. Office buildings, shopping centers, chain stores, hospitals, government buildings, schools/universities, hotels, industrial office complexes and many others.

People in Charge of renovation, retrofit, facilities management and construction for their organizations; those who select building products and related services

Titled Personnel, by Name at organizations controlling the greatest number of the nation's non-residential facilities and the bulk of total square footage.

Reach these elusive, hard-to-find professionals by renting the *Building Operating Management* magazine Direct Marketing Circulation Lists.

Building Operating Management's 100% personalized lists can take your message directly to 73,000 building owners/facility executives responsible for 4.2 million buildings of all types.

Join the growing number of firms that profit by targeting *Building Operating Management* readers. Test the list for your next marketing program. Reach the decision makers you've been searching for. The results will convince you.

First-time User Special Test Rate:

First-time users of the list qualify for a special 15% discount rate. Contact list manager for details.

Selections Available:

Business and industry, job title category, zip code/ SCF/ state, Nth name cross section square feet, number of buildings or any combination of these.

Multiple Use, Database and Test Programs available

For more information on how you can target these lucrative prospects contact

Sherman Leibowitz at 414-228-7701, Ext. 441.

sherman.leibowitz@tradepress.com

Trade Press List Management

2100 W. Florist Avenue • Milwaukee, WI 53209
414-228-7701, Ext. 441 • Fax: 414-228-1134

View Datacards online: www.tradepress.com/lists

List Rental Charges

Base Rate	\$165/M
Email Addresses	\$390/M
Phone Numbers	\$80/M
Select Fee	\$15/M
Format (Email)	\$75 Flat
Keycode	\$15/M

Rates are for one-time use.
Multiple use programs available.

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Terms and Ordering Information:

20% commission on base rate to recognized list brokers.
Sample required for approval. *Orders processed within 3 to 5 days.
See accompanying information for title categories, market segments and current counts.

*RUSH PROCESSING AVAILABLE.

Reaching Building Owners & Facility Managers

When trying to reach building management professionals, many marketers aim for a single target labeled "owner." Using this approach, they frequently miss the mark.

Only in small organizations does a single owner exist. In a larger organization, there is no individual owner. Buying decisions are made by a broad mix of job titles, which vary with the size and type of organization – presidents, partners, developers, facilities directors, VPs, property managers, physical plant director/engineers and other titles of similar responsibility.

These decision making executives are the readers of *Building Operating Management*.

They are today's building owners – the people responsible for renovation/retrofit and facilities management.

The *Building Operating Management* subscriber list can be rented for your next direct marketing project. It is the premier list for reaching the building owner market. This list can be targeted or segmented to fit

most needs. Select from commercial, medical, educational, government, retail, hospitality or industrial organizations. Choose from executive or construction/ engineering management, Zip Code/SCF/state selects, Nth name cross-section or any combination of these. And it's 100% personalized.

Building Operating Management Subscriber Database

TOTAL COUNT: 73,000

SUBSCRIBER RESPONSIBILITIES:

4.2 million buildings • 80 billion square feet • \$371 billion annual expenditures

Product Selection Involvement

Product Categories	% Readers Involved	Readers	Product Categories	% Readers Involved	Readers	Product Categories	% Readers Involved	Readers
Access Flooring	60%	43,824	Elevator Systems & Controls	68%	49,667	Resilient/Hard Surface/ Rubber Flooring.....	80%	58,432
Acoustics/Sound Control	70%	51,128	Energy Management Systems.....	80%	58,432	Restroom (including toilets, urinals, partitions).....	82%	59,893
ADA Products.....	80%	58,432	Energy Services/Consulting.....	68%	49,667	Roof Guards	64%	46,746
Asbestos Abatement/Hazardous Waste	67%	48,937	Exterior Building Products.....	80%	58,432	Roofing Systems	85%	62,084
Boilers and Boiler Controls	61%	44,550	Facility Management Software	65%	47,476	Safety Products	86%	62,815
Building Automation Systems	85%	62,084	Fire Detection & Sprinkler Systems ..	81%	59,163	Security & Access Control Products..	76%	55,511
Building Sealants, Coatings/ Waterproofing Products.....	74%	54,050	Fire & Life Safety Products	80%	58,432	Signage Systems	70%	51,128
CAD Systems/Software	50%	36,520	Furniture Systems/ Interior Furnishings	66%	48,207	Shredders.....	48%	35,059
Carpeting.....	88%	64,276	HVAC Systems and Controls	83%	60,624	Standby/Emergency Power	75%	54,780
Ceilings	85%	62,084	Insulation	73%	53,319	Storage Systems	57%	41,633
Communication Equipment.....	61%	44,550	Landscaping/Outdoor Products	82%	59,893	Structural Building Products	67%	48,937
Continuing Education/Training	66%	48,207	Lighting Products (including ballasts, fixtures & controls)	89%	65,006	Wall Coverings.....	81%	59,163
Contract Cleaning Services	66%	48,207	Office Refurbishing.....	78%	56,971	Wall Panels	63%	46,015
Contract Services (HVAC, elevators, pest control).....	75%	54,780	Paint/Coatings	85%	62,084	Water Coolers/Ice Machines	69%	50,398
Door Hardware (including Locks, Hinges & Closers).....	87%	63,545	Parking Management.....	58%	42,363	Water Heaters	76%	55,511
Doors/Entrances	80%	58,432	Plumbing Products (including valves & faucets)	83%	60,624	Water Treatment.....	65%	47,476
Electrical Equipment/Systems	82%	59,893	Power Generation & Protection Equipment	70%	51,128	Windows	75%	54,780
Electricity/Natural Gas (from utilities)	71%	51,859	Project Management Software	53%	38,711	Window Shading/Solar Control	79%	57,702
						Wire and Cable	73%	53,319
						Wireless Technology	40%	29,216

