

INSPIRATION. EDUCATION. CONNECTION.

Since 1982, **HABITAT MAGAZINE** has been the most trusted source of inspiration, education, and connection for board directors and property managers of New York's co-op and condo buildings. Working in all media – print, digital, video, e-news, e-learning and live events – we serve decision-makers at every stage of the process. Most of our board director subscribers have been reading *Habitat* for a decade or longer, reflecting the enthusiasm and dedication they bring to their volunteer positions.

Our readers come from all walks of life, bringing their work skills to the job of being a board director. Some are visionaries; others are more pragmatic. Most, however, are new to the world of real estate and unfamiliar with the companies serving this market and the possibilities they offer. Advertising in *Habitat* provides a two-fold benefit. It provides brand identity to boards who purchase independently of a property manager, and for boards who rely on their property manager for purchase recommendations, it serves as brand reinforcement.

To sample Habitat's digital edition, click here: bit.ly/HabitatSample

ADVERTISING CALENDAR

ISSUE	SPECIAL ISSUES	RESERVE BY	MATERIALS DUE
January 2023	Business of Property Management and Source Guide	Dec. 02, 2022	Dec 9, 2022
February 2023		Dec. 29, 2022	Jan. 6, 2023
March 2023		Feb. 3, 2023	Feb. 10, 2023
April 2023	Spring Preview	Mar. 3, 2023	Mar. 10, 2023
May 2023	Professionals Survey	Mar. 31, 2023	Apr. 7, 2023
June 2023		May 12, 2023	May 19, 2023
July/August 2023	Property Management Survey	Jun. 29, 2023	Jul. 6, 2023
September 2023		Aug. 3, 2023	Aug. 10, 2023
October 2023	Fall Preview	Aug. 31, 2023	Sep. 8, 2023
November 2023	Attorney Survey	Sep. 29, 2023	Oct. 6, 2023
December 2023		Nov. 3, 2023	Nov. 10, 2023

PRINT MAGAZINE INSERT

An insert brings special attention to your business and delivers your message with impact. Each two-sided postcard can be inserted within the pages of the magazine or polybagged over the back cover. Sizes and configuration may vary. Inquire about multiple-page inserts and other specialty items.



POLYBAG
Postcard
in back of
magazine



PRINT MAGAZINE SPECIALTY COVER OPTIONS

Contact Habitat to discuss other creative ways to market your company on the cover.

- Bell Band
- Repositional Note
- Tip-On



**BELLY
BAND**



**REPO
NOTE**



TIP-ON

ANNUAL SHOWCASE ISSUES

Property management, legal advice and other professional service vendors are crucial to the co-op/condo community and *Habitat's* readers. Because of this, we publish special-themed issues covering these topics.

JANUARY *Business of Management* A survey of leading property managing firms with respondents reporting operating details vital to co-op/condo boards. Includes data on building, owner and purchaser fees; website and tech capabilities; units and properties managed; and capabilities in addition to property management.

MAY *Problem Solved!* This special issues provides solutions from leading experts in finance, structure, energy and insurance to co-op and condo buildings' biggest problems. Each story explores a challenge faced by a board and outlines how it was solved. The solutions offered are smart and presented by some of the most savvy professionals in town.

JULY/AUGUST

Management Leaders Survey

A combination of executive photos and management advice, this special issue is designed to provide mini-lessons about building management and governance from leading management executives. Between 40 and 50 executives routinely participate, and lessons range from specific details to broad governing concepts.

NOVEMBER

Legal Experts Survey

A survey of attorneys practicing co-op/condo law, this special issue offers governing advice from a legal perspective. Between 35 and 45 attorneys participate, and topics range from practical problem solving to the latest legal wrinkles that boards need to be aware of.



FULL PAGE
Trim: 8.125" (w)
x 10.875" (h)
Bleed: 8.375" (w)
x 11.125" (h)

**NO BLEED
FULL PAGE**
6.875" (w)
x 9.75" (h)

**2/3 PAGE
VERTICAL**
4.5" (w) x
9.75" (h)



**1/2 PAGE
ISLAND**
4.5" (w) x
7.25" (h)

**1/2 PAGE
HORIZONTAL**
6.875" (w)
x 4.75" (h)

**1/3 PAGE
SQUARE**
4.5" (w)
x 4.75" (h)

**MARKET
PLACE**
Line Listing

**MARKET
PLACE**
Display
2.125" (w) x
2.875" (h)

**1/3 PAGE
VERTICAL**
2.125" (w)
x 9.75" (h)

**1/6 PAGE
HORIZONTAL**
4.5" (w)
x 2.25" (h)

**1/6 PAGE
VERTICAL**
2.125" (w)
x 4.75" (h)

ADVERTISING GUIDELINES – FULL PAGE

PRINT AD SPECIFICATIONS

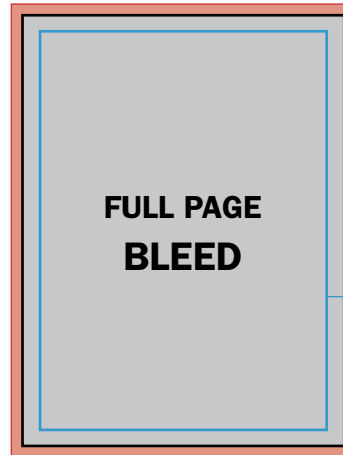
Final trim size 8 1/8" x 10 7/8"

Full Page Bleed Ads

	width	x	height
Full page bleed	8 3/8"	x	11 1/8"
(Full page bleed ads have a trim size of 8 1/8" x 10 7/8" plus 1/8" bleed on all sides. Live content – type and images – should be 1/2" from trim edges.)			

