

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, podcast, video and e-news – 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. 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.

ADVERTISING CALENDAR

ISSUE	SPECIAL ISSUES	RESERVE BY	MATERIALS DUE
January 2024	Business of Property Management and Source Guide	Dec. 1, 2023	Dec 8, 2023
February 2024	Focus on Governance	Dec. 29, 2023	Jan. 5, 2024
March 2024		Feb. 2, 2024	Feb. 9, 2024
April 2024	Spring Preview	Mar. 1, 2024	Mar. 8, 2024
May 2024	Problem Solved! feature launches	Mar. 29, 2024	Apr. 5, 2024
June 2024		May 10, 2024	May 17, 2024
July/August 2024	Property Management Executive Survey	Jun. 28, 2024	Jul. 5, 2024
September 2024		Aug. 2, 2024	Aug. 9, 2024
October 2024	Fall Preview	Aug. 30, 2024	Sep. 6, 2024
November 2024	Legal Talk feature launches	Sep. 27, 2024	Oct. 4, 2024
December 2024	Legal Talk feature continued	Nov. 1, 2024	Nov. 8, 2024

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Print

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)

Marketplace

Marketplace RATE INFORMATION
 ONE LISTING: Offer for one month, non-transferable advertising. One rate for one full year - 11 months of advertising.
 1 Day - \$75
 2 Days - \$150
 3 Days - \$225
 4 Days - \$300
 5 Days - \$375
 6 Days - \$450
 7 Days - \$525
 8 Days - \$600
 9 Days - \$675
 10 Days - \$750
 11 Days - \$825
 12 Days - \$900
 13 Days - \$975
 14 Days - \$1050
 15 Days - \$1125
 16 Days - \$1200
 17 Days - \$1275
 18 Days - \$1350
 19 Days - \$1425
 20 Days - \$1500
 21 Days - \$1575
 22 Days - \$1650
 23 Days - \$1725
 24 Days - \$1800
 25 Days - \$1875
 26 Days - \$1950
 27 Days - \$2025
 28 Days - \$2100
 29 Days - \$2175
 30 Days - \$2250
 31 Days - \$2325
 32 Days - \$2400
 33 Days - \$2475
 34 Days - \$2550
 35 Days - \$2625
 36 Days - \$2700
 37 Days - \$2775
 38 Days - \$2850
 39 Days - \$2925
 40 Days - \$3000
 41 Days - \$3075
 42 Days - \$3150
 43 Days - \$3225
 44 Days - \$3300
 45 Days - \$3375
 46 Days - \$3450
 47 Days - \$3525
 48 Days - \$3600
 49 Days - \$3675
 50 Days - \$3750
 51 Days - \$3825
 52 Days - \$3900
 53 Days - \$3975
 54 Days - \$4050
 55 Days - \$4125
 56 Days - \$4200
 57 Days - \$4275
 58 Days - \$4350
 59 Days - \$4425
 60 Days - \$4500
 61 Days - \$4575
 62 Days - \$4650
 63 Days - \$4725
 64 Days - \$4800
 65 Days - \$4875
 66 Days - \$4950
 67 Days - \$5025
 68 Days - \$5100
 69 Days - \$5175
 70 Days - \$5250
 71 Days - \$5325
 72 Days - \$5400
 73 Days - \$5475
 74 Days - \$5550
 75 Days - \$5625
 76 Days - \$5700
 77 Days - \$5775
 78 Days - \$5850
 79 Days - \$5925
 80 Days - \$6000
 81 Days - \$6075
 82 Days - \$6150
 83 Days - \$6225
 84 Days - \$6300
 85 Days - \$6375
 86 Days - \$6450
 87 Days - \$6525
 88 Days - \$6600
 89 Days - \$6675
 90 Days - \$6750
 91 Days - \$6825
 92 Days - \$6900
 93 Days - \$6975
 94 Days - \$7050
 95 Days - \$7125
 96 Days - \$7200
 97 Days - \$7275
 98 Days - \$7350
 99 Days - \$7425
 100 Days - \$7500

ACCOUNTANTS & AUDITORS
 J. J. & S. J. ... 212-697-8777
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ARCHITECTS/INTERIOR/ LOBBY DESIGN
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ATTORNEYS
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ENGINEERS
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FINANCE
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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)

