Connect with the most engaged network of decision makers in the more than US$100 billion facility management industry.

Why FM & IFMA?  p. 2
IFMA Partnerships  p. 4
FMJ Magazine  p. 5
IFMA Online  p. 7
Sponsorship & Exhibit Opportunities  p. 9
Ad Specifications  p. 11
Leverage the power of more than 24,000 FM leaders with IFMA

Founded 1980, IFMA is the world’s largest and most widely recognized international association for facility management professionals.

Why invest in FM?

Across the globe, facility management (FM) professionals are driving decisions about the built environment. FMs are responsible for keeping buildings and their occupants operating efficiently and run everything from exterior maintenance to workspace strategy. C-level professionals rely on FMs to grow and restructure workplaces for institutions such as:

- Academic
- Airports
- Financial
- City and country clubs
- Commercial and retail
- Corporate real estate
- Environmental health and safety
- Food service and restaurants
- Manufacturing, industrial and logistics
- Museums and cultural
- Public sector/government
- Religious
- Research and development
- Utilities

As the established voice for facility management, FMs look to IFMA for:

- **Education.** In addition to offering a range of entry-level to expert educational courses, IFMA offers three professional credentialing programs.
- **Networking.** IFMA produces World Workplace, the world’s largest facility management conference and exposition, and Facility Fusion, a more intimate gathering of FM professionals with leadership training, best practices and an expo.
- **Knowledge.** IFMA conducts industry-advancing research and strengthens the knowledge of FM professionals.
- **News/trends.** Members keep up-to-date on the latest in FM through IFMA’s FMJ magazine, weekly Insider newsbrief and C3 and WIRE e-newsletters.
- **Community.** IFMA members remain connected and engaged through social media via LinkedIn, Twitter, Facebook, YouTube and Flickr.

IFMA BY THE NUMBERS

- 24,000 members
- 96 countries
- 131 geographic chapters
- 17 topic-specific councils
- 37 billion square feet of property managed by members
- US$100 billion in annual purchasing power
IFMA members are FM decision makers

**Amount of Space Managed**

- 100,000 sf or less: 18% (15% By Department, 24% By Individual)
- 100,001 to 200,000 sf: 12% (13% By Department, 13% By Individual)
- 200,001 to 500,000 sf: 22% (23% By Department, 23% By Individual)
- 500,001 to 1,000,000 sf: 16% (15% By Department, 15% By Individual)
- 1,000,001 to 2,000,000 sf: 11% (10% By Department, 10% By Individual)
- More than 2,000,000 sf: 21% (15% By Department, 15% By Individual)

**Purchasing Power**

- 64% Outside Facility Services: Operating Supplies (Operations & Maintenance)
- 62% Building Materials: Maintenance Equipment
- 58% Furnishings: Building Systems Equipment
- 56% Utilities: Building Systems Equipment
- 33% Process Equipment: Building Systems Equipment

**Number of Facilities Managed**

- 11% 1
- 7% 2
- 16% 3 to 5
- 14% 6 to 10
- 13% 11 to 20
- 39% > 20

**Job Function**

- 43% Management of Multiple Functions
- 32% Operations & Maintenance/Energy Management
- 7% Architectural & Engineering Services/Construction/Project Management
- 5% Facility Planning
- 4% Administrative Services
- 4% Space Management & Planning
- 3% Real Estate
- 1% Environmental Health & Safety/Sustainability
- 1% Other

**Industry Sector**

- Manufacturing: 16.4%
- Institutional: 32.6%
- Services: 50.9%

**Management Level**

- Level 1 - Professional specialist (Manage no employees): 13%
- Level 2 - Manage employees, but do not manage supervisors: 26%
- Level 3 - Manage supervisor(s) who manage others: 29%
- Level 4 - Manage two or more levels of supervisors: 21%
- Level 5 - Senior executive: 11%
IFMA’s Corporate Sustaining Partner program includes an elite group of companies that have made a powerful statement in support of facility management by partnering with IFMA. Members look to CSPs as brands they can trust with their product and service needs. These valued partners receive special perks, such as advance notifications and exclusive marketing opportunities to influence customers and prospects. CSP companies also receive discounts on advertising, expos and all IFMA products.

### Benefits and Recognition

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Standard</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertorial in one issue of IFMA WIRE biweekly e-newsletter</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company listing on Marketplace page of IFMA website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company profile on IFMA website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company listing in every issue of IFMA’s FMJ magazine</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Advance notification of all exposure opportunities through IFMA</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Discounts on exhibiting, advertising &amp; IFMA products</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition of CSP status at IFMA events</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Opportunity to provide content (white papers, videos, e-books, etc.)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary mailing address list usage (no email)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Exclusive use of IFMA CSP logo for company website and collateral</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company video uploaded to IFMA YouTube FM Solutions TV</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company logo displayed on IFMA website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company appears in one “CSP spotlight” section in IFMA’s FMJ magazine</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Opportunity to submit a presentation for FM Solutions track at World Workplace Conference &amp; Expo</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Opportunity for company representative to be interviewed for podcast in IFMA’s FMJ magazine</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary limited conference registration for IFMA events</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Show directory recognition at IFMA events</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>25% discount on one Facility Management Professional (FMP) credential program</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Announcement of partnership in IFMA biweekly WIRE e-newsletter and on social media</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary registration for one Facility Management Professional (FMP) credential program</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Submit to present an online webinar to industry-specific council members</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Opportunity to poll membership via IFMA Insider weekly e-newsbrief</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Special promotion on IFMA’s social media outlets</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary registration for one Sustainability Facility Professional (SFP) credential program</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Industry exclusivity</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Presentation reserved in FM Solutions track at World Workplace Conference &amp; Expo</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary meeting room at World Workplace Conference &amp; Expo</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Opportunity to hold focus group at World Workplace Conference &amp; Expo</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Promotion of white paper/case study in IFMA Insider weekly e-newsbrief</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Senior executive interviewed by IFMA’s Editor-in-Chief</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

