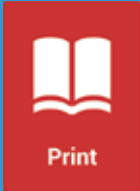


CELEBRATING
40 YEARS
1982-2022

HABITAT

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 2022	Business of Property Management and Source Guide	Dec. 03, 2021	Dec 10, 2021
February 2022		Dec. 30, 2021	Jan. 7, 2022
March 2022		Feb. 4, 2022	Feb. 11, 2022
April 2022	Spring Preview	Mar. 4, 2022	Mar. 11, 2022
May 2022	Habitat's 40th Anniversary	Apr. 1, 2022	Apr. 8, 2022
June 2022	Professionals Survey	May. 13, 2022	May 20, 2022
July/August 2022	Property Management Survey Part 1	Jun. 30, 2022	Jul. 7, 2022
September 2022	Property Management Survey Part 2	Jul. 28, 2022	Aug. 4, 2022
October 2022	Fall Preview	Sep. 2, 2022	Sep. 9, 2022
November 2022	Attorney Survey Part 1	Sep. 30, 2022	Oct. 7, 2022
December 2022	Attorney Survey Part 2	Nov. 4, 2022	Nov. 11, 2022



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, 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.



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	728 px	x	90 px
Mobile Version Banner	320 px	x	100 px
Box	300 px	x	250 px

E-Newsletter Ads

	width	x	height
Banner	600 px	x	120 px
Box	300 px	x	250 px
Enhanced Strip	600 px	x	300 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

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

ADVERTISING GUIDELINES – FULL PAGE

PRINT AD SPECIFICATIONS

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

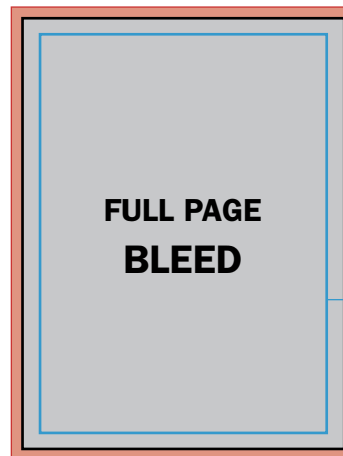
Full Page Bleed Ads

	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"



FULL PAGE BLEED

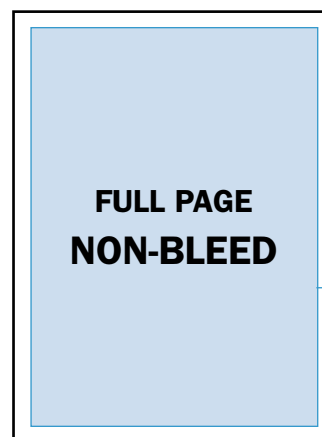
Trim: 8.125" (w) x 10.875" (h)

Bleed: 8.375" (w) x 11.125" (h)

Live Area: 7.125" (w) x 9.875" (h)
(0.5" interior margins)

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
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- All ads will be preflighted. Ads not meeting these guidelines and standards will be returned for correction.



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)

the **HABITAT** group

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