

Magazine



Web site



e-newsletter



Buyer's Guide



Online tradeshow



Directories



Database

2016 MEDIA KIT

# BATIMENT ENTRETIEN (Building Maintenance)

The n° 1 media for professionals in the French hygiene and cleaning industry

# The magazine, n°1 in the hygiene and cleaning industry !

## Penetration Rate

On all cleaning companies with  
> 20 employees

90 %

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  
1<sup>st</sup> 2014 to June 30th 2015

8.700  
copies

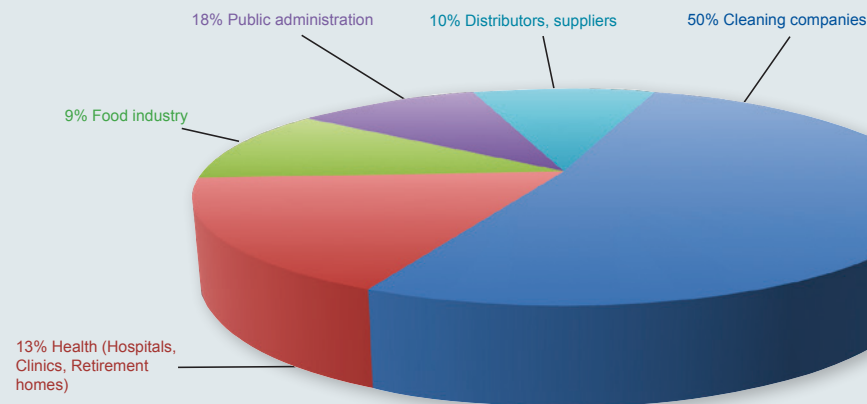
The highest circulation in the sector, with a 6%  
growth rate since 2014 ! 55% in paid circulation,  
45% in qualified circulation. Certified circulation.  
Bonus circulation during trade shows.

**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.

**Batiment 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 media  
in the sector dedicated  
to the entire cleaning  
industry!

- 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 !



# An editorial environment to maximize your exposure and build brand awareness

**Actualités**

**Hygiène professionnelle**

Le groupe américain Diversy vient de signer un accord de partenariat avec le fabricant français de produits de nettoyage professionnels de la société BASF.

**Diversy multiplie les accords de partenariat.**

**Facility management**

BASF leader mondial de l'industrie chimique, a créé FM pour des prestations de Facility Management dans cinq pays européens: Belgique, Espagne, France, Portugal et Italie. Le contrat est géré par le spécialiste de Facility Management, de nettoyage, d'entretien et de gestion des services associés sur 56 sites en Europe.

**BASF signe un accord européen pour son FM**

**«N»** Les entreprises françaises d'entretien par FM ont vu leur chiffre d'affaires augmenter de 10% en 2013. Elles ont également gagné en visibilité internationale. Le marché est en pleine croissance et les acteurs européens se battent pour conquérir de nouveaux territoires.

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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.

**Surfaces commerciales**

**NETTOYAGE DES SOLS « Il faut toujours se mettre à la place du client »**

**«S»** Le client est au centre de tout. Il faut toujours se mettre à la place du client. C'est la philosophie de la société de nettoyage commerciale. Elle propose des solutions adaptées à chaque besoin et garantit la satisfaction de ses clients.

**VERMOP**

**SPRINT V**

**VERMOP**

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 des vitres**

**Pierches: Carbone, fibre ou aluminium ?**

**À la recherche de l'efficacité, de l'ergonomie et de la sécurité**

**D**ans le monde du nettoyage, la recherche de l'efficacité, de l'ergonomie et de la sécurité est une priorité. Les professionnels du secteur cherchent à améliorer leurs méthodes de travail pour offrir de meilleurs services à leurs clients.

**Nettoyage des vitres**

**Pierches: Carbone, fibre ou aluminium ?**

**À la recherche de l'efficacité, de l'ergonomie et de la sécurité**

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**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.

**Quoi de neuf ?**

**Suciteca**

**L'expertise espagnole à la conquête du marché français**

**DuroDry un chiffon qui veut effacer la concurrence ?**

**5 questions à**

**5 questions à**

In **What's New**, all new products, launch, the latest trends and developments on the market.

