

2018



IFMA MEDIA PLANNER

FMJ Magazine | www.ifma.org | Facility Fusion Conference & Expo | World Workplace

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214-291-3651



IFMA™

International Facility Management Association
Empowering Facility Professionals Worldwide



Questions:

How can your company connect with the FM industry that is US\$100+ billion and growing?

How can your business stand out?

Answer:

Connect with IFMA – the only professional association with a 35+ year history, supporting 24K members spanning 104 countries

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WHY FM AND WHY IFMA?

Your products are only as successful as the attention and recognition they receive. The FM marketplace is expanding rapidly and it is becoming increasingly more challenging for facility management professionals to identify those *must-have* products and services. Don't allow your solutions to get lost in the crowd.

Team up with the only facility management professional association backed by the purchasing power of **24,000 members** and growing. Founded in 1980, IFMA is the world's largest and most widely recognized international association for facility management professionals, supporting members in 104 countries.

WHY FM AND WHY IFMA?

HAVE YOU MADE A *SOLID* MARK IN THE FM MARKET?



IFMA members:

Manage 78+ billion square feet
Purchase US\$526 billion in products/services



Target your audience by:

Region - 134 chapters
Industry - 16 councils
FM topic area - 6 communities





YOU'RE NOT JUST INVESTING IN YOUR PRODUCT – YOU'RE INVESTING IN FM

FMs have strong purchasing power:

Facility management market worth is estimated at US\$43.69 billion by 2019.

FM encompasses a growing youth market with high starting salaries:

More young workers are entering the facility management profession as average annual compensation nears **US\$100,000**.

FMs have a wealth of knowledge and actively seek out products and solutions:

Facility managers in the United States tend to have a good amount of experience under their belt – more than half have **more than 10 years** in the field.

WHY FM AND WHY IFMA?

Connect directly with the professionals who use your products and services every day. IFMA members' shopping lists include solutions in:

- | | | |
|--------------------------------|------------------------|-----------------------|
| Access control | Fire safety | Recycling |
| Acoustics | Food/beverage services | Relocation management |
| Asset management | Furniture | Roofing |
| Building automation | Health/safety | Signage |
| Building maintenance | HVAC/IAQ | Software |
| Carpet/flooring | Janitorial | Storage |
| Construction/design | Landscaping | Vehicles |
| Disaster recovery | Lighting | Wall systems |
| Elevator/escalator maintenance | Locks | Waste management |
| Emergency response | Mail/shipping | Water technology |
| | Property maintenance | |

THE ONLY WAY TO FULLY LEVERAGE THE STRENGTH OF THIS POWERFUL MARKET IS THROUGH IFMA

- ❑ **Customizable** advertising options in print, online and in person
- ❑ **Direct access** to thousands of FM leaders seeking industry solutions
- ❑ Invaluable **expo and sponsorship opportunities** put you face-to-face with FM decision makers





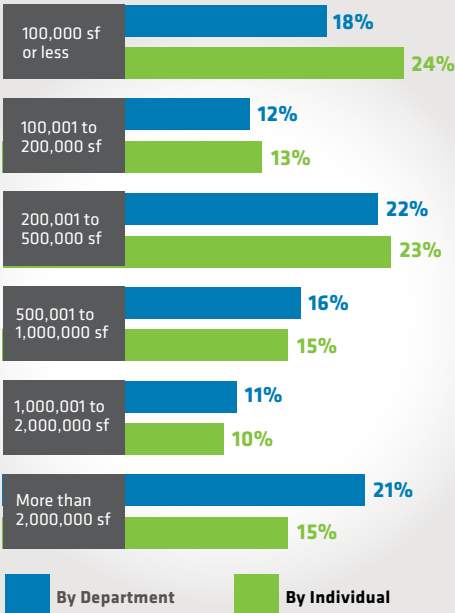
What makes IFMA members so distinguished in FM?

