



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

ADVERTISING CALENDAR

ISSUE	SPECIAL ISSUES	RESERVE BY	MATERIALS DUE
January 2021	Business of Property Management and Source Guide	Nov. 27, 2020	Dec. 4, 2020
February 2021		Jan. 1, 2021	Jan. 8, 2021
March 2021		Jan. 29, 2021	Feb. 5, 2021
April 2021	Spring Preview	Feb. 26, 2021	Mar. 5, 2021
May 2021		Apr. 2, 2021	Apr. 9, 2021
June 2021	Professionals Survey	May 14, 2021	May 21, 2021
July/August 2021	Property Management Survey	Jul. 2, 2021	Jul. 9, 2021
September 2021		Jul. 30, 2021	Aug. 6, 2021
October 2021	Fall Preview	Sep. 3, 2021	Sep. 10, 2021
November 2021	Attorney Survey	Oct. 1, 2021	Oct. 8, 2021
December 2021	Holiday Issue	Oct. 29, 2021	Nov. 5, 2021

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)



**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)



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 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.

