

FCM FACILITY CLEANING & MAINTENANCE

PART OF THE
REMI
NETWORK

2018 MEDIA KIT



2017 WINNER
BEST INDUSTRY WEBSITE
BEST INDUSTRY FEATURE

2015 WINNER
BEST NEWS COVERAGE

2016 FINALIST
BEST ARTICLE

2015 FINALIST
BEST MEDIA WEBSITE

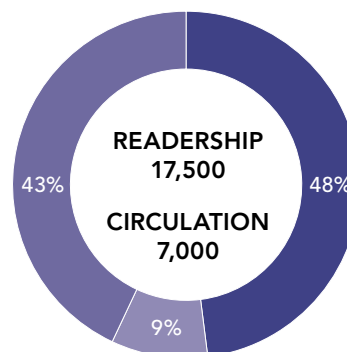
**BEST EMAIL NEWSLETTER
DESIGN & ENGAGEMENT**

Reach your facility cleaning & maintenance audience with an integrated media plan.

ENGAGE OUR NETWORK

22,500

BUILDING SERVICES CONTRACTORS, INHOUSE FACILITY MANAGERS & DISTRIBUTORS.



- 48% Building Service Contractors
- 43% In-House Facility Managers
 - Hospitals, Nursing Homes and Healthcare.....31%
 - Hotel Management and Housekeepers..... 18%
 - Government (Municipal, Provincial, Federal)..... 9%
 - Retail Shopping Centres and Malls 8%
 - Food Service, Bars and Leisure11%
 - Education.....10%
 - Other owner occupied buildings 12%
- 9% Distributors

PRINT ADVERTISING

Facility Cleaning & Maintenance is an invaluable resource for building service contractors and in-house facility managers. The magazine and its digital properties provide engaging, meaningful editorial content to assist industry professionals in successfully cleaning and maintaining commercial, institutional, recreational, multi-residential and industrial facilities, inside and out.

We have cultivated a targeted audience of building service contractors, in-house facility managers and distributors of cleaning products and equipment.

More than 17,500 Active Industry Readers! Over 7,000 subscribers

** on average 2.5 professionals from each office read Facility Cleaning & Maintenance*

2018 PRINT EDITORIAL SCHEDULE

HOSPITALITY FACILITIES

APRIL

Topics covered: Restrooms, Flooring

Booking Deadline: March 9, 2018

RECREATIONAL FACILITIES

JUNE

Topics covered: Exterior Care, Pest Control

Booking Deadline: May 25, 2018

EDUCATIONAL FACILITIES

AUGUST/SEPTEMBER

Topics covered: Sustainability, Business Management

Booking Deadline: August 17, 2018

RETAIL FACILITIES

OCTOBER

Topics covered: Technology, Equipment & Tools

Booking Deadline: September 21, 2018

HEALTHCARE FACILITIES

NOVEMBER/DECEMBER

Topics covered: Restoration, Health & Safety

Booking Deadline: October 26, 2018

IN EVERY ISSUE:

Profile: In-depth look at a leader in the industry

Ask an Expert: Q&A with an industry expert

Clean Matters: Cleaning and maintenance issue at a glance

ASK THE EXPERT: Submit your contact information to get on our editorial team's call list! If you have quality expertise to share on any issue or topic we would love to hear from you! Please contact the editor: Clare Tattersall, claret@mediaedge.ca

2018 PRINT ADVERTISING

	1 Issue Rate	3 Issue Rate	5 Issue Rate	Premium Positions	1 Issue Rate	3 Issue Rate	5 Issue Rate
Double Page Spread	\$6,298	\$6,098	\$5,974	Outside Back Cover	\$4,374	\$4,156	\$3,937
Full Page	\$3,499	\$3,324	\$2,974	Inside Front Cover	\$4,374	\$4,156	\$3,937
1/2 Island	\$2,800	\$2,660	\$2,380	Inside Back Cover	\$3,849	\$3,657	\$3,464
1/2 Horizontal/Vertical/Island	\$2,625	\$2,493	\$2,231	Table of Contents Banner	\$1,914	\$1,818	\$1,722
1/3 Square/Vertical	\$2,041	\$1,939	\$1,735	Editor's Note Banner	\$1,914	\$1,818	\$1,722
1/4 Vertical	\$1,531	\$1,454	\$1,301				
1/6 Horizontal/Vertical	\$875	\$831	\$744				

Specialty Print Products

**many other options available*

WEBSITE ADVERTISING

Facility Cleaning & Maintenance, part of the REMI Network, is the information source of choice for decision-makers that are involved in the cleaning and maintenance of all professional building types. We cover industry news, tackle prominent and emerging topics of interest, and provide practical advice from a wide variety of industry experts.