MARKET PLACE Classified

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



ANNUAL SHOWCASE ISSUES

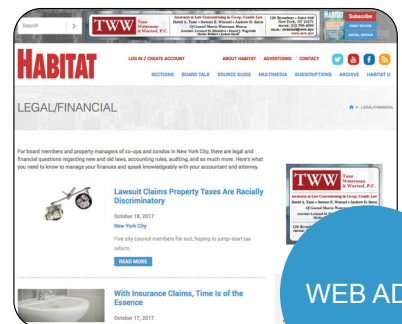
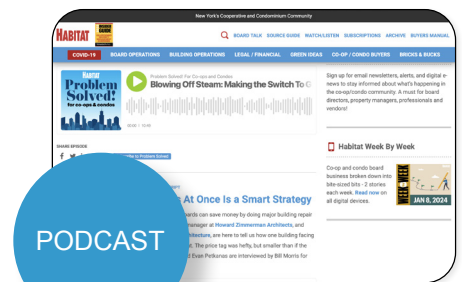
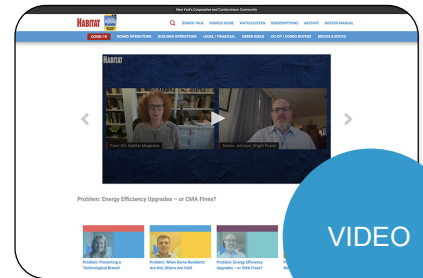
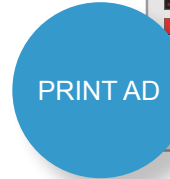
Property management, legal advice and other professional service vendors are crucial to the co-op/condo community and *Habitat's* readers. To address this information need, we publish four special editorial series covering these topics. Each series launches with a special themed issue, and either continues in the next issue or runs throughout the year. Within each launch issue we offer Showcase marketing opportunities.

JANUARY *Business of Management* A survey of leading property management 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.

MAY *Problem Solved!* Providing solutions to common building problems, this special series covers topics including finance, common space design, exterior structure, energy and insurance. Industry experts are interviewed to find out how a challenge faced by a board was solved. The solutions offered are smart and presented by some of the most savvy professionals in town. The series launches in May, and is continued throughout the year.

JULY/AUGUST *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. The series runs through September.

NOVEMBER *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. The series launches in November and runs for twelve months.



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	1456 px	x	180 px
Mobile Version Banner	640 px	x	200 px
Box	600 px	x	500 px

E-Newsletter Ads	width	x	height
Banner	1200 px	x	240 px
Box	600 px	x	500 px
Enhanced Strip	1200 px	x	600 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

518-314-0622

lstrauss@habitatmag.com

BILL FINK

Associate Publisher

212-505-2030 x3003

bfink@habitatmag.com

MATERIALS/CREATIVE QUESTIONS:

PABLO TURCIOS

Art Director

518-831-0247

pturcios@habitatmag.com

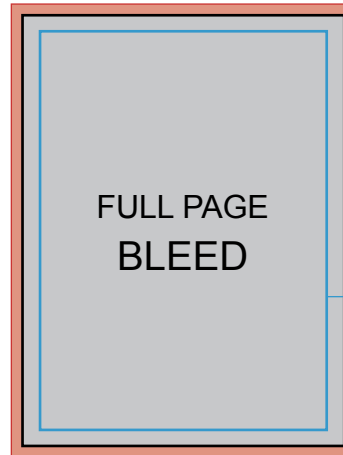
ADVERTISING GUIDELINES – FULL PAGE

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"
<small>(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.)</small>			

Non-Bleed Ads	width	x	height
Full page	7 1/8"	x	9 7/8"



FULL PAGE BLEED

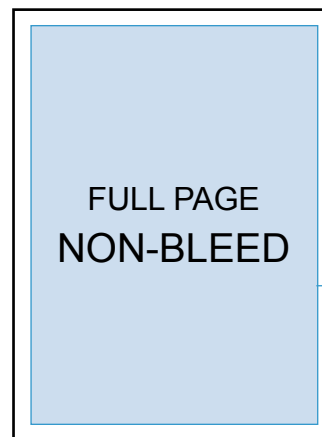
Trim:
8.125" (w) x 10.875" (h)

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
- 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.



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)

SEND MATERIALS TO:

LESLIE STRAUSS

Operations Manager

518-314-0622

lstrauss@habitatmag.com

BILL FINK

Associate Publisher

212-505-2032

bfink@habitatmag.com

MATERIALS/CREATIVE QUESTIONS:

PABLO TURCIOS

Art Director

518-831-0247

pturcios@habitatmag.com