

# BACnet Journal

www.bacnetjournal.org

Distributed in over  
70 countries worldwide

## Media Plan 2023

### BACnet Journals

BACnet Europe Journal

BACnet France Journal

Journal of Building Automation

BACnet Middle East Journal

last update May 31, 2023

ISSN 1614-9572

ISSN 2190-9431

ISSN 2191-7825

ISSN 2190-944X



## Profile

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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

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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

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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

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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

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Issue	Topic	Focus	Registration Deadline Ads / Articles	Deadline for Submission Ads / Articles	Publication Date
<b>BACnet Europe Journal</b>					
38	Sustainable Building Operation with BACnet	ISH 2023: 25 Years BIG-EU	Jan. 27, 2023	Feb. 3, 2023	Mar. 6, 2023
39	Networking the BACnet Standard in Europe	25 <sup>th</sup> Anniversary of BIG-EU	June 30, 2023	July 28, 2023	Sept. 11, 2023
<b>BACnet France Journal</b>					
16	BACnet Security	IBS – Intelligence Building Systems 2023, Paris	May 15, 2023	June 21, 2023	Oct. 10, 2023
<b>Journal of Building Automation</b>					
23	BACnet Security	LightFair 2023	Feb. 17, 2023	Mar. 3, 2023	Apr. 24, 2023
24	Trends in Building Automation	AHR Expo 2024	Aug. 25, 2023	Sept. 15, 2023	Oct. 27, 2023
<b>BACnet Middle East Journal</b>					
12	BACnet for a Smart Future	Big5 2023, Dubai	Aug. 28, 2023	Oct. 2, 2023	Nov. 13, 2023

Editorial schedule subject to change without notice.

## Languages – Frequency – Circulation – Reach

Publication	Language	Frequency	Print Circulation*	Online Circulation
BACnet Europe Journal	English/German	2 per year	3,000 copies	2,000
BACnet France Journal	French	1 per year	500 copies	2,000
Journal of Building Automation	English	2 per year	8,000 copies	8,000 + Online Readers
BACnet Middle East Journal	English	1 per year	-	2,000

\*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	
Format	Width mm x Height mm + 3 mm bleeds per edge	Standard price 4 colours			
		Member price	Non-Member Price	Member price	Non-Member Price
2 pages Advertorial <sup>1</sup>	2 x 210 x 297	2,780.00 €	3,750.00 €	2,310.00 €	3,190.00 €
1 page Advertorial <sup>1</sup>	210 x 297	1,570.00 €	2,175.00 €	1,320.00 €	1,980.00 €
Job Advertisement	88 x 60	370.00 €	370.00 €	370.00 €	370.00 €
1 page	210 x 297	1,570.00 €	2,175.00 €	1,320.00 €	1,980.00 €
½ page horizontal	210 x 146	1,025.00 €	1,335.00 €	805.00 €	1,215.00 €
½ page upright	102 x 297	1,025.00 €	1,335.00 €	805.00 €	1,215.00 €

## Preferential Placements

2 pages bound	420 x 297	4,595.00 €	6,350.00 €	3,795.00 €	5,690.00 €
4 <sup>th</sup> cover page	210 x 297	2,900.00 €	4,355.00 €	2,640.00 €	3,960.00 €
1 page bound	210 x 297	2,300.00 €	3,170.00 €	1,925.00 €	2,885.00 €
2 <sup>nd</sup> cover page	210 x 297	2,300.00 €	3,170.00 €	1,925.00 €	2,885.00 €
3 <sup>rd</sup> cover page	210 x 297	2,300.00 €	3,170.00 €	1,925.00 €	2,885.00 €

**Discounts<sup>2</sup>**

**3 %** discount when you order **2 ads** in 2023

**5 %** discount when you order **4 ads** in 2023

**10 %** discount when you order **6 ads** in 2023

<sup>1</sup> Advertisement in form of editorial content, e.g. company profile, reference report, product report.

<sup>2</sup> The combined order must be received before the first edition in which an advertisement is published.

The invoices will be issued after publication of the particular issues. Supplements, such as special national and digital editions are not discountable.

## Price list

		Journal of Building Automation		BACnet Middle East Journal	
Format	Width mm x Height mm + 3 mm bleeds per edge	Standard price 4 colours			
		Member price	Non-Member Price	Member price	Non-Member Price
2 pages Advertorial <sup>1</sup>	2 x 210 x 297	3,265.00 US\$	4,720.00 US\$	2,970.00 US\$	4,290.00 US\$
1 page Advertorial <sup>1</sup>	210 x 297	1,815.00 US\$	2,720.00 US\$	1,650.00 US\$	2,475.00 US\$
Job Advertisement	88 x 60	440.00 US\$	440.00 US\$	440.00 US\$	440.00 US\$
1 page	210 x 297	1,815.00 US\$	2,720.00 US\$	1,650.00 US\$	2,475.00 US\$
½ page horizontal	210 x 146	1,140.00 US\$	1,720.00 US\$	1,040.00 US\$	1,560.00 US\$
½ page upright	102 x 297	1,140.00 US\$	1,720.00 US\$	1,040.00 US\$	1,560.00 US\$

## Preferential Placements

2 pages bound	420 x 297	5,445.00 US\$	8,165.00 US\$	4,950.00 US\$	7,425.00 US\$
4 <sup>th</sup> cover page	210 x 297	3,630.00 US\$	5,445.00 US\$	3,300.00 US\$	4,950.00 US\$
1 page bound	210 x 297	2,720.00 US\$	4,080.00 US\$	2,475.00 US\$	3,710.00 US\$
2 <sup>nd</sup> cover page	210 x 297	2,720.00 US\$	4,080.00 US\$	2,475.00 US\$	3,710.00 US\$
3 <sup>rd</sup> cover page	210 x 297	2,720.00 US\$	4,080.00 US\$	2,475.00 US\$	3,710.00 US\$

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## Technical specifications

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Special Issues vary in paper size and print space

## Printing process

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

## Magazine size

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DIN A4, 210 mm width x 297 mm height,

Column width: 42 mm

Print space: 180 mm width x 261 mm height

## Print space

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Please ensure that advertisements include **crop marks** and **3 mm bleeds**

## Digital media

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Delivery: E-Mail up to 30 MB,

Software: Photoshop, Illustrator, InDesign.

With All fonts, pictures, diagrams, logos, etc.

PDF files: **Highres PDF X4, resolution at least 300 dpi, EPS files all in CMYK!**

## Additional design services

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

## Important legal information

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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.