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Facilities Dive is a news publication designed specifically for facilities company executives & decision-makers. Across topics such as tech, sustainability, health & safety, security, and more, our journalists cover the issues that impact the facilities industry.

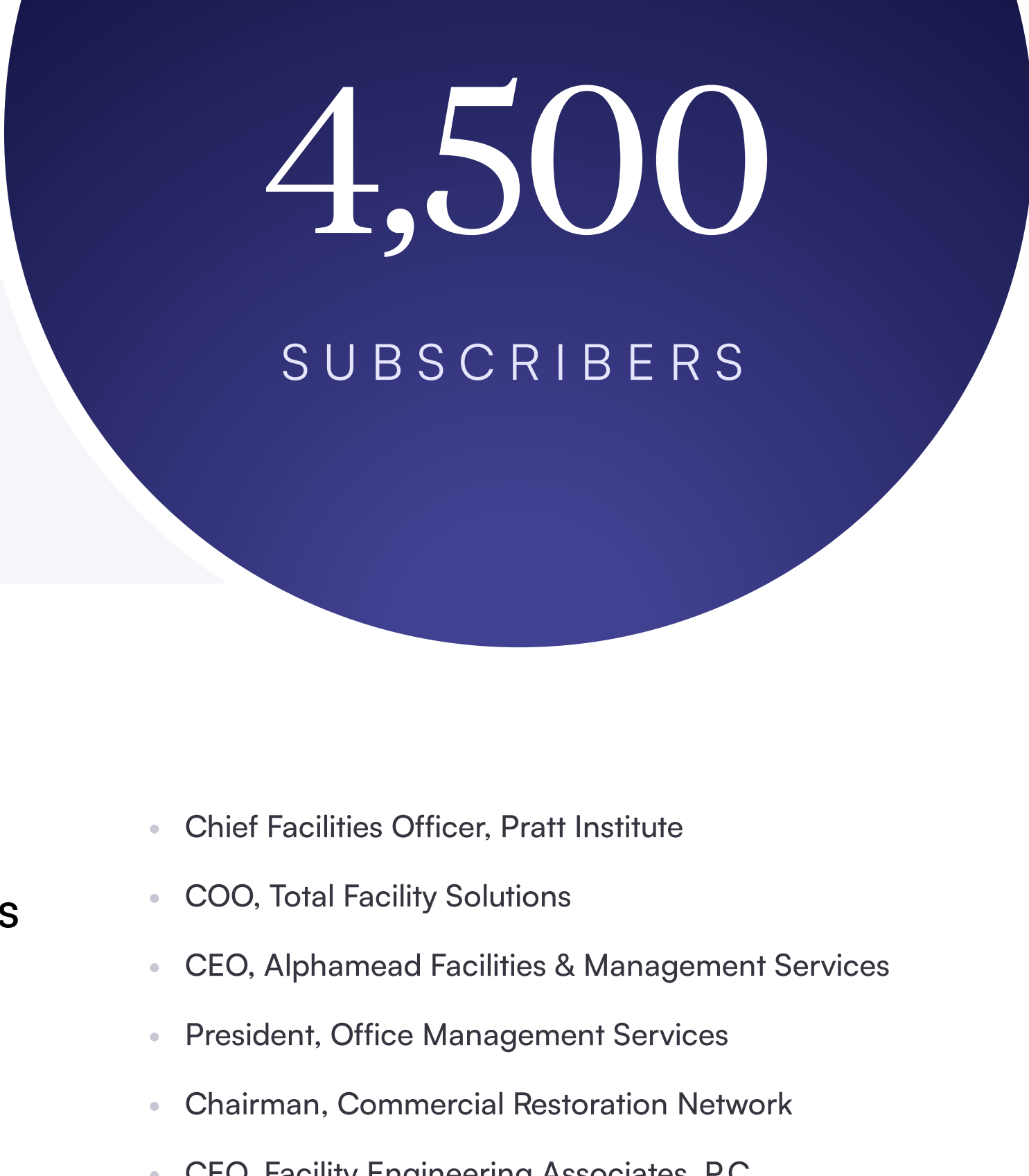


01 Audience

23K
 unique monthly visitors

81%
 of subscribers are manager-level or above

92%
 of Fortune Business Insights' Facility Management Key Players read Facilities Dive



You'll find Facilities Dive's news and insights in the inbox of notable subscribers, like:

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02 Top-performing content

Amid rising interest rates, declining property values, continued labor shortages, and lower occupancy levels, building operators and facilities managers face many challenges in 2024. They'll have to contend with uncertainties surrounding facility utilization while adjusting their spaces to meet the latest decarbonization expectations. Let's take a look at what facilities leaders have been focused on most.