More than 10,000 ad impressions per campaign

BENEFITS OF WEBSITE ADVERTISING

1. Reach our entire online readership
2. Credible source of content
3. Daily exposure with relevance
4. Adaptable interactive ads
5. Measurable results



(DROP DOWN MENU)



2018 RATES

	Positions	Quarter
Campaign 1	Leaderboard & Box B (728 x 90 pixels & 300 x 250 pixels)	\$2,450
Campaign 2	Box A & Box C (300 x 250 pixels)	\$2,250
Campaign 3	Box D & Drop Down Box (300 x 250 pixels)	\$2,250

All ads must be 72 DPI gif or jpg only RGB

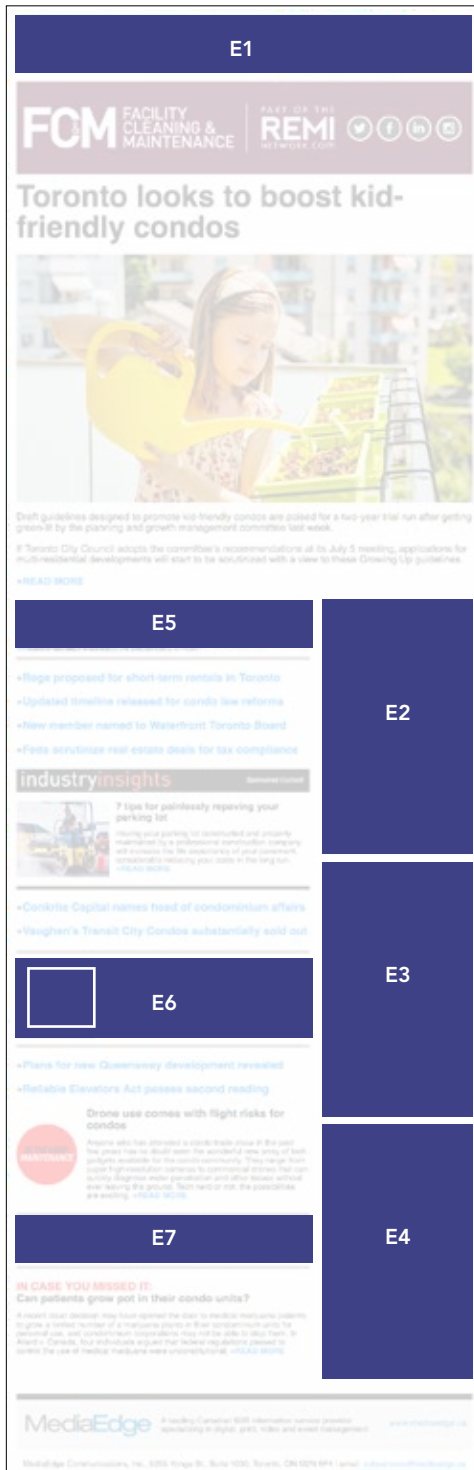
All positions have a maximum of 2 ads

All rates are net

E-NEWS ADVERTISING

Facility Cleaning & Maintenance e-news delivers timely, relevant industry news on a bi-weekly basis, equipping **4,000 professionals involved in building cleaning and maintenance** with the information they need to remain current in this fast-paced industry.

18% open rate and more than 4,000 CASL-approved subscribers!



BENEFITS OF E-NEWS ADVERTISING

1. Reach our opt-in subscriber list
2. Targeted distribution to buyers
3. Guaranteed semi-monthly frequency
4. Limited ad spaces ensure your visibility is high

IN THE LOOP

Each quarter, Facility Cleaning & Maintenance highlights a specific sector of your industry for in-depth coverage in each issue – keeping our readers in the loop.

Q1	Q2	Q3	Q4
Floor Care	Professional Services	Exterior Care	Energy & Sustainability

**IN THE LOOP:
PROFESSIONAL
SERVICES**

A close look at ionizations systems for pools

Although sun-filled days of idling by the pool may be long gone until next summer, facility managers must still maintain commercial spas and indoor pools. Due to the large amount of chlorine used to ward off bacteria, such features are often costly, time-consuming and sometimes uninviting to visitors and occupants. Recent advancements in ionization technology have offered healthy and cost-effective alternatives. What are the pros and cons?

