



# *Facilities Manager Online* **2019 MEDIA KIT**

APPA's premier magazine  
available exclusively online.



[www.appa.org/facilitiesmanager](http://www.appa.org/facilitiesmanager)



# members



**13,000**

Associate Members

**18,000**

Unique Individuals



**1,202**

Educational Institutions

**1,039**

Higher Education

**109**

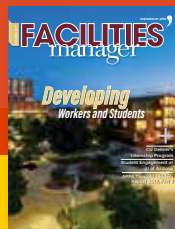
K thru 12

**189**

Business Partners

**89**

Other



## READ BY DECISION MAKERS.

APPA is the association of choice for more than 20,000 educational facilities professionals at nearly 1,300 colleges, universities, K-12 schools, and museums throughout the United States, Canada, Mexico, and abroad. They read *Facilities Manager* because it addresses the latest trends, issues, and solutions in educational facilities management.

## TARGET TOP DECISION MAKERS AND KEY INFLUENCERS SHAPING THE EDUCATIONAL FACILITIES OF TOMORROW.

*Facilities Manager* readers are focused on enhancing, evolving, and protecting the quality of their educational facilities. Our readers have the purchasing authority and final say in facilities decisions at their institutions. *Facilities Manager* is the leading resource for facilities professionals seeking to build their careers, transform their institutions, and elevate the value and recognition of the built environment in education.

## UNIQUE RESOURCE IN THE INDUSTRY.

*Facilities Manager* brings the reader the views and experiences of the people behind the facilities operations. Articles are written by facilities professionals for facilities professionals, giving readers both practical and big-picture perspectives on issues and challenges shared across the profession. Readers turn to *Facilities Manager* for the research, solutions, creative strategies, and best practices to inform and transform their work.

## PUBLISHED SIX TIMES A YEAR, *FACILITIES MANAGER*:

- Covers the key trends and standards in facilities renewal and modernization, campus investment, sustainability, planning and construction, campus operations, grounds maintenance, energy and utilities management, and much more.
- Reaches top decision makers—vice presidents, directors, chief engineers, supervisors, and managers—who manage a median department budget of more than \$7.5 million.
- Offers competitive advertising rates for ads that will garner product/company name recognition and generate inquiries.

## Purchase/use decisions made by readers:

**52%**

Training  
(leadership  
& compliance)

**55%**

Facilities  
management  
software

**57%**

Facility condition  
assessment/  
inspection/audits

**64%**

Construction/  
renovation  
services

**59%**

Maintenance  
management

HVAC equipment/services .....	51%
Lighting & lighting retrofits .....	50%
Architectural & design services .....	49%
Energy management services .....	49%
Custodial & environmental management services.....	47%
Infrastructure/utilities .....	46%
Fire & life safety systems .....	46%
Flooring & related equipment/services .....	45%
Cleaning supplies/products .....	45%
Lock & key/access controls .....	44%
Engineering services .....	43%
Roofing .....	43%
Signage/wayfinding .....	42%

Elevator maintenance & repair .....	42%
Waste management/recycling .....	42%
Master planning services .....	41%
Windows & doors .....	41%
Utilities metering & monitoring .....	39%
Grounds & landscaping equipment/services .....	39%
Space planning & utilization .....	39%
Renewable energy (solar, wind, etc.) .....	34%
Transportation/vehicle/fleet purchases & services.....	33%
Building information modeling (BIM) services .....	31%
Water treatment .....	26%
Information management software .....	25%
Graphical information systems (GIS) .....	21%



*Facilities Manager* magazine readers consider it  
**ONE OF THE TOP 3** magazines they read regularly.

### **Facilities Manager readers are buyers**

The average educational facilities department budget is more than \$7.5 million with an average annual purchasing/leasing budget of \$3.6 million. Our readers are responsible for purchases including architecture and engineering services, energy and utilities, construction and renovation, custodial and grounds services, security and fire systems, lighting, HVAC equipment and services, and much more.



