

# HABITAT

New York's Most Dedicated People  
Governing New York's Most Important Homes



## 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, click here: [bit.ly/HabitatSample](http://bit.ly/HabitatSample)

### ADVERTISING CALENDAR

ISSUE	SPECIAL ISSUES	RESERVE BY	MATERIALS DUE
January 2019	Business of Property Management and Source Guide	Nov. 30, 2018	Dec. 7, 2018
February 2019		Jan. 3, 2019	Jan. 10, 2019
March 2019		Feb. 1, 2019	Feb. 8, 2019
April 2019	Spring Preview	March 1, 2019	March 8, 2019
May 2019		March 29, 2019	April 5, 2019
June 2019	Professionals Survey	May 17, 2019	May 24, 2019
July/August 2019	Property Management Survey	June 28, 2019	July 5, 2019
September 2019		Aug. 2, 2019	Aug. 9, 2019
October 2019	Fall Preview	Aug. 29, 2019	Sep. 6, 2019
November 2019	Attorney Survey	Oct. 4, 2019	Oct. 11, 2019
December 2019	Holiday Issue	Nov. 1, 2019	Nov. 8, 2019

#### SPECIAL ISSUES:

January, April, June, July/Aug, October, November, & December

**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)



**MARKET  
PLACE**  
Line Listing

**MARKET  
PLACE**  
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2.875" (h)

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7.25" (h)

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x 4.75" (h)

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SQUARE**  
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x 2.25" (h)

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





**POLYBAG**  
Postcard  
in back of  
magazine



**INSERT**  
Postcard  
Sample



## 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 Leader: The Inside Track*** 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 *Through a Legal Lens*** 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](http://habitatmag.com); and print + web + video. The video is hosted on [habitatmag.com](http://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.

