

# Why Print Belongs in Your 2018 Budget

**80%**<sup>2</sup>

of *Building Operating Management* subscribers (building owners/facilities executives) request a print copy every year



**81%**<sup>1</sup>

take purchasing action after seeing an ad in *Building Operating Management* magazine

**74%**<sup>3</sup>

of *Building Operating Management* subscribers make the final decisions when selection brands for their construction or renovation projects

**88%**<sup>1</sup>

associate print ads with respective brands

Trade Magazines are the #1 source FMs use to learn about products and brands for purchase

**67%**<sup>3</sup>

of *Building Operating Management* subscribers use a preferred vendor list

**84%**<sup>1</sup>

become newly aware of a product or service after seeing the print ad

**67%**<sup>3</sup>

of *Building Operating Management* subscribers give outside architects a list of preferred brands to write in the specs

1-Research data is from Baxter Research Center readership studies September 2016 – June 2017.

2-BPA Worldwide Audit June 2017

3-Trade Press Media Group Research April 2017

To learn how you can put the power of print to work for you in 2018 contact:

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