

BACnet Journals

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Media Information 2012

July – December

BACnet Journals

BACnet Europe Journal

ISSN 1614-9572

BACnet France Journal

ISSN 2190-9431

BACnet Italy Journal

ISSN 2190-9075

BACnet Journal Latin America,
Portugal and Spain

ISSN requested

BACnet China Journal

ISSN 2190-9423

BACnet Middle East Journal

ISSN 2190-944x

BACnet AustralAsia Journal

ISSN requested

last update June 2012



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.

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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 Italy Journal	Italian	1 per year	1,200 copies
BACnet Journal for Latin America, Portugal and Spain	Spanish/Portuguese	1 per year	Initial print run 3,000 copies
BACnet AustralAsia Journal	English	1 per year	Initial print run 3,000 copies
BACnet Middle East Journal	English	1 per year	2,000 copies
BACnet China Journal	Chinese	2 per year	2,000 copies

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

Supplements

Special 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.

Please note our individual offers, such as for the special German edition.

Issue	Main Topics	Focus	Editorial Deadline	Publication Date
BACnet Europe Journal				
17	Growing Capabilities of the BACnet Standard	BuildingEfficiency Dialogue Hanover and Cologne	August 22 nd , 2012	October 15 th , 2012
18	Interoperability with Certified Devices	ISH 2013	January 2013	March/April 2013
BACnet France Journal				
5	BACnet Solutions and Services in France	Intelligent Building Systems (IBS) Paris 2012	June 30 th , 2012	September 17 th , 2012
6	BACnet the Growing Standard	IBS Paris 2013	June 2013	September 2013
BACnet Italy Journal				
4	BACnet Enables Energy Efficient Facility Management	Sicurezza 2012	September 9 th , 2012	November 2012
5	Project Design for BACnet Solutions	Expo Italia Real Estate (EIRE) 2013	March 2013	May 2013
BACnet Journal for Latin America, Portugal and Spain				
1	The Capabilities of BACnet in Energy Efficiency	Transatlantic BACnet Dialogue	August 31 st , 2012	October 2012
2	Intelligent Buildings and their Positive Impact on the Economy	Climatizacion Madrid 2013	December 2012	February 2013

Issue	Main Topics	Focus	Editorial Deadline	Publication Date
BACnet AustralAsia Journal				
1	BACnet Integration in Asia Pacific	BACnet Forum Singapore 2012	September 2012	November 2012
2	Green Buildings Speak BACnet in Asia Pacific	BACnet Forum Singapore 2013	September 2013	November 2013
BACnet Middle East Journal				
4	Trend-setting Low Operating Costs in High Buildings	Big 5 Dubai 2012	September 25 th , 2012	November 1 st , 2012
5	High Level BACnet Integration	Big 5 Dubai 2013	September 2013	November 2013
BACnet China Journal				
5	System Integration with BACnet	BACnet Forum 2012	June 22 nd , 2012	September 24 th , 2012
6	Green Buildings speak BACnet	Beijing International Building Technology 2013	January 2013	March 2013

Price list

		BACnet Europe Journal BACnet France Journal BACnet Italy Journal BACnet Middle East Journal BACnet Journal for Latin America, Portugal and Spain	BACnet AustralAsia Journal	BACnet China Journal
Format	Width mm x Height mm + 3 mm cutting allowance per edge	Standard price 4 colours		
1 page	210 x 297	1,100.00 €	1,500.00 US\$	890.00 €
½ page horizontal	210 x 146	550.00 €	750.00 US\$	445.00 €
½ page upright	102,5 x 297	550.00 €	750.00 US\$	445.00 €

Preferential Placements

4 th cover page	210 x 297	2,200.00 €	3,000.00 US\$	1,780.00 €
2 nd cover page	210 x 297	1,650.00 €	2,250.00 US\$	1,335.00 €
3 rd cover page	210 x 297	1,650.00 €	2,250.00 US\$	1,335.00 €
1 page bound	210 x 297	1,650.00 €	2,250.00 US\$	1,335.00 €
2 pages bound	420 x 297	3,300.00 €	4,500.00 US\$	2,670.00 €

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

Discounts*

3 % discount when you order **2 ads** in 2012

5 % discount when you order **3 ads** in 2012

10 % discount when you order **6 ads** in 2012

15 % discount when you order **8 ads** in 2012

*Supplements, such as the special German edition 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 271.5 mm height

Print space

Cut advertisements: at least 3 mm cutting allowance per cutting edge, elements in danger of being cut off must be placed at least 3 mm away from the inside trimming.

Digital media

Delivery: ZIP, CD ROM, E-Mail up to 30 MB,
Software: Photoshop (up to version 6.0),

Illustrator (up to version CS3),
InDesign (up to version CS3).

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.

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