Reaching New York's co-op & condo board directors and their professional partners
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
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, 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.

JUNE 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 & SEPTEMBER 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 & DECEMBER 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.

**2021 OVERVIEW From Google Analytics**

<p>| | | | |</p>
<table>
<thead>
<tr>
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<td>1.60 min/session</td>
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<td>ENGAGEMENT</td>
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<tr>
<td>USERS</td>
<td></td>
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</tbody>
</table>
E-NEWSLETTERS

Habitat publishes two e-newsletters a week, Bricks & Bucks and Habitat Weekly, and one e-newsletter, Case Watch, twice-a month. In addition, the e-newsletter Governance, comes out once per month. 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.

CASE WATCH: (TWICE-A-MONTH) provides a summary of two-to-three recent co-op/condo court decisions and the reason each was — or wasn’t — successful. Written by leading attorneys in the field, each case and its takeaway offers a useful legal lesson to board directors.

GOVERNANCE: (ONCE-A-MONTH) offers one big idea in each newsletter on how co-op and condo boards can govern more effectively. 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.
2022 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 13, 2022, 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
# Advertising Guidelines

## Print Ad Specifications

<table>
<thead>
<tr>
<th>Type</th>
<th>Width x Height</th>
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</thead>
<tbody>
<tr>
<td>Final trim size</td>
<td>8 1/8&quot; x 10 7/8&quot;</td>
</tr>
</tbody>
</table>

**Full Page Bleed Ads**

- 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**

<table>
<thead>
<tr>
<th>Type</th>
<th>Width x Height</th>
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</thead>
<tbody>
<tr>
<td>Full page</td>
<td>6 7/8&quot; x 9 3/4&quot;</td>
</tr>
<tr>
<td>2/3 Vertical</td>
<td>4 1/2&quot; x 9 3/4&quot;</td>
</tr>
<tr>
<td>1/2 Island</td>
<td>4 1/2&quot; x 7 1/4&quot;</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>6 7/8&quot; x 4 3/4&quot;</td>
</tr>
<tr>
<td>1/3 Square</td>
<td>4 1/2&quot; x 4 3/4&quot;</td>
</tr>
<tr>
<td>1/3 Vertical</td>
<td>2 1/8&quot; x 9 3/4&quot;</td>
</tr>
<tr>
<td>1/6 Horizontal</td>
<td>4 1/2&quot; x 2 1/4&quot;</td>
</tr>
<tr>
<td>1/6 Vertical</td>
<td>2 1/8&quot; x 4 3/4&quot;</td>
</tr>
</tbody>
</table>

**Marketplace Spotlight Ads**

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

**Showcase Ads**

<table>
<thead>
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<th>Type</th>
<th>Width x Height</th>
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<tbody>
<tr>
<td>Showcase Ads</td>
<td>2 1/8&quot; x 3 1/8&quot;</td>
</tr>
<tr>
<td>Management Showcase</td>
<td>3 3/8&quot; x 3&quot;</td>
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## Digital Ad Specifications

### Online Ads

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<td>Mobile Banner</td>
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</tr>
<tr>
<td>Box</td>
<td>300 px x 250 px</td>
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</table>

### E-Newsletter Ads

<table>
<thead>
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<th>Type</th>
<th>Width x Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner</td>
<td>600 px x 120 px</td>
</tr>
<tr>
<td>Box</td>
<td>300 px x 250 px</td>
</tr>
<tr>
<td>Enhanced Strip</td>
<td>600 px x 300 px</td>
</tr>
</tbody>
</table>

## 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.

## 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.
ADVERTISING GUIDELINES – FULL PAGE

PRINT AD SPECIFICATIONS

Final trim size

8 1/8" x 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"

PRINT REQUIREMENTS

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SEND MATERIALS TO:

LESLIE STRAUSS
Operations Manager
212-505-2030 x3006
lstrauss@habitatmag.com

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

MATERIALS/CREATIVE QUESTIONS:

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

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 2023

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 2023 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

<table>
<thead>
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<tbody>
<tr>
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<td>x</td>
<td>11 1/4”</td>
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<tbody>
<tr>
<td>7 3/4”</td>
<td>x</td>
<td>10 1/4”</td>
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</table>

Advertising Options:

<table>
<thead>
<tr>
<th>Option</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>Inside cover</td>
<td>$5,000</td>
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<tr>
<td>Opposite table of contents 1</td>
<td>$4,000</td>
</tr>
<tr>
<td>Opposite table of contents 2</td>
<td>$4,000</td>
</tr>
<tr>
<td>What’s new in this edition</td>
<td>$4,000</td>
</tr>
<tr>
<td>Back inside cover</td>
<td>$4,000</td>
</tr>
<tr>
<td>Beginning of each topic-focused chapter</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

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

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NEWSLETTERS

NEW YORK APARTMENT LAW INSIDER | 12 issues per year | Paid Subscription
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.

ASSISTED HOUSING MANAGEMENT INSIDER | 12 issues per year | Paid Subscription
Owners, managers, and developers of government-assisted housing sites turn to Assisted Housing Management Insider for the guidance they need to comply with HUD regulations and avoid legal missteps, hasty decisions, overlooked notices, or even a poor choice of words—all in an effort to prevent costly legal problems.

COMMERCIAL LEASE LAW INSIDER | 12 issues per year | Paid Subscription
Commercial real estate attorneys at law firms, property owners’ general counsel, commercial property owners, managers, and leasing agents rely on Commercial Lease Law Insider for the latest strategies in drafting and negotiating smart, owner-friendly leases using recent court rulings and real-world, expert experiences.

FAIR HOUSING COACH | 12 issues per year | Paid Subscription
Owners and managers of apartment communities turn to Fair Housing Coach to provide clear, plain English explanations of the law together with helpful case study examples to share with staff. An unmatched training resource, it provides a fast and economical way to train staff year-round and on-site.

NEW YORK LANDLORD V. TENANT | 12 issues per year | Paid Subscription
Attorneys who advise NYC apartment building owners subscribe to New York Landlord v. Tenant to access over 25 years of selected housing court cases, full-text decisions issued by the DHCR, decisions by the Environmental Control Board, and landlord-tenant cases submitted by NYC attorneys.

TAX CREDIT HOUSING MANAGEMENT INSIDER | 12 issues per year | Paid Subscription
Owners and managers of housing sites that receive low-income housing tax credits subscribe to Tax Credit Housing Management Insider for help in complying with tricky IRS, HUD, and state agency rules. The newsletter provides plain-English explanations of the tax credit rules to help avoid compliance mistakes that could jeopardize some—or even all—of a site’s tax credits.

CO-OP & CONDO CASE LAW TRACKER DIGEST | 12 issues per year
Comes with Paid Subscription to Co-op & Condo Case Law Tracker Searchable Database
Presenting the most relevant cases in NY co-op and condo law, this monthly digest also provides real estate attorneys with an at-a-glance summary of all the new cases added that month.

SPONSORSHIP OPPORTUNITIES
- Full-Page Ad
- Web Ad
- E-News Alert

For more information, please contact Bill Fink, Associate Publisher, 212-505-2030, ext. 3003, bfink@habitatmag.com