

## 21 Green Building Publications That Want Your Articles

Plus descriptions, scores and tips for submissions

Publishing articles or op-eds in established publications is a tried-and-true tactic for building awareness in any industry.

Sharing valuable ideas and knowledge improves your professional reputation and makes prospects aware of your company's products and services. It's also one of the best ways to help steer the momentum of the green building industry and spread important building science and sustainability information.

Consider this [article on technology trends in biophilia](#) by carpet designer and former New Growth client, David Oakey. We placed it in *Design Intelligence Quarterly*, multiplying the reach of ideas he had already worked out for a presentation at Material Xperience in Rotterdam.

Or, check out the article "[Three Ways to Improve Sustainability Initiatives With Flooring](#)" published recently by *Facility Executive*. The article is attributed to JoAnn Durette, VP of Marketing for Mats, Inc., "a family-owned business delivering quality commercial matting and flooring solutions since 1971."

In just 730 words she goes through the benefits of sustainable flooring options and gives an overview of the main third-party certifications. In the process, she lets all the executives who read the magazine know that Mats, Inc. can help them sort through the alternatives.

## So What About This List?

The publications listed below are open to thought leadership written by outside contributors. In fact, due to reduced editorial budgets, industry publications want and need good contributor content.

The list isn't meant to be comprehensive, but it offers plenty of starting points for professionals and companies looking for opportunities to stand out in a busy industry.

### **Each listing below includes a brief description.**

To learn more about a publication's reach, check out the website's "about" page and advertising information (often downloadable as a "media kit"). Only a few of these outlets have published submission guidelines. But you can learn what you need to know by skimming through articles and paying attention to whether the author is a staff member or a contributor.

### **You'll also find a score for each outlet.**

On a scale from 1 to 10, we've judged the value of each opportunity. With 10 being the ideal, we've taken into account a mix of audience size and influence, as well as the amount of contributor content regularly published. We've also considered our experiences dealing with editors at some of these publications and anecdotal evidence about impact.

## 8 Tips for Success with Thought Leadership Publishing

Before you dive into the list, we've got a few things for you to keep in mind.

**1. Aim High** – If you've got a groundbreaking idea that you believe belongs in *The New York Times*, go for it. You can always resubmit to lower-tier, industry publications later, if the *Times* passes. All you lose is time.

**2. Consider Regional Publications, Too** – The publications listed below are primarily national. But there are many more state and regional publications that could be just as valuable for your business.

**3. Pitch Your Idea First** – Before you spend too much time writing, it’s a good idea to pitch your idea—or several—to an editor. Rarely will he or she commit to publishing something before seeing it, but you can get good feedback and direction that will keep you from wasting time and effort.

**4. Be Patient** – You won’t always get a response from editors. This is where it takes dedicated effort to follow up and stay on top of submissions. Hire a solo PR practitioner if you don’t have someone in house who can do it.

**5. Don’t Do Pay for Play** – There are a few exceptions to the rule, but in general, you should not pay to publish your thought leadership writing. You also won’t get paid. The publication is getting good content, and in return, you’re getting exposure to their audience.

**6. Don’t Be Too Self-Promotional** – Editors won’t publish articles explaining how great your product or service is. They will, however, consider an article that explains how general products or services like yours are helping the industry.

**7. Keep It Brief** – This is especially true for online content. The sweet spot is typically between 650-900 words.

**8. Hire a Professional Writer** – True thought leaders can rattle off a half-dozen good ideas for articles. But they tend to be too busy, or too close to the subjects, to write them effectively. A good ghostwriter can capture a leader’s ideas and voice in relatively little time.

## The List

Publication	Score	Description
<i>Architectural West Magazine</i>	4	Not a hugely influential publication, but a good outlet for reaching architects, consultants and specifiers in Western states. 'Architects Corner' is the regular section for contributors.
<i>Building Operating Management</i>	7	For building owners and facility executives. Together with sister publication, Facility Maintenance Decisions, this outlet offers lots of contributor content for a well-established readership.

