

BACnet Journal

www.bacnetjournal.org

- Distributed in over 70 countries worldwide
- More than 50,000 readers
- Extended Online Distribution

Media Information 2020

BACnet Journals

BACnet Europe Journal

BACnet France Journal

BACnet International Journal

BACnet Middle East Journal

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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					
32	BACnet – Open and Secure	Light+Building 2020, Frankfurt	Dec. 6, 2019	Dec. 23, 2019	Feb. 28, 2020
33	BACnet and communication via IP in existing and new buildings	Building Automation Conference 2020, Düsseldorf	Aug. 14, 2020	Sept. 18, 2020	Okt. 26, 2020
BACnet France Journal					
13	BACnet – Open and Secure	IBS – Intelligence Building Systems 2020, Paris	Jun. 30, 2020	Sept. 30, 2020	Oct. 30, 2020
BACnet International Journal					
18	BACnet and Security	Lightfair 2020, Las Vegas	Feb. 7, 2020	Feb. 28, 2020	May 1, 2020
19	BACnet Continues to Grow	Greenbuild Int. Conf. and Expo 2020, Atlanta; AHR Expo 2021, Chicago	Aug. 7, 2020	Aug. 28, 2020	Nov. 2, 2020
BACnet Middle East Journal					
09	BACnet – Open and Secure	Big5 2020, Dubai	Sept. 16, 2020	Oct. 16, 2020	Nov. 16, 2020

Editorial schedule subject to change without notice.

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 Middle East Journal	English	1 per year	Online Distribution	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	2 x 210 x 297	2,530.00 €	3,410.00 €	2,100.00 €	2,900.00 €
1 page Advertorial	210 x 297	1,430.00 €	1,980.00 €	1,200.00 €	1,800.00 €
1 page	210 x 297	1,430.00 €	1,980.00 €	1,200.00 €	1,800.00 €
½ page horizontal	210 x 146	880.00 €	1,155.00 €	700.00 €	1,050.00 €
½ page upright	102,5 x 297	880.00 €	1,155.00 €	700.00 €	1,050.00 €

Preferential Placements

2 pages bound	420 x 297	4,180.00 €	5,775.00 €	3,450.00 €	5,175.00 €
4 th cover page	210 x 297	2,640.00 €	3,960.00 €	2,400.00 €	3,600.00 €
1 page bound	210 x 297	2,090.00 €	2,885.00 €	1,750.00 €	2,625.00 €
2 nd cover page	210 x 297	2,090.00 €	2,885.00 €	1,750.00 €	2,625.00 €
3 rd cover page	210 x 297	2,090.00 €	2,885.00 €	1,750.00 €	2,625.00 €

Discounts*

3 % discount when you order **2 ads** in 2020

5 % discount when you order **4 ads** in 2020

10 % discount when you order **6 ads** in 2020

*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

		BACnet International Journal		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	2 x 210 x 297	2,970.00 US\$	4,290.00 US\$	2,700.00 US\$	3,900.00 US\$
1 page Advertorial	210 x 297	1,650.00 US\$	2,475.00 US\$	1,500.00 US\$	2,250.00 US\$
1 page	210 x 297	1,650.00 US\$	2,475.00 US\$	1,500.00 US\$	2,250.00 US\$
½ page horizontal	210 x 146	990.00 US\$	1,485.00 US\$	900.00 US\$	1,350.00 US\$
½ page upright	102,5 x 297	990.00 US\$	1,485.00 US\$	900.00 US\$	1,350.00 US\$

Preferential Placements

2 pages bound	420 x 297	4,950.00 US\$	7,425.00 US\$	4,500.00 US\$	6,750.00 US\$
4 th cover page	210 x 297	3,300.00 US\$	4,950.00 US\$	3,000.00 US\$	4,500.00 US\$
1 page bound	210 x 297	2,475.00 US\$	3,710.00 US\$	2,250.00 US\$	3,375.00 US\$
2 nd cover page	210 x 297	2,475.00 US\$	3,710.00 US\$	2,250.00 US\$	3,375.00 US\$
3 rd cover page	210 x 297	2,475.00 US\$	3,710.00 US\$	2,250.00 US\$	3,375.00 US\$

Discounts*

3 % discount when you order **2 ads** in 20205 % discount when you order **4 ads** in 202010 % discount when you order **6 ads** in 2020

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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