



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, elearning 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 an introduction and brand identity to this passionate audience of volunteers, while at the same time solidifying your position with property managers.

To sample Habitat, click here: bit.ly/HabitatSample

ADVERTISING CALENDAR

| ISSUE | SPECIAL ISSUES | BONUS DISTRIBUTION | RESERVE BY | MATERIALS DUE |
|-------------------------|--|--------------------|----------------|---------------|
| January 2018 | Business of Property Management and Source Guide | | Nov. 30, 2017 | Dec. 8, 2017 |
| February 2018 | | | Dec. 29, 2017 | Jan. 5, 2018 |
| March 2018 | | | Jan. 31, 2018 | Feb. 9, 2018 |
| April 2018 | Spring Preview | | Feb. 28, 2018 | March 9, 2018 |
| May 2018 | | | March 30, 2018 | April 6, 2018 |
| June 2018 | | | April 27, 2018 | May 5, 2018 |
| July/August 2018 | Property Management Survey | | June 29, 2018 | July 6, 2018 |
| September 2018 | | | July 27, 2018 | Aug. 3, 2018 |
| October 2018 | Fall Preview | CNYC Conference | Aug. 31, 2018 | Sept. 7, 2018 |
| November 2018 | Attorney Survey | CNYC Conference | Sept. 28, 2018 | Oct. 5, 2018 |
| December 2018 | Holiday Issue | | Oct. 31, 2018 | Nov. 7, 2018 |

SPECIAL ISSUES:

January, April, July/Aug, October, November, December

BONUS DISTRIBUTION:
CNYC

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)



**MARKET
PLACE**
Line Listing

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



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 Leader: The Inside Track* 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 *Through a Legal Lens* 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.



ADVERTISING GUIDELINES

PRINT AD SPECIFICATIONS

| | |
|------------------|------------------|
| Printing process | Web offset |
| Binding method | Perfect bound |
| 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

Size: 2 1/8" width x 2 7/8" height

Showcase Ads

Size: 2 1/8" width x 3 1/8" height

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 | 500 px | x | 100 px |
| Box | 300 px | x | 250 px |

Tablet and Smartphone App

| | width | x | height |
|-----------------------------------|---------|---|---------|
| Week by Week Tablet Full Page | 1536 px | x | 2048 px |
| Week by Week Smartphone Full Page | 640 px | x | 1136 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:

BILL FINK

Associate Publisher
212-505-2030 ext. 3003
bfink@habitatmag.com

QUESTIONS:

CHAD TOWNSEND

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