FM decision makers

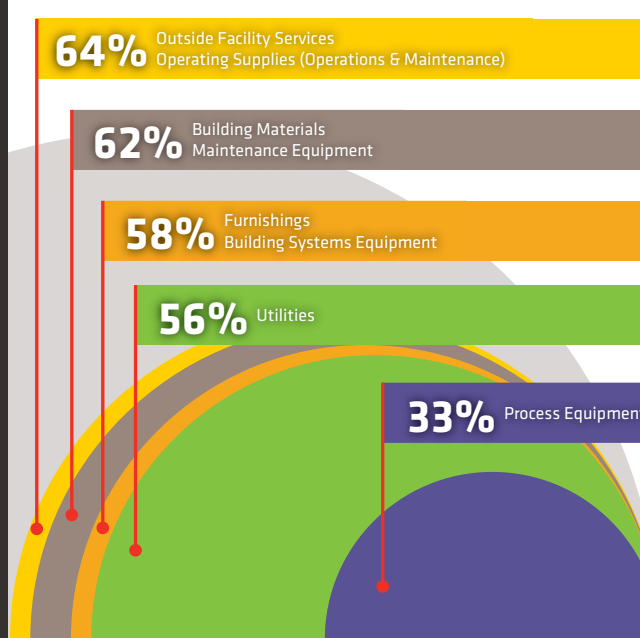
High purchasing power

Leaders in the industry

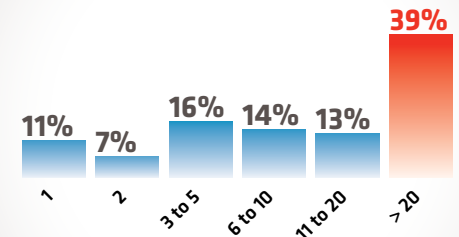
Amount of Space Managed



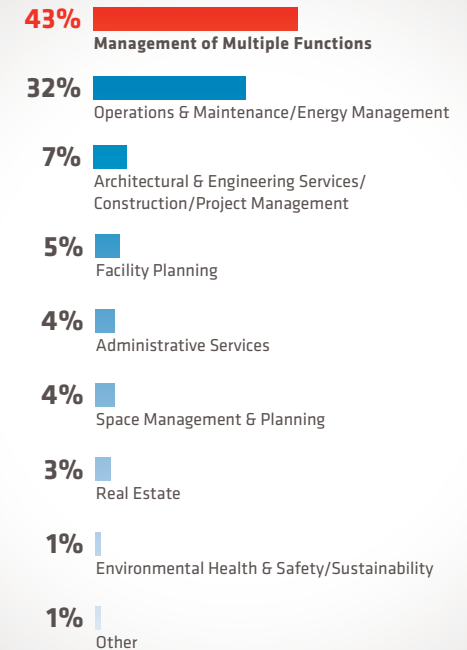
Purchasing Power



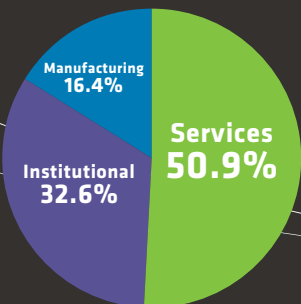
Number of Facilities Managed



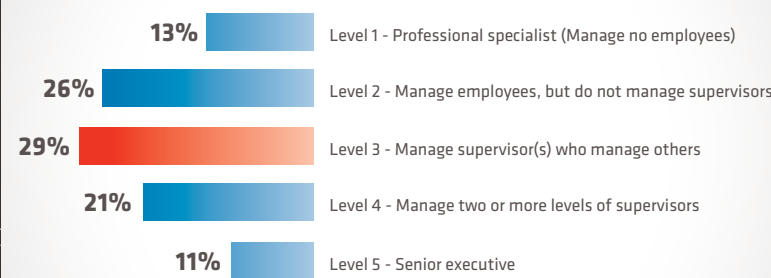
Job Function



Industry Sector



Management Level





**By workplace professionals,
for workplace professionals.**

FMJ, IFMA's official magazine, is written by and for professionals who develop and maintain productive workplaces. It is the only industry publication that draws on the collective knowledge of IFMA's highly connected global network of FM thought leaders to deliver insights on current and upcoming facility management trends.

