

HABITAT

the **HABITAT** group

PRINT & DIGITAL MAGAZINE

WEBSITE

E-NEWSLETTERS

VIDEO

BOOKS

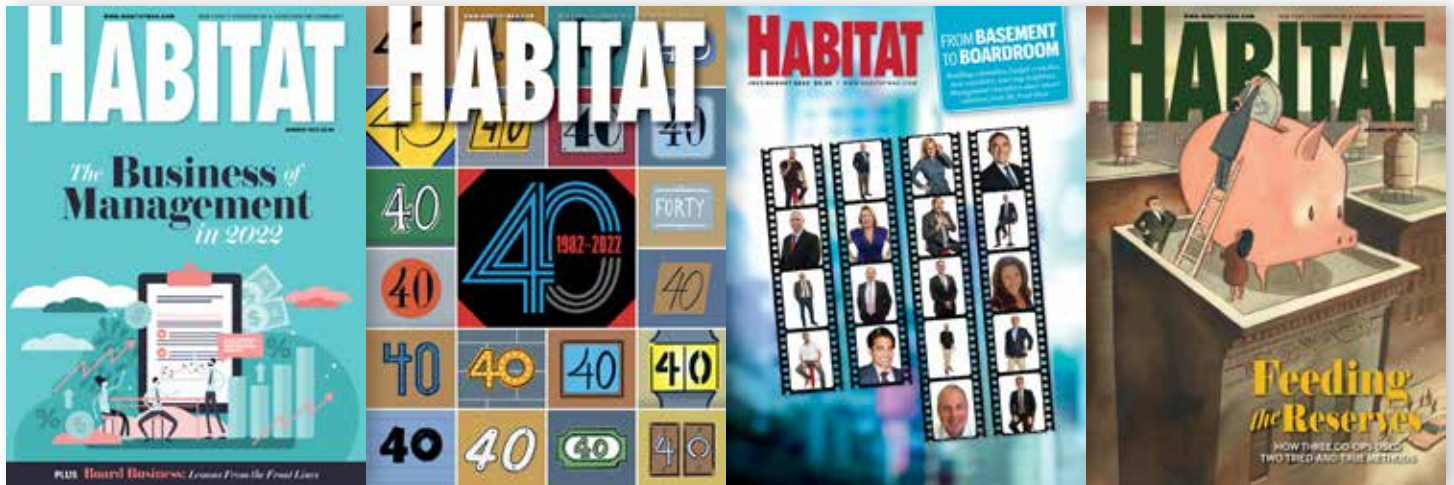
NEWSLETTERS

E-ALERTS

M E D I A K I T 2 0 2 3

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





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	Spring Preview	Feb. 3, 2023	Feb. 10, 2023
April 2023		Mar. 3, 2023	Mar. 10, 2023
May 2023	Professionals Survey	Mar. 31, 2023	Apr. 7, 2023
June 2023	Property Management Survey	May 12, 2023	May 19, 2023
July/August 2023		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



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)

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)



**MARKET
PLACE**
Line Listing

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

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 issue 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.



