

# BACnet Journal

[www.bacnetjournal.org](http://www.bacnetjournal.org)

Distributed in over  
70 countries worldwide

## Media Plan 2025

### 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 November 25, 2024



## 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, BACnet Insight, Interviews, 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.

## Contact

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| Issue                                                        | Topic                                                   | Focus                                           | Registration Deadline<br>Ads / Articles | Deadline for Submission<br>Ads / Articles | Publication Date |
|--------------------------------------------------------------|---------------------------------------------------------|-------------------------------------------------|-----------------------------------------|-------------------------------------------|------------------|
| <b>BACnet Europe Journal</b>                                 |                                                         |                                                 |                                         |                                           |                  |
| 42                                                           | Networking the BACnet Standard in Europe                | ISH 2025                                        | Jan. 10, 2025                           | Jan. 17, 2025                             | Mar. 14, 2025    |
| 43                                                           | Facility Management with BACnet                         | GLT-Anwendertagung 2025                         | June 20, 2025                           | Aug. 1, 2025                              | Sept. 15, 2025   |
| <b>BACnet France Journal</b>                                 |                                                         |                                                 |                                         |                                           |                  |
| 18                                                           | BACnet Security                                         | IBS – Intelligence Building Systems 2025, Paris | May 09, 2025                            | July 25, 2025                             | Sept., 30, 2025  |
| <b>BACnet International's Journal of Building Automation</b> |                                                         |                                                 |                                         |                                           |                  |
| 27                                                           | BACnet: The Language of Smart and Sustainable Buildings |                                                 | Feb. 14, 2025                           | Mar. 3, 2025                              | Apr. 28, 2025    |
| 28                                                           | The Driving Force of Building Automation                | AHR Expo 2025                                   | Aug. 22, 2025                           | Sept. 12, 2025                            | Oct. 27, 2025    |
| <b>BACnet Middle East Journal</b>                            |                                                         |                                                 |                                         |                                           |                  |
| 14                                                           | BACnet for a Smart Future                               | Big5 2025, Dubai                                | Aug. 29, 2025                           | Sept. 26, 2025                            | Nov. 10, 2025    |

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<br>+ 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 €       |

## Preferential Placements

|                            |           |            |            |            |            |
|----------------------------|-----------|------------|------------|------------|------------|
| 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 20255 % discount when you order **4 ads** in 202510 % discount when you order **6 ads** in 2025<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.  
Supplements, such as special national and digital editions are not discountable.

## Price list

|                                  |                                                | BACnet International's<br>Journal of Building Automation |                  | BACnet Middle East Journal |                  |
|----------------------------------|------------------------------------------------|----------------------------------------------------------|------------------|----------------------------|------------------|
| Format                           | Width mm x Height mm<br>+ 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.