



2018 Media Kit Editorial Calendar

JAN/FEB 2018

THEME
Buildings & Energy

DEFINED DESIGN
Biophilic Design

TPOLOGY
Adaptive Reuse

SUSTAINABLE SOLUTIONS
HVAC Controls
Ceilings & Roofs
Paints & Coatings

TRENDSSETTERS
Top Green Builders

PARTNER EVENTS
AHR Expo
Design & Construction Week

FEATURE CONFIRMATION
10/20/17

AD CLOSE
11/3/2017

MATERIALS CLOSE
11/9/2017

TO PRINT
12/1/2017

MAR/APR 2018

THEME
Humans & Health

DEFINED DESIGN
Daylighting

TPOLOGY
Hospitals & Healing Spaces

SUSTAINABLE SOLUTIONS
Circadian Lighting
Energy Management

TRENDSSETTERS
Emerging Professionals

PARTNER EVENTS
Globalcon
LightFair International
Living Future

FEATURE CONFIRMATION
12/13/2017

AD CLOSE
1/3/2018

MATERIALS CLOSE
1/17/2018

TO PRINT
1/31/2018

MAY/JUN 2018

THEME
The Architecture Issue

DEFINED DESIGN
Arenas

TPOLOGY
Education

SUSTAINABLE SOLUTIONS
Wood Buildings
Resilient Flooring
High-Tech Windows

TRENDSSETTERS
Best of NYC

PARTNER EVENTS
NeoCon
AIA
BOMA

FEATURE CONFIRMATION
2/12/18

AD CLOSE
3/2/2018

MATERIALS CLOSE
3/19/2018

TO PRINT
4/2/2018

JULY/AUG 2018

THEME
Workplace

DEFINED DESIGN
Corporate Productivity

TPOLOGY
High-Tech Offices

SUSTAINABLE SOLUTIONS
Collaborative Furniture
Thermostats
Workplace Management
Technology

TRENDSSETTERS
Commercial Solar

PARTNER EVENTS
Intersolar

FEATURE CONFIRMATION
4/12/2018

AD CLOSE
5/4/2018

MATERIALS CLOSE
5/18/2018

TO PRINT
6/1/2018

SEPT/OCT 2018

THEME
The Technology Issue

DEFINED DESIGN
Net Zero

TPOLOGY
Innovation Hubs

SUSTAINABLE SOLUTIONS
Recycled Building Products
Innovative Renewables
High-Tech Glass/Glazing

TRENDSSETTERS
Single Family PreFab

PARTNER EVENTS
PHIUS
Glassbuild America
Metalcon

FEATURE CONFIRMATION
6/16/2018

AD CLOSE
6/30/2018

MATERIALS CLOSE
7/14/2018

TO PRINT
8/3/2018

NOV/DEC 2018

THEME
The Leadership Issue

DEFINED DESIGN
Multi-Family

TPOLOGY
Mixed-Use Developments

SUSTAINABLE SOLUTIONS
Water Conservation
Resilient Cities

TRENDSSETTERS
Leadership

PARTNER EVENTS
Greenbuild
WSLA 2018

FEATURE CONFIRMATION
8/15/2018

AD CLOSE
9/5/2018

MATERIALS CLOSE
9/19/2018

TO PRINT
10/3/2018

For more information, contact **Laura Rote**, Managing Editor
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gbdmagazine.com

2018 Media Kit
 Intro Letter
 Who We Are
 What We Do
 How We Do It
 Readership
 Our Work
 Our Products
 Print
 Digital & Events
 Ad Rates
 Partner Network/
 Advertisers
 WSLA
 Editorial Calendar
 Ad Specifications
 Terms & Conditions
 Contact



The leading source for sustainable professionals.
 gbdmagazine.com

Where advertising means every platform.

Print

SPREAD

Bleed	17" x 10.925"
Final Trim	16.75" x 10.675"
Non-Bleed	N/A

COVER

Bleed	8.875" x 11.175"
Final Trim	8.375" x 10.675"
Non-Bleed	N/A

FULL PAGE

Bleed	8.625" x 10.925"
Final Trim	8.375" x 10.675"
Non-Bleed	N/A

1/2 PAGE VERTICAL

Bleed	N/A
Bleed Trim	N/A
Non-Bleed	3.6292" x 9.8417"

1/2 PAGE HORIZONTAL

Bleed	N/A
Bleed Trim	N/A
Non-Bleed	7.375" x 4.8594"

NOTE:

Keep text AND non-bleed graphics at least 1/4" from final trim and 1/2" from bleed

Full page/spreads require 1/8" bleeds on all sides

Webfed offset
 Perfect bound
 Soy-based inks
 Publication trim size: 8.375" x 10.675"

Web Banner

Banner advertisements appear alongside features posted on gbdmagazine.com.

LEADERBOARD

728 x 90 px* or 970 x 90 (ros) px*

TOP MEDIUM RECTANGLE

300 x 250 (ros) px*

TOP HALF PAGE AD

300 x 600 px*

MIDDLE HALF PAGE AD

300 x 600 px*

**Must be saved as a .jpeg, .png, or .gif and must be 150KB or smaller.*

eNewsletter

Banner advertisements appear alongside the bi-monthly e-Newsletter sent to gb&d subscribers.

E-NEWSLETTER BANNER

600 x 90 px*

**Advertisements must be designed in a horizontal format and saved as a high-resolution .jpeg, .png, or .gif and must be 150KB or smaller.*

DIGITAL AD REQUIREMENTS

Digital File & Contract Proof: Must be clearly indicated as to Issue, Publication and Advertiser.

PREFERRED FILE FORMAT

The only file format supported by *Green Building & Design (gb&d)* is a press-ready .pdf. We will NOT accept any native application files such as InDesign, Quark, or Illustrator. Materials should comply with SWOP standards.

DELIVERY OF ADS

Materials may be sent to kristina@gbdmagazine.com. Materials may be sent via a file transfer service (i.e. Dropbox, WeTransfer, Hightail), or may be supplied on a Macintosh-formatted, USB Flash Drive, CD-ROM or DVD-ROM.

DIGITAL AD NOTES

Website and e-Newsletter ads must be saved as .jpg, .png, or .gif files.

PREFERRED COLOR GUIDANCE

Please provide Kodak Approval, CREO Spectrum, or iris digital proofs for color guidance on press. The supplied color guidance must meet all SWOP specifications and must include a 6mm 5%, 25%, 75% and 100% CMYK patch strip for quality control. All proofs are to be pulled on publication grade stock. A set of two laser proofs (paginated) including the crop marks must be sent with materials. On bleed ads and undersized non-bleed ads, provide separate ruled position proof showing trim.

FILE STORAGE

Digital files will be stored for a period of 3 months, after which they will be destroyed unless written instructions are received to return them.

PRODUCTION CONTACT/MATERIALS

All advertising materials, questions regarding materials and extensions, and related matters should be directed to:

Kristina Walton Zapata,
 Art Director
 kristina@gbdmagazine.com