

ES

Engineered Systems

NEW for 2012:

- ▶ All-new esmagazine.com
- ▶ Next-generation Webinar upgrade
- ▶ Integrated Product Launchpad Program

2012 Media Planning Guide

Engineered Systems (ES) is the **best read** and **most useful** engineer-focused publication serving the commercial, industrial, and institutional building market!¹

▶ ES Magazine

47,800 total qualified subscribers, including 12,172 digital edition subscribers.²

100% direct request subscribers, including mechanical system and consulting engineering.²

90.5% influence the design, specification or purchase of mechanical systems and/or components.²

78.4% hold management titles.²



▶ ES eMedia

14,435 average unique monthly browsers visiting esmagazine.com.²

7,600+ average monthly distribution among three ES eNewsletters.³

990+ average attendee leads from ES Educational Webinars.³

Year-round product exposure in the ES multimedia *Mechanical Products Sourcebook*.³



¹ ES Reader Preference Study, Sept. 2007.
² ES June 2011 BPA Circulation Statement. TQ: 47,800.
³ Publisher's own data.

ES 2012 Media

The all-new www.esmagazine.com

Engineered Systems

ES online is all new and still BPA-audited in 2012! HVAC engineers worldwide rely on www.esmagazine.com for new products, news, and professional know-how. Capture engineer attention with sponsorships including the ES Blog, Product of the Week, and White Papers. Traditional run-of-site and topic page advertising includes:

- **Leaderboard Ads**
- **Medium Rectangle Ads**
- **Half Banner Ads**
- **Full Banner Ads, and more!**

Contact your regional sales manager to see our full ad inventory with complete size specifications.

Want live samples? Visit portfolio.bnppmedia.com/new to see rich media in action and learn more about your online advertising opportunities.



27,249 Average Monthly Page Impressions¹
14,435 Average Monthly Unique Browsers¹



▶ Video ads

Weekly and monthly video rotations are available — and we'll include your video in any of our monthly eNewsletters.

Contact your salesperson to get more details.



▶ Social media sponsorships

Leverage our fans and followers to promote your marketing message:

- **Twitter Widget:** Feed your tweets to our homepage
- **Sponsored Tweets:** We'll tweet your message to our followers
- **Facebook Welcome Page:** When fans visit our Facebook page, yours is the first message they see
- **Facebook Notes:** Your note (including link and image) reaches all ES fans



▶ eNewsletters target HVAC engineers

Place your banners, tiles, skyscrapers and video ads on three monthly market-specific ES eNewsletters!

- **The Production Line:** 5,100+ average opt-in subscribers²
- **Controlling Interest:** 10,300+ average opt-in subscribers²
- **Clean Air Focus:** 12,400+ average opt-in subscribers²



Average Combined Open Rate: 18.17%¹²
 All click-through demos can be shared.

▶ ES Webinars generate leads <http://webinars.esmagazine.com>

NEW! ES now offers a next-generation Webinar upgrade that will redefine your Webcasting experience! Now you can integrate social media and screenshare capabilities within your event for better networking, stronger engagement, and greater ROI. Next-generation Webinar features include:

- Webcam video
- Open platform with social media widgets
- Advanced reporting and analytics
- Mobile delivery on Flash-compatible devices, and more!

ES Webinars average nearly **1,000 sponsor leads per event!**¹² Contact your ES sales rep for more information.



▶ **NEW!** Integrated Product Launchpad Program

You receive **exclusive 360° product coverage** as ES spreads your message through all of our major media platforms. One low package price gets you all over the ES community:

- **Print:** Product review spotlight in one issue
- **Online:** Lone product review on our home page
- **eNewsletter:** Product review included in one edition
- **Video:** Featured on esmagazine.com for one month
- **Facebook:** Product mention on ES Facebook page — once per week for one month
- **Twitter:** Tweet about your product sent to all ES followers — one tweet per week for one month



¹ BPAWW Interactive, average Jan.-June 2011.
² Publisher's own data.