## 2016 Magazine Advertising Rates (€)

Format	mm (l x h)	Rates
Gatefold Cover	Front 100 x 195 / Back 100 x 297	5.400 €
On Cover	Front 210 x 195 / Back 210 x 297	6.200 €
1st Cover	180 x 180	5.800 €
2nd Cover	210 x 297	4.450 €
3rd Cover	210 x 297	4.150 €
4th Cover	210 x 297	4.700 €
Page	210 x 297	3.850 €
1/2 Page	Horizontal : 181 x 126 / Vertical : 91 x 257	2.650 €
1/4 Page	91 x 124	1.450 €
Special Advertising Section	210 x 297	4.050 €
Post –it –Adhesive sample –Banderole– Memento - Facsimile – Flap on 1st cover – Customized Buyer's Guide – Customized Directory - Bookmark		Contact us
Posed inserts or samples (on the magazine cover, 2 or 4 pages maximum 20 gr. Price not discountable)		3.950 €
Loose inserts or samples (inserted in the magazine, 2 or 4 pages maximum 20 gr. Price not discountable)		5.050 €
Bounded inserts (4 pages, maximum 20 gr. Price not discountable)		4.700 €
Classified ads :		
1 module	1 module : 85 x 58	550 €
2 modules		880 €
3 modules		1.450 €

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

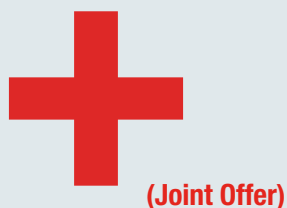
### Bi-média Pack :

Magazine + Web : - **5%**

# The Buyer's Guide Offer to generate more demand and contacts !

## The 2017 Annual Buyer's Guide

The **Batiment Entretien Annual Buyer's Guide** is sent to all subscribers ( 8.700 copies) with the November issue and distributed on EUROPROPRE 2017 and at 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!



Topics	
Vacuum cleaners	Roller brush machines
Carts and trolleys	Microfiber wiping
Scrubber dryers	Deodorizer
Cleaning products	Detergents
Sweeping machine	Brushes
Machine pads & brushes	Discs
Cleaner trolleys	...



## e-salon-proprete.fr : The 1<sup>st</sup> online hygiene and cleaning tradeshow !

- ✓ A permanent, 365 days a year, online Trade Show !
- ✓ 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, .....
- ✓ No stand size limit !
- ✓ You show how many products you want !
- ✓ Take advantage of our notorious brand (n° 1) on the French hygiene and cleaning industry market, traffic from our website, e-newsletter, magazine, paper Buyer's Guide, .....
- ✓ A monthly reporting on how many visitors visited which product of yours.
- ✓ You may change your stand whenever you want during the year.
- ✓ No more expensive stand, travel, hotels, .....
- ✓ Starting 185 € only !
- ✓ A complementary marketing tool to your own website and exhibitions.



# The Buyer's Guide Offer to generate more demand and contacts !

## The Buyer's Guide Magazine

The **Buyer's Guide** magazine 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 25.000 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.**



## 2016 Buyer's Guide Advertising Rates (€)

### 2017 Annual Buyer's Guide

### Online tradeshow e-salon-proprete.fr

### Buyer's Guide Magazine

1 year – including reporting, modifications, administration,

. Per product	Specification sheet	270 €
Discount :		
2 to 3 products -25%		
4 products and more -50%		
. 4th Cover	148 x 210	3.995 €
. Page	148 x 210	2.900 €
. 1/2 Page	148 x 100	2.200 €



(Joint Offer)

No. of products per stand	Technical data sheet + videos, + visuals, + contacts, catalogue, technical brochures ...	100 €
Discount:		
2 to 3 products -25%		
4 products or more -50%		
. Top Banner home page – 1 month	728 x 90 pixels	850 €
. Banner (all pages) – 1 month	728 x 90 pixels	750 €

6 issues – 1 year	Module 40 x 43 mm with logo, text and contacts	995 €
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## Our Directories, the most comprehensive listing in the sector !

### Cleaning Companies Directory

In January 2016 **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 2016 issue.

