

GREEN
SPACE
TODAY

building on
sustainability

TM

Don't miss out!
Stay visible, reach
your audiences,
keep up with the
green industry
and make
networking easy.

Become part of
Green Space Today!



Welcome to Green Space Today

Green Space Today is the premier online magazine and business resource that connects people, companies, institutions and cities that value green building and sustainable practices.

There are many sites that focus on a particular aspect of the environment, highlighting one topic and are exclusive to only one industry or market. However, changing our environmental conditions relies on a widespread approach; thus, there is a great need for an inclusive source that brings together organizations, companies and people of different industries, markets, and expertise who all share a common interest in green building and sustainable practices. That source is Green Space Today! Green Space Today is different than other sites because it offers comprehensive resources, information, and a green community all under the same umbrella for buyers and sellers of green services, products, and spaces. No matter what your green focus is, Green Space Today is for you!

Green Space Today, published by BXB Integrated Communications, Inc., is a vertically integrated magazine with readers and members that include building, home, and business owners, developers, architects, builders, manufacturers, organizations and civic leaders who are committed to supporting the green movement through sustainable practices. Our readership and membership also consists of people who want to contribute to the green movement. As a result, Green Space Today is a valuable resource providing ample information and a diverse range of green topics and guides, special features, and marketing and networking opportunities all on one site.

Again, welcome to Green Space Today.

Green Space Today's target readership and membership is as diverse as the content the publication produces. We reach:

- / Architects
- / General Contractors and Designers/Builders
- / Developers
- / Property Managers
- / Owners and End Users of Real Estate
- / Fortune 500 Companies and Local Business Owners
- / Subcontractors
- / Interior Designers
- / Manufacturers
- / Engineers
- / Homeowners
- / Residential Contractors
- / School Boards
- / Institutions and Institutes
- / Civic Groups
- / Mayors & Municipal Leaders
- / Retailers
- / Associations and Nonprofit Organizations
- / Real Estate Executives
- / Attorneys
- / Accountants
- / Financial Planners
- / Bankers
- / Global Venture Capitalists and Lenders

People like you who want to make a difference today for tomorrow's environment by frequenting green spaces, using sustainable products, and by making lifestyle choices for economic and ecological purposes.

Energy prices are expected to continue to increase.*

* Source: June 17 report of the producer price index (PPI) by the Bureau of Labor Statistics.

Let companies and homeowners know how your green product can lower their energy costs.

While features and columns in Green Space Today are always changing, providing our readership and membership with the most contemporary information, we provide editorial that is constant, focusing on:

Green Spaces: Green Space Today offers a full range of noteworthy topics, projects, and green building professionals who will be showcased. Instead of focusing entirely on the nuts and bolts of a particular project, Green Space Today will also highlight the people behind those projects, profiling their passion for improving the environment and their professional accomplishments as developers, architects and builders. Green Space Today will encourage architects and other industry experts to write relevant articles that express ideas and advocacy for owners of businesses and homes, and for the benefit of developers, cities and institutions.

Green City: Green Space Today will present civic leaders such as mayors, congressmen, senators and organizations that have been instrumental in helping our environment flourish. Our readers and members will also learn about cities, municipalities and towns that have integrated green building and other sustainable practices.

Leading Green: A green project is more than just the resulting building. People make the green movement possible and Green Space Today is dedicating a section to noteworthy individuals. Citizens and companies from small to Fortune 500 will be showcased to

illustrate how they have made a difference to the environment *and* their bottom line through their commitment to and incorporation of green building and other sustainable practices.

Green Guide: Our goal is to make Green Space Today the destination for resources critical to those committed to the green movement. Green Space Today's Resource section will include a listing of legal and financial advocacy, classified listings, job postings and the Green Space Today Materials Index.

Our Community: Green Space Today will publicly promote our partners, associations and affiliations, and will showcase members' profiles. Members will be able to post and update their profiles, communicate with other members, take part in online forums and rely on Green Space Today as a premiere online networking tool and professional resource.

GreenHouse Foundation: The Green House Foundation is Green Space Today's philanthropic organization that raises money through fundraising events and activities for non profit organizations who support the environment. Funds will be distributed to relevant non profit organizations. Find out how to become involved.

7 Reasons to Become a Member of Green Space Today

- 1 / As a member, you will be able to post and expand your profile contextually and visually, giving yourself and/or your organization great exposure to other readers and members.
- 2 / Communicate with other members and readers through our site's email capabilities on Green Space Today.
- 3 / Post responses to questions listed by Green Space Today's editorial group to showcase your expertise.
- 4 / Save time and money as you access information, resources and networking opportunities.
- 5 / Stay on top of developments with announcements from Green Space Today.
- 6 / 5% of all advertising revenue is given to the Green House Foundation to further the cause of sustainability.
- 7 / Be part of a community with the common goal of making a positive impact on our environment and the economy.

For group and (or) corporate membership packages with benefits, please contact Green Space Today at (888) 945-4442. Are you a nonprofit organization (or a member of a NPO) that caters to or helps the environment through education, advocacy, and (or) fundraising? Then call Green Space Today at (888) 945-4442 to be considered a partner.