Non-Bleed Ads

	width	x	height
Full page	7 1/8"	x	9 7/8"



FULL PAGE BLEED

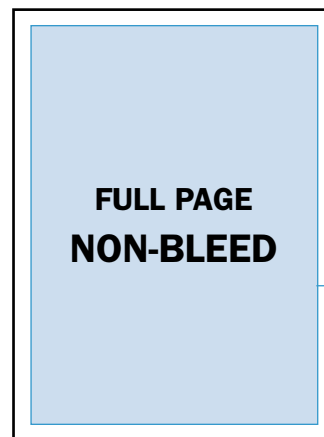
Trim: 8.125" (w) x 10.875" (h)

Bleed: 8.375" (w) x 11.125" (h)

Live Area: 7.125" (w) x 9.875" (h)
(0.5" interior margins)

PRINT REQUIREMENTS

- Ads should be PDF/X-1A:2001 format
- Four-color ads must be formatted in process (CMYK) colors
- Black and white ads must be set to Grayscale
- No RGB, LAB or embedded (ICC) color profiles
- No spot (PMS) colors
- If used, RGB and spot (PMS) colors will be converted to CMYK.
- Maximum ink density is 290%
- DPI: 300 and Line Screen: 133
- All placed images must be high-resolution (300 dpi) and CMYK
- Crop marks are only required for ads that bleed. They are not needed for fractional ads.
- We can not accept files in the following formats under any condition: Microsoft Publisher; any word processing software such as Word; any presentation software such as PowerPoint. Please create high-resolution PDFs from these file formats and ensure the document meets the exact ad size.
- All ads will be preflighted. Ads not meeting these guidelines and standards will be returned for correction.



FULL PAGE NON-BLEED

Trim: 8.125" (w) x 10.875" (h)

Live Area: 7.125" (w) x 9.875" (h)
(0.5" interior margins)

SEND MATERIALS TO:

LESLIE STRAUSS
Operations Manager
518-314-0622
lstrauss@habitatmag.com

BILL FINK
Associate Publisher
212-505-2032
bfink@habitatmag.com

MATERIALS/CREATIVE QUESTIONS:

CHAD TOWNSEND
Art Director
518-831-0247
ctownsend@habitatmag.com

ADVERTISING GUIDELINES

PRINT AD SPECIFICATIONS

Final trim size 8 1/8" x 10 7/8"

Full Page Bleed Ads	width	x	height
Full page bleed	8 3/8"	x	11 1/8"

(Full page bleed ads have a trim size of 8 1/8" x 10 7/8" plus 1/8" bleed on all sides. Live content – type and images – should be 1/2" from trim edges.)

Non Bleed Ads	width	x	height
Full page	6 7/8"	x	9 3/4"
2/3 Vertical	4 1/2"	x	9 3/4"
1/2 Island	4 1/2"	x	7 1/4"
1/2 Horizontal	6 7/8"	x	4 3/4"
1/3 Square	4 1/2"	x	4 3/4"
1/3 Vertical	2 1/8"	x	9 3/4"
1/6 Horizontal	4 1/2"	x	2 1/4"
1/6 Vertical	2 1/8"	x	4 3/4"

Marketplace Spotlight Ads	width	x	height
Marketplace Spotlight	2 1/8"	x	2 7/8"

Showcase Ads	width	x	height
Showcase Ads	2 1/8"	x	3 1/8"
Management Showcase	3 3/8"	x	3"

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DIGITAL AD SPECIFICATIONS

Online Ads	width	x	height
Banner	1456 px	x	180 px
Mobile Version Banner	640 px	x	200 px
Box	600 px	x	500 px

E-Newsletter Ads	width	x	height
Banner	1200 px	x	240 px
Box	600 px	x	500 px
Enhanced Strip	1200 px	x	600 px

DIGITAL REQUIREMENTS

Format: JPGs or GIFs, including animated

Color Space: RGB

Submissions: E-mail final artwork or contact us for other delivery methods. In order for your ad to appear on our digital platforms, please provide a company contact name and e-mail address.

HABITAT

SEND MATERIALS TO:

LESLIE STRAUSS
Operations Manager
518-314-0622
lstrauss@habitatmag.com

BILL FINK
Associate Publisher
212-505-2030 x3003
bfink@habitatmag.com

MATERIALS/CREATIVE QUESTIONS:

CHAD TOWNSEND
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