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

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPECIAL ISSUES</th>
<th>RESERVE BY</th>
<th>MATERIALS DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 2022</td>
<td></td>
<td>Feb. 4, 2022</td>
<td>Feb. 11, 2022</td>
</tr>
<tr>
<td>April 2022</td>
<td>Spring Preview</td>
<td>Mar. 22, 2022</td>
<td>Mar. 11, 2022</td>
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<td>May 2022</td>
<td>Habitat’s 40th Anniversary</td>
<td>Apr. 1, 2022</td>
<td>Apr. 8, 2022</td>
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<td>June 2022</td>
<td>Professionals Survey</td>
<td>May 13, 2022</td>
<td>May 20, 2022</td>
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<tr>
<td>October 2022</td>
<td>Fall Preview</td>
<td>Sep. 2, 2022</td>
<td>Sep. 9, 2022</td>
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<tr>
<td>December 2022</td>
<td>Attorney Survey Part 2</td>
<td>Nov. 4, 2022</td>
<td>Nov. 11, 2022</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, 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 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 & 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.
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"

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 cannot 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

<table>
<thead>
<tr>
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<tr>
<td>Banner</td>
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<tr>
<td>Mobile Version Banner</td>
<td>320 px</td>
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<tr>
<td>Box</td>
<td>300 px</td>
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E-Newsletter Ads

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<tbody>
<tr>
<td>Banner</td>
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<tr>
<td>Box</td>
<td>300 px</td>
</tr>
<tr>
<td>Enhanced Strip</td>
<td>600 px</td>
</tr>
</tbody>
</table>

DIGITAL REQUIREMENTS

Format: JPGs or GIFs, including animated

Color Space: RGB

Submissions: Email 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 email address.

SEND MATERIALS TO:

LESLIE STRAUSS  BILL FINK
Operations Manager  Associate Publisher
212-505-2030 x3006  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
ADVERTISING GUIDELINES – FULL PAGE

PRINT AD SPECIFICATIONS
Final trim size 8 1/8" x 10 7/8"

Full Page Bleed Ads

<table>
<thead>
<tr>
<th>width</th>
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</tr>
</thead>
<tbody>
<tr>
<td>8 3/8&quot;</td>
<td>11 1/8&quot;</td>
</tr>
</tbody>
</table>

(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>width</th>
<th>height</th>
</tr>
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<tbody>
<tr>
<td>7 1/8&quot;</td>
<td>9 7/8&quot;</td>
</tr>
</tbody>
</table>

PRINT REQUIREMENTS
• Ads should be PDF/X-1A:2001 format
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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
• Crop marks are only required for ads that bleed. They are not needed for fractional ads.
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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