For more information on how you can target this lucrative audience for your next Direct Marketing program contact:

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Title Categories: (All job titles are selectable individually)	Direct Mail	Telemarketing	E-mail
Executive Management: Building Owners, Developers, Presidents, Partners, Corporate Officers, VPs Directors of Facilities, Property & Asset Managers, Building & Facility Managers	57,723	55,981	11,655
Construction/Engineering Management: VPs/Engineering, Construction/Project Managers, Physical Plant & Security Directors, Staff Architects, Building Engineers, Energy Managers	13,045	12,206	2,893
Architects, Consultants, Contractors, Designers, and others allied to the field	2,235	2,200	571
Total Qualified Names	73,003	70,387	15,119

MARKET SEGMENTS:	Direct Mail	Telemarketing	E-mail
Commercial Buildings: Office Buildings, Real Estate/Property Management Firms, Developers, Financial Institutions, Insurance Co.'s, Civic & Convention Centers (including members of BOMA, NACORE, and IFMA)	26,437	25,277	5,875
Retail Buildings: Shopping Center, and Retail Chain Headquarters	2,338	2,259	597
Educational Buildings: Schools, Colleges and Universities, (including members of APPA)	21,797	21,275	3,639
Government Buildings: Federal, State, County, Municipal, Airports & Military	6,105	5,798	1,388
Medical Buildings: Hospitals, Nursing Homes, Medical Clinics (including members of ASHE)	8,777	8,481	1,684
Industrial Buildings: Office and Headquarter Buildings of Manufacturing Firms, Plants, and Utilities	3,696	3,582	835
Hospitality Buildings: Hotels, Motels, Restaurant Chains	1,618	1,515	530
Building Consultants: Architects, Consultants, Contractors & Designers	2,235	2,200	571
Total Qualified Names (Other available selections: Region, State, City, SCF)	73,003	70,387	15,119

Geographical Breakout of Qualified Circulation

State	Zip Range	Direct Mail	Telemarketing	Email
AK	995-999	173	167	23
AL	350-369	721	697	151
AR	716-729	648	633	113
AZ	850-865	1,017	977	202
CA	900-966	6,682	6,430	1,377
CO	800-816	1,313	1,257	247
CT	060-069	1,049	999	217
DC	200, 202-205	870	814	210
DE	197-199	271	262	61
FL	320-349	2,872	2,756	729
GA	300-319	1,905	1,827	415
HI	967-968	240	229	50
IA	500-528	972	946	170
ID	832-838	311	299	50
IL	600-629	3,994	3,863	763
IN	460-479	1,265	1,233	250
KS	660-679	907	891	151
KY	400-427	885	860	187
LA	700-714	602	587	117
MA	010-027	2,159	2,083	446
MD	206-219	2,526	2,436	670
ME	039-049	354	337	75
MI	480-499	2,268	2,185	470
MN	550-567	1,675	1,618	277
MO	630-658	1,946	1,890	351
MS	386-397	522	507	98
MT	590-599	333	327	52
NC	270-289	1,772	1,691	332
ND	580-588	301	296	54

State	Zip Range	Direct Mail	Telemarketing	Email
NE	680-693	794	774	144
NH	030-038	335	319	54
NJ	070-089	2,463	2,366	585
NM	870-884	362	355	73
NV	890-898	358	345	73
NY	090-149	5,295	5,085	1,215
OH	430-458	3,257	3,145	677
OK	730-749	1,031	1,014	196
OR	970-979	731	703	130
PA	150-196	3,644	3,540	772
RI	028-029	235	224	66
SC	290-299	699	675	160
SD	570-577	321	316	40
TN	370-385	1,140	1,105	233
TX	750-799	5,266	5,067	1,094
UT	840-847	456	439	93
VA	201, 220-246	2,089	2,008	481
VT	050-059	177	172	30
WA	980-994	1,415	1,345	231
WI	530-549	1,583	1,530	286
WV	247-268	365	359	82
WY	820-831	177	166	28
US Territories		67	60	27
Canada		167	167	36
APO/FPO		22	11	5
Mexico		0	0	0
Foreign		1	0	0
TOTAL		73,003	70,387	15,119

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