ABOUT FMJ

- █ Only industry publication that draws on collective knowledge of IFMA's highly connected global network of FM thought leaders
- █ Articles offer practical takeaways and globally applicable best practices to help FMs optimize facilities
- █ Distributed six times a year in print and online
- █ Digital version includes extra articles, videos, podcasts and more
- █ New issues are emailed to all 24K IFMA members each January, March, May, July, September and December
- █ Articles are featured weekly on ifma.org home page and IFMA Insider newsbriefs and shared via social media

FMJ MAGAZINE

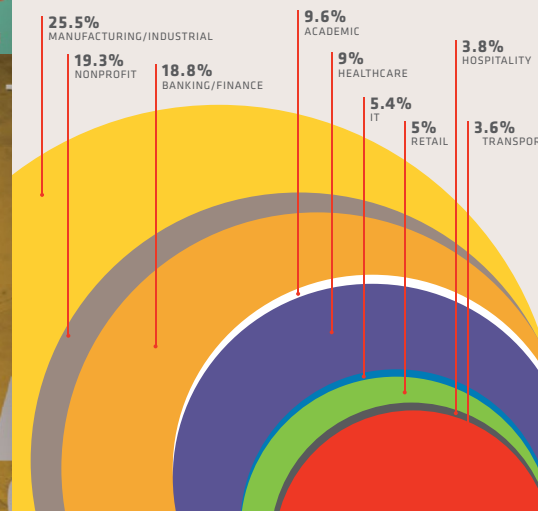
60K
Average unique
page views per
issue

24K
Digital
circulation

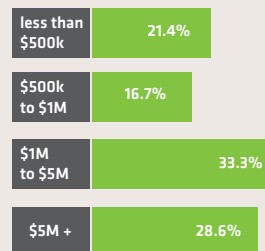
7.6K
Twitter
followers

FMJ Reader Survey Results

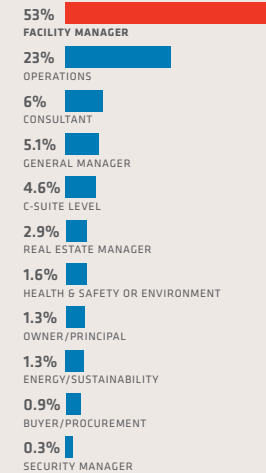
In which sector do you work?



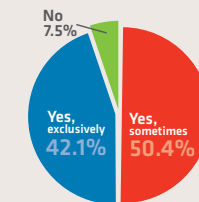
What is your annual purchasing budget (in USD)?



What best describes your role in your organization?



Are you involved in recommending or purchasing FM solutions?



Circulation: 24,000
(74% U.S., 26% global)

Who Reads FMJ?

You're in good company – subscribers include facility leaders from organizations at the top of their respective fields.

Sample reader titles:

- ❑ Chairman/CEO/COO
- ❑ Chief Facilities Engineer
- ❑ Director of Facilities/Building Operations
- ❑ Environmental Services Director
- ❑ Global Head of Facilities

Sample reader companies:

- ❑ 3M Company
- ❑ General Electric
- ❑ IKEA
- ❑ Kellogg Co.
- ❑ Los Angeles World Airports
- ❑ Nike, Inc.

Online readers:

- ❑ Visit often – FMJ averages 7.3 sessions per reader
- ❑ Stick around, spending an average of nearly 10 minutes per issue

Connect with FMJ:



