

HABITAT

the HABITAT group

- PRINT & DIGITAL MAGAZINE
- WEBSITE
- E-NEWSLETTERS
- VIDEO
- PODCASTS

- BOOKS
- NEWSLETTERS
- WEBINARS
- E-ALERTS

*REACHING NEW YORK'S
CO-OP & CONDO BOARD
DIRECTORS AND THEIR
PROFESSIONAL PARTNERS*

MEDIA KIT 2024



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

HABITAT

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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)

A sample of a Marketplace Classified Ad. The ad is titled "Marketplace" and lists various services such as "Bicycle Parking & Storage", "Environmental Remediation Services", "Compressor Sales & Repairs", "Construction", "Consulting Engineers", "Insurance", "Interior Design", "Laundry Services", "Architects/Interior/Lobby Design", "Attorneys", and "Energy/Fuel". Each service is accompanied by a small red square icon and contact information.

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)

MARKET PLACE Classified

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



ANNUAL SHOWCASE ISSUES

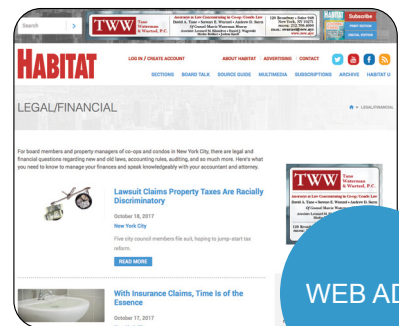
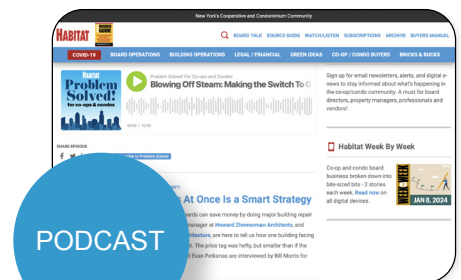
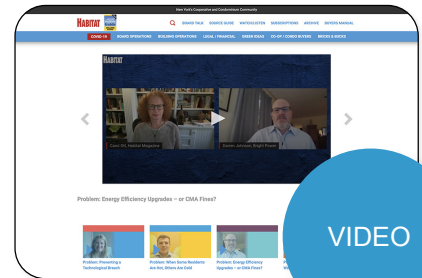
Property management, legal advice and other professional service vendors are crucial to the co-op/condo community and *Habitat's* readers. To address this information need, we publish four special editorial series covering these topics. Each series launches with a special themed issue, and either continues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

