

BACnet Journal

www.bacnetjournal.org

- NEW in 2019:**
- Distributed in over 70 countries worldwide
 - More than 50,000 readers
 - Extended Online Distribution
 - BACnet & BMS Journal Middle East
 - BACnet & BMS Journal India

Media Information 2019

BACnet Journals

BACnet Europe Journal
BACnet France Journal
BACnet International Journal
BACnet & BMS Journal Middle East
BACnet & BMS Journal India

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Profile

The BACnet Journals are the trade magazines for building automation based on BACnet technology. Experts, practitioners and professionals show the way in applying and developing the BACnet standard – from building automation trends to devices and application projects; from qualification and trainings to testing and certification; from who is who in the BACnet community to useful information on events and publications.

Special attention is given to members and activities of the BACnet Interest Groups. The BACnet Journals bring BACnet into the global markets.

Columns

Product reports, reference projects, BACnet trends and highlights, standardization, testing and certification activities, news of BACnet Interest Groups, BACnet Insight, Interviews, member presentations, calendar of events, recent publications, training and qualification.

Readers, Target Groups

Architects, building operators, building technicians and mechanics, construction engineers, control engineers, consultants, developers, facility managers, maintenance managers, marketing managers, network engineers, planners, project managers, sales and distribution engineers, service engineers, software engineers, specifiers, system integrators.

Branches, Industries

Architecture, building solution industries, building services, construction and automation industries, consulting, building leasers, building owners, facility management, investors, maintenance and administration services, public building services, R&D, Real Estate services, users.

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Issue	Topic	Focus	Registration Deadline Ads / Articles	Deadline for Submission Ads / Articles	Publication Date
BACnet Europe Journal					
30	BACnet – Most Successful Standard in Building Automation	ISH 2019, Frankfurt am Main	Jan. 7, 2018	Jan. 14, 2019	Mar. 8, 2019
31	System Integration in Multi-Purpose Buildings / Cyber Security of Smart Buildings	BACnet Twin Conferences: „Indoor Mobility“/„Cyber Security“, Frankfurt am Main	Jun. 14, 2019	Jul. 26, 2019	Sept. 9, 2019
BACnet France Journal					
12	The French Regulation for New Buildings (RE 2020) for the Transposition of the Energy Performance Building Directive 2018	IBS 2019, Paris	Jul. 1, 2019	Jul. 15, 2019	Oct. 2, 2019
BACnet International Journal					
16	BACnet Applications at their Best	AHR Expo 2019, Atlanta	Sept. 29, 2018	Oct. 26, 2018	Jan. 10, 2019
17	BACnet – Customized Applications	Greenbuild International Conference and Expo 2019, Chicago AHR Expo 2020, Orlando	Aug. 17, 2019*	Aug. 31, 2019*	Nov. 1, 2019*
*Subject to change by BACnet International					
BACnet & BMS Journal Middle East					
08	BACnet – Enabler of Top Reliable Building Management Systems	The Big 5 2019, Dubai	Aug. 30, 2019	Sept. 27, 2019	Nov. 11, 2019
BACnet & BMS Journal India					
01	Solutions for Smart Cities in an Arising Market	World Build India 2019, Mumbai	Feb. 8, 2019	Mar. 8, 2019	Apr. 15, 2019

Languages – Frequency – Circulation – Reach

Publication	Language	Frequency	Circulation*	Reach
BACnet Europe Journal	English/German	2 per year	6,000 copies	25,000 + Online Readers
BACnet France Journal	French	1 per year	2,000 copies	10,000 + Online Readers
BACnet International Journal	English	2 per year	8,000 copies	8,000 + Online Readers
BACnet & BMS Journal Middle East	English	1 per year	Online Distribution	2,000
BACnet & BMS Journal India	English	1 per year	Online Distribution	5,000

*Circulation numbers may increase due to higher demand for issues or distribution at events.

Supplements

Special national editions are produced occasionally for special events. They are distributed as supplements to a set of selected trade journals with high print runs and broad reaches or as digital magazines.

Price list

		BACnet Europe Journal		BACnet France Journal		BACnet International Journal	
Format	Width mm x Height mm + 3 mm cutting allowance per edge	Standard price 4 colours					
		Member price	Non-Member Price	Member price	Non-Member Price	Member price	Non-Member Price
2 pages Advertorial	2 x 210 x 297	2,300.00 €	3,100.00 €	2,100.00 €	2,900.00 €	2,700.00 US\$	3,900.00 US\$
1 page Advertorial	210 x 297	1,300.00 €	1,800.00 €	1,200.00 €	1,800.00 €	1,500.00 US\$	2,250.00 US\$
1 page	210 x 297	1,300.00 €	1,800.00 €	1,200.00 €	1,800.00 €	1,500.00 US\$	2,250.00 US\$
½ page horizontal	210 x 146	800.00 €	1,050.00 €	700.00 €	1,050.00 €	900.00 US\$	1,350.00 US\$
½ page upright	102,5 x 297	800.00 €	1,050.00 €	700.00 €	1,050.00 €	900.00 US\$	1,350.00 US\$

