



Smart Buildings

MAGAZINE

MEDIA PACK 2017



www.smartbuildingsmagazine.com

Smart Buildings Magazine is an integrated website and bi-weekly e-newsletter which aims to link people, products and processes in the smart buildings industry. We will give our readers the information they need to make a correct, informed decision on how to make buildings more economic for their owners and more functional for their occupiers. We also cover the smart cities and smart homes sectors.

WHAT IS A SMART BUILDING?

There is increasing pressure to reduce costs and run property in a more efficient and sustainable way – this can be achieved by making buildings, and the way they are operated, smarter.

A smart building is one that provides a productive and cost-effective environment based on three elements:

- People (services users/facilities management)
- Products (fabric, structure, facilities)
- Processes (automation, control, systems, maintenance, performance)

According to Gartner, IoT deployment in commercial buildings will continue to grow at a rapid pace over the next few years, and is set to reach just over 1 billion in 2018. The research company estimates that 1.1 billion connected things will be used by smart cities in 2015, rising to 9.7 billion by 2020. Smart homes and smart commercial buildings represented 45% of total connected things in use in 2015, due to investment and service opportunity, and Gartner estimates that this will rise to 81% by 2020.



FOR FURTHER INFORMATION

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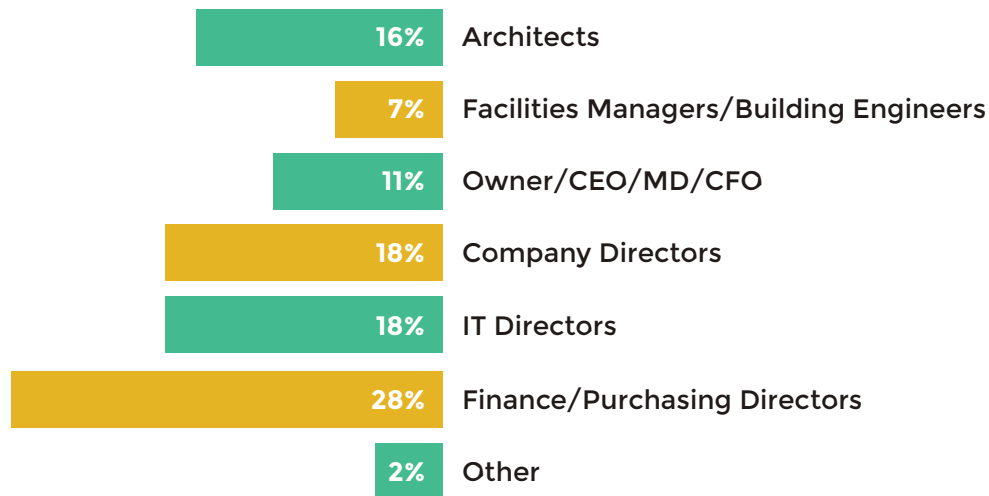
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READERSHIP

The Smart Buildings Magazine bi-weekly e-newsletter is sent to 13,670 readers.

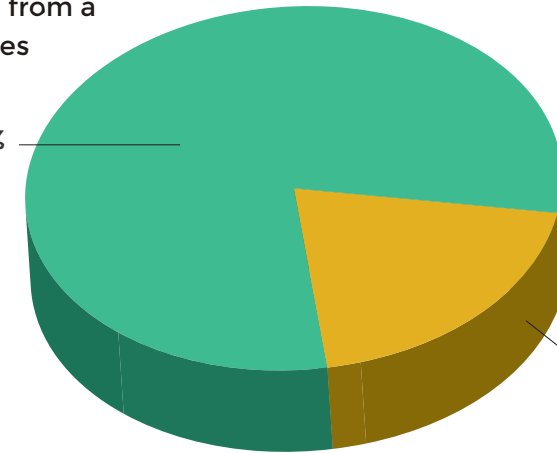
This readership is split into the following job functions:



The readership comes from a wide range of industries including:

PRIVATE SECTOR 80%

- Architectural Practices
- Business Services
- Construction
- Education
- Engineering
- Finance
- Healthcare
- Recreation and Leisure
- IT
- Logistics
- Manufacturing
- Retail and Distribution
- Service Industries
- Systems Integrators (Resellers)
- Telecoms
- Utilities



PUBLIC SECTOR 20%

- Central Government
- Education
- Emergency Services
- Healthcare
- Local Government
- Utilities

The **website** - www.smartbuildingsmagazine.com

The number of unique users and page impressions is steadily growing and has increased by over 60% since January 2016. (to date 24th October 2016)

With the website now having a global reach with readers from the UK, Europe, USA, Russia, India and Canada.

Opportunities to enhance your editorial entries are available.

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FEATURES

Each month the web site will have a monthly theme on the following market sectors that will run alongside the regular news and comment sections. This will have greater in depth analysis of each market segment. The bi-weekly e-newsletters will reflect these features.

JANUARY

- Building automation systems
- BIM

FEBRUARY

- Energy efficiency
- Building design

MARCH

- Lighting and controls

APRIL

- Security

MAY

- HVAC

JUNE

- Smart meters and monitoring
- Workspace & real estate

JULY

- Networks and wireless

AUGUST

- Software
- Data & analytics

SEPTEMBER

- Smart cities

OCTOBER

- Training
- Smart Buildings Show

NOVEMBER

- Building Energy Management

DECEMBER

- Regulations and consultancy
- Annual review/industry trends

REGULAR ITEMS

Smart Buildings Magazine covers the news across the entire industry, including financials, people in the industry and products.

Content includes a monthly company profile and Q&A's with prominent figures within the industry.

We also have industry blogs, case studies and feature white papers and videos from the smart building community.

The website is fully tablet/mobile optimised.



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ADVERTISING RATES & DATA

WEBSITE

Ad Size	Dimensions	3 months	6 months	12 months
Button	170 x 170 pixels	£250	£225	£200
Half Width Rectangle	168 x 280 pixels	£700	£630	£560
Half Height Rectangle	336 x 140 pixels	£700	£630	£560
Standard Banner (Rotating x 3)	580 x 90 pixels	£760	£680	£600
Large Rectangle	336 x 280 pixels	£880	£790	£700
Leaderboard	728 x 90 pixels	£1,000	£900	£800

E-NEWSLETTER (Circulation 13,670)

Ad Size	Dimensions	3 months	6 months	12 months
Header Banner (x1)	590 x 100 pixels	£875	£785	£700
Standard Banner (x6)	468 x 60 pixels	£760	£680	£600

All prices quoted are per month

Other advertising/marketing opportunities

- Newsletter sponsorship
- E-casting
- Videos

For further information and pricing please contact Claire Hatchett



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