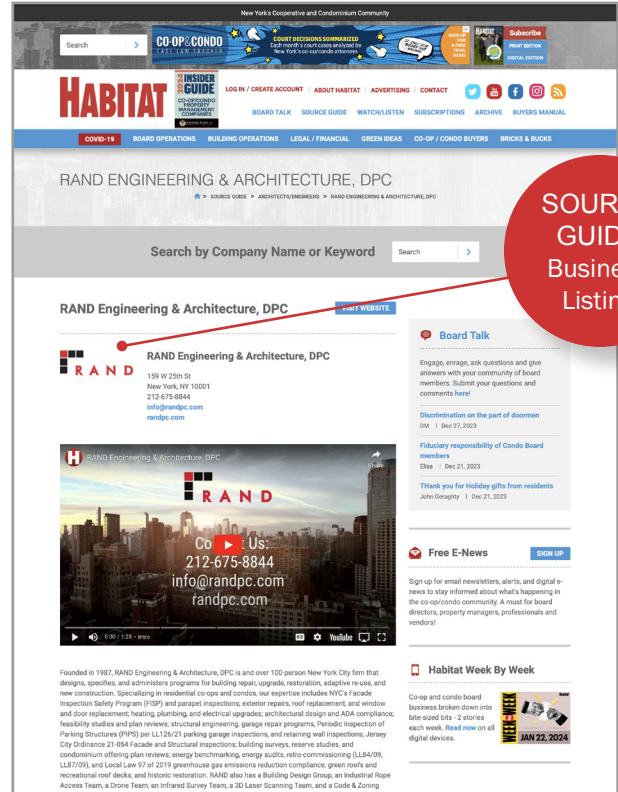
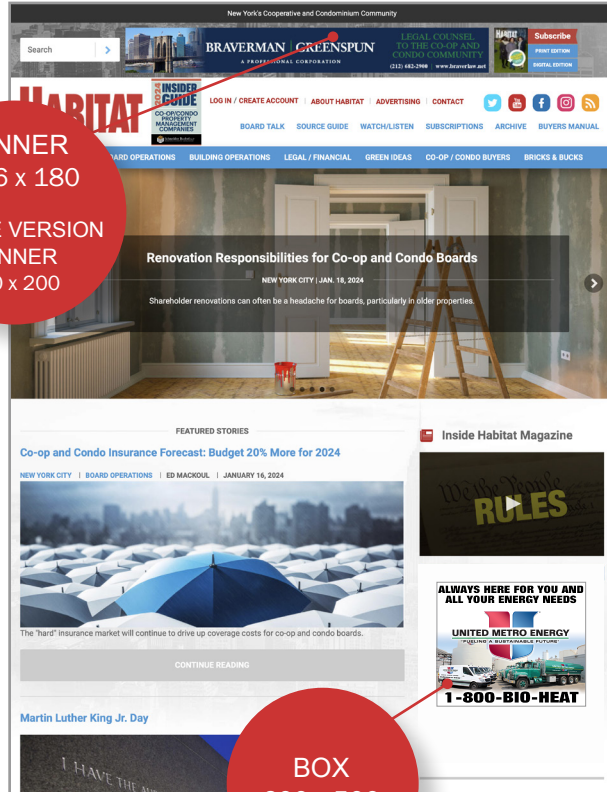
JANUARY *Business of Management* A survey of leading property management firms with respondents reporting operating details vital to co-op/condo boards. Includes data on building, owner and purchaser fees; website and tech capabilities; units and properties managed; and capabilities in addition to property 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.





The digital portal to co-op/condo board of director news in New York, www.habitatmag.com offers advertisers an editorial environment providing coverage of current issues and problem-solving solutions for co-op/condo board directors in the New York metro area. We deliver an audience of passionate board directors interested in bettering their buildings.

2023 OVERVIEW From Google Analytics

832,345	3.02	1.60	271,974
PAGEVIEWS	SCREENS/USER	MINUTES ENGAGEMENT	USERS



E-NEWSLETTERS

Habitat publishes two e-newsletters a week, **Bricks & Bucks** and **Habitat Weekly**, the **Case Watch** e-newsletter twice-a month and **Habitat Highlights** four times a month. Each is emailed to approximately 6,500 Habitat subscribers (property managers, attorneys and other vendors serving the co-op/condo community) and 3,500 co-op/condo board directors who are members of the Council of New York Cooperatives & Condominium.

BRICKS & BUCKS (EACH WEDNESDAY) focuses on building projects and interesting financial/funding opportunities. Each 600-word newsletter is focused on a single topic, and takes a deep look into the how, why and where of a project or money-related theme.

HABITAT WEEKLY (EACH THURSDAY) offers timely information to co-op/condo decision-makers on diverse topics ranging from technology to site safety to admissions issues. Each 600-word newsletter is focused on a single topic.

CASE WATCH (TWICE-A-MONTH) provides a summary of two-to-three recent co-op/condo court decisions and the reason each was — or wasn't — successful. Written by leading attorneys in the field, each case and its takeaway offers a useful legal lesson to board directors.

HABITAT HIGHLIGHTS (4X-5X PER ISSUE) Spotlights two articles from current issue of Habitat Magazine, with links to read them in the digital edition. *Exclusive sponsorship includes a banner ad.*



The screenshot shows the top portion of a Habitat Bricks & Bucks newsletter. At the top is the logo for 'HABITAT Bricks & Bucks' with the tagline 'New York's Cooperative and Condominium Community' and a 'Subscribe to Habitat Magazine' button. Below is a sponsor logo for 'Mathew Adam PROPERTIES, INC. Strategic Management'. The main article is titled 'Fuel Cells, the Possible Future of Clean Energy, Are Coming to Staten Island' by Bill Morris, dated April 28, 2021. The text discusses a clean-energy infrastructure developer installing 49 fuel cells in Staten Island. A red circle points to the article title with the annotation 'BANNER 1200 x 240'. Below the article is a 'BACKGROUNDS SOLUTIONS' section titled 'FREE VIRTUAL SCENARIOS' for April 27th, 2021, at 9 AM - 9 PM via Zoom. A red circle points to this section with the annotation 'ENHANCED STRIP 1200 x 600'. A red circle points to the 'Mathew Adam PROPERTIES, INC.' logo with the annotation 'BOX 600 x 500'.