### Contract Pricing

<table>
<thead>
<tr>
<th>Contract Type</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Standard</th>
</tr>
</thead>
<tbody>
<tr>
<td>One-year contract</td>
<td>$50,000</td>
<td>$25,000</td>
<td>$10,000</td>
<td>$3,900</td>
</tr>
<tr>
<td>Two-year contract</td>
<td>$90,000</td>
<td>$45,000</td>
<td>$18,000</td>
<td>$7,500</td>
</tr>
</tbody>
</table>

Contact: IFMA Corporate Connections | +1-713-623-4362 | corporateconnections@ifma.org
FMJ: The magazine of choice for IFMA members

Facility Management Journal (FMJ) is the go-to resource for IFMA members. Published six times a year, it provides relevant coverage of worldwide industry trends that impact today’s FMs and those seeking to improve productivity and efficiency in the built environment. Each issue consists of bylined articles, columns, guest editorials and case studies on FM hot topics.

Access to FMJ is a benefit of membership in IFMA. As membership rises, so does circulation. The digital magazine is distributed to members via email, posted on IFMA’s website and promoted on social media and via IFMA’s e-newsletters. In addition, digital archives are available online and print subscriptions are available to both members and non-members.

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

From the readers:

- **More than 85%** say FMJ is one of the most beneficial publications they read.
- **More than 70%** save each issue of FMJ for a month or longer to use as a reference.

Connect with FMJ:

Follow
www.twitter.com/TheFMJ

Like
www.facebook.com/FacilityManagementJournal

BLOG
www.ifma.org/publications/blog-fmj

Contact: IFMA Corporate Connections | +1-713-623-4362 | corporateconnections@ifma.org

---

**Editorial Calendar**

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>THEME</th>
<th>DISTRIBUTION</th>
<th>BONUS DISTRIBUTION (RESERVATION &amp; MATERIALS)</th>
<th>ADVERTISING DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>Safety First</td>
<td>Mid-January</td>
<td>IFMA Facility Fusion 2015 (est. 1,200 attendees)</td>
<td>Nov. 14, 2014</td>
</tr>
<tr>
<td></td>
<td>- Risk management</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Emergency preparedness / business continuity</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Environmental health &amp; safety</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>March/April</td>
<td>Workplace Design</td>
<td>Mid-March</td>
<td></td>
<td>Jan. 16, 2015</td>
</tr>
<tr>
<td></td>
<td>- Office interiors</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Ergonomics / occupant comfort</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Productivity / efficiency</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>May/June</td>
<td>Back to Basics</td>
<td>Mid-May</td>
<td></td>
<td>Mar. 13, 2015</td>
</tr>
<tr>
<td></td>
<td>- Operations</td>
<td></td>
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<tr>
<td></td>
<td>- Maintenance</td>
<td></td>
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<tr>
<td></td>
<td>- Budgeting</td>
<td></td>
<td></td>
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<tr>
<td>July/August</td>
<td>Best Practices</td>
<td>Mid-July</td>
<td></td>
<td>May 15, 2015</td>
</tr>
<tr>
<td></td>
<td>- Benchmarking</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>- Tips &amp; solutions</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>- Leadership / human</td>
<td></td>
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<tr>
<td>September/October</td>
<td>Building the Future of FM</td>
<td>Mid-September</td>
<td>IFMA World Workplace 2015 (est. 5,000 attendees)</td>
<td>Jul. 17, 2015</td>
</tr>
<tr>
<td></td>
<td>- Planning &amp; project management</td>
<td></td>
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<tr>
<td></td>
<td>- Next-generation FMs</td>
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<tr>
<td></td>
<td>- Trends &amp; emerging technology</td>
<td></td>
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</tr>
<tr>
<td>November/December</td>
<td>Reduce, Reuse, Recycle, Renew</td>
<td>Mid-November</td>
<td></td>
<td>Sept. 18, 2015</td>
</tr>
<tr>
<td></td>
<td>- Sustainability &amp; energy efficiency</td>
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<tr>
<td></td>
<td>- Corporate social responsibility / environmental stewardship</td>
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<tr>
<td></td>
<td>- Innovations &amp; the next frontier</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>January/February</td>
<td>Managing the Building Portfolio</td>
<td>Mid-January</td>
<td></td>
<td>Nov. 6, 2015</td>
</tr>
<tr>
<td></td>
<td>- Real estate</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Property management</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Exteriors (landscaping, parking, pest control)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
SPECIAL ADVERTISING OPPORTUNITIES

Premium Positions
US$4,000
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.

