

Properties

NORTHEAST OHIO'S MONTHLY REALTY, CONSTRUCTION & ARCHITECTURE MAGAZINE

2012 media
planner



Dedicated to real estate and building progress in Northeast Ohio since 1946



WHY ADVERTISE? Credibility & Connections.

Each month, *Properties* delivers in-depth coverage of the key people and projects within Northeast Ohio's realty, construction and architectural community. More than 30,000 decision-makers turn to *Properties* as their trusted authority for industry news and revealing profiles of top companies and construction projects. A wide-ranging editorial calendar also includes topical special sections offering helpful, informative articles contributed by experts in fields ranging from landscaping and roofing to green building and real estate law.

- ✓ *Properties* is your most powerful ally in reaching a highly targeted audience of property owners/managers who are interested in your construction, design and real estate products/ services for Northeast Ohio's commercial, institutional, residential and industrial markets.
- ✓ Established in 1946, *Properties* is the longest running, most respected and trusted trade publication of its kind in Ohio.
- ✓ Subscribers to *Properties* include members of these powerful associations and more:
 - American Institute of Architects (AIA)
 - Building Owners & Managers Association (BOMA)
 - Associated General Contractors (AGC)
 - Associated Building Contractors (ABC)
 - The Builders Exchange (BX)
 - Home Builders Association (HBA)
 - North Coast Building Industry Association (NCBIA)
 - Cleveland Area Board of Realtors (CABOR)
 - Northeast Ohio Apartment Association (NOAA)
 - National Association of Industrial & Office Properties (NAIOP)
 - Cleveland Engineering Society (CES)
 - Construction Employers Association (CEA)
 - International Facilities Managers Association (IFMA)
 - Sales & Marketing Professionals Society (SMPS)
 - Mortgage Bankers Association (MBA)
 - International Interior Design Association (IIDA)
 - American Society of Interior Designers (ASID)
 - Cleveland Restoration Society (CRS)
 - Society of Industrial and Office Realtors (SIOR)
 - Institute of Real Estate Management (IREM)
- ✓ *Properties* is also available in digital format through www.propertiesmag.com. This means that online readers can experience the magazine as it was designed, with all the stories, photos and advertisements included in our print edition. As an added benefit, the online version features interactive magazine ads that connect readers to advertisers' websites with one mouse-click.

So why choose *Properties* as your advertising vehicle? Because appearing in *Properties* lends credibility to your products and services, while building your relationships within Northeast Ohio's construction, architectural/design and realty communities. For more information, feel free to call us at 216.251.0035 or visit us online at www.propertiesmag.com.



Ken Krych
Owner/Publisher
Properties Magazine, Inc.
kkrych@propertiesmag.com
216.251.0035
www.propertiesmag.com

ad rates *Prices are per issue. For premium placement, add 10%.

Size	1 Time b&w • color	3 Times* b&w • color	6 Times* b&w • color	12 Times* b&w • color
2-Page Spread	n/a • \$1,995	n/a • \$1,895	n/a • \$1,795	n/a • \$1,695
Full Page	\$955 • \$1,195	\$909 • \$1,099	\$865 • \$1,015	\$815 • \$935
2/3 Page	\$895 • \$1,119	\$855 • \$1,049	\$809 • \$985	\$765 • \$925
1/2 Page	\$755 • \$945	\$679 • \$885	\$605 • \$835	\$529 • \$785
1/3 Page	\$565 • \$705	\$509 • \$665	\$455 • \$635	\$395 • \$599
1/4 Page	\$469 • \$585	\$425 • \$555	\$375 • \$529	\$329 • \$509
1/6 Page	\$379 • \$475	\$345 • \$425	\$305 • \$385	\$265 • \$345
1/9 Page	\$315 • \$395	\$285 • \$365	\$255 • \$325	\$225 • \$295

Cover Prices:

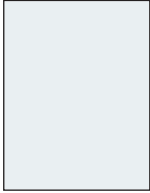
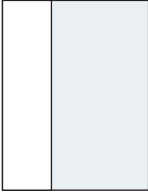

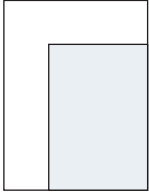

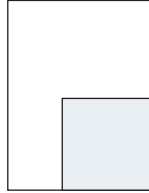

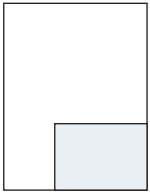
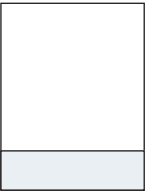
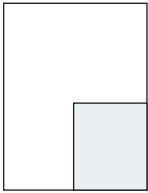
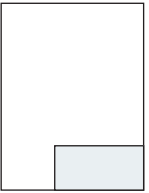
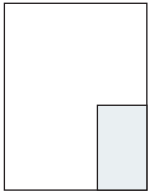
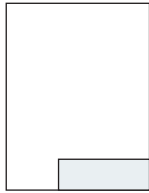
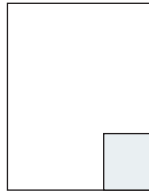
Outside Back	\$2,195	n/a	\$1,975	\$1,865
Inside Front	\$2,095	n/a	\$1,885	\$1,779
Inside Back	\$1,995	n/a	\$1,795	\$1,695