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HABITAT WEEK by WEEK

WEEK BY WEEK DIGITAL DIGEST

Habitat Week by Week is a digital digest published twice a month. Mobile enabled, it's available on habitatmag.com and each new issue is announced via e-mail to our board & professional list of 8000. It features two articles, and can include a sponsor article if so desired.

Sponsorship Perks include:

E-MAIL ALERT: E-mail sent to Habitat and Week by Week subscribers alerting them to newly published digest. Sponsorship includes your ad on each email and a text block that can contain a link or text only.

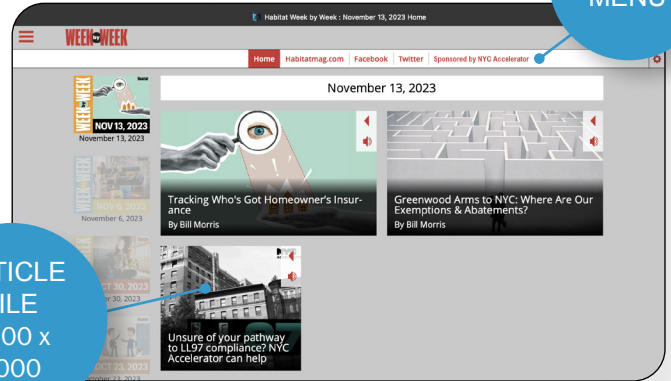
ARTICLE PAGE: Providing you an opportunity for thought leadership, you can submit an article, video or ad which will be published in the weekly edition.

ARTICLE TILE: Sponsor provides an eye-catching image which links to article page.

SPONSORSHIP LINK IN MENU: Link to sponsor's website appears in the Week by Week navigation menu.

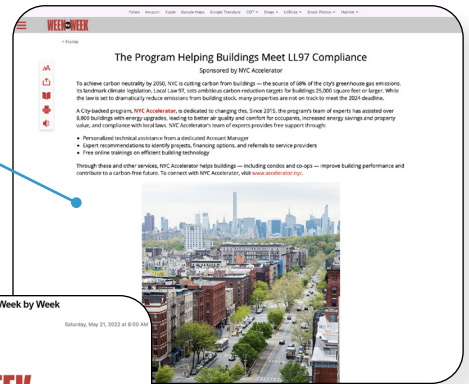
AD IN HABITAT MAGAZINE: Week By Week ad with sponsor's logo and contact information is featured every month in Habitat's flagship magazine — in both print and digital editions.

LINK IN MENU



ARTICLE TILE
1200 x 1000

ARTICLE PAGE
Text and Photo



EMAIL ALERT
Promo Copy

MAGAZINE AD
Logo and Web Link





ASK THE EXPERTS

ASK THE EXPERTS

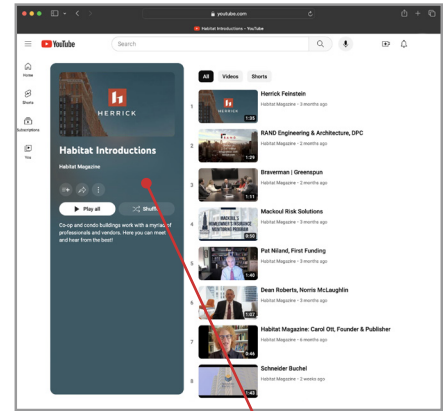
This video feature showcases companies offering products and services to co-op/condo boards and their buildings. The package includes storyboarding, video filming and production and hosting on habitatmag.com for a full year. Ten individual videos (each approximately one to two minutes) address important topics your company has expertise in and board directors need to know about. Ask the Experts is category exclusive.



