

“Building Maintenance”

2018 MEDIA KIT

THE N°1 MEDIA FOR
PROFESSIONALS
IN THE FRENCH
HYGIENE AND
CLEANING
INDUSTRY

- Magazine
- Buyer's Guide
- Directories
- Special Issue
- Web site
- e-newsletter
- Online tradeshow
- Database
- 2018 Editorial Calendar



THE MAGAZINE

N°1 in the hygiene and cleaning industry!



The only media in the sector dedicated to the entire cleaning industry!

Penetration Rate

90%

On all cleaning companies with > 20 employees.

The only magazine in the sector read by nearly all Cleaning Companies. A targeted circulation 100% useful (only top managers and decision makers)!

N°1 in circulation

Average circulation per issue
July 1st 2016 to June 30th 2017

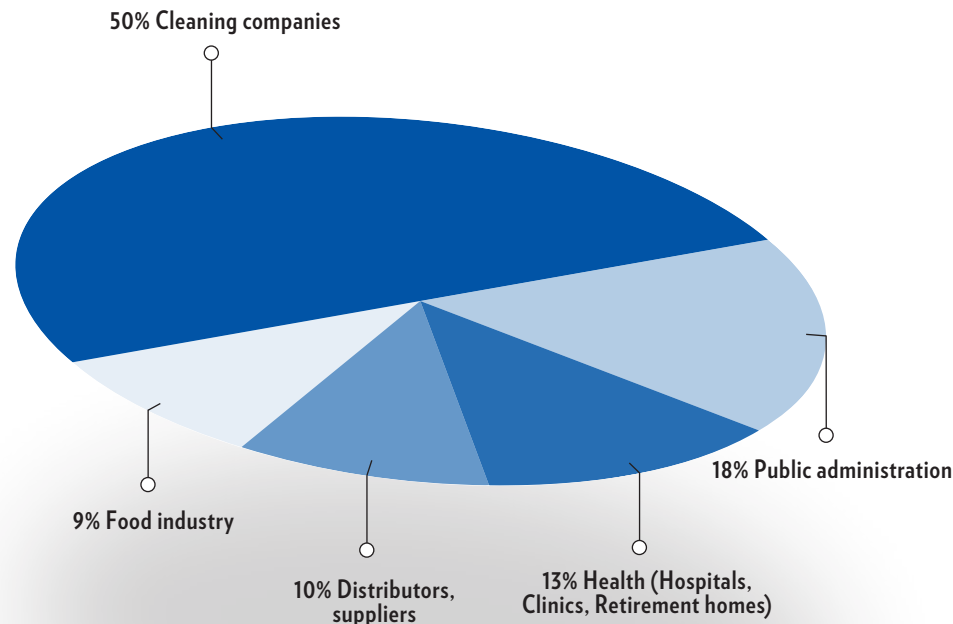
8.630
copies

The highest circulation in the sector, with a 6% growth rate since 2014! 55% in paid circulation, 45% in qualified circulation. Certified circulation. Bonus circulation during trade shows.

Bâtiment Entretien «Building Maintenance» is the n° 1 communication medium for professionals in the hygiene, cleaning, multi-services, and wastes industries. It has provided a solution to your specific needs for over 45 years.

Bâtiment Entretien is the leading source of information for professionals in the hygiene and cleaning industry and assists cleaning companies, end customers, manufacturers and distributors in finding necessary practical and technical information.

Every 2 months a highly qualified team of journalists offer unique editorials about the latest and most comprehensive information on new products, the market status, contracting and purchasing, product launches, new technologies, exclusive interviews with major contributors in the sector, key decision makers, case studies. The only magazine 100% business and independent in the sector!



→ The only magazine in the sector with such a significant, prominent circulation to both end customers and top management in Cleaning Companies!

→ Circulation covers 65% of towns > 10.000 inhabitants!

→ Circulation covers almost all the major Distributors!

