

BACnet Journal

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Media Information 2017

BACnet Journals

BACnet Europe Journal

ISSN 1614-9572

BACnet France Journal

ISSN 2190-9431

BACnet Middle East

ISSN 2190-944X

BACnet International Journal

ISSN 2191-7825

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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, 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.

Contact

Editorial Office

MarDirect
Marketing Direct GbR
Droste-Huelshoff-Strasse 1
44141 Dortmund
Germany

Editor-in-chief

Bruno Kloubert
Phone: +49-2 31-42 78 67 31
E-mail: kloubert@mardirect.de

Advertising

Britta von Helden
Phone: +49-2 31-56 77 72 69
Fax: +49-2 31-42 78 67 32
E-mail: vonhelden@mardirect.de

BACnet Europe Journal

Eva Weber
Phone: +49-231-56 77 72 69
E-mail: weber@mardirect.de

BACnet France Journal

Sophie Brun
Phone: +49-231-42 78 67 31
E-mail: brun@mardirect.de

BACnet International Journal

Roland Ernst
Phone: +49-231-56 77 72 69
E-mail: ernst@mardirect.de

BACnet Middle East Journal

Rukiye Güngör
Phone: +49-2 31-42 78 67 31
E-mail: gungor@mardirect.de

Issue	Topic	Focus	Order Date for Articles and Advertising	Deadline for Articles	Deadline for Advertising	Publication Date
BACnet Europe Journal						
26	BACnet live @ISH	ISH, Frankfurt am Main	Dec. 12, 2016	Feb. 01, 2017	Feb. 01, 2017	Mar. 10, 2017
27	Embedding buildings in IT environments	Expo Real München	Jun. 17, 2017	Aug. 21, 2017	Aug. 21, 2017	Oct. 02, 2017
BACnet France Journal						
10	BACnet in the smart world of future buildings	Intelligent Building Systems (IBS)	Jun. 15, 2017	Aug. 15, 2017	Aug. 15, 2017	Oct. 02, 2017
BACnet Middle East Journal						
7	The Future of Efficient Buildings	The Big 5, International Building & Construction Show, Dubai	Sept. 04, 2017	Sept. 18, 2017	Sept. 18, 2017	Nov. 26, 2017
BACnet International Journal						
13	BACnet Applications	Lightfair International 2017, World Energy Engineering Congress 2017	Jan. 06, 2017	Jan. 25, 2017	Jan. 25, 2017	Mar. 20, 2017
14	Updates in BACnet	NFMT Orlando 2017	Aug. 04, 2017	Aug. 23, 2017	Aug. 23, 2017	Oct. 16, 2017

Languages – Frequency – Circulation			
Publication	Language	Frequency	Circulation*
BACnet Europe Journal	English/German	2 per year	6,000 copies
BACnet France Journal	French	1 per year	2,000 copies
BACnet Middle East Journal	English	2 per year	2,000 copies
BACnet International Journal	English	2 per year	8,000 copies

*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	BACnet Middle East
Format	Width mm x Height mm + 3 mm cutting allowance per edge	Standard price 4 colours			
1 page	210 x 297	1,150.00 €	1,150.00 €	1,500.00 US\$	1,500.00 US\$
½ page horizontal	210 x 146	700.00 €	700.00 €	900.00 US\$	700.00 US\$
½ page upright	102,5 x 297	700.00 €	700.00 €	900.00 US\$	700.00 US\$

Preferential Placements

4 th cover page	210 x 297	2,300.00 €	2,300.00 €	3,000.00 US\$	3,000.00 US\$
2 nd cover page	210 x 297	1,725.00 €	1,725.00 €	2,250.00 US\$	2,250.00 US\$
3 rd cover page	210 x 297	1,725.00 €	1,725.00 €	2,250.00 US\$	2,250.00 US\$
1 page bound	210 x 297	not available	1,725.00 €	2,250.00 US\$	2,250.00 US\$
2 pages bound	420 x 297	not available	3,450.00 €	4,500.00 US\$	4,500.00 US\$

Stated prices are valid for members of BACnet Interest Groups. Non-Members please contact us.

Discounts*

3 % discount when you order **2 ads** in 2017

5 % discount when you order **3 ads** in 2017

10 % discount when you order **5 ads** in 2017

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

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 (up to version CS5),

Illustrator (up to version CS5), InDesign (up to version CS5).

PDF files: highres PDF X3, resolution at least 300 dpi, EPS files.

All fonts, pictures, diagrams, logos etc. must be saved on the data carrier.

Proofs

For every advertisement which needs to be exposed, please enclose a binding colour printout, or a b/w printout for each colour. Please label the colours on every printout. Colour printouts from colour copiers are not colour-binding.

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