Planning Guide

2012 Editorial Calendar

ISSUE	TOPICS	SPECIAL FEATURES	FREE BONUS DISTRIBUTION
JANUARY Ad Close: Dec. 6, 2011 Editorial Close: Nov. 18, 2011	AHR Expo Show Issue <ul style="list-style-type: none"> ▶ Chilled beams ▶ IAQ ▶ Fire/smoke control ▶ Motors and drives 	Show Product Guide	<ul style="list-style-type: none"> • ABMA Annual Meeting — January 13-16, Rancho Mirage, CA • AHR Expo — January 23-25, Chicago • DatacenterDynamics — TBD
FEBRUARY Ad Close: Jan. 10, 2012 Editorial Close: Dec. 16, 2011	Institutional HVAC <ul style="list-style-type: none"> ▶ VRF cooling ▶ Humidification ▶ Piping ▶ Boilers 	FREE Specifier Spotlight <i>High-Performance Buildings</i> MaiLit Issue	
MARCH Ad Close: Feb. 7, 2012 Editorial Close: Jan. 19, 2012	K-12 Schools <ul style="list-style-type: none"> ▶ Classroom ventilation ▶ Hydronics ▶ Chillers ▶ Temporary HVAC 	MaiLit Issue	<ul style="list-style-type: none"> • DatacenterDynamics — TBD
APRIL Ad Close: March 6, 2012 Editorial Close: Feb. 17, 2012	Mission Critical HVAC <ul style="list-style-type: none"> ▶ Data center cooling ▶ Clean rooms ▶ VAV ▶ Air distribution 	<i>High-Performance Buildings</i>	<ul style="list-style-type: none"> • DatacenterDynamics — TBD
MAY Ad Close: April 10, 2012 Editorial Close: March 19, 2012	High-Performance Comm. Bldgs. <ul style="list-style-type: none"> ▶ Chillers/chiller plants ▶ Dehumidification ▶ Pumps/flow controls ▶ Retrofits 	Engineer's Technical Library <i>Today's Boiler</i>	<ul style="list-style-type: none"> • NFPA — June 4-7, Las Vegas
JUNE Ad Close: May 8, 2012 Editorial Close: April 16, 2012	College/Universities <ul style="list-style-type: none"> ▶ VRF cooling ▶ Boilers/water heaters ▶ Dehumidification ▶ Motors and drives 	MaiLit Issue	<ul style="list-style-type: none"> • APPA National Conference — June 16-20, Seattle • ABMA Annual Meeting — June 22-25, Lake Tahoe • BOMA Annual Conference — June 24-26, Seattle
JULY Ad Close: June 12, 2012 Editorial Close: May 21, 2012	Health Care <ul style="list-style-type: none"> ▶ Fire/smoke control ▶ Air filtration ▶ IAQ/ventilation ▶ Thermal storage 	FREE Specifier Spotlight <i>High-Performance Buildings</i>	<ul style="list-style-type: none"> • ASHE Annual Conference & Expo — July 15-18, San Antonio • DatacenterDynamics — TBD
AUGUST Ad Close: July 10, 2012 Editorial Close: June 18, 2012	Mission Critical HVAC <ul style="list-style-type: none"> ▶ Data center cooling ▶ Pharmaceutical HVAC ▶ BIM/3-D modeling ▶ Building automation 	2012 Mechanical Products Sourcebook	<ul style="list-style-type: none"> • DatacenterDynamics — TBD
SEPTEMBER Ad Close: August 7, 2012 Editorial Close: July 16, 2012	Corporate/Campus HVAC <ul style="list-style-type: none"> ▶ Geothermal systems ▶ Kitchen ventilation ▶ Motors and drives ▶ Radiant HVAC 	MaiLit Issue	<ul style="list-style-type: none"> • DatacenterDynamics — TBD • ES High-Performance Buildings Conference — TBD
OCTOBER Ad Close: Sept. 4, 2012 Editorial Close: Aug. 20, 2012	Commercial Retrofits <ul style="list-style-type: none"> ▶ Building automation ▶ Smoke and fire control ▶ IAQ ▶ Motors and drives 	Engineer's Technical Library MaiLit Issue	<ul style="list-style-type: none"> • AMCA International Annual Meeting — October 17-22, TBD • ASPE EPE — October 29-30, Charlotte
NOVEMBER Ad Close: Oct. 9, 2012 Editorial Close: Sept. 17, 2012	High-Performance Health Care <ul style="list-style-type: none"> ▶ Dehumidification ▶ Chillers ▶ Ventilation ▶ Filtration 	Today's Boiler	<ul style="list-style-type: none"> • AHRI Annual Meeting — November 11-13, La Quinta, CA • Greenbuild — November 14-16, San Francisco • DatacenterDynamics — TBD
DECEMBER Ad Close: Nov. 6, 2012 Editorial Close: Oct. 22, 2012	AHR Expo Pre-Show Issue <ul style="list-style-type: none"> ▶ Boilers ▶ Humidification ▶ Pumps and flow controls ▶ Radiant heat 	Video Ad Opportunity <i>High-Performance Buildings</i> MaiLit Issue	<ul style="list-style-type: none"> • DatacenterDynamics — TBD