ISSUE PREVIEW Sponsor with Video

ISSUE PREVIEW - VIDEO OPTION

Each month Habitat's publisher, Carol Ott, produces a video announcing upcoming editorial features. The sponsorship package is tied to this Habitat editorial promotion. It features shooting and editing a branding video for your law firm, and then hosting it on the home page of habitatmag.com. Your sponsorship video (link) is also featured in monthly emails to Habitat subscribers announcing the editorial trailer. (There is also a sponsor link-only option).



VIDEO INTRODUCTIONS

VIDEO INTRODUCTIONS

Introduce yourself and your company to Habitat's audience of engaged co-op/condo board directors and their professionals. Hosted on Habitat's YouTube channel, these video intros are a great way to provide a visual and auditory representation of your brand, showcasing its personality, values and unique selling points. More engaging than text or static images, video intro's increase the likelihood of continued engagement with your content and product. Package includes video filming and production using our online studio, hosting for a full year and marketing through Habitat emails and print advertising.

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Podcast

The collage features several elements: a screenshot of an Apple Podcasts search for 'Habitat magazine' showing top results like 'How To Deal With Board Members Who Disclose Conf...', 'Lobby Redesign: Turning Bad News Into Good Problem Solved!', and 'Habitat Inside Track'; a screenshot of the habitatmag.com website with a featured article by Alvin Wasserman; a promotional graphic for 'Habitat Legal Talk' S2: EP 11 'What's Up With Expense Allocations in Mixed-Use Condos'; a promotional graphic for 'Habitat Problem Solved!' S1: EP 09 'Banishing Brown Water'; and a screenshot of the AKAM website with a featured article about 'Banishing Brown Water'.

PODCAST ADVERTISING PACKAGE

The intimate nature of podcasts makes them an ideal medium for advertisers to connect with engaged listeners. It's a lean-in experience unlike any other, ideal for building brand awareness.

HABITAT'S PODCAST ADVERTISING PACKAGE INCLUDES:

- Pre-roll ad that is read by podcast host, typically about 15 seconds.
- Email marketing to Habitat's list of approximately 9000 co-op/condo board directors and professionals on release date of each podcast(see sample).
- Podcast distribution: Each podcast is published on the major podcast platforms - Apple Podcast, Spotify, Amazon Music - and other platforms. It is also hosted on habitatmag.com.

2024 EXPO

The Council of New York Cooperatives & Condominiums is a membership group of over 2000 co-op and condo buildings. Hosting monthly seminars throughout the year, it brings together board directors and professionals for an annual educational conference.

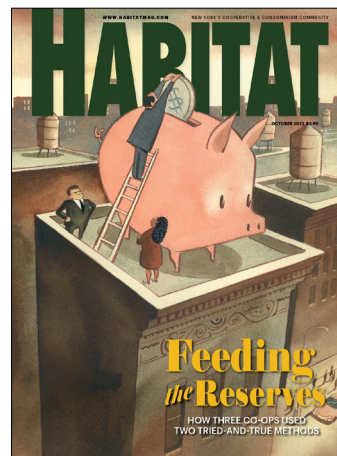
Vendors greet current clients and introduce themselves to potential ones at this event, now in its 44th year. Attended by approximately 400 board directors, this conference is the leading educational event in New York City, offering more than 40 seminars.

Sponsored by the [Council of New York Cooperatives and Condominiums](#), Habitat partners with CNYC to offer an Expo package that with three promotional levels:

Silver: Table top exhibit space at the all day conference + Business Card in CNYC Product Directory

Gold: Table top exhibit space + Business Card in CNYC Project Directory + Showcase Ad in Habitat's Conference Issue (October 2024)

Platinum: Table top exhibit space + Business Card in CNYC Project Directory + Showcase Ad in Habitat's Conference Issue (October 2024) + Video Introduction (hosted in Youtube for 12 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

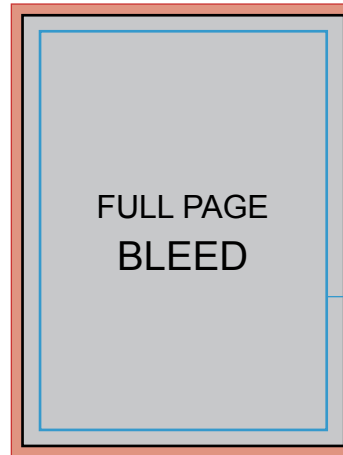
PRINT AD SPECIFICATIONS

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"