To learn about web advertising opportunities available through www.propertiesmag.com, contact Ken Krych at 216.251.0035 or kkrych@propertiesmag.com.

mechanical specifications

All dimensions in inches, width x height

						
Full page 8.375" x 10.875" (8.875" x 11.375" bleed)	2/3 page vertical 4.625" x 10"	1/2 page horizontal 7" x 4.875"	1/2 page island 4.625" x 7.5"	1/3 page vertical 2.25" x 10"	1/3 page square 4.625" x 4.875"	1/3 page horizontal 7" x 3.25"
						
1/4 page horizontal 4.625" x 3.75" (version A)	1/4 page horizontal 7" x 2.375" (version B)	1/4 page vertical 3.375" x 4.875"	1/6 page horizontal 4.625" x 2.375"	1/6 page vertical 2.25" x 4.875"	1/9 page horizontal 4.625" x 1.75"	1/9 page vertical 2.25" x 3.25"

Mechanical requirements

Properties accepts ads designed in the following electronic formats: Adobe Acrobat PDF (with all fonts and images embedded); Adobe InDesign (packaged with all fonts, images and styles); and Adobe Photoshop (EPS, TIFF, JPG or PDF files at 300 dpi). Sorry, we cannot accept ads in Pagemaker, QuarkXPress, Microsoft Publisher or Microsoft Word format. Colors must be converted to CMYK (or grayscale if ad is b/w). *Properties* is not responsible for errors in advertising materials supplied by the advertiser or its agency or for changes made after closing dates.

Design assistance

Basic ad layout is covered in the advertising cost. Revisions may be subject to additional charges at \$60 per hour. Digital art: photos/graphics must be at least 300 dpi. Adobe Photoshop, Acrobat or Illustrator formats preferred. Materials should be delivered by email to mwatt@propertiesmag.com or mailed to *Properties*, 3826 W. 158th St., Cleveland, OH 44111. For technical assistance, contact Mark Watt at 216.251.2655.

2012 editorial calendar

Editorial due by the 20th of the month prior to which it will appear • Ad space must be secured by the 25th of the previous month
For further information, contact the Properties staff at 888.641.4241

JANUARY	FEBRUARY	MARCH
FINANCIAL REVIEW & FORECASTS National & local experts weigh in on industry trends & issues of the past 12 months & those coming in the new year, with a focus on legal & financial affairs.	LANDSCAPING The latest information in a growing field, from how to create curb appeal for your property to selecting the best maintenance and outdoor lighting contractor.	LEGAL SERVICES A special look at the real estate lawyers that help create & manage projects behind the scenes. TECHNOLOGY An overview of game-changing software & hardware tools, from BIM to the latest smartphone apps.
APRIL	MAY	JUNE
ROOFING A report on managing this important building asset, from a focus on new products, techniques & systems to designing maintenance programs.	PLUMBING & HVAC SYSTEMS With summer around the corner, we'll explore how engineering & service play an essential role in keeping buildings comfortable.	ENVIRONMENTAL SOLUTIONS From site assessments & decontamination services to wetlands & brownfields legal issues, we'll ask the experts for advice & answers.
JULY	AUGUST	SEPTEMBER
INTERIOR DESIGN An inside look at the design & selection of furnishings, including windows, doors, appliances, lighting fixtures, paints & coatings, furniture, millwork, carpet & floor coverings.	SECURITY & FIRE PROTECTION Detailing the latest sprinkler systems, surveillance technologies and other products and services that keep facilities safe and secure.	GREEN BUILDING A special focus on the latest initiatives & proven methods of sustainable design in the commercial, institutional & residential markets.
OCTOBER	NOVEMBER	DECEMBER
RENOVATION & RESTORATION With an eye toward the renewal of older properties, we highlight the latest trends & best techniques for freshening up interiors & exteriors of Northeast Ohio buildings.	PROFESSIONAL SERVICES An indepth look at the firms that work behind the scenes to make projects possible, from real estate lawyers & bonding insurers to title companies, accounting firms & lending institutions.	BUILDING & SITE MAINTENANCE Examining services & techniques utilized to keep commercial, institutional & residential properties in prime condition, inside and out. BUILDING PRODUCTS Highlighting products ready to use for building projects – plus the local suppliers that make them available.



3826 W. 158th St., Cleveland, OH 44111
Phone 216.251.0035 | Fax 216.251.0064

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