- Top 5 topics**
- Sustainability
 - Technology
 - Property management
 - Corporate/finance
 - Development

Top 10 Facilities Dive stories

Trends that will define facilities management in 2024: 12 predictions	Mask mandates return to health facilities amid soaring COVID-19, flu cases
CBRE takes over property management of Brookfield Properties US offices	4 more manufacturers advance in DOE's cold climate heat pump challenge
Buildings can reduce energy intensity by up to 38%: report	6 facilities management trends to watch in 2024
Schneider Electric hit by ransomware attack against its sustainability business division	Decarbonization commitments to impact lease renewals amid growing supply gap: JLL
How facilities managers will navigate the return-to-office landscape in 2024	Facilities management in 2024: More high-tech, sustainable operations but RTO concerns remain

Keywords resonating right now

- decarbonization
- return to office
- emissions & energy efficiency benchmarking
- smart building technology
- troubleshooting with AI
- grants for commercial property
- integrated facilities management
- labor shortage

03 Trend analysis

Sustainability pressures mount

- Optimism swirls around AI-powered building management systems' potential to cut carbon emissions
- Emphasis on measuring emission-reduction ROI for internal use and regulators
- Expected climate disclosure rules and mandatory emissions reporting and reduction increase decarbonization pressures

Corporate sector's impact

- Responsibility to maximize building appeal as return-to-office mandates ramp-up
- Increased sustainability efforts as corporations become more willing to pay higher prices for greener office spaces/better indoor air quality
- Boom of hybrid work places emphasis on enhancing wireless user experience (new wireless connections, monitoring and automation systems, etc.)

Management & operational shifts

- Assessing the trade-off between updating current buildings to meet energy standards and the affordability of new real estate
- Getting ahead of labor shortages on the horizon (early retirement, scarcity of young talent, etc.)
- Growth in career opportunities as facilities hire dedicated personnel for tech management, planning, and talent management

Our readers spent nearly 2x as long on these stories than the average story:

- 5 stadium projects set to cross the goal line in 2024
- Sodexo's new US workplace experience head talks data, decisions, employee preferences

Reevaluating real estate & return-to-office
 Organizations are taking a fresh look at real estate footprints and workplace needs to benefit both their employees and bottom line.

studioID tip

Help building operators and facilities managers by arming them with up-to-date statistics on space utilization and occupant preferences. Guide them in upgrading their spaces with best practices and case studies.

Stepping up sustainability
 Facing increasing decarbonization pressure from regulators, investors, and tenants, facilities leaders must identify ways to measure and reduce energy usage and emissions.

studioID tip

Highlight the latest reporting and reduction regulations to guide facilities leaders on the path to meeting sustainability requirements. Best practices, backed by success stories, can help them see the way forward.

Turning to technology
 Facilities execs are leveraging technology and automation solutions to help address growing pressure to decarbonize, changing real estate and workplace needs, and the scarcity of skilled management.

studioID tip

Empathize with building operators and facilities managers by showing them you understand the issues they face, and are ready to help solve them. Outline pressure-tested practices for navigating technology adoption, and present case studies illustrating how facilities have used your solutions to effectively address their needs.

04 Marketing insights

Facilitate a lasting connection with this audience by reflecting the content preferences of over 4,500 Facilities Dive subscribers in your strategy:

Preferred content types

- [Webinars/virtual events](#)
- [Trendlines](#)
- [Playbooks](#)
- [Infographics](#)

High-impact approach
Help leaders stay up to date on regulations
 Amid evolving legislation and regulation, it can be difficult to remain on top of federal and state facility requirements.

studioID tip

Help facilities managers keep up by providing resources that give them guidance on the latest policies and educate them on how to react. From energy usage to emissions measurement and reduction, ensure they are aware of the changing legislation and what this means for them.

High-impact approach
Make sense of the noise
 Facilities execs have various priorities demanding their attention — from decarbonization pressures to shifting occupant demands to skilled labor shortages.

studioID tip

Help leaders understand why they need to address these challenges, highlighting the consequences of not acting and the benefits of investing in a solution. Help them prioritize which issues to tackle first, and equip them with the information they need to make informed decisions on an effective timeline.

High-impact approach
Keep tabs on the competition
 Facilities leaders are always interested in knowing what their peers are doing and how they're fairing.

studioID tip

Provide execs with stories on how other facilities leaders and organizations are (successfully or unsuccessfully) addressing the industry's challenges. Doing so allows leaders to draw inspiration or learn lessons to help them plan their own strategies.

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How are you resonating with this audience?

Contact us for more details about how to apply these insights to your marketing program.