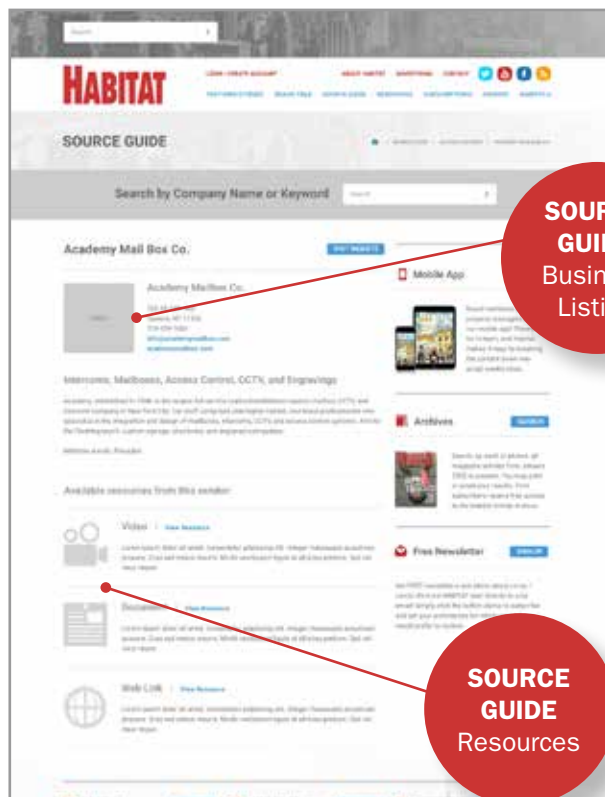
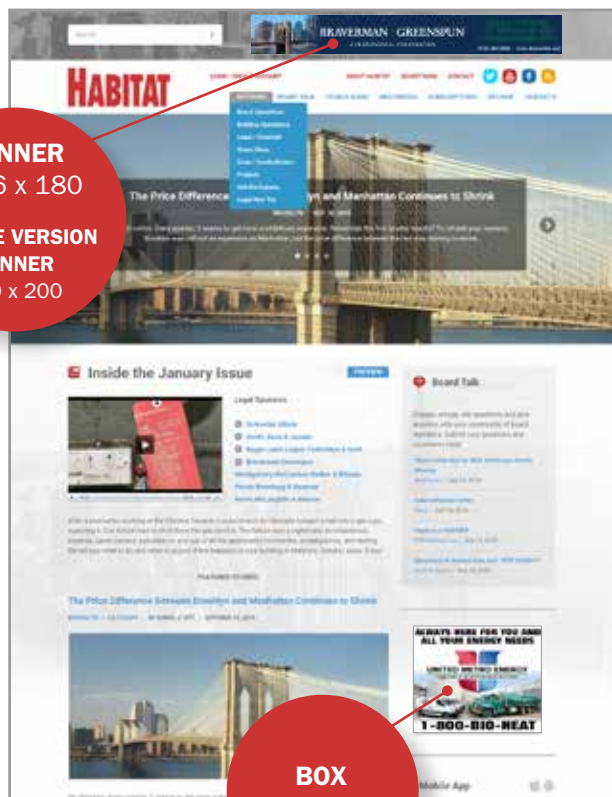
PRINT AD



VIDEO



WEB ADS



The digital portal to co-op/condo news in New York, www.habitatmag.com offers advertisers an editorial environment providing smart news, coverage of current issues, and problem-solving solutions for co-op/condo board directors in the New York metro area. We deliver an audience of passionate board directors interested in bettering their buildings.

2022 OVERVIEW From Google Analytics

1,051,318	657,155	1.60	335,324
PAGEVIEWS	SESSIONS	min/session	USERS
		ENGAGEMENT	

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 approximately 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*

HABITAT HIGHLIGHTS (4X PER MONTH)

spotlights two articles from the monthly print magazine and links to the Habitat digital edition.

Exclusive monthly sponsorship includes a banner ad.

HABITAT
HIGHLIGHTS



BOX
600 x 500

BANNER
1200 x 240

ENHANCED STRIP
1200 x 600

HABITAT

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

HABITAT WEEK by WEEK

WEEK BY WEEK DIGITAL DIGEST

Habitat Week by Week is a free digital digest released every Monday. Published on the web and announced via e-mail, it features two articles broken down into bite-sized bits. The articles can be viewed on all devices — mobile and desktop.

Sponsorship Perks include:

ARTICLE PAGE: Content provided by sponsor every week. Opportunity for thought leadership on sponsor's brand and product. Includes text and image(s).

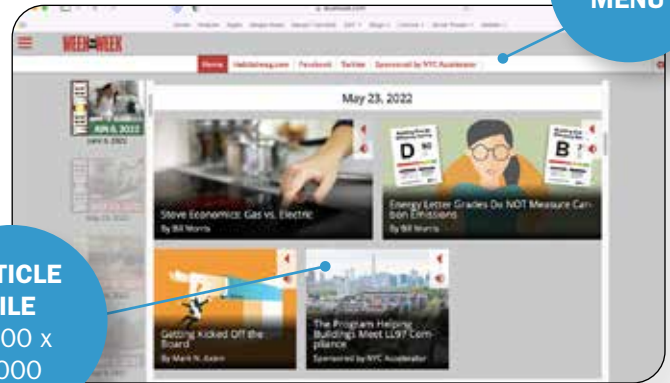
ARTICLE TILE: Sponsor provides an eye-catching image which links to article page.

SPONSORSHIP LINK IN MENU: Link to sponsor's website appears in the Week by Week navigation menu.

E-MAIL ALERT: Weekly announcement e-mail sent to Week by Week subscribers and includes a text-only message from the sponsor. Promotional text links to web page or sponsor article page.

AD IN HABITAT MAGAZINE: Week By Week ad with sponsor's logo and contact information is featured every month in Habitat's flagship magazine — in both print and digital editions.