VALUE-ADDED BONUSES

FREE Specifier Spotlight Space



January/February, July

Total 2 ad pages or more in Jan. and Feb. to get a bonus Free Spotlight page in Feb! In July, run a 1/2-page or larger and receive equal-size Spotlight space Free in the same issue.

FREE MailIt (\$1,250 value)



Let us include your literature in this packet mailing to 250 subscribers active in each issue's featured market:

- February:** Institutional HVAC
- March:** K-12 Schools
- June:** Colleges/Universities
- September:** Corporate/Campus HVAC
- October:** Commercial Retrofits
- December:** Pre-show Engineer Blitz

AHR Expo Video Package



December/January:

Run your ads in both the Dec. AHR Expo Pre-show issue and the Jan. Show issue to receive a discounted turnkey video ad. We'll shoot your ad on the AHR Expo show floor! Ask us for more details.

SPECIAL PURPOSE ADVERTISING

Show Product Guide, Engineer's Technical Library

Highlight your HVAC products, catalogs and Web sites in these popular special sections. Includes 50 words and a 4/c image, plus live links in the Digital Edition. The *Show Product Guide* runs in **January**, and the *Engineer's Technical Library* in **May & October**.

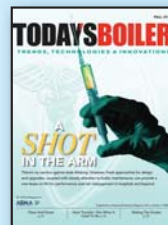


Today's Boiler

May, November

The Official Publication of the American Boiler Manufacturers Association mails with ES in 2012! Target HVACR engineers who design and work with hydronic systems in this exclusive publication.

The *Today's Boiler* eNewsletter will also deploy in 2012. Ask for more details.



DIGITAL SOLUTIONS

Mechanical Products Sourcebook



August

Dedicated exclusively to HVAC mechanical systems engineering. In print, digital edition and online, your *Sourcebook* listings generate leads, clicks and important brand awareness. Call to request Listing Package details.

Enhanced Digital Edition



Sponsors can receive a digital ad adjacent to our cover, logo placement on each page and prominent logo in our digital edition subscriber email. Optional rich media ads and streaming video provides even stronger subscriber engagement. Call for pricing!

High-Performance Buildings

February, April, July, December
This targeted special section focuses on efficiency and integration in facility engineering and design. Reaches all ES magazine subscribers.

Plus! Sponsor the 2012 High-Performance Buildings Conference to reach engineers striving for efficiency in mechanical and electrical buildings systems.



ES Custom eNewsletters

Target the responsive ES subscriber list with your sponsored eNewsletter. You provide content or work with ES editors to create. There's no easier way to detail your product line for HVAC specifying engineers.



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