<i>College Planning &amp; Management</i>	6	Regularly features articles by practice leaders on topics such as designing labs, or the connection between curriculum and classrooms. The online home, Space4Learning, expands the editorial content to include the built environment for K-12.
<i>CommArch</i>	4	A relatively new publication focused on the commercial architecture industry. Might be a good opportunity to get in on the ground floor with editors and readers.
<i>Concrete Construction</i>	7	One of many Hanley Wood publications targeting particular segments of the building industry. Concrete Construction features product information, business advice and how-to's. Contributor content is welcomed and promoted via a good social-media following.
<i>Construction &amp; Demolition Recycling</i>	5	A niche publication for demolition contractors and mixed C&D processors. Construction & Demolition Recycling features high-quality contributor content and has a dedicated section for green building.
<i>Construction Executive</i>	8	A publication written for owners and managers of construction businesses. Construction Executive has deep market penetration and a large social media following. Plus, it features loads of contributor content from across the industry.
<i>The Construction Specifier</i>	5	The peer-reviewed magazine of the Construction Specifications Institute (CSI). Columns section accepts high-quality guest submissions.
<i>DesignIntelligence Quarterly</i>	8	A widely respected publication and convener of the Design Futures Council. Readers include architects, designers and engineers, as well as construction, product and technology leaders. Open to thought leadership contributions from across the industry. (See example above.)
<i>Facility Executive</i>	8	A specialized trade publication for corporate facility executives. Facility Executive covers purchasing for facility operations, as well as planning and approving products, services and materials. It prominently features contributor articles. (See example above.)
<i>GreenBiz.com</i>	6	Coverage of greenbuilding has declined in recent years, but the outlet's prominence has increased. If your ideas transcend green building, GreenBiz is a good place to run them up the flagpole.
<i>GreenBuildingAdvisor.com</i>	5	Lots of contributor content on this site for design and construction professionals as well as knowledgeable homeowners. The readership isn't huge, but it's a passionate about the topic.

<i>Green Building News</i>	7	A monthly newsletter with a sizable industry readership and social media following. Green Building News also has clearly defined submission guidelines for getting your content in front of architects, contractors and facility managers.
<i>Green Homebuilder</i>	7	Print and online publication dedicated to the building of green homes. Readers are roughly 70% builders/developers and 25% architects, designers and engineers. Manufacturers and technology companies can gain good exposure here.
<i>The Journal of Light Construction</i>	7	A trove of how-to info for construction contractors. If these professionals are your target audience, this is Hanley Wood publication is a good channel to reach them with useful building-science information.
<i>Metal Architecture</i>	7	A trusted publication for the metal construction industry going back to 1980. The largest readership for Metal Architecture is contractors, followed by architects. The publication features regular guest columns.
<i>Plumbing &amp; Mechanical</i>	6	Limited contributor content but deep industry penetration. Readers of Plumbing & Mechanical include contractors installing geothermal, solar thermal and water treatment for green applications.
<i>Remodeling</i>	7	Another Hanley Wood publication with good market penetration and a significant amount of contributor content.
<i>Smart Cities Dive</i>	6	One of numerous attractive, online 'Dive' publications including Construction Dive, Utility Dive and Waste Dive. Smart Cities Dive has a very large social media following and is a good platform for urban planners, developers and policy makers.
<i>Trim Tab</i>	6	The publication of the International Living Future Institute (ILFI). Trim Tab has a small but passionate readership of industry professionals who recognize the leadership role of ILFI and its frameworks.
<i>Urban Land</i>	7	The print and online publication of the Urban Land Institute. ULI members are encouraged to submit opinion pieces, but publication slots are limited and the bar is set high for quality.



At New Growth Communications we're passionate about helping leaders in sustainability share their expertise. If you have a thought leadership program for which you're trying to get better results, or if you're trying to launch one, I'm happy to talk about how we might help.

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