→ 61% of hospitals (public hospitals, private clinics,) read **Bâtiment Entretien**. And 70% of retirement homes.

→ The highest circulation in cleaning companies > 20 employees!

→ A readership of + de 28.000 readers, with 3.3 readers per issue!

For further information, contact Marie-Pierre Serre
mps@batiment-entretien.fr or
info@batiment-entretien.fr
+33 6 80 00 16 62

THE MAGAZINE

An editorial environment to maximize your exposure and build brand awareness



Actualités

Hygiène et désinfection

Les Laboratoires Anios repris par le géant américain Ecobol!

Distribution

Sud-est: Distrim rejoint Rama Group

Actualités

Hygiène et désinfection

Les Laboratoires Anios repris par le géant américain Ecobol!

Distribution

Sud-est: Distrim rejoint Rama Group

Actualités

Hygiène et désinfection

Les Laboratoires Anios repris par le géant américain Ecobol!

Distribution

Sud-est: Distrim rejoint Rama Group

The **NEWS SECTION**, all available information on the latest deals, bids and contracts, the cleaning business, buyouts, mergers, standards, social and regulatory monitoring, market developments, nominations, agendas... ending with an interview with a leading player in the market.

Propreté des bâtiments HQE

La propreté au cœur du label HQE Exploitation

NETTOYAGE INTELLIGENT

Actualités

Hygiène et désinfection

Les Laboratoires Anios repris par le géant américain Ecobol!

Distribution

Sud-est: Distrim rejoint Rama Group

THE SPECIAL FEATURE, a general topic, cross-cutting issues in the sector, strategies, unresolved issues. The opportunity to step back and focus on a particular topic, responding to customer needs and questions from Cleaning and Hygiene companies and end clients.

Technique

Nettoyage vert

Le nettoyage vert nous en fait voir de toutes les couleurs

Actualités

Hygiène et désinfection

Les Laboratoires Anios repris par le géant américain Ecobol!

Distribution

Sud-est: Distrim rejoint Rama Group

TECHNICAL SUPPORT, EQUIPMENT, CLEANING PRODUCTS... in each issue, an extensive article on trade practices, technical support, and feedback from Cleaning Companies and end clients to advise our readers in their daily decision making.

Quel de neuf?

Actualités

Hygiène et désinfection

Les Laboratoires Anios repris par le géant américain Ecobol!

Distribution

Sud-est: Distrim rejoint Rama Group

In **WHAT'S NEW**, all new products, launch, the latest trends and developments on the market.

THE MAGAZINE

2018 Magazine Advertising Rates (€)



FORMAT	MM (L X H)	RATES
Gatefold Cover	Front 100 x 195 / Back 100 x 297	5.750 €
On Cover	Front 210 x 180 / Back 210 x 297	6.550 €
1st Cover	180 x 180	5.950 €
2nd Cover	210 x 297	4.600 €
3rd Cover	210 x 297	4.250 €
4th Cover	210 x 297	4.800 €
Page	210 x 297	4.050 €
1/2 Page	Horizontal: 181 x 126 / Vertical: 91 x 257	2.750 €
1/4 Page	91 x 124	1.550 €
Special Advertising Section	210 x 297	4.250 € (Layout and editorial: 250 €)
Posed inserts or samples (on the magazine cover, 2 or 4 pages maximum 20 gr. Price not discountable)		4.050 €
Loose inserts or samples (inserted in the magazine, 2 or 4 pages maximum 20 gr. Price not discountable)		5.150 €
Bounded inserts (4 pages, maximum 20 gr. Price not discountable)		4.800 €
Classified ads: 1 module, 2 modules, 3 modules	1 module : 85 x 58	600 € 900 € 1.500 €

SPECIAL OFFERS

Post-it
Adhesive sample
Banderole
Memento
Facsimile
Flap on 1st cover
Customized Buyer's Guide
Customized Directory
Bookmark

Contact us

BI MÉDIA PACK

Magazine + Web - 5 %

TRADESHOW PACK

Take advantage of **Bâtiment Entretien's** large number of e-communication tools to be better positioned at tradeshows, generate more visitors and contacts, benefit from our converged media services to highlight your new products and product presentations!