LINK IN MENU



ARTICLE
TILE
1200 x
1000

ARTICLE
PAGE
Text and
Photo

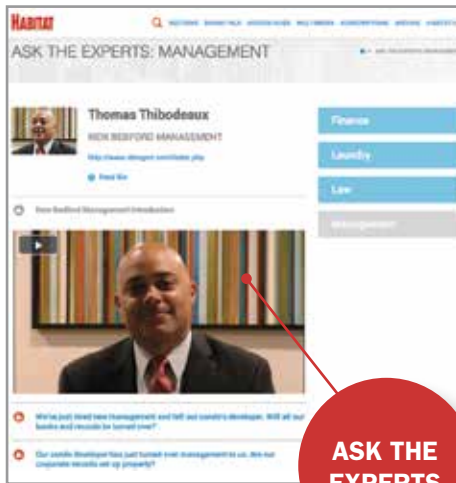


EMAIL
ALERT
Promo
Copy



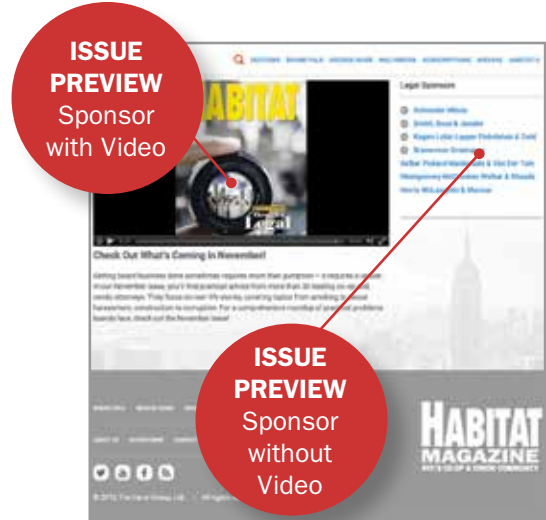
MAGAZINE
AD
Logo and
Web Link





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.

HABITAT

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



Expo

2023 EXPO

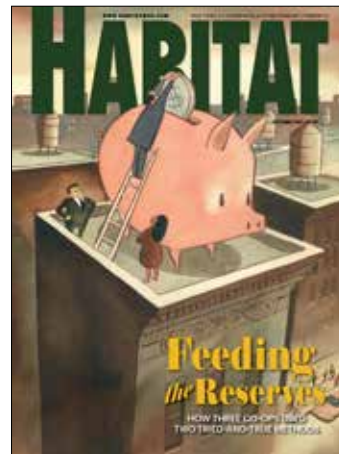
Meet face-to-face with more than 500 co-op/condo board directors and mingle with leading professionals serving this industry at the leading educational event in November 2023. Sponsored by the **Council of New York Cooperatives and Condominiums**, the event hosts over 60 seminars covering a wide range of topics.

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

- Table top exhibit space at the all day conference
- Showcase ad in the October issue of *Habitat Magazine*



**TABLE TOP
EXHIBIT SPACE**
CNYC Conference



SHOWCASE AD
Habitat Magazine
2.125" x 3.125"



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

Marketplace Spotlight	2 1/8"	x	2 7/8"
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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	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
Art Director
518-831-0247
ctownsend@habitatmag.com

ADVERTISING GUIDELINES – FULL PAGE

PRINT AD SPECIFICATIONS

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

Full Page Bleed Ads

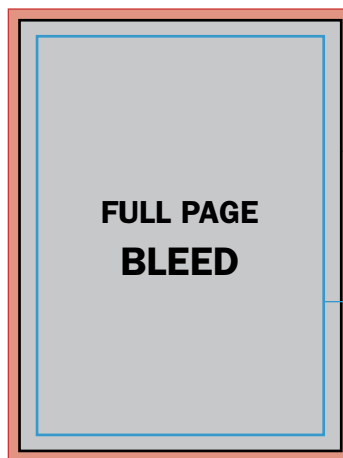
	width	x	height
Full page bleed	8 3/8"	x	11 1/8"
(Full page bleed ads have a trim size of 8 1/8" x 10 7/8" plus 1/8" bleed on all sides. Live content – type and images – should be 1/2" from trim edges.)			

Non-Bleed Ads

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

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
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- If used, RGB and spot (PMS) colors will be converted to CMYK.
- Maximum ink density is 290%
- DPI: 300 and Line Screen: 133
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FULL PAGE BLEED

Trim:

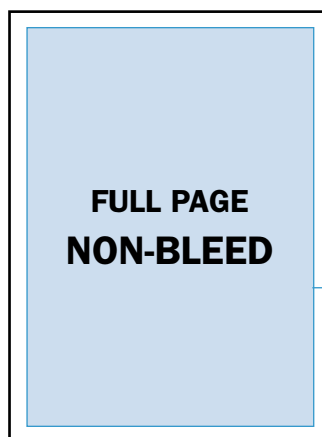
8.125" (w) x 10.875" (h)

