

2022

BUDGETS

Media Planner

THEMES & TOPICS

CHANNELS

Health & Wellness

Online

Climate

(all things sustainability)

Email

Hybrid

(working, learning, living)

Social

Resilience &
Recovery

Print

Technology

Events

Purpose

Research

JANUARY/ FEBRUARY

Advertising Close Date: 1/7 | Advertising Material Due Date: 1/14

Health + Wellness

- What can you do about poor acoustics?
- Ways to incorporate biophilic design into existing environments
- How to choose and maintain cleanable/durable interiors
- Materiality: how to create truly healthy environments
- Addressing mental health and wellbeing with your staff
- Specifying lighting that supports occupants' circadian rhythms
- Achieving and maintaining good indoor air quality
- What will healthcare environments look like in a post-COVID world?

MARCH/APRIL

Advertising Close Date: 3/11 | Advertising Material Due Date: 3/18

Climate (all things sustainability)

- How to build better buildings – creating facilities that give back (net-zero facilities, brownfield regeneration, etc.)
- Certifications/ecolabels – how to understand environmental product and project ratings
- What happens to old flooring, furniture, finishes, etc. after a renovation? Smart ways to reuse materials
- Regenerative design – what it is and how it should affect your decisions about expanding your portfolio?
- How to eliminate your carbon footprint
- Green building certifications – what are the differences and why do they matter?

Webinar

Top tips for Disinfecting and Sanitation:

What do you need to know about cleaning facilities in the age of COVID—and what do people want to see you doing? This webinar will explore strategies and technologies for keeping buildings clean, safe and healthy for occupants.

eHandbook

The Complete Guide to Indoor Air Quality:

Learn what factors affect IAQ and how designers and facilities professionals can improve the air quality in their buildings.

Webinar

How greenwashed are your products? Tips for cutting through the crap:

This webinar will explain the differences between third-party product certification systems and help designers and specifiers sort through environmental claims and what various ecolabels mean.

eHandbook

Strategies for Resiliency and Sustainability:

Today, buildings aren't just pursuing sustainability strategies to be good corporate citizens—they're also looking to make their buildings more resilient against climate-related risks. This eHandbook will look at different ways to make buildings both greener and more resilient.

MAY/JUNE

Advertising Close Date: 5/13 | Advertising Material Due Date: 5/20

Hybrid (working + learning + living)

- How to create flexible offices that respond to occupants' needs
- Buildings that respond to occupants – how IoT-integrated buildings can support hybrid work
- How COVID is affecting space planning and space use
- Which amenities are changing with a hybrid workforce?
- Collaboration in the new normal – furnishings and tech for collaborating with a hybrid model
- New paradigms for education
- Multifamily and mixed-use facilities – buildings that support the work-life balance



eHandbook

Hybrid is the new normal for the workplace:

Strategies and technologies making the workplace work.

JULY/AUGUST

Advertising Close Date: 7/8 | Advertising Material Due Date: 7/15

Resilience & Recovery

- COVID-19, two years later – what have we learned?
- Renovating for disaster resilience
- Is your business continuity plan pandemic-proof?
- Career development – build your personal resilience by improving your skills
- Renovations and retrofits to bring people back to the office
- Best practices for crisis management teams

Webinar

Abandoned real estate:

With many shopping centers and office parks being shuttered, what will building owners, developers and designers going to do with these assets

SEPTEMBER/ OCTOBER

Advertising Close Date: 9/9 | Advertising Material Due Date: 9/16

Technology

- New developments in life safety and security tech – trends to watch
- Innovations in proptech (new technologies for property management)
- How IoT can help you manage facilities differently
- Recovering from cybersecurity breaches
- What to do with the data your building collects
- Touchless technology – providing safe access to your facility and healthy experiences for occupants

Webinar

Attracting and retaining talent:

Employers across the country are struggling to find and keep talented people. This webinar will focus on actionable tips for recruiting, training and retaining tomorrow's leaders.

eHandbook

Tenant Amenities for the New Normal:

Bringing people back to the office has proved harder than expected. What amenities will draw people back in? This eHandbook will explore the design elements and amenities that will help attract tenants.

NOVEMBER/ DECEMBER

Advertising Close Date: 11/9 | Advertising Material Due Date: 11/16

Purpose

- Products that contribute to the circular economy
- Projects that are transforming communities and the people that live in them
- Corporate Social Responsibility – who are the leaders in the industry?
- What role does the built environment play in fostering equity?
- Adaptive reuse – finding new purpose for old buildings
- Finding your building's purpose – ideas for how existing facilities can give back to their communities



eHandbook

Redefining healthcare design and materials in a post-pandemic world.