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, click here: bit.ly/HabitatSample

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPECIAL ISSUES</th>
<th>RESERVE BY</th>
<th>MATERIALS DUE</th>
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<tr>
<td>January 2020</td>
<td>Business of Property Management and Source Guide</td>
<td>Nov. 27, 2019</td>
<td>Dec. 6, 2019</td>
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<tr>
<td>April 2020</td>
<td>Spring Preview</td>
<td>Feb. 28, 2020</td>
<td>Mar. 6, 2020</td>
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<td>June 2020</td>
<td>Professionals Survey</td>
<td>May 21, 2020</td>
<td>May 28, 2020</td>
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<td>July/August 2020</td>
<td>Property Management Survey</td>
<td>Jul. 2, 2020</td>
<td>Jul. 9, 2020</td>
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<tr>
<td>September 2020</td>
<td>Fall Preview</td>
<td>Jul. 30, 2020</td>
<td>Aug. 6, 2020</td>
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<td>Sep. 3, 2020</td>
<td>Sep. 10, 2020</td>
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<tr>
<td>December 2020</td>
<td>Holiday Issue</td>
<td>Oct. 30, 2020</td>
<td>Nov. 6, 2020</td>
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</table>
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.
ANNUAL SHOWCASE ISSUES
Property management and legal advice are crucial to the co-op/condo community and Habitat's readers. Because of this, we publish three 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.

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.

MANAGEMENT SHOWCASE
Both management issues offer a print ad running within the special section. In July/August, the editorial information is captured on video, and transcribed and edited for print. Showcase advertisers (July/Aug) have three options – print only; print + one month web advertising on habitatmag.com; and print + web + video. The video is hosted on habitatmag.com, marketed in social media and Habitat’s e-newsletters, and provided to showcase participants for their own use.

ATTORNEY SHOWCASE
The editorial information in the Through a Legal Lens issue is captured on video, transcribed, and edited for print. There are three promotional levels offered for Showcase advertisers: print only; print + one month web advertising; and print, web and video. Each showcase video is presented as a legal lesson in HabitatU, our e-learning platform, and hosted on our website. It is also provided to each participant for their own use.

2018 OVERVIEW From Google Analytics

<table>
<thead>
<tr>
<th>PAGEVIEWS</th>
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<th>ENGAGEMENT</th>
<th>USERS</th>
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<td>845,945</td>
<td>620,166</td>
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<td>289,223</td>
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</table>

Web traffic to habitatmag.com is increasing nearly 25 percent a year, proving the success of our focused content. Fifty three percent of our audience are returning visitors, and 25 percent access habitatmag.com via mobile or tablet.
E-NEWSLETTERS

Habitat publishes two e-newsletters a week, Bricks & Bucks and Habitat Weekly as well as two monthly e-newsletters, Governance and Energy Retrofit. Each is emailed to nearly 7,000 Habitat subscribers, property managers, attorneys and other vendors serving the co-op/condo community.

BRICKS & BUCKS: (EACH WEDNESDAY) focuses on building projects and interesting financial/funding opportunities. Each 600-word newsletter is focused on a single topic, and takes a deep look into the how, why and where of a project or money-related theme.

HABITAT WEEKLY: (EACH THURSDAY) offers timely information to co-op/condo decision-makers on diverse topics ranging from technology to site safety to admissions issues. Each 600-word newsletter is focused on a single topic.

GOVERNANCE: (THIRD TUESDAY EVERY MONTH) offers one big idea in each newsletter on how co-op and condo boards can govern more effectively. Exclusive annual sponsorship

ENERGY RETROFIT: (FOURTH TUESDAY EVERY MONTH) offers practical advice and real world examples of how to reduce your energy and water costs. With an eye to a building’s budget, both inexpensive and costly retrofit opportunities are explored. Exclusive annual sponsorship
ASK THE EXPERTS
Category exclusive, Ask the Experts showcases a single company in a field that is vital to the co-op/condo community. Company owners or representatives answer ten questions in a video format. Ask the Experts appears on the home page of habitatmag.com in addition to its own landing page. Additional marketing for this feature appears in Habitat’s print magazine each month. The package includes storyboarding, video filming and production, and hosting on habitatmag.com for a full year.

ISSUE PREVIEW SPONSOR WITH VIDEO
Open to legal firms only, this package includes storyboarding, shooting and editing of a promotional video for a law firm. It is featured on the home page of habitatmag.com, alongside Habitat’s video preview of the upcoming issue. The package also includes sponsor web links in monthly emails to Habitat subscribers announcing a new video preview for the upcoming issue.