### Distribution Directory

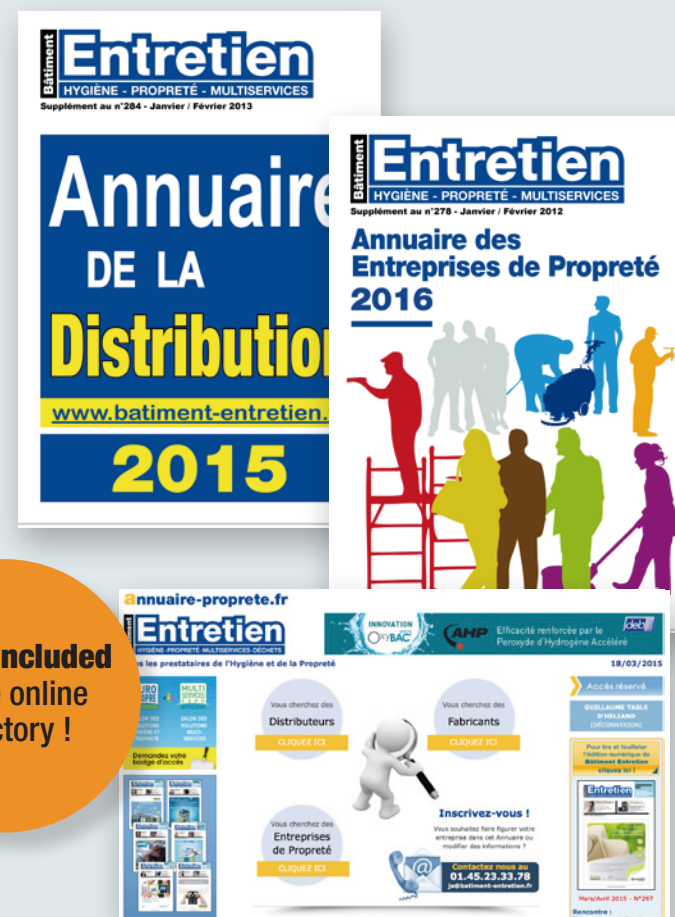
In January 2017 **Bâtiment Entretien** will publish The Distribution Directory, almost 1.000 distributors listed with their professional contact details, classified by geographical regions. Sent to all subscribers with the January 2017 issue + a bonus circulation of 5.000 copies at the tradeshow Europropre 2017 !

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.

### Directories Advertising Rates 2016 (€)

Distribution Directory – Cleaning Companies Directory	Framed logo + text, 1 year in the Directory website	285 €
Per company (Price not discountable) Discount : 2 to 3 companies : - 25% 4 companies or + : - 50%		
. 4th cover	148 x 210	3.995 €
. Page	148 x 210	2.900 €
. 1/2 Page	148 x 100	2.200 €

**1 year included on the online Directory !**



# WEB, a global, digital information offer, available on all terminals !

## The companion website, [batiment-entretien.fr](http://batiment-entretien.fr)

More than **10.000 individual visitors monthly**, **40.000 pages viewed every month**, the companion website, [batiment-entretien.fr](http://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](http://batiment-entretien.fr) has definitely become the best, most dedicated website in the cleaning sector !



## 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 11.000 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.

## Special Feature Editorial

Every month a Special Feature is sent to the **11.000 subscribers** to the e-newsletter, an editorial on a specific topic, product or equipment, a thorough, comprehensive review, both practical and technical, with the latest related products and a direct link to [e-salon-proprete.fr](http://e-salon-proprete.fr), the n° 1 Online tradeshow on Hygiene and Cleaning, as well as products which correspond to the chosen theme.

An ideal communication tool for your products.

See 2016 Special Feature Topics on page 14. Exclusive banner : consult us.

Customized topics with routing on our client database and your clients: consult us.





# WEB, a global, digital information offer, available on all terminals !

## e-salon-proprete.fr : the 1<sup>st</sup> online tradeshow on cleaning, hygiene, and multiservices !



- ✓ A permanent, 365 days a year, online Trade Show !
- ✓ 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, .....
- ✓ No stand size limit !
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- ✓ Take advantage of our notorious brand (n° 1) on the French hygiene and cleaning industry market, traffic from our website, e-newsletter, magazine, paper Buyer's Guide, .....

- ✓ A monthly reporting on how many visitors visited which product of yours.
- ✓ You may change your stand whenever you want during the year.
- ✓ No more expensive stand, travel, hotels, .....
- ✓ Starting 185 € only !
- ✓ A complementary marketing tool to your own website and exhibitions.

## Our Directories

Distributers ! 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.



## 2016 Web Advertising Rates (€)

### The e-newsletter (Watch out ! limited advertising space)

e-newsletter	Pixels (l x h)	3 months (6 e-newsletter)	2 months (4 e-newsletter)	1 month (2 e-newsletter)
Top Banner	728 x 90	3.500 €	2.300 €	1.500 €
Banner	728 x 90	2.700 €	1.800 €	1.200 €
Square	200 x 200	1.600 €	1.100 €	700 €
Square center of text (Native Advertising)	225 x 200	3.500 €	2.300 €	1.500 €
What's New center of text (Native Advertising)		2.400 €	1.600 €	1000 €

### The online Directory annuaire-proprete.fr (rotating)

Directories	Pixels (l x h)	3 months	2 months	1 month
Top Banner	728 x 90	2.000 €	1.400 €	850 €
Banner	728 x 90	1.700 €	1.200 €	750 €
Magazine format	200 x 400	1.400 €	900 €	600 €
Square	200 x 200	900 €	600 €	400 €
Video	420 px – 2Mo	–	–	1.100 €