1/2 Page 4 color + Editorial (tradeshow Special Feature)

- + Top Banner web site batiment-entretien.fr 1 month before tradeshow date
- + Top Banner e-salon-proprete.fr 1 month before tradeshow date
- + Top Banner annuaire-proprete.fr 1 month before tradeshow date
- + Button e-newsletter 1 month (2 nd-newsletter) before tradeshow date

-50 %
2.800 € instead of 5.600 €

NEW PRODUCT & SERVICE PACK

New product or service to launch on the market? **Bâtiment Entretien** offers an effective, customized tool to ensure a successful launch!

1/2 Page 4 Colour + What's New Editorial in magazine

- + What's New e-newsletter with a direct link to your product on e-salon-proprete.fr
- + Your product listed for 1 year on the online e-salon-proprete.fr
- + Top Banner on e-salon-proprete.fr for 1 month

-25 %
4.000 € instead of 5.440 €

Special Position: +10% - B&W and 2 colors = 4 color -20% - Payment terms: 30 days - Policy Regulation on www.batiment-entretien.fr
Mechanical Requirements: High resolution 300dpi (jpeg) or Adobe Acrobat files (pdf) - Color proof required - Provide a 5 mm overflown.

For further information, contact Marie-Pierre Serre
mps@batiment-entretien.fr or
info@batiment-entretien.fr
+33 6 80 00 16 62

THE BUYER'S GUIDE

To generate more demand and contacts!



THE 2019 ANNUAL BUYER'S GUIDE

The **Bâtiment Entretien** Annual Buyer's Guide is sent to all subscribers (8.630 copies) with the November issue and distributed on trade shows where we are a media partner. This is an essential work tool for our readers as it references all products, materials and equipment on the market in the form of complete, technical data sheets, filed by topic. The Buyer's Guide, coupled with the 1st online trade show, e-salon-proprete.fr: be sure to have all your products referenced online ! Keep your name in front of your customers!



e-salon-proprete.fr: THE 1ST ONLINE HYGIENE AND CLEANING TRADESHOW!

A permanent, 365 days a year, online Trade Show!

- The only Product Guide available on the french market!
- On your stand, the specification sheet of your products: videos, more picture, contacts, technical brochure, catalogs, quotation request and prices, your distribution list, your upcoming exhibitions...
- You show how many products you want!
- A complementary marketing tool to your own website and exhibitions.



THE MAGAZINE'S BUYER GUIDE

The Magazine's Buyer Guide is a very practical section at the end of the magazine which provides complete, referential support and enables our readers to quickly locate a supplier by main category. A regular, inexpensive press coverage with your logo and contacts! For a very low cost, you will systematically be seen by our 28.000 readers. We connect you with a highly targeted audience. Your clients and prospects will easily find you. An inexpensive, complementary communication tool that enhances and maximizes your visibility in the sector.



2019 Buyer's Guide Advertising Rates (€)

PER PRODUCT	Specification sheet	290 €
DISCOUNT: 2 to 3 products -25% - 4 products and more -50%		
4th Cover Page	148 x 210 mm	4.100 €
	148 x 210 mm	3.000 €
1/2 Page	148 x 100 mm	2.300 €



Online tradeshow e-salon-proprete.fr

1 year - including reporting, modifications, administration,

NO. OF PRODUCTS PER STAND	Technical data sheet + videos, + visuals, + contacts, catalogue, technical brochures...	+ 100 €
DISCOUNT: 2 to 3 products -25% - 4 products and more -50%		
Top Banner home page - 1 month	728 x 90 pixels	1.000 €
Banner (all pages) - 1 month	728 x 90 pixels	1.600 €

The Magazine's Buyer Guide

6 issues - 1 year	Module 40 x 43 mm with logo, text and contacts	1.020 €
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For further information, contact Marie-Pierre Serre
 mps@batiment-entretien.fr or
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OUR DIRECTORIES

The most comprehensive listing in the sector!