(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	7 1/8"	x	9 7/8"



FULL PAGE BLEED

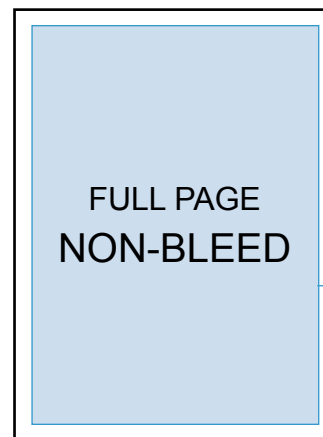
Trim:
8.125" (w) x 10.875" (h)

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

APARTMENT MANAGEMENT CHECKLIST 2025

Considered the “bible” of New York’s property managers and building owners for more than 25 years, the **NYC Apartment Management Checklist** (available in print and digital editions) gives you the opportunity to feature your company together with the exact content that aligns with **YOUR** business and speaks to **YOUR** prospects.

With over 50 topics covered—from facade inspection to boiler/burner certification—this comprehensive, compliance-focused checklist, often referred to as “The Explainer,” tells readers:

- What they need to do and why;
- When they need to do it; and
- What happens if they don’t.

The forthcoming 2025 edition gives you the chance to get in front of a highly targeted selection of dedicated users – building owners, property managers, and co-op/condo board directors – of this renowned and respected resource.

PRINT AD SPECIFICATIONS

Final trim size	8 1/2" x	x	11"
Full Page Bleed Ads	width	x	height
Full page bleed	8 3/4"	x	11 1/4"
(Full page bleed ads have a trim size of 8 1/2" x 11" 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	7 3/4"	x	10 1/4"

DIGITAL AD SPECIFICATIONS

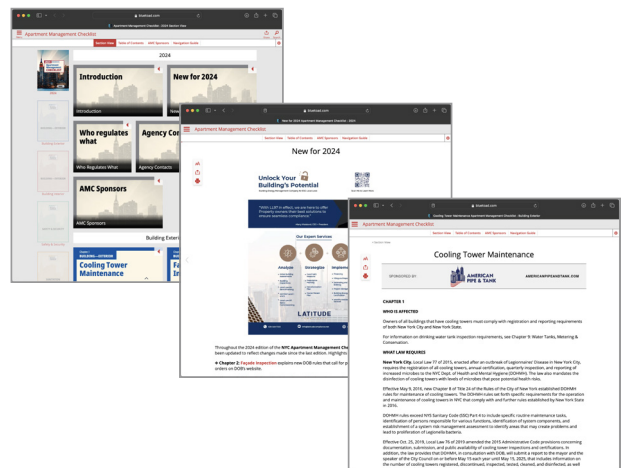
(Print ads are re-purposed for digital edition.)

Banner Ads	width	x	height
	950px	x	117px



Advertising Options:

Back cover	\$5,000
Inside cover	\$5,000
Back inside cover	\$4,000
Opposite table of contents 1	\$4,000
Opposite table of contents 2	\$4,000
What’s new in this edition	\$4,000
Beginning of each topic-focused chapter	\$2,500



ADVERTISING GUIDELINES

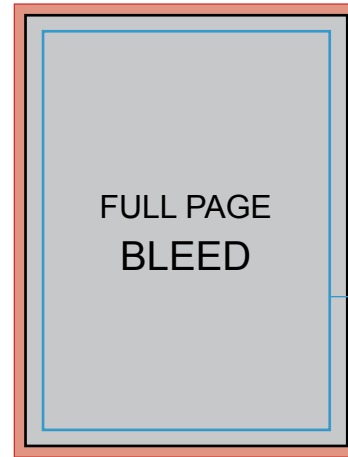
PRINT AD SPECIFICATIONS

Final trim size 8 1/2" x 11"

Full Page Bleed Ads	width	x	height
Full page bleed	8 3/4"	x	11 1/4"

(Full page bleed ads have a trim size of 8 1/2" x 11" 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	7 3/4"	x	10 1/4"