### Web Pack

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

### Bi-média Pack

**Magazine + Web :**  
**-5%**

### The companion site, batiment-entretien.fr (rotating)

Site	Pixels (l x h)	3 months	2 months	1 month
Top Banner	728 x 90	2.000 €	1.400 €	850 €
Banner	728 x 90	1.700 €	1.200 €	750 €
Magazine format	200 x 400	1.400 €	950 €	600 €
Square	200 x 200	950 €	650 €	400 €
Banner center of text (Native Advertising)	728 x 90	2.200 €	1.500 €	950 €
Square center of text (Native Advertising)	200 x 200	1.400 €	900 €	600 €
What's New center of text (Native Advertising)		1.100 €	800 €	500 €
Video	420 px – 2Mo	–	–	1.100 €

### Special Feature Editorial (Watch out ! Limited advertising space !)

Exclusive banner : consult us. Customized topics with routing on our database and your clients : consult us

Editorials	Pixels (l x h)	3 months (3 Features)	2 months (2 Features)	1 month (1 Feature)
Top Banners	728 x 90	2.000 €	1.400 €	850 €
Banner	728 x 90	1.700 €	1.200 €	750 €
What's New center of text (Native Advertising)	200 x 200	1.400 €	950 €	600 €

### e-salon-proprete.fr.fr, The 1<sup>st</sup> online tradeshow on cleaning, hygiene, and multiservices (rotating)

	Pixels (l x h)	1 month
Top Banner (All pages) - 1 month	728 x 90	900 €
Banner (All pages) - 1 month	728 x 90	850 €
Square (All pages) - 1 month	200 x 200	650 €
Magazine format - 1 month	200 x 400	650 €
Top Banner (your stand page) - 1 year	728 x 90	1.250 €

# WEB, a global, digital information offer, available on all terminals !

## Web Advertising Formats

site + e-salon-proprete.fr

The screenshot shows the homepage of 'Entretien' magazine. It features a top banner for 'Eco Natural', a main banner for 'LMS BOVIN', and several 'CENTER OF TEXT' (Native Advertising) placements. There are also 'SQUARE' ads and a 'MAGAZINE FORMAT' section. The layout includes a navigation menu on the left, a search bar, and a sidebar with 'Direct' and 'Rechercher' options.

e-newsletter + Special Feature Editorial

The screenshot shows the 'Entretien e-NEWSLETTER' interface. It features a top banner for 'Entretien e-NEWSLETTER', a main banner for 'Actus', and several 'CENTER OF TEXT' (Native Advertising) placements. There are also 'SQUARE' ads and a 'MAGAZINE FORMAT' section. The layout includes a navigation menu on the left, a search bar, and a sidebar with 'Direct' and 'Rechercher' options.





## Database, the most up to date, qualified, targeted base to maximize your multichannel marketing !

**NEW !**

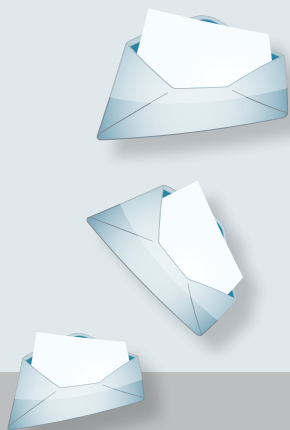
Thanks to its wide base of online users, (prospects, subscribers and those registered to the e-newsletter),

**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.

9.000 nominative, postal and email addresses in our files.

**For further information, contact Laury Carette  
at +33 1 45 23 33 78 or on [info@batiment-entretien.fr](mailto:info@batiment-entretien.fr)**



<p><b>Mailing :</b></p> <p>One time rental – 9.000 nominative addresses – Targeting not available (price not discountable)</p>	<p>Fixed cost : 250 €</p> <p><b>3.900 €</b></p>
<p><b>E-mailing :</b></p> <p>9.000 direct email – Overall management of sending – Tracking – Targeting not available</p> <p>E-mailing without follow-up E-mailing with follow-up (1 month maxi after 1<sup>st</sup> campaign)</p>	<p>Fixed cost : 250 €</p> <p><b>2.800 €</b> <b>3.900 €</b></p>
<p><small>(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 €</small></p>	