CLEANING COMPANIES DIRECTORY

In January 2018 **Bâtiment Entretien** will edit the Cleaning Companies Directory, listing the 1.000 main Cleaning Companies on the market with their professional contact details. Sent to all subscribers with the January 2018 issue.

DISTRIBUTION DIRECTORY

In January 2019 **Bâtiment Entretien** will publish The Distribution Directory, almost 1.000 distributors listed with their professional contact details, classified by geographical regions. Sent to all subscribers with the January 2019 issue + 5.000 bonus copies on 2019 Europropre Tradeshow.



1 year included on the online Directory!

Both Directories are available all year on the site annuaire-proprete.fr

You will have a higher visibility in these directories with your framed logo + text at a very low cost.

annuaire-proprete.fr



Directories 2018 Advertising Rates (€)

PER COMPANY (Price not discountable)	Framed logo + text, 1 year in the Directory website	310 €
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DISCOUNT: 2 to 3 products -25% - 4 products and more -50%

4th cover	148 x 210 mm	4.100 €
Page	148 x 210 mm	3.000 €
1/2 Page	148 x 100 mm	2.300 €

For further information, contact Marie-Pierre Serre
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SPECIAL ISSUE

The **DISTRI'HYGIENE** Special Issue, the only magazine dedicated to Distributors!



2018 CONTENTS

- Managing your sales network
- How to develop a Distributor / Manufacturer partnership
- New tools for your customer services
- Train and stand by your business customer

The **DISTRI'HYGIENE** Special Issue is the only media dedicated to cleaning products and machines Distributors.

Sent in June 2018 to Distributors only, 1.200 copies, **DISTRI'HYGIENE** will cover the business news in distribution of cleaning products, machines and equipments, new products, innovations, services, logistics...

FORMAT	MM (L X H)	RATES
Gatefold Cover	Front 120 x 313 / Back 120 x 420	4.000 €
2nd cover (facing Summary)	297 x 420	3.300 €
3rd Cover	297 x 420	3.100 €
4th Cover	297 x 420	3.500 €
Page	297 x 420	2.900 €
1/2 Page	Horizontal: 261 x 180 Vertical: 127 x 360	2.000 €
1/4 Page	Horizontal: 261 x 86 Vertical: 127 x 180	1.100 €
Special Advertising Section	297 x 420	3.000 €

For further information, contact Marie-Pierre Serre
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WEB

A global, digital information offer, available on all terminals!



12.000 individual visitors monthly

THE COMPANION WEBSITE, batiment-entretien.fr

More than 12.000 individual visitors monthly, 45.000 pages viewed every month, the companion website, batiment-entretien.fr, is clearly and by far the 1st professional web portal in terms of audience, on the subject of cleaning, hygiene, and multiservices. With its News updated on a daily basis, its archives (accessible to paying subscribers only), the Special Features, the tradeshow agenda, the classified ads, new products, and links to different **Bâtiment Entretien** sites (directories, online tradeshows...), batiment-entretien.fr has definitely become the best, most dedicated website in the cleaning sector!



8.500 individual visitors monthly

OUR DIRECTORIES

Distributors! Manufacturers! Installers! Integrators! Service Providers! Importers! ... annuaire-proprete.fr website is an unmatched working tool, often consulted by our clients looking quickly for a supplier. Your presence on this site will boost your visibility, enhance your image and maximize your brand recognition when your prospect is searching for a supplier, generating a demand for additional documentation.



13.500 subscribers

THE E-NEWSLETTER

The only bi-monthly newsletter in the sector, keeping our readers closely connected, more efficient, breaking news... the **Bâtiment Entretien** e-newsletter is sent to more than 13.500 subscribers. This quick pace and top quality exclusive business information (many of you have congratulated us on the quality of our articles!) makes this an ideal source of web communication.



