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

Why FM and Why IFMA? p. 3
FMJ Magazine p. 6
IFMA Online p. 9
Sponsorship & Exhibit Opportunities p. 10
Ad Specifications p. 11
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.

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.

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

### Number of Facilities Managed

<table>
<thead>
<tr>
<th>Number of Facilities</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>11%</td>
</tr>
<tr>
<td>2</td>
<td>7%</td>
</tr>
<tr>
<td>3+</td>
<td>16%</td>
</tr>
<tr>
<td>6+</td>
<td>14%</td>
</tr>
<tr>
<td>11+</td>
<td>13%</td>
</tr>
<tr>
<td>&gt;20</td>
<td>39%</td>
</tr>
</tbody>
</table>

### Amount of Space Managed

<table>
<thead>
<tr>
<th>Size Range</th>
<th>By Department</th>
<th>By Individual</th>
</tr>
</thead>
<tbody>
<tr>
<td>100,000 sf or less</td>
<td>24%</td>
<td>18%</td>
</tr>
<tr>
<td>100,001 to 200,000 sf</td>
<td>22%</td>
<td>13%</td>
</tr>
<tr>
<td>200,001 to 500,000 sf</td>
<td>16%</td>
<td>15%</td>
</tr>
<tr>
<td>500,001 to 1,000,000 sf</td>
<td>10%</td>
<td>11%</td>
</tr>
<tr>
<td>1,000,001 to 2,000,000 sf</td>
<td>9%</td>
<td>10%</td>
</tr>
<tr>
<td>More than 2,000,000 sf</td>
<td>15%</td>
<td>15%</td>
</tr>
</tbody>
</table>

### Purchasing Power

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside Facility Services</td>
<td>64%</td>
</tr>
<tr>
<td>Operating Supplies (Operations &amp; Maintenance)</td>
<td>53%</td>
</tr>
<tr>
<td>Building Materials</td>
<td>62%</td>
</tr>
<tr>
<td>Maintenance Equipment</td>
<td>58%</td>
</tr>
<tr>
<td>Furnishings</td>
<td>56%</td>
</tr>
<tr>
<td>Building Systems Equipment</td>
<td>33%</td>
</tr>
<tr>
<td>Utilities</td>
<td>33%</td>
</tr>
<tr>
<td>Process Equipment</td>
<td>33%</td>
</tr>
<tr>
<td>Building Materials</td>
<td>33%</td>
</tr>
<tr>
<td>Maintenance Equipment</td>
<td>33%</td>
</tr>
<tr>
<td>Furnishings</td>
<td>33%</td>
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<tr>
<td>Building Systems Equipment</td>
<td>33%</td>
</tr>
<tr>
<td>Utilities</td>
<td>33%</td>
</tr>
<tr>
<td>Process Equipment</td>
<td>33%</td>
</tr>
</tbody>
</table>

### Industry Sector

<table>
<thead>
<tr>
<th>Sector</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturing</td>
<td>16.4%</td>
</tr>
<tr>
<td>Institutional</td>
<td>32.6%</td>
</tr>
<tr>
<td>Services</td>
<td>50.9%</td>
</tr>
</tbody>
</table>

### Job Function

<table>
<thead>
<tr>
<th>Function</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management of Multiple Functions</td>
<td>43%</td>
</tr>
<tr>
<td>Operations &amp; Maintenance/Energy Management</td>
<td>32%</td>
</tr>
<tr>
<td>Architectural &amp; Engineering Services/Construction/Project Management</td>
<td>7%</td>
</tr>
<tr>
<td>Facility Planning</td>
<td>5%</td>
</tr>
<tr>
<td>Administrative Services</td>
<td>4%</td>
</tr>
<tr>
<td>Space Management &amp; Planning</td>
<td>4%</td>
</tr>
<tr>
<td>Real Estate</td>
<td>3%</td>
</tr>
<tr>
<td>Environmental Health &amp; Safety/Sustainability</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
</tr>
</tbody>
</table>

Contact: McCall Mohanna | mccall@mohanna.com | 214-291-3651
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 FM professionals 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 homepage and IFMA Insider newsbriefs and shared via social media

FMJ Reader Survey Results

In which sector do you work?
- 25.5% Manufacturing/Industrial
- 19.3% Nonprofit
- 18.8% Banking/Finance
- 9.6% Academia
- 9.3% Healthcare
- 5.4% Tech
- 5% Retail
- 3.6% Transport

What is your annual purchasing budget (in USD)?
- Less than $500k: 21.4%
- $500k to $1M: 16.7%
- $1M to $5M: 33.3%
- $5M+: 28.6%

Are you involved in recommending or purchasing FM solutions?
- Yes, exclusively: 42.1%
- Yes, sometimes: 50.4%
- No: 7.5%

What best describes your role in your organization?
- Facility Manager: 53%
- Operations: 23%
- Consultant: 6%
- General Manager: 5.1%
- C-Suite Level: 4.6%
- Real Estate Manager: 2.9%
- Health & Safety or Environment: 1.6%
- Owner/Principal: 1.3%
- Energy/Sustainability: 1.3%
- Buyer/Procurement: 0.9%
- Security Manager: 0.3%
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
Standard ad rates

<table>
<thead>
<tr>
<th>SIZE</th>
<th>NET RATES (PER ISSUE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double-page spread</td>
<td>US$7,150</td>
</tr>
<tr>
<td>Full page</td>
<td>US$3,650</td>
</tr>
<tr>
<td>1/2-page (hz. or vt.)</td>
<td>US$2,750</td>
</tr>
<tr>
<td>1/3-page (hz. or vt.)</td>
<td>US$2,250</td>
</tr>
<tr>
<td>1/4-page (hz. or vt.)</td>
<td>US$2,000</td>
</tr>
</tbody>
</table>

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 ½ 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.
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.

Contact: McCall Mohanna | mccall@mohanna.com | 214-291-3651
Exhibit, Sponsor or Advertise at the most highly anticipated FM event.

SPONSORSHIP & EXHIBIT OPPORTUNITIES

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

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

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

<table>
<thead>
<tr>
<th>Facility Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Headquarters Office</td>
<td>42.5%</td>
</tr>
<tr>
<td>Branch/Regional Office</td>
<td>10.8%</td>
</tr>
<tr>
<td>Mixed Use With Office</td>
<td>10.6%</td>
</tr>
<tr>
<td>Education</td>
<td>10%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>5.8%</td>
</tr>
<tr>
<td>Health Care</td>
<td>2.6%</td>
</tr>
</tbody>
</table>

Working in these industries:

- Academics
- Health Care/R&D
- Retail
- Transportation/Airports
- Public Sector
- Manufacturing
- Financial Institutions
- Corporate Facilities
- Food Service & Hospitality
- Museums/Cultural Institutions
- Utilities
- Facility Management
- Property Owners Engineering
- Architecture Construction Design Security
- Sustainability Consultants IT HR

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

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