The green market is in the midst of defining itself and the interest is monumental. Be sure to establish your position as an expert practitioner.

According to the U.S. Green Building Council (USGBC), "In the United States alone, buildings account for:

- 70% of electricity consumption,
- 39% of energy use,
- 39% of all carbon dioxide (CO₂) emissions,
- 40% of raw material use,
- 30% of waste output (136 million tons annually), and
- 12% of potable water consumption."

Our environment is a population of niches interacting in one space. At Green Space Today, we believe in structuring our site to replicate the intricacy of the environment. By integrating into Green Space Today's community of advertisers, readers, and members who represent a diversity of markets and industries, you will be connected to your target audiences that support green building and sustainable practices.

"Renewable energy sources like solar and wind are a proven economic engine for our country. They've created tens of thousands of green collar jobs and billions of dollars in investment,"*

*Source: Rhone Resch, President, Solar Energy Industries Association

7 Reasons to Advertise with Green Space Today

- 1 / Our magazine is for a vertically integrated, inclusive readership and membership. Your target market(s) will participate and concentrate on Green Space Today and its advertisers.
- 2 / The readers and members of Green Space Today are looking to do business with a variety of companies that offer green services and products.
- 3 / Green Space Today offers its advertisers a national and global presence with the power of local marketing.
- 4 / Online advertising in Green Space Today is a sustainable, paperless means of marketing.
- 5 / Advertising on the Internet is becoming the most popular form of advertising. The Internet brings individuals and public and private organizations together on a global scale.
- 6 / Green Space Today gets your name and project, product, space, service and skills in front of the people you want to reach.
- 7 / 5% of all advertising revenue is given to the Green House Foundation to further the cause of sustainability.

January, 2010

Attractions in 2010

Features:

Plaguing Sustainability-Hype, Hypocrisy, Arrogance and Bureaucracy

Premiere Green Expos, Fests and Seminars

Green Reads: Great Books on Sustainability and the Environment

"Green Spaces":

Sustainable Campuses, Schools & Programming

"In the City":

Boston and Miami

February, 2010

Rebuilding Our Infrastructure

Feature:

Building the High Road Through Sustainable Construction

"Green Spaces":

Green Places on the Road

"In the City":

Denver, Minneapolis and St. Paul

March, 2010

Housing and Manufacturing

Features:

Jump-Starting the American Economy through Sustainable Housing and Manufacturing

Spotlight: Plains, Trains and Automobiles: Your Guide to the Most Environmentally Responsible Manufacturers

"Green Spaces":

Single Family and Multifamily Properties and LEED-Certified High-Rise Condominiums

"In the City":

New York, New York

April, 2010

Religious Institutions and Facilities

Features:

Preserving Religious Traditions Through Sustainable Development, Design, and Construction

Comparing Religious Viewpoints on the Role of Environmental Stewardship

Going Green in the Bible Belt—Spotlight on Cities such as Greensboro, North Carolina; Louisville and Lexington, Kentucky; Athens-Clarke, Georgia; and Huntsville, Alabama

"Green Spaces":

Green Religious Facilities

"In the City":

Salt Lake City, Utah

May, 2010

Restaurants and Other Eating Places

Features:

The Restaurateurs' Vision of Incorporating Sustainable Practices

Leftovers: Recycling Restaurant Grease and Garbage

Farming & the Distribution of Food

"Green Spaces":

Dining in Green Spaces

"In the City":

San Francisco and the Bay Area

June, 2010

Hotels and Recreational Environments

Features:

The Summer of the Eco-Vacationer

"Green Spaces":

Resource Guide to Sustainable Arenas, Hotels and Parks

"In the City":

In the City: Green Cities of the American Northwest: Portland, Oregon; Eugene, Oregon; and Seattle, Washington

July, 2010

Corporate Climates

Features:

Can Sustainable Design Drive Workplace Productivity?

Removing Isolation in Offices

"Green Spaces":

Parks and Recreational Spaces

"In the City":

Cities of Texas

August, 2010

Public Policy v LEED

Features:

New Laws that Conserve and Protect

Sustainability v Safety

Environmental Codes on the Rise

"Green Spaces":

Federal Buildings

"In the City":

Washington, D.C.

September, 2010

Retailers and Merchandise

Features:

What is 'Green Retail'?

Consumerism v Conservation

Shopping in Mixed-Use Communities

"Green Spaces":

Lifestyle Centers and Malls

"In the City":

Chicago

October, 2010

Senior Living Communities

Features:

Going Green in One's Golden Years

Green Reads: Great Books on Sustainability and the Environment

"Green Spaces":

Sustainable Senior Living Communities

"In the City":

Cities of Arizona

November, 2010

Museums and Other Cultural Institutions

Features:

Green Renovations and Restorations

Green Art: A Sign of the Times

"Green Spaces":

Redefining Art in Green Spaces

"In the City":

Madison & Milwaukee

December, 2010

Better Health in 2011

Features:

Sustainable Healthcare

Food Desserts

Removing Allergens and Pollutants

"Green Spaces":

Hospitals

"In the City":

Detroit

Green Space Today is scheduled to launch in January, 2010. To discuss editorial submissions, advertising opportunities, or other interests please contact us.



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or

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