[Read More >>](#)

2018 RATES

	Digital Specs	Quarter
E1 Top Leaderboard	728 x 90 pixels	\$3,000
E2 Top Skyscraper	240 x 400 pixels	\$2,550
E3 Middle Skyscraper	240 x 400 pixels	\$2,325
E4 Bottom Skyscraper	240 x 400 pixels	\$2,175
E5 Top Banner	468 x 60 pixels	\$2,325
E6 Featured Sponsored Content <i>*Up to 4 links or 40 words of text</i>	125 x 125 pixels	\$1,875
E7 Body Banner	468 x 60 pixels	\$1,688

All ads must be 72 DPI gif or jpg only RGB. No animated ads for e-news.

All rates are net.

SPONSORED CONTENT

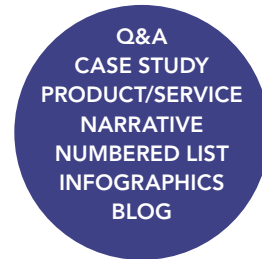
Your content, our readers

Let us position you as the expert in your field with the valuable content you have to offer. We will help you create and deliver information by partnering you with an industry journalist.

Become a trusted source and industry leader with the REMI Network Sponsored Advertising Program.

BENEFITS OF SPONSORED CONTENT

1. Direct targeted reach
2. Access to a professional journalist
3. Multi-channel promotion
4. Backlinks & PR increase brand strength
5. Measurable results



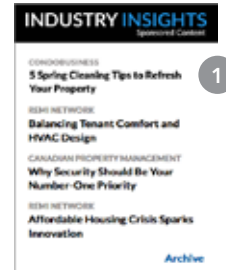
PRINT



ONLINE



(REMI HOME PAGE)



- A** Double Page Spread
Maximum 900 words, images, and logo. **\$6,500**
- B** Sponsored Column
Maximum 150 words and logo. **\$2,000**

- C** Industry Insights **\$3,000**
Includes the following:
 - 1** Always in Front
Clickable headlines are displayed on the home page of the REMI Network.
 - 2** Industry Leader
Article teasers are expanded on the Facility Cleaning & Maintenance page for 30 days and available in the archives for a minimum of 12 months.
 - 3** Expanded Content
Photo, full feature (up to 600 words written by an industry journalist) and a link back to your site are posted – with no time restrictions.

SPONSORED CONTENT CAMPAIGNS

Campaign 1	Double Page Spread + Industry Insight	\$8,250
Campaign 2	Sponsored Column + Industry Insight	\$4,500

All rates are net.

PROGRAMMATIC ADVERTISING

SMART DISPLAY

Annual programs start at: \$900/month

Smart Display is an intelligent marketing campaign that gives your company's advertising strategy the edge when it comes to being in the right place at the right time.

Identify and target niche audiences

- Visiting your website
- Researching online
- Reading industry articles online
- Entering and leaving websites of interest
- Visiting physical locations of interest

An average of 1,700 online display ads are seen each month. Take advantage of our specialized team and technology to target ads to your customers more often.



SMART CHANNEL - PREMIUM AUDIENCE DATA

Annual programs start at: \$500/month

Our Channels allow advertisers to take advantage of our premium Facility Cleaning & Maintenance subscriber and readership data. Promote your products and services with confidence. You are reaching our engaged cleaning and maintenance professionals with frequency to complement your other premium placement campaigns.



SOCIAL MEDIA SERVICES

Whether it's a full online community or a simple presence on a specific channel, we're here to help you grow your business.

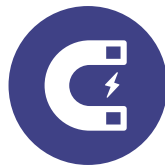
Annual programs start at \$1200/month

How will we help?

Our social media program will support your business development and customer engagement. Here are three ways social media can help you achieve your goals.



Increasing website traffic



Building your brand and attracting customers



Customer support and outreach

We know your industry is unique. We'll identify which social channels will work for you, where the influencers are on those channels and develop a content strategy to pull those audiences in and expand your network.

It really works!

"Since we began utilizing MediaEdge's social media program, our monthly impressions have more than doubled, and our monthly customer reach has increased by 700 per cent.

With MediaEdge's high-level strategy and content generation, our audience is consistently engaged, day in and day out, and we have seen improvements in both web traffic and search ranking."