Preferential Placements

2 pages bound	420 x 297	3,800.00 €	5,250.00 €	3,450.00 €	5,175.00 €	4,500.00 US\$	6,750.00 US\$
4 th cover page	210 x 297	2,400.00 €	3,600.00 €	2,400.00 €	3,600.00 €	3,000.00 US\$	4,500.00 US\$
1 page bound	210 x 297	1,900.00 €	2,625.00 €	1,750.00 €	2,625.00 €	2,250.00 US\$	3,375.00 US\$
2 nd cover page	210 x 297	1,900.00 €	2,625.00 €	1,750.00 €	2,625.00 €	2,250.00 US\$	3,375.00 US\$
3 rd cover page	210 x 297	1,900.00 €	2,625.00 €	1,750.00 €	2,625.00 €	2,250.00 US\$	3,375.00 US\$

Discounts*

3 % discount when you order **2 ads** in 2019

5 % discount when you order **3 ads** in 2019

10 % discount when you order **5 ads** in 2019

15 % discount when you order **7 ads** in 2019

*Supplements, such as special national and digital editions are not discountable

Price list

		BACnet & BMS Journal Middle East		BACnet & BMS Journal India	
Format	Width mm x Height mm + 3 mm cutting allowance per edge	Standard price 4 colours			
		Member price	Non-Member Price	Member price	Non-Member Price
2 pages Advertorial	2 x 210 x 297	2,700.00 US\$	3,900.00 US\$	2,700.00 US\$	3,900.00 US\$
1 page Advertorial	210 x 297	1,500.00 US\$	2,250.00 US\$	1,500.00 US\$	2,250.00 US\$
1 page	210 x 297	1,500.00 US\$	2,250.00 US\$	1,500.00 US\$	2,250.00 US\$
½ page horizontal	210 x 146	900.00 US\$	1,350.00 US\$	900.00 US\$	1,350.00 US\$
½ page upright	102,5 x 297	900.00 US\$	1,350.00 US\$	900.00 US\$	1,350.00 US\$

Preferential Placements

2 pages bound	420 x 297	4,500.00 US\$	6,750.00 US\$	4,500.00 US\$	6,750.00 US\$
4 th cover page	210 x 297	3,000.00 US\$	4,500.00 US\$	3,000.00 US\$	4,500.00 US\$
1 page bound	210 x 297	2,250.00 US\$	3,375.00 US\$	2,250.00 US\$	3,375.00 US\$
2 nd cover page	210 x 297	2,250.00 US\$	3,375.00 US\$	2,250.00 US\$	3,375.00 US\$
3 rd cover page	210 x 297	2,250.00 US\$	3,375.00 US\$	2,250.00 US\$	3,375.00 US\$

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Technical specifications

Special Issues vary in paper size and print space

Printing process

Offset, Colours: Cyan, Magenta, Yellow, Black (CMYK)

Magazine size

DIN A4, 210 mm width x 297 mm height,

Column width: 42 mm

Print space: 180 mm width x 261 mm height

Print space

Please ensure that advertisements include crop marks and 3-mm bleeds.

Digital media

Delivery: E-Mail up to 30 MB,

Software: Photoshop, Illustrator, InDesign.

With All fonts, pictures, diagrams, logos etc.

PDF files: Highres PDF X3, resolution at least 300 dpi, EPS files all in CMYK!

Additional design services

All advertisement designs, reproductions, montages, changes, colour works and layout carried out by us will be calculated at cost-price.

Important legal information:

The client is fully responsible for the content or legality of any third party materials supplied and the final published form and usage of these materials; in print, electronic, online etc. The client is responsible for ensuring that the rights of third parties by publishing in print, electronic, online etc., or any other form of media are not affected. It protects the contractor, if necessary, against any and all claims which are made by third party claimants. The client indemnifies the contractor free of any claims of copyright infringement. The contractor is not obligated to check any orders and whether the rights of any third parties are affected by it.

Analysis

Copytest results of the BACnet Europe Journal*

Average number of readers per issue over 25,000

Circulation and distribution	
Printed circulation issue 9	5,000 copies
Actual circulation	4,900 copies
Subscriber copies	3,350 copies
Trade show distribution and free copies	1,650 copies
Remainder/archive copies	100 copies

Fields			
Architecture	1%	Installation	9%
Automation manufacturers	12%	Integration	13%
Building operators	9%	Other	4%
Building owners	2%	Planning	15%
Building users	3%	Real estate	2%
Construction	3%	Research	1%
Consulting	3%	Sales	5%
Facility managers	11%	Software	10%

Departmental affiliation	
Administration	10%
Development	19%
Management	23%
Marketing	8%
Operations/building services	14%
Sales	16%
Other	10%

Business unit size	
<10	21%
10-50	8%
50-300	25%
300-1000	15%
>1000	31%

Position in the company	
Owner	19%
Department head	17%
Technician/skilled labor	15%
Management	12%
Employee	33%
Other	4%

48% of the readers are at management level or higher.

Activity due to editorial contributions or advertisements	
Visit company/products at Internet sites	67%
Requests for more information about companies/products	22%
Purchase of a recommended product	2%
Purchase of an advertised product/service	9%

Decision making	
I am the sole decision maker	6%
I make decisions as part of a team of colleagues	20%
I provide professional recommendations	25%
I prepare technical information for decisions	25%
I advise/consult	18%
I am not involved	6%

94% of all readers are involved in making purchasing decisions

*Survey methodology: The results of this survey were determined by means of a reader survey by the BACnet Europe Journal 9 – 11/08