



# COMMUNICATIONS METRICS

FY25 | JULY 2024 - JUNE 2025

# IFMA MEMBERS

+25K IFMA Members

140 Countries

67:33 US and International

839+ Billion square feet of property managed

\$774+ Billion in products and services purchased annually

16 Councils

*Similar industries or facility types*

7 Communities

*Similar interests in FM or topics of practice*



# TRAFFIC

## IFMA.ORG WEBSITE

**3.53M+** Annual Page Views

**706K+** Annual Users

**1.67M+** Sessions Annually

**8.91** Events/session

## IFMA'S JOB BOARD

**1.8K+** Page Views

**11.4K+** Employers

**25.7K+** Job Seekers

**24.3K+** Resumes

**20K+** Users

**180K+** Job Views

## FMJ MAGAZINE

**57K+** Annual Page Views

**105K+** FMJ Newsletter Subscribers

**22%** Open Rate

**8.5%** Click-Through Rate

[Submit an Article](#)

## Building Connections, Empowering Careers

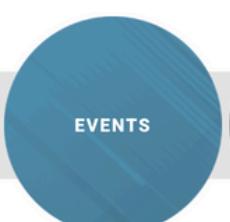
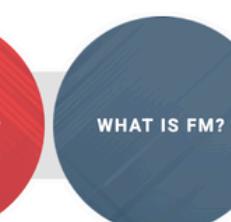
Join a global community of facility management professionals, learn from experts and take your career to the next level.

**Network, training and resources** to help you have the career you want in facility management.

[Join Today](#)

[Membership Benefits](#)

Already a member? [Manage Your Account](#)



## Featured Insights



### ANNOUNCEMENT

#### IFMA's Top Global FM Influencers

IFMA has named 36 professionals to its inaugural Top Global FM Influencers list, spotlighting leaders whose innovation, expertise and impact are shaping the future of facility management.

The honorees span **six continents and 13 countries**, representing disciplines from sustainability and technology to workplace strategy, operations, and public health. Their work is advancing safe, resilient, and people-centered environments worldwide.

Released in conjunction with IFMA's year-long celebration of its 45th anniversary, the list will be highlighted at the World Workplace Conference and Expo, Sept. 17-19 in



### CASE STUDY

#### Global FM Training Transformation: IFMA & JLL

Discover how IFMA and JLL partnered to build a scalable, global training model that boosted enrollments, improved completion rates, and strengthened workforce capabilities. This case study

# CHANNELS



## CONNECTED FM

### Blog

- Content published weekly
- 26K+ page views
- 20K+ unique visitors
- 3.7 minutes time spent on page

**Submit content at [csp@ifma.org](mailto:csp@ifma.org)**

### Podcast

- Content published weekly
- 15K+ downloads (43% increase)
- 382 average downloads per episode

**Submit content at [csp.ifma.org](mailto:csp@ifma.org)**

## KNOWLEDGE LIBRARY

- Available to all IFMA members and subscribers
- Detailed reporting for content submissions provided

**How to Submit Content Guide**

## IFMA NEWSLETTERS

### The WIRE

- Weekly email sent each Tuesday
- 25K+ subscribers
- 36% open rate
- 5% click-through rate

**Submit content at [csp.ifma.org](mailto:csp@ifma.org)**

### The Insider

- Weekly email  
*Sent globally on Fridays & regionally on Mondays*
- 39K+ subscribers
- 46% open rate

**Submit content at [csp.ifma.org](mailto:csp@ifma.org)**

## ENGAGE FORUM

- Available to full IFMA members
- 42K+ Total logins
- 78K+ Library resource views
- 15K+ Resource downloads (30% increase)
- 4K+ Discussion posts

## ADVOCACY BY SPROUT SOCIAL

- Advocacy & Influencer platform to amplify your content through social media using IFMA thought-leaders

**Email [csp@ifma.org](mailto:csp@ifma.org) for more information and how to join**

## WEBINARS & EVENTS

### Webinars

- Co-branding opportunities
  - Platinum & Gold CSPs only
  - 172 average live attendees

Promote and amplify your company's webinar exposure through IFMA's communication channels, including our [dedicated webinar site](#).