### **Facilities professionals are responsible for**

- New construction and retrofits
- Campus planning
- Energy and utilities management
- Custodial and housekeeping
- Grounds/landscaping
- Operations and maintenance
- Environmental sustainability
- HR and financial management

## **Why advertise in *Facilities Manager*?**

- **Targeted Audience.** The circulation of *Facilities Manager* is refined and targeted to **an audience with substantial purchasing power** in educational facilities across the United States, Canada, and abroad.
- **Exposure.** An average of **20,000 facilities professionals** read *Facilities Manager*, online as a digital flip file and individual article PDFs.
- **Affordable and Cost Effective.** Advertising rates in *Facilities Manager* are **competitive** with other educational publications.



### **EDITORIAL CALENDAR & SPACE/MATERIALS DEADLINES**

2019 ISSUE THEMES <i>(Topics subject to change)</i>	AD SPACE	AD MATERIALS
<b>JANUARY/FEBRUARY 2019</b> <ul style="list-style-type: none"> <li>• Community College Focus</li> </ul>	<b>11/9/18</b>	<b>11/15/19</b>
<b>MARCH/APRIL 2019</b> <ul style="list-style-type: none"> <li>• Campus Sustainability</li> </ul>	<b>1/11/19</b>	<b>1/18/19</b>
<b>MAY/JUNE 2019</b> <ul style="list-style-type: none"> <li>• Med-Ed Facilities</li> </ul>	<b>3/29/19</b>	<b>4/12/19</b>
<b>JULY/AUGUST</b> <ul style="list-style-type: none"> <li>• FM Technologies</li> <li>• Annual FM Salary Study</li> </ul>	<b>5/28/19</b>	<b>6/11/19</b>
<b>SEPTEMBER/OCTOBER 2019</b> <ul style="list-style-type: none"> <li>• APPA President Profile: Ruthann Manlet</li> <li>• Modernizing Aging Infrastructure</li> </ul>	<b>7/26/19</b>	<b>8/9/19</b>
<b>NOVEMBER/DECEMBER 2019</b> <ul style="list-style-type: none"> <li>• Effective Space Structures</li> </ul>	<b>9/27/19</b>	<b>10/11/19</b>

*Facilities Manager* is published the second week of the first month of issue date. Themes and dates are subject to change.



# 2019 rate card

**\*PRINT ISSUE:** July/August 2019 Conference issue that is distributed at APPA's annual conference in Denver, Colorado.

## APPA Business Partner Member Rates

SIZE	1×	3×	6×
2-page spread	\$4,100	\$3,900	\$3,675
Cover 2	2,400	2,325	2,175
Cover 3	2,325	2,125	2,100
Cover 4	2,550	2,400	2,225
Full-page	2,025	1,950	1,800
Half-page	1,650	1,575	1,500

## APPA Non-Business Partner Rates

SIZE	1×	3×	6×
2-page spread	\$4,920	\$4,680	\$4,410
Cover 2	2,880	2,790	2,610
Cover 3	2,790	2,550	2,520
Cover 4	3,060	2,880	2,670
Full-page	2,430	2,340	2,160
Half-page	1,980	1,890	1,800

2-page insert .....\$2,483  
4-page insert .....\$3,444

## FACILITIES manager

### features:

- Detailed articles written by facilities professionals for facilities professionals, giving readers practical and big-picture perspectives on issues and challenges shared across the profession.
- Recurring columns that provide the personal experiences, expertise, and advice of the people behind the facilities operations.
- Industry news on current research findings and indicators, cutting-edge solutions, creative strategies, and products and services to inform and transform educational facilities management.