Tweet
www.twitter.com/TheFMJ



Like
www.facebook.com/IFMAFMJ



Contact: McCall Mohanna | mccall@mohanna.com | 214-291-3651

2018

2019

2020

ISSUE	THEME	DISTRIBUTION	BONUS DISTRIBUTION	ADVERTISING DEADLINE (RESERVATION & MATERIALS)
September/ October	The Evolution of FM - FM changes by facility type; - Global education and professional development initiatives; - Finding and nurturing new FM talent; - Thirtieth anniversary of FMJ: looking back at how the industry has changed in 30 years	Mid-September	IFMA's World Workplace 2018 (est. 4,000 attendees)	Jul. 20, 2018
November/ December	Sustainability Review - International energy initiatives and guidelines that affect FM; - Workspace optimization; - The human element: creating spaces for people to recharge; - Cost savings of implementing low-energy solutions	Mid-November		Sept. 18, 2018
January/ February	The How-To Guide - Project management and future planning - Creating value through design and technology - Operations and maintenance	Mid-January		Nov. 9, 2018
March/ April	Back to Basics O&M - Operations and maintenance fundamentals - New technologies on the horizon - Best practices to improve the triple-bottom-line	Mid-March	IFMA Facility Fusion 2019 (est. 1,200 attendees)	Jan. 4, 2019
May/ June	Managing Modern Risks - Environmental stewardship and sustainability - Sustainable energy and product sourcing - Corporate social responsibility	Mid-May		March 1, 2019
July/ August	The Design Issue - Interior and exterior amenities - Optimizing the workspace - Design elements that improve efficiencies	Mid-July		May 3, 2019
September/ October	Building a Sustainable Future - Sustainable technologies - Financing green upgrades - Greenspace as a recruiting and retention tool	Mid-September	IFMA's World Workplace 2019 (est. 4,000 attendees)	July 5, 2019
November/ December	Fiscal Year in Review - Finance and budgeting best practices - Setting and implementing benchmarks - Productivity and cost savings initiatives	Mid-November		Sept. 6, 2019
January/ February	FM Tech Roundup - AI and IoT in the built environment - Technology trends for 2020 and beyond - Cybersecurity and tech safety	Mid-January		Nov. 1, 2019



Standard ad rates ^{* ^}

SIZE	NET RATES (PER ISSUE)
Double-page spread	US\$7,150
Full page	US\$3,650
1/2-page (hz. or vt.)	US\$2,750
1/3-page (hz. or vt.)	US\$2,250
1/4-page (hz. or vt.)	US\$2,000

Rates include:

- Ad placement in both print and digital magazine
- One complimentary listing by business category in ad index in both print and digital magazine
- Live hyperlinks to your website (both on your ad and in ad index) in digital magazine
- Complimentary 500-character profile in special section of digital magazine
- Recognition on FMJ section of IFMA website and via IFMA's robust social media channels
- Complimentary competitive separation (as requested)

SPECIAL ADVERTISING OPPORTUNITIES

Belly Band

US\$7,500

(EXCLUSIVE – only one per issue)

Wrap your message around FMJ in print and online! Your ad will be displayed on a special wrapper around FMJ, ensuring your company is the first seen by readers. Rate includes a full page ad within magazine.

Premium Positions

US\$4,500

Stand out from fellow advertisers by securing prime placement! Premium positions ensure high visibility and include back cover, inside back cover, opposite inside back cover, inside front cover, opposite inside front cover, opposite table of contents, opposite industry news, opposite editor's column, opposite chair's column and opposite president's column.

Email Announcement Sponsor

US\$2,650

(EXCLUSIVE – only one per issue)

Leverage exclusivity by sponsoring the FMJ announcement email! Each issue is emailed to IFMA's full membership, and readers look forward to the messages to learn about issue highlights including article summaries, magazine tool tips and more. Sponsorship includes a 468x60 pixel banner ad.

Interstitial Page

US\$2,500

A popular advertising feature, interstitial pages slide up in front of the reader, requiring the reader to click through in order to access content. Content can include a video, images, or links to participate in a survey, join an email list or engage with external website content.

Digital Sponsor

US\$1,500

EXCLUSIVE OPPORTUNITY!

When you sponsor the FMJ digital edition, your company will be one of the first ads readers see when they open their digital copy. Your message will prominently display directly across from the cover of the magazine. Digital ad is the same specifications as a print 1/2 page ad.

Resource Ad

US\$750

Don't let a restricted budget limit your opportunity for exposure! FMJ provides affordable advertising options so that you can stay in front of your target audience without breaking the bank. Your full-color, 1/6-page ad will be located in the special Resources section of FMJ, which is referenced in the table of contents.

Find ad specifications on page 11.





Drive traffic from our site to yours

With the strongest visitor pool of facilities management professionals responsible for the buying decisions, your ad will be noticed by the people who matter the most.