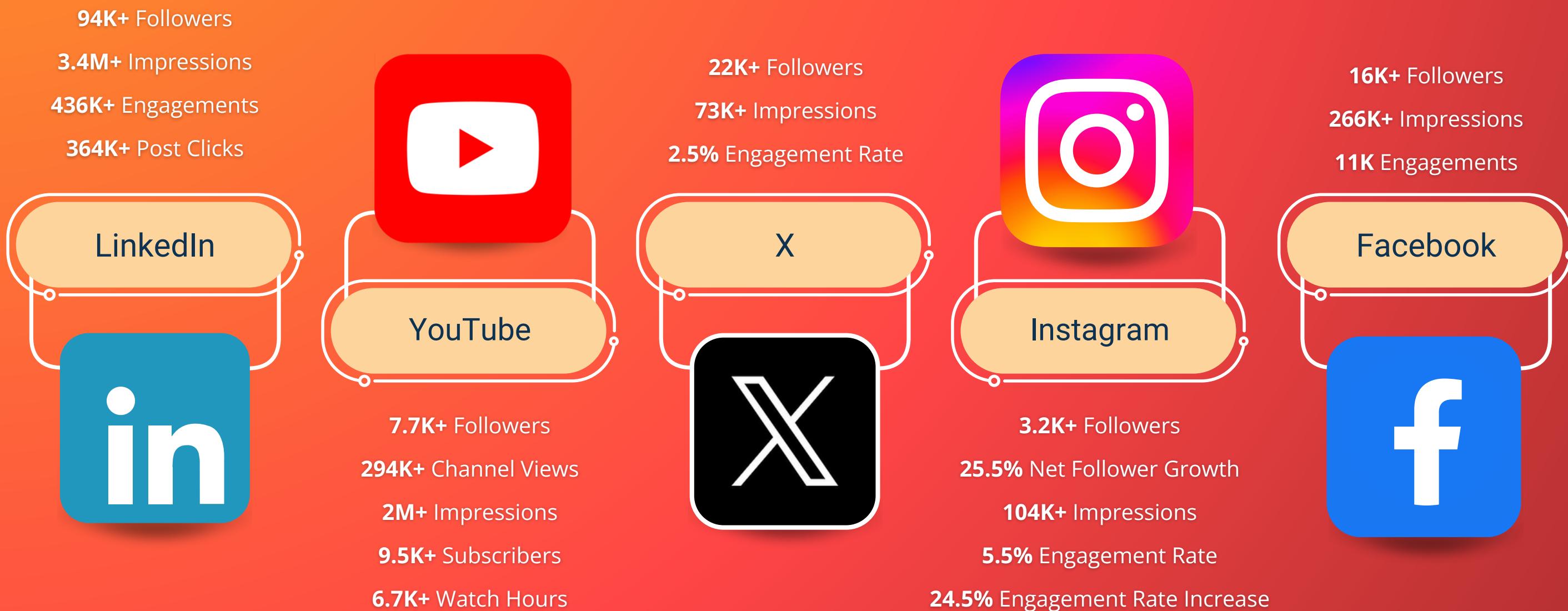
### Events

[Learn more](#)

**YOU MADE THE CONTENT. NOW LET'S SHARE IT WITH THE FM INDUSTRY.**

# SOCIAL MEDIA

@IFMA



## FY2025 Performance

3.8M+ Impressions  
450K+ Engagements  
365K+ Post Link Clicks  
20K+ Net Audience Growth

# CSP TEAM



**Kim Jackson**

Executive Director,  
Business Development



**Ashley Tucker**

Director, Marketing and  
Communications



**Kelsey Barrett**

Marketing and  
Communications Manager,  
Membership



**Cassandra Warholak**

Partner Success  
Manager



[csp@ifma.org](mailto:csp@ifma.org)



[CSP Resource Center](#)