TARGETED VIDEO MESSAGE
Open to property management companies only, this package includes shooting, editing and hosting a short video message to company clients. Offering the executives of your firm a way to communicate to clients not visited on a regular basis, they are notified by email when the video message is posted.
2020 EXPO
Meet face-to-face with more than 500 co-op/condo board directors and mingle with leading professionals serving this industry at the leading educational event on November 15, 2020, held at 32BJ SEIU (25 West 18th Street, New York, NY). Sponsored by the Council of New York Cooperatives and Condominiums, the event hosts over sixty seminars covering a wide range of topics.

Working with the Council, Habitat offers an Expo package that includes:

- Table top exhibit space at the all day conference
- Business card ad in the CNYC Conference Directory
- Company listing in the Exhibitor Directory, published in the October and November issues of Habitat Magazine
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

Marketplace Spotlight 2 1/8" x 2 7/8"

Showcase Ads

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

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.

DIGITAL AD SPECIFICATIONS

Online Ads width x height

Banner 728 px x 90 px
Mobile Version Banner 320 px x 100 px
Box 300 px x 250 px

E-Newsletter Ads width x height

Banner 500 px x 100 px
Box 300 px x 250 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.

SEND MATERIALS TO:

LESLIE STRAUSS BILL FINK
Operations Manager Associate Publisher
212-505-2030 x3005 212-505-2030 x3003
lstrauss@habitatmag.com bfink@habitatmag.com

MATERIALS/CREATIVE QUESTIONS:

CHAD TOWNSEND
Art Director
212-505-2030 ext. 3013
ctownsend@habitatmag.com
### PRINT AD SPECIFICATIONS

**Final trim size**

<table>
<thead>
<tr>
<th>Width</th>
<th>Height</th>
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<tbody>
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<td>10 7/8”</td>
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**Full Page Bleed Ads**

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**Non-Bleed Ads**

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**SEND MATERIALS TO:**

- **LESLIE STRAUSS**
  - Operations Manager
  - 212-505-2030 x3005
  - lstrauss@habitatmag.com

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

- **CHAD TOWNSEND**
  - Art Director
  - 212-505-2030 ext. 3013
  - ctownsend@habitatmag.com

**MATERIALS/Creative Questions:**

---

Carol Ott, Publisher, 212-505-2030 ext. 3007  •  Bill Fink, Associate Publisher, 212-505-2030 ext. 3003  
150 West 30th Street, Suite 902, New York, NY 10001  •  212-505-2030 www.thehabitatgroup.com
APARTMENT MANAGEMENT CHECKLIST 2021

Considered the “bible” of New York’s property managers and building owners for more than 25 years, the NYC Apartment Management Checklist gives you the opportunity to feature your company together with the exact content that aligns with YOUR business and speaks to YOUR prospects.

With over 50 topics covered—from air conditioning to window guards—this comprehensive, compliance-focused checklist, often referred to as “The Explainer,” tells readers:

• What they need to do and why;
• When they need to do it; and
• What happens if they don’t.

The forthcoming 2021 edition gives you the chance to get in front of a highly targeted selection of dedicated users – building owners, property managers, and co-op/condo board directors – of this renowned and respected resource.

PRINT AD SPECIFICATIONS

Final trim size 8 1/2” x 11”

Full Page Bleed Ads

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Increased Visibility

In addition to your ad in the printed book, your message can also be seen in online chapter downloads, which are designed to be easily emailed to—and shared with—colleagues.
ADVERTISING GUIDELINES

PRINT AD SPECIFICATIONS

Final trim size 8 1/2” x 11”

Full Page Bleed Ads

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NEW YORK APARTMENT LAW INSIDER

For over 30 years, New York Apartment Law Insider has been the go-to resource for rental building owners and managers as well as management companies who deal with New York agencies and who need critical coverage of such topics as rent stabilization, rent control, building maintenance requirements, correction of code violations, and more.

E-Newsletter
- 14 issues per year
- Paid subscription
- 477 Subscribers
- Average open rate of 68%
- Average click rate of 57%
- Specific to New York City

Full-page Ad: 8.5" x 11"

E-News Alert
- 12 times per year
- Free subscription
- 1,452 Subscribers
- Average open rate of 32%
- Average click rate of 16%
- Specific to New York City

Web Ad: 500px x 150px

Website
- 7,100 Average Monthly Page Views

Web Banner Ad: 728px x 90px
Web Box Ad: 300px x 150px