Network with peers and valuable professional relationships.

Showcase your products/solutions on ifma.org

Grab the attention of the largest community of facility professionals on the web. Frequently updated with new products, services, educational offerings and events, the IFMA website attracts thousands of FM professionals looking for the latest facility management news and information.

- On average, advertisers receive **40,000+ impressions** per month.
- IFMA undertakes extensive ongoing research and user analysis studies to continually increase web traffic.
- Only two high-exposure positions are available (three banners rotate per position).
- Ads receive prime placement on the home page and are reinforced throughout every page of the site.



ifma.org by the Numbers

88,820 visits
54,294 unique visitors
288,043 page views
2:56 session duration (in minutes)

Data from March 2017

Article Box US\$3,000
 Advertising positions are limited and available on a first come, first-served basis. Banner ads are purchased at a flat net rate. Banner ad size is 300x250.

Exhibit,
Sponsor or
Advertise at
the most highly
anticipated
FM event

IFMA's World Workplace U.S. Conference & Expo

October 3-5, 2018
Charlotte, NC, USA
Charlotte Convention Center

Crowned the "must-attend" conference and expo, IFMA's World Workplace is the premier educational, networking and buying event for the facility management profession drawing more than 4,000 attendees from more than 2,000 companies representing 35 countries and billions of dollars worth of purchasing power.

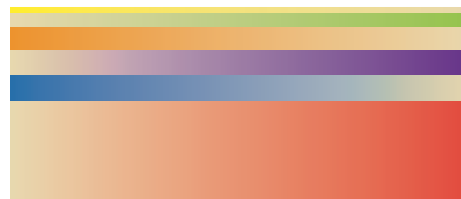
Booth Fees: US\$3,600

Sponsorship and advertising opportunities available!

worldworkplace.ifma.org

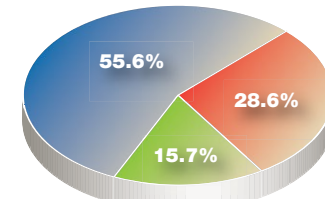
Contact **McCall Mohanna**
at 214-291-3651
or mccall@mohanna.com
for more information.

Which of the following options best describes the type of facility you manage?



	Headquarters Office	42.5%
	Branch/Regional Office	10.8%
	Mixed Use With Office	10.6%
	Education	10%
	Manufacturing	5.8%
	Health Care	2.6%

Which of the following best describes the industry in which you work?



	Manufacturing (e.g. computer, electronics, pharma, consumer goods)
	Services (e.g. financial, professional, retail, utilities, health care, trade)
	Non-Profit (e.g. education, government, religious)

Working in these industries:

Academics	Financial Institutions
Health Care/R&D	Corporate Facilities
Retail	Food Service & Hospitality
Transportation/Airports	Museums/Cultural Institutions
Public Sector	Utilities
Manufacturing	

Attendees represent:

Facility Management	Architecture	Sustainability
Property Owners	Construction	Consultants
Engineering	Design	IT
	Security	HR



<p>2-Page Spread 10.875" x 17" trim 0.125" bleed (10.375" x 16.5" live area)</p>	<p>Full Page 8.5" x 10.875" trim 0.125" bleed (8" x 10.375" live area)</p>	<p>Resource Ad 2.125" x 4.625" no bleed</p>	<p>Belly Band 18.8125" x 5" (inquire for full specs)</p>	
<p>1/2 Horizontal 8" x 5.1875" no bleed</p>	<p>1/2 Vertical 4" x 10.375" no bleed</p>	<p>1/3 Horizontal 8" x 3.5" no bleed</p>	<p>1/3 Vertical 2.65" x 10.375" no bleed</p>	<p>1/4 Page 4" x 5.1875" no bleed</p>
Digital Specs	Article Box 300 x 250 pixels	FMJ Announcement Email 468 x 60 pixels	Product Demo Video 8.5" x 10.875"; 640 pixels x 480 pixels (video)	

Print Ad Specifications

Minimum print resolution: 300 dpi
Convert all colors to CMYK or grayscale. Do not use RGB or indexed color.