Et si vous faisiez jouer la concurrence ? Tous les distributeurs sont dans annuaire-proprete.fr

quoi de neuf ?

- Nettoyeurs haute-pression**
Dimaco : Connectéo, le nettoyeur HP devient intelligent !
Dimaco, premier fabricant français de nettoyeurs haute-pression pour les professionnels vient de faire...
- Produits/Détertrants**
Eyrein : Olgreen Sani nouvel solution d'hygiène pour les sanitaires
Le fabricant français Eyrein, spécialiste des produits d'entretien professionnels écolabels et respectueux de...

NATIVE ADVERTISING

Native advertising is a type of advertising online, that matches the form and function of the platform upon which it appears. In many cases, it manifests as an article produced by an advertiser with the specific intent to promote a product, while matching the form and style which would otherwise be seen in the work of the platform's editorial staff. The word «native» refers to this coherence of the content with the other media that appears on the e-newsletter or web site. Available on News or What's New section.

For further information, contact Marie-Pierre Serre
mrs@batiment-entretien.fr or
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WEB

2018 Web Advertising Rates (€)

THE COMPANION SITE, batiment-entretien.fr
THE ONLINE DIRECTORY annuaire-proprete.fr
THE ONLINE TRADESHOW e-salon-proprete.fr
 (rotating)

	PIXELS (1 x h)	3 MONTHS	2 MONTHS	1 MONTHS
Top Banners	728 x 90	2.200 €	1.600 €	1.000 €
Banner	728 x 90	1.900 €	1.400 €	900 €
Magazine format	200 x 398	1.600 €	1.100 €	800 €
Square	200 x 200	1.100 €	800 €	600 €
Native Advertising News		2.600 €	1.950 €	1.300 €
Native Advertising What's New		1.900 €	1.500 €	1.000 €
Video	420 px - 2 Mo	-	-	1.900 €

THE E-NEWSLETTER (Watch out! Limited advertising space!)

	PIXELS (1 x h)	3 MONTHS (6 e-newsletter)	2 MONTHS (4 e-newsletter)	1 MONTHS (2 e-newsletter)
Top Banners	320 x 100	3.800 €	2.500 €	1.700 €
Banner	320 x 100	2.950 €	2.000 €	1.400 €
Square	200 x 200	2.100 €	1.500 €	1.100 €
Native Advertising News		3.900 €	2.600 €	1.800 €
Native Advertising What's New		3.300 €	2.200 €	1.500 €

SITE ADVERTISING FORMATS

The screenshot shows the website layout with several ad placements:

- TOP BANNER**: A large banner at the top of the page.
- BANNER**: A standard banner below the top banner.
- NATIVE ADVERTISING NEWS**: A news-style ad integrated into the content.
- SQUARE**: A square ad placed in a sidebar or content area.
- MAGAZINE FORMAT**: A large ad that mimics a magazine page layout.
- BANNER**: Another banner ad at the bottom of the page.

EMPLACEMENTS DE LA E-NEWSLETTER

The screenshot shows the e-newsletter layout with several ad placements:

- TOP BANNER**: A banner at the top of the newsletter.
- BANNER**: A banner below the top banner.
- NATIVE ADVERTISING NEWS**: A news-style ad integrated into the newsletter content.
- SQUARE**: A square ad placed in a sidebar or content area.
- BANNER**: Another banner at the bottom of the newsletter.

WEB PACK

- 2 Web - 5% (ex : E-newsletter + Companion Site)
- 3 Web - 10%
- 4 Web - 15%
- 5 Web - 20%

BI MÉDIA PACK

Magazine + Web - 5%

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DATABASE



The most up to date, qualified, targeted base to maximize your multichannel marketing!

Thanks to its wide base of online users, (prospects, subscribers and those registered to the e-newsletter), **Bâtiment Entretien** provides you with its client file.