## Special Offers, more innovative services !

### 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!

- ½ 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

3.600 €  
instead of ~~4.920 €~~

**- 25% !!**

### Special Offers :

- Post-it
- Adhesive samples
- Banderole encircling the magazine
- Bookmark
- Sponsored Memento
- Facsimile PIC(4-6 -8 pages, A4 orA5)
- Full page flap, folded over on Cover
- Customized Buyer 's Guide
- Customized Directory

Consult us

### Tradeshaw Pack :

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

- ½ Page 4 color + Editorial (tradeshaw Special Feature)
- + Top Banner web site batiment-entretien.fr 1 month before tradeshaw date
- + Top Banner e-salon-proprete.fr 1 month before tradeshaw date
- + Top Banner annuaire-proprete.fr 1 month before tradeshaw date
- + Button e-newsletter 1 month (2 nd-newsletter) before tradeshaw date
- + Button Press Special Feature 1 month before the tradeshaw date

3.100 €  
instead of ~~6.450 €~~

**- 50%**

### Web Pack et bi-media:

**Bâtiment Entretien** offers multiple combinations of Web services to maximize your e-communication objectives.

#### Web Pack

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

#### Bi-média Pack

- Magazine + Web : **-5%**

**Up to -20 %  
Off !**

# 2016 Editorial Calendar

## Batiment Entretien Magazine

N°	Technique, Equipment, Product	Special Section	Deadline
Jan / Feb.	<b>The 2016-2017 Cleaning Company Directory (sent with issue n° 302)</b>		Dec.13
Jan / Feb. N° 302	. Technique : Work-clearance cleaning . Equipment : Eco-friendly rubbish bins . Product : Hand hygiene	<b>SPECIAL CLEANING COMPANIES</b> A new business model	Dec.13
March/ April N° 303	. Technique: Sanitary facilities cleaning . Equipment : Window cleaning equipment . Product : Desinfection, desinfestation and rat extermination	<b>Residential accommodation cleaning</b>	Feb 12
May / June N° 304	. Technique : Cleaning in dangerous environment . Equipment : Vaccum cleaners for exceptional project . Product : Safe strippers	<b>Bio-cleaning new methods</b> <b>+ INTERCLEAN SPECIAL FEATURE</b> Media Partner – 5.000 copies bonus circulation !	April 15
July. / Aug. N° 305	. Technique : Electronic management . Equipment : Great frequency scrubber driers . Product : Multi-surface and multi- use products	<b>Hiring, training and retaining in Cleaning Companies</b>	June 17
Sept / Oct. N° 306	. Technique : «Green» cleaning . Equipment : High and Very High Pressure Cleaners . Product : Effective enzyme	<b>Cleaning in HEQ buildings</b>	Aug. 12
Nov. / Déc.	<b>2017 Bâtiment Entretien Annual Buyer's Guide (sent with issue n° 307)</b> 5.000 copie Bonus Circulation on EUROPROPRE 2017 !		Oct. 14
Nov. / Déc. N° 307	. Technique : Sport facilities cleaning . Equipment :New desinfection techniques . Product : Cleaning products for outdoor surface	<b>Small and medium size city cleaning</b>	Oct. 14
Jan / Feb.	<b>The 2017-2018 Distribution Directory (sent with issue n° 308)</b> 5.000 copie Bonus Circulation on EUROPROPRE 2017 !		Dec.16
Jan / Feb. N° 308	. Technique : Special projects . Equipment : Commercial vehicles . Produits d'Entretien : Kitchen HACCP products	<b>DISTRIBUTION SPECIAL FEATURE</b> Tomorrow Distribution companies	Dec.16

### Special Feature Editorial (Web)

Jan	Steam cleaners
Feb	Mops, Pads, Floor cloths...
March	Surodorants
April	Cleaner trolleys
May	Detergents
June	Pest control
July	Dirt and Doormats
Sept.	Spray suction machines
Oct.	Cleaning solvents
Nov.	Street sweepers
Dec.	Wiping material

**Bâtiment Entretien**  
HYGIÈNE - PROPRETÉ - MULTISERVICES  
[www.batiment-entretien.fr](http://www.batiment-entretien.fr)

#### Bâtiment Entretien

20, rue des Petites Ecuries  
75010 Paris - France

Tel : +33 1 45 23 33 78  
Fax : +33 1 48 00 05 03

e-Mail : [info@batiment-entretien.fr](mailto:info@batiment-entretien.fr)

#### Advertising :

Marie Pierre SERRE : +33 6 80 00 16 62  
[mps@batiment-entretien.fr](mailto:mps@batiment-entretien.fr)

#### Technical service :

Janys SEBILO : +33 1 45 23 33 78  
[js@batiment-entretien.fr](mailto:js@batiment-entretien.fr)