### FULL PAGE AD

8.5" x 11"

### HALF PAGE HORIZONTAL

7.5" x 5"

### Ad Specifications

**Publishing:** Exclusively online  
**Page Size:** 8.5" x 11"

## Special Opportunities for APPA Business Partners Members

### **Facilities Manager BANNER AD**

Be seen by APPA members reading *Facilities Manager* online, giving your company, product, or service visibility and exposure. **Rotating banner ad.**

#### images requirements:

- 1,000 pixels wide
- 100 pixels high (72 pixels/inch)
- .jpeg format

#### rates

1 month – \$2,500  
3 month – \$6,000  
6 month – \$9,000

### **Facilities Manager ONLINE FEATURE AD**

Appearing with an upcoming feature, and posted for two weeks on the *Facilities Manager* magazine web page, and added to the FM magazine archives.

#### images requirements:

Same image requirements as full page ad.

#### rate

\$2,500 per article



# requirements



## FILE SUBMISSIONS

Email all files to: [anita@appa.org](mailto:anita@appa.org). For files larger than 5MB, contact us for other arrangements.

Submit all files in high resolution PDF format (300 dpi or greater) with all fonts embedded.

## TERMS AND CONDITIONS

### Ad Placement.

10% is charged for placement specification; otherwise, position of advertisement is at the discretion of the publisher.

### Publishers Copy Protective Clause.

- Advertisers and advertising agencies assume liability for all content of advertisement and assume responsibility for any claims made against the publisher.
- The publisher reserves the right to reject any advertising.
- The publisher is not responsible for delays in delivery and is not liable for quality of ad if faulty ad materials are used.
- Publisher does not provide proof of advertisement.

### Editorial Ads.

Advertisements made to look like editorial content are discouraged and will be required to include "Paid Advertisement" at the top of the ad.

### Rate Protection.

At least 30-day notice will be given preceding rate increase. Contracts in force at the time of the increase will be honored at the rates in effect at the time of initial contact.

### Cancellations.

Cover and other special positions are non-cancelable. All cancellations must be made in writing before the space reservation date. In the event that a cancellation is received after the space reservation date, and the advertiser has supplied no advertising materials, the advertiser will pay a cancellation fee of \$1,000.

**Payment required at time of purchase.**



## OUTSOURCING FM

Is It the Right Move for Your Institution?

By Mark Crawford

**W**ith the mounting pressure to reduce costs, an increasing number of educational institutions are turning to facilities management (FM) to provide services such as maintenance, security, and janitorial services. FM services can be outsourced individually or as a package, or include related services, such as pest management, student housing, planning, and programming. Although services in the typical course of outsourcing, colleges and universities also outsource the design, construction, and maintenance of new facilities. The growing use of outsourcing has led to a number of issues, including control and during damage to existing, common areas, and their structural needs. When institutions choose to outsource, they need to understand the risks associated with the performance of the vendor and moving the responsibility established in the agreement. Can an outside company truly deliver a university's values and mission as if they were its own? This double-page story examines the pros and cons of outsourcing.



An independent readership survey confirms that APPA members count on *Facilities Manager* as their premier professional resource publication.



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For more information, or to receive a recent issue of *Facilities Manager*, contact Gerry Van Treeck at 847-347-7851 or [gvtgvt@earthlink.net](mailto:gvtgvt@earthlink.net).

[www.appa.org/facilitiesmanager/](http://www.appa.org/facilitiesmanager/)

Media Kit designed by Vanessa Sifford at [www.touch3.com](http://www.touch3.com).



**Would You Like to Advertise, But Haven't Produced an Ad?  
Do You Need to Update or Refresh Your Current Ad?**

**We Can Put You in Touch with a Designer You Can Trust to Help You Produce an Ad You'll be Proud Of!** As an additional service to our advertisers, we can put you in touch with a seasoned designer to help you get the word out about your product, business or service. Reasonably priced, Alison will put your words and images into an exciting and attractive advertisement. For more information, contact Alison Dixon at 703-794-0439 or [alison@imageprep.com](mailto:alison@imageprep.com).