FULL PAGE BLEED

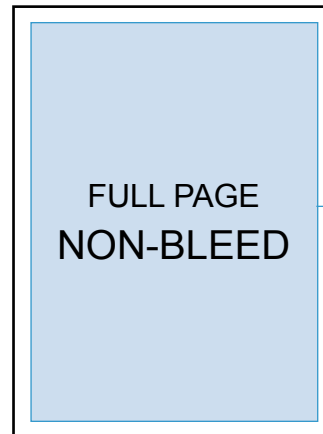
Trim:
8.5" (w) x 11" (h)

Bleed:
8.75" (w) x 11.25" (h)

Live Area:
7.75" (w) x 10.25" (h)

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
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- 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
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FULL PAGE NON-BLEED

Live Area:
7.75" (w) x 10.25" (h)

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MATERIALS/CREATIVE QUESTIONS:

PABLO TURCIOS
Art Director
518-831-0247
pturcios@habitatmag.com

NEWSLETTERS

NEW YORK APARTMENT LAW INSIDER | 12 issues per year | Paid Subscription

For over 30 years, *New York Apartment Law Insider* has been the go-to resource for rental building owners and managers as well as management companies who deal with New York agencies and who need critical coverage of such topics as rent stabilization, rent control, building maintenance requirements, correction of code violations, and more.

ASSISTED HOUSING MANAGEMENT INSIDER | 12 issues per year | Paid Subscription

Owners, managers, and developers of government-assisted housing sites turn to *Assisted Housing Management Insider* for the guidance they need to comply with HUD regulations and avoid legal missteps, hasty decisions, overlooked notices, or even a poor choice of words—all in an effort to prevent costly legal problems.

COMMERCIAL LEASE LAW INSIDER | 12 issues per year | Paid Subscription

Commercial real estate attorneys at law firms, property owners' general counsel, commercial property owners, managers, and leasing agents rely on *Commercial Lease Law Insider* for the latest strategies in drafting and negotiating smart, owner-friendly leases using recent court rulings and real-world, expert experiences.

FAIR HOUSING COACH | 12 issues per year | Paid Subscription

Owners and managers of apartment communities turn to Fair Housing Coach to provide clear, plain English explanations of the law together with helpful case study examples to share with staff. An unmatched training resource, it provides a fast and economical way to train staff year-round and on-site.

NEW YORK LANDLORD V. TENANT | 12 issues per year | Paid Subscription

Attorneys who advise NYC apartment building owners subscribe to *New York Landlord v. Tenant* to access over 25 years of selected housing court cases, full-text decisions issued by the DHCR, decisions by the Environmental Control Board, and landlord-tenant cases submitted by NYC attorneys.

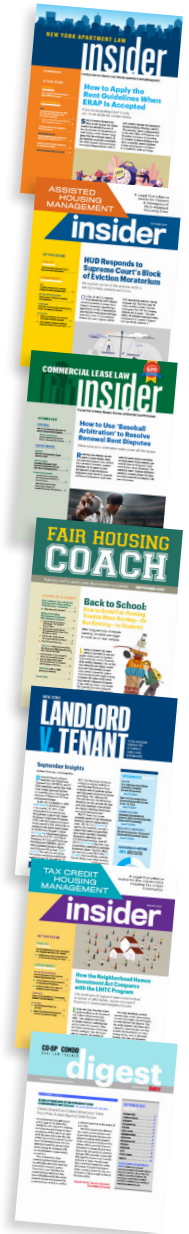
TAX CREDIT HOUSING MANAGEMENT INSIDER | 12 issues per year | Paid Subscription

Owners and managers of housing sites that receive low-income housing tax credits subscribe to *Tax Credit Housing Management Insider* for help in complying with tricky IRS, HUD, and state agency rules. The newsletter provides plain-English explanations of the tax credit rules to help avoid compliance mistakes that could jeopardize some—or even all—of a site's tax credits.

CO-OP & CONDO CASE LAW TRACKER DIGEST | 12 issues per year

Comes with Paid Subscription to Co-op & Condo Case Law Tracker Searchable Database

Presenting the most relevant cases in NY co-op and condo law, this monthly digest also provides real estate attorneys with an at-a-glance summary of all the new cases added that month.



SPONSORSHIP OPPORTUNITIES

- Full-Page Ad
- Web Ad
- E-News Alert

For more information, please contact
Bill Fink, Associate Publisher,
212-505-2030, ext. 3003, bfink@habitatmag.com