

# BACnet Journal

www.bacnetjournal.org

Distributed in over  
70 countries worldwide

## Media Plan 2024

### BACnet Journals

BACnet Europe Journal

ISSN 1614-9572

BACnet France Journal

ISSN 2190-9431

Journal of Building Automation

ISSN 2191-7825

BACnet Middle East Journal

ISSN 2190-944X

last update May 28, 2024



## 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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### Editorial Office

TEMA Technologie Marketing AG  
Aachener-und-Münchener-Allee 9  
52074 Aachen  
Germany

### Editor in Chief

Hans Symanczik  
Phone: +49-1724160537  
Email: symanczik@tema.de

### Media Services

Dirk Sistemich  
Phone: +49-241-88970-801  
Fax: +49-241-88970-999  
Email: sistemich@tema.de

### BACnet Europe Journal

Dirk Sistemich  
Phone: +49-241-88970-801  
Email: sistemich@tema.de

### BACnet France Journal

Marta Pogliani  
Phone: +49-241-88970-575  
Email: pogliani@tema.de

### Journal of Building Automation

Hans Symanczik  
Phone: +49-1724160537  
Email: symanczik@tema.de

### BACnet Middle East Journal

Hermann Josef Pilgram  
Phone: +49-241-88970-610  
Email: pilgram@tema.de

Issue	Topic	Focus	Registration Deadline Ads / Articles	Deadline for Submission Ads / Articles	Publication Date
<b>BACnet Europe Journal</b>					
40	Networking the BACnet Standard in Europe	Light + Building 2024	Jan. 12, 2024	Jan. 26, 2024	Mar. 1, 2024
41	Secure Communication with BACnet	GLT-Anwendertagung 2024	June 21, 2024	July 26, 2024	Sept. 9, 2024
<b>BACnet France Journal</b>					
17	BACnet Security	IBS – Intelligence Building Systems 2024, Paris	June 07, 2024	Aug. 30, 2024	Nov. 13, 2024
<b>BACnet International's Journal of Building Automation</b>					
25	BACnet's Future in Building Automation		Feb. 16, 2024	Mar. 4, 2024	Apr. 26, 2024
26	Developments in Security and Interoperability	AHR Expo 2025	Aug. 23, 2024	Sept. 13, 2024	Oct. 25, 2024
<b>BACnet Middle East Journal</b>					
13	BACnet for a Smart Future	Big5 2024, Dubai	Sept. 02, 2024	Sept. 30, 2024	Nov. 11, 2024

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	3,000
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 €
<b>Preferential Placements</b>					
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 2024

**5 %** discount when you order **4 ads** in 2024

**10 %** discount when you order **6 ads** in 2024

<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

		BACnet International's 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)

**Color space: Coated FOGRA39**

## 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.