As our database is continually updated during the year by phone, you can contact Cleaning Company managers, distributors in the Hygiene Industry, as well as managers in charge of hygiene in the Public Health services, Hospitals, Clinics, Retirement homes and the Food Industry.

13.500 nominative, postal and email addresses in our files.

MAILING	Fixed cost: 250 €
One time rental 13.500 nominative addresses Targeting not available (price not discountable)	3.900 €

E-MAILING	Fixed cost: 250 € (1 x h)
13.500 direct email – Overall management of sending – Tracking – Targeting not available	
E-mailing without follow-up	2.800 €
E-mailing with follow-up (1 month maxi after 1st campaign)	3.900 €
The prices include: bulk emailing with one visual «ready to send» by client, format HTML or 1 image PDF, JPEG, GIF, price not discountable. Graphic design from self provided elements: 450 €	









2018 EDITORIAL CALENDAR

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N°	TECHNIQUE, EQUIPMENT, PRODUCT	SPECIAL SECTION	DEADLINE
Jan/Feb	2018 CLEANING COMPANIES DIRECTORY (sent with issue n° 314)		Dec 15
N° 314 Jan/Feb	TECHNIQUE: Food industry cleaning EQUIPMENT: Personal Protective Equipment PRODUCT: How to remove biofilm	CLEANING COMPANIES SPECIAL SECTION Buy or sell a cleaning company	Dec 15
N° 315 Mar/Apr	TECHNIQUE: Food Processing Industry cleaning EQUIPEMENT: Steam cleaners PRODUCT: Descalers	Cleaning related services in Industry	Feb 16
N° 316 May/Jun	TECHNIQUE: Building sites cleaning EQUIPEMENT: Floor cleaning machines PRODUCT: Detergents	INTERCLEAN 2018 SPECIAL SECTION Media Partner – Bonus exhibition circulation! What are next innovations?  HOPITAL EXPO 2018 SPECIAL SECTION + FS2H CONVENTION (Hospital Hygiene) Media Partner – Bonus exhibition circulation!   Desinfection	Apr 13
Jun	DISTRIT' HYGIENE SPECIAL ISSUE (Circulation on Distributors only) Managing your sales network • How to develop a Distributor / Manufacturer partnership New tools for your customer services • Train and stand by your business customer		May 11
N° 317 Jul/Aug	TECHNIQUE: How to manage your machine fleet EQUIPEMENT: Special equipments (Scaffolding, power generator, cradles, ...) PRODUCT: Food contact surfaces detergents	Automatisation, robotisation and internet	Jun 15
N° 318 Sept/Oct	TECHNIQUE: Sanitary cleaning EQUIPEMENT: Vacuum cleaners PRODUCT: Soap and hydroalcoholic gel	EQUIP'HOTEL 2018 SPECIAL SECTION Media Partner – Bonus exhibition circulation! New cleaning and multi services for hotel 	Aug 17
Nov/Dec	2019 ANNUAL BUYERS GUIDE (Sent with issue n° 319)		Oct 12
N° 319 Nov/Dec	TECHNIQUE: IT & Software equipment EQUIPEMENT: High-pressure cleaners PRODUCT: PARASITEC 2018 SPECIAL SECTION Media Partner – Bonus exhibition circulation! Pest control biocides 	LOCAL MAYORS AND COMMUNITIES EXHIBITION & POLLUTECH 2018 SPECIAL SECTION Media Partner – Bonus exhibition circulation! Waste treatment and recovery  	Oct 12
Jan/Feb	2019 DISTRIBUTION DIRECTORY (sent with issue n° 320)		Dec 14
N° 320 Janv/Feb	TECHNIQUE: Air contamination control EQUIPEMENT: Compact sweepers PRODUCT: Carpet shampoo	SIRHA 2018 SPECIAL SECTION Media Partner – Bonus exhibition circulation! Cleaning for a good food security 	Dec 14