Bleed:

8.375" (w) x 11.125" (h)

Live Area:

7.125" (w) x 9.875" (h)
(0.5" interior margins)



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:

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Art Director

518-831-0247

ctownsend@habitatmag.com

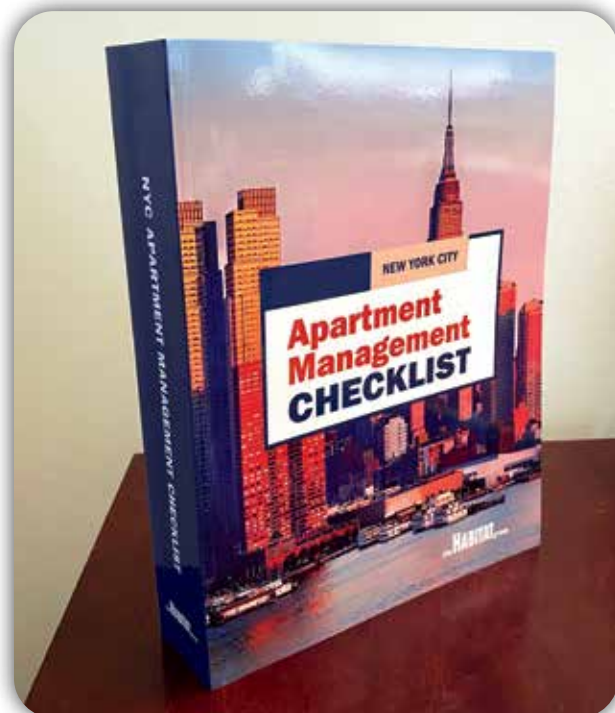
APARTMENT MANAGEMENT CHECKLIST 2024

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.



Advertising Options:

Inside cover	\$5,000
Opposite table of contents 1	\$4,000
Opposite table of contents 2	\$4,000
What’s new in this edition	\$4,000
Back inside cover	\$4,000
Beginning of each topic-focused chapter	\$2,500

PRINT AD SPECIFICATIONS

Final trim size 8 1/2" x x 11"

Full Page Bleed Ads

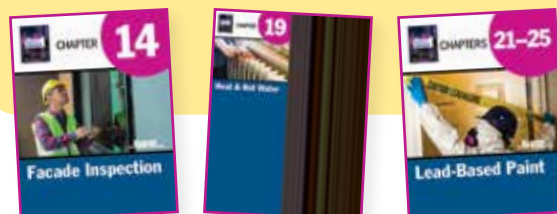
	width	x	height
Full page bleed	8 3/4"	x	11 1/4"
(Full page bleed ads have a trim size of 8 1/2" x 11" plus 1/8" bleed on all sides. Live content – type and images – should be 1/2" from trim edges.)			

Non-Bleed Ads

	width	x	height
Full page	7 3/4"	x	10 1/4"

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

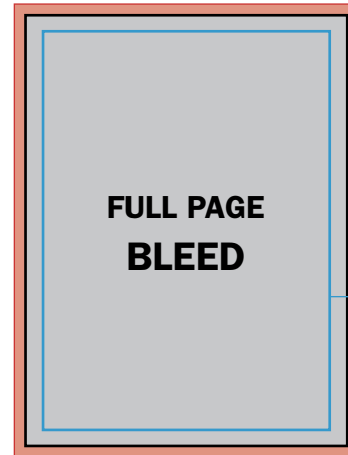
Final trim size 8 1/2" x 11"

Full Page Bleed Ads

	width	x	height
Full page bleed	8 3/4"	x	11 1/4"
(Full page bleed ads have a trim size of 8 1/2" x 11" 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 3/4"	x	10 1/4"

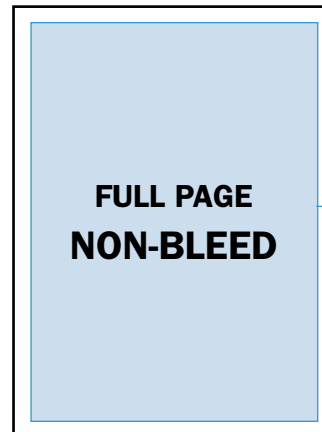


FULL PAGE BLEED

Trim:
8.5" (w) x 11" (h)
Bleed:
8.75" (w) x 11.25" (h)
Live Area:
7.75" (w) x 10.25" (h)

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
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- 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
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FULL PAGE NON-BLEED

Live Area:
7.75" (w) x 10.25" (h)

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MATERIALS/CREATIVE QUESTIONS:

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

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