File saving and formatting requirements.

IFMA uses the Microsoft Windows platform. Do not send files with Mac previews. Only high-resolution digital art submissions are accepted. IFMA does not accept ads saved in page layout programs (QuarkXPress, Adobe InDesign, Pagemaker, etc.). Please submit only .pdf, .eps or .tiff files.

- Adobe Acrobat: Save files in high-resolution press-optimized composite .pdf format.
- Adobe Illustrator: Save files in .eps format. Convert all fonts to outlines. Use CMYK colors. Don't use RGB or PMS spot colors. Include all linked files saved as 300 dpi CMYK .eps or .tiff. Save with IBM (8 bit/pixel) preview with binary encoding. Do not embed color profile (ICC color profile).
- Adobe Photoshop: Save files in .eps or .tiff format at 300 dpi (600 minimum for line art) in CMYK (or grayscale for B/W ads). Rasterize all fonts. Don't use RGB or indexed color. Don't save with .lzw or .jpeg compression. Save with IBM (8 bit/pixel) preview with binary encoding. Do not embed color profile (ICC color profile).

Digital Ad Specifications

File Saving and Formatting Requirements

All box ads for ifma.org need to be 300 pixels wide by 250 pixels high in dimension, 72 dpi resolution, in RGB color space and saved as either .gif, .jpg, or .png format. Animated .gif files are acceptable. No flash animation. The file size cannot exceed 40K.

Video demo specifications. Submitted videos must be a .flv (Flash) file with dimensions of 640 pixels x 480 pixels (or the exact same proportion—larger only). IFMA cannot accept files smaller than these dimensions. Flash file should be no larger than 30MB and no longer than 6 minutes.

File Naming & File Transport. Documents should be named by the advertiser's name and month advertising. Please email compressed files using WINZIP or Stuffit to corporateconnections@ifma.org. For large files, please use www.mailbigfile.com. Third-party tags are accepted for web banner ads.

General Policies

All quoted rates are net. No agency discounts. Advertising rates subject to change. Discounts may be available for multiple issue placements.

Payment terms. Payment terms are net 30 days from date of invoice or unless otherwise specified. Rendering invoice to advertising agency at advertiser's request shall not release advertiser in case of nonpayment of agency. Print advertisers receive a tear sheet and sample copy of the publication with each invoice. All web banner advertisements require pre-payment and will not run unless the payment has been received. All prices are quoted in U.S. dollars and payment must be remitted as same. No foreign currency will be accepted.

Positions. Only premium print ad positions are guaranteed. All other print ads are placed according to pagination requirements. There are only two positions available for web ads; advertisers are placed randomly in open slots.

Liability. Advertisers and advertising agencies assume liability for all advertising content and are responsible for claims made against the publisher arising from advertising content.

Publisher's rights. The publisher reserves the right to reject any advertisement. The publisher also may place the word "advertisement" with copy that, in the publisher's opinion, resembles editorial content. IFMA also may label a web banner ad with the word "advertisement."

Advertising contract. All advertising companies and agencies must sign an IFMA advertising contract to reserve space in FMJ or a web banner ad on IFMA's website. Insertion orders are accepted but a signed IFMA advertising contract acknowledging and agreeing to IFMA's payment terms and cancellation policy is required to secure ad space. IFMA's terms and conditions take precedence over any other agreement or insertion order. The advertising company named on the contract is aware that if, for any reason, the individual whose signature is on the contract is no longer with the company, the company is still responsible for all fees associated with the agreement.

Cancellation policy. To cancel an advertising order, you must submit your cancellation request in writing to corporateconnections@ifma.org a minimum of 30 days prior to the reservation deadline or posting date unless specified. Advertisers will be held accountable for all advertising fees if contracts are cancelled less than 30 days before the issue's reservation deadline or specified cancellation date. If you secure space within 30 days of the reservation deadline or after the specified cancellation date, your order cannot be cancelled. The individual who signs the contract signs as a representative of the advertiser's company, therefore the burden of payment lies with the company, not the individual.