Belly Band
US$6,500
(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.

Product Demo Video
US$3,900
Highlight your company with a short video commercial or product demonstration. One of the hottest Web trends is interactive media – take advantage of this opportunity to create an exciting brand experience for your target market as an enhancement to your print ad or as a stand-alone digital piece.

Email Announcement Sponsor
US$2,500
(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.

Digital Sponsor
US$1,200
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.

Online Article Box
US$1,099
For additional exposure, consider a side article box on the FMJ pages of the IFMA website to complement your print ad or as a stand-alone piece. Limited to three advertisers per issue (three positions, no rotation).

Resource Ad
US$650
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.

Ad specifications can be found on page 11.

Contact: IFMA Corporate Connections | +1-713-623-4362 | corporateconnections@ifma.org
Website advertising on ifma.org

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.

Make the most of your budget

✓ On average, advertisers receive 70,000 to 90,000 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

81,376 visits
62,264 unique visitors
318,556 page views
3.91 session duration (in minutes)
70,000 ad impressions

Per month averages as of March 6, 2014.
IFMA’s FM Buyer's Guide

ONLINEFMGUIDE.COM
This searchable Web database connects facility decision makers directly with your business when they are in the market for product and service solutions.

A basic FM Buyer’s Guide listing is available to IFMA members at no cost. For only US$395 annually, upgrade to a Web-enabled listing.

Web-enabled listing
This enhanced listing includes your full-color company logo, a corporate description, links to your website, email address and placement in up to 10 predefined categories.


IFMA Insider e-newsbrief

GLOBAL
IFMA Insider tackles today’s most relevant facility management-related issues, gathered from trusted news sources and leading industry publications from around the Web. Delivered weekly to the inboxes of IFMA’s full membership, the IFMA Insider keeps professionals informed of topics that impact their programs. Subscribers are decision-makers with purchasing power – the top-tier professionals in the industry.

Visit www.bit.ly/insidermediakit to view a complete IFMA Insider media kit today!

REGIONAL
In addition to the global IFMA Insider, IFMA publishes three regionally focused newsbriefs delivered weekly to members in concentrated geographic locales. Advertising opportunities in the regional Insiders allow you to target your message directly to areas where you’ll find the right customers for your business.

Consider advertising in a regional edition today!

IFMA Regional Insider — Canada Edition

IFMA Regional Insider — Northeast Edition

IFMA Regional Insider — West Coast Edition

IFMA has partnered with MultiView to produce and deliver the FM Buyer’s Guide and the IFMA Insider. To obtain more information on these products, please contact MultiView at +1-972-402-7000 or ifma@multiview.com.
IFMA Facility Fusion

One fantastic conference, two unique approaches!

2015: Orlando & Vancouver

These intense learning and networking events feature a two-day tradeshow with dedicated expo hours and a variety of sponsorship opportunities.

IFMA Facility Fusion Canada
March 11-12, 2015
Sheraton Vancouver Wall Centre
Vancouver, British Columbia

Booth Fees: US$2,112
Sponsorships: US$500 to US$2,500
Advertising: US$200 to US$2,000

IFMA Facility Fusion USA
April 20-22, 2015
Rosen Shingle Creek
Orlando, Fla.

Booth Fees: US$2,350
Sponsorships: US$500 to US$5,000
Advertising: US$200 to US$750

Contact Kim Coffey at +1-281-974-5681 or kim.coffey@ifma.org for more information.

Attendee Profile (U.S.)

IFMA Facility Fusion is attended by an estimated 1,250 attendees from more than 46 U.S. states and 20 countries. Our attendees represent more than 800 companies with annual facility budgets totaling more than US$23 million.

Annual facility budget:
Mean = US$23,735,480
Median = US$4,000,000

Square feet managed

Type of facility managed

Industry of work in FM
The premier educational, networking and buying event for the facility management profession draws 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$3,500  
**Sponsorships:** US$1,000 to US$35,000  
**Advertising:** US$500 to US$3,500


Contact **TJ Mendieta** at +1-281-974-5678 or tj.mendieta@ifma.org for more information.

**IFMA’s World Workplace**  
The Facility Conference & Expo  
**Denver . Colorado . 2015**

In 2013, **64%** of surveyed attendees only attended events hosted by IFMA.

Did you attend another non-IFMA conference in 2013?

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>36%</td>
<td>64%</td>
</tr>
</tbody>
</table>

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

- **55.6%** Manufacturing  
- **28.6%** Services  
- **15.7%** Non-Profit  
- **15.7%** Other

World Workplace attendees represent a broad range of industries, managing facilities of every type, size and number.

*results from October 2013 post-event survey*
File Naming.
Documents should be named by the advertiser’s name and month advertising.

File transport.
Please email compressed files using WINZIP or Stuffit to diana.maldonado@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 FM 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.

Contact: IFMA Corporate Connections | +1-713-623-4362 | corporateconnections@ifma.org