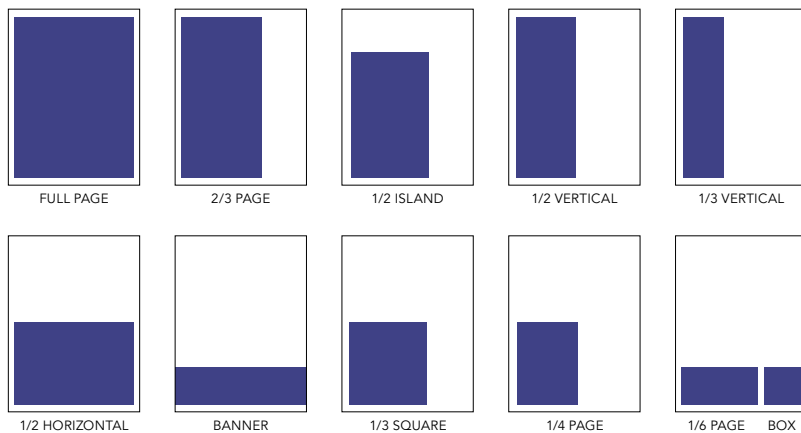
*Stewart Laszlo, BA, MBA | Director, Marketing
Canadian Society of Association Executives*



"As with so many companies, getting into and sustaining social media can be a daunting task. MediaEdge's social media program offered us a one-stop shop from identifying the platforms we needed, going live and having an ongoing weekly voice. Our company blog allows us to position ourselves as a thought leader in our field and share our expertise to the public and potential clients. In just over six months, we have expanded our reach exponentially and identified business opportunities and new companies that we otherwise would not have been in contact with. Vifloor Canada can 'Stand Confidently' with our social media thanks to MediaEdge."

*Heather Lumber, Head of Marketing
Vifloor Canada Ltd*

PRINT SPECIFICATIONS



DIGITAL FILES:

Preferred format is a High Resolution (300dpi) PDF file, provided all the fonts are embedded, and all colour is converted to CMYK. Other acceptable formats are Adobe InDesign CS6, and Adobe Illustrator CS6 files, if all graphics and fonts are also included.

We cannot accept ads created in QuarkXpress, Microsoft Word and Publisher.

If using a newer version than CS6, please save the file down.

Please include a laser copy for reference. All colour files must be accompanied by a colour proof or separated laser proofs. Publisher assumes no responsibility for accuracy when a proof is not provided.

FTP INFORMATION:

Host: ftp3.mediaedge.ca
 Username: me_fcm_ad (ads) OR me_fcm_ed (editorial)
 Password: artwork (ads) OR production (editorial)

DIGITAL FILES (SEND TO):

Production
 5255 Yonge Street, Suite 1000
 Toronto, ON M2N 6P4
 416-512-8186 ext. 263

Advertising Sizes

Double Page Spread Bleed	16.5" x 11.125"
Double Page Spread Trim	16.25" x 10.875"
Full Page Bleed	8.375" x 11.125"
Full Page Trim	8.125" x 10.875"
2/3 Page	4.563" x 9.563"
1/2 Island	4.563" x 7.375"
1/2 Vertical	3.375" x 9.563"
1/2 Horizontal	7.125" x 4.75"
1/3 Vertical	2.25" x 9.563"
1/3 Square	4.563" x 4.75"
TOC/Editor's Note Banner Bleed	8.375" x 2.25"
TOC/Editor's Note Banner Trim	8.125" x 2.25"
1/4 Vertical	3.375" x 4.75"
1/6 Page	4.75" x 2.25"
Box Ad	2.25" x 2.25"

Safety Area: 7.125" x 9.875"

Trim Size: 8.125" x 10.875"

Bleed Size: 8.375" x 11.125"

Halftone Screen: 133 lines maximum

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Our mission is to produce market leading, superior quality magazine, website and e-news brands that provide distinctive and effective ways to deliver client information to key industry players.

REMI
 NETWORK.COM

REAL ESTATE MANAGEMENT INDUSTRY NEWS
 INFORMATIVE • EMPOWERING • TRUSTED

PRINT
100,000+
 Readers

WEB
50,000+
 Page Views monthly

E-NEWS
28,000+
 Subscribers

SOCIAL MEDIA
20,000+
 Followers

MERGING INDUSTRY LEADING BRANDS

CANADIAN
PROPERTY
 MANAGEMENT

CFM&D

CANADIAN
Apartment

FCM FACILITY
 CLEANING &
 MAINTENANCE

DQ

CANADIAN
PROPERTY
 MANAGEMENT

CONSTRUCTION BUSINESS
FOR BUSINESS & CONSTRUCTION MAGAZINE

CONDOBUSINESS