

# OUR READERS ARE YOUR CLIENTS !



**Bâtiment Entretien (“Building Maintenance”)  
opens your door to the French market !**

# 1 Magazine - 1 Web Site - 1 Annual Buyers Guide 2 Directories - 1 e-newsletter



Since 1968, Bâtiment Entretien is the undisputed magazine leader in cleaning, hygiene and facility management news.

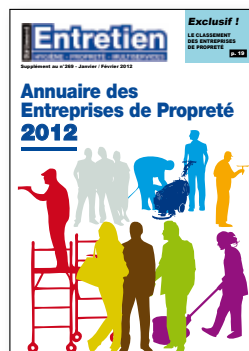
For more than 40 years, Bâtiment Entretien is the primary information source for Cleaning Companies as well as clients (Hospitals, Public Administration, Food Processing ...) manufacturers and distributors.



Every 2 month, a complete exclusive and accurate information on business news, products launch, new technics, interviews, business cases, advices on daily problems our readers may have ...



The Annual Buyers Guide is sent to all magazine subscribers and references all the following products and machines : Detergents, Small scale equipments & accessories, Vacuum Cleaners, Sweeping machines, Floor Cleaning machines, High Pressure Cleaners, Soaps, Toilet Cleaning products, Air fresheners...



500 Cleaning Companies per region with all contacts. Directory sent to all magazine subscribers.



More than 500 Distributors references per region with all contacts. Directory sent to all magazine subscribers.



5.900 unique visitors on [www.batiment-entretien.fr](http://www.batiment-entretien.fr) per month, with the magazine available on VirtualDoc technology so the visitors can directly contact you on your website through your advertising pages in the magazine.



The e-newsletter is sent every 2 weeks to more than 5.000 subscribers you can reach in addition and more often.

## CIRCULATION

On the Cleaning companies  
> 20 employees

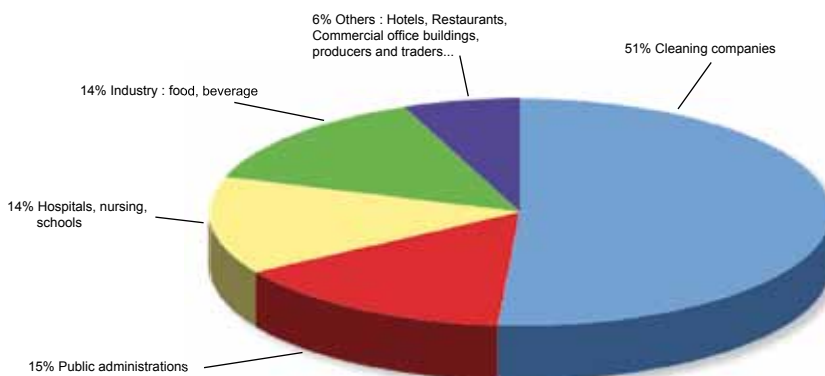
# 89 %

## N° 1 IN CIRCULATION

# 8.900 copies

Average circulation per issue  
July. 1<sup>st</sup> 2009 to June 30<sup>th</sup> 2010

## More than 29 370 readers \*



\* Circulation rate 3,3 (Readers investigation March 2011)

## 2012 Rates (€ - 4 color)

Format	mm (l x h)	Rates	
1 <sup>st</sup> cover	180 x 180	7.988 €	
2 <sup>nd</sup> cover	210 x 297	4.960 €	
3 <sup>rd</sup> cover	210 x 297	4.960 €	
4 <sup>th</sup> cover	210 x 297	4.960 €	
Page	210 x 297	3.300 €	
1/2 Page	Horizontal : 181 x 126 / Vertical : 91 x 257	2.250 €	
1/4 Page	91 x 124	1.200 €	
What's Up	100 x 60	1 insert : 700 € 2 inserts : 1.360 € 3 inserts : 1.975 € 4 inserts : 2.500 € 5 inserts : 2.975 € 6 inserts : 3.355 €	
Special Advertising Section (Technical Charges included)		210 x 297	3.400 €
Annual Buyers Guide : . Per product Discount : 2 products : - 25% 3 products and more : - 50%	Logo + product picture + description + contact details	230 €	
. 4 <sup>th</sup> cover	210 x 297	3.995 €	
. Page	210 x 297	2.600 €	
. 1/2 Page	Horizontal : 181 x 126 / Vertical : 91 x 257	1.900 €	
Distributors Directory : . Per Distributor Discount : 2 Distrib. : - 25% 3 Distrib. and more : - 50%	Logo + frame	230 €	
. 4 <sup>th</sup> cover	148 x 210	3.995 €	
. Page	148 x 210	2.600 €	
. 1/2 Page	148 x 100	1.900 €	
Cleaning Companies Directory : . Per company Discount : 2 Cleaning companies : - 25% 3 and more: - 50%	Logo + frame	230 €	
. 4 <sup>th</sup> cover	148 x 210	3.995 €	
. Page	148 x 210	2.600 €	
. 1/2 Page	148 x 100	1.900 €	
Loose inserts (on the magazine, 2 or 4 pages, maximum 20 g. Price not discountable) <b>New! In order to increase insert efficiency, 1 free advertising page in same issue !</b>		3.400 €	
Loose inserts (inside the magazine, 2 or 4 pages, maximum 20 g. Price not discountable) <b>New! In order to increase insert efficiency, 1 free advertising page in same issue !</b>		4.350 €	
Bounded inserts (2 or 4 pages, maximum 20 g. Price not discountable) <b>New! In order to increase insert efficiency, 1 free advertising page in same issue !</b>		4.050 €	
Catalogs Special Offer 2012	Catalog's cover + text + e-mail adress & phone number	495 €	
Classified Ads : 1 module 2 modules 3 modules	1 module : 85 x 58	500 € 810 € 1.250 €	

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

## 2012 Internet rates (€)

Web site [www.batiment-entretien.fr](http://www.batiment-entretien.fr) (rotation) and e-newsletter

Web site	Pixels (l x h)	3 month	2 month	1 month
Banner	728 x 90	1.100 €	845 €	560 €

e-newsletter	Pixels (l x h)	3 month (6 e-newsletter)	2 month (4 e-newsletter)	1 month (2 e-newsletter)
Banner	728 x 90	1.900 €	1.400 €	945 €



# 2012 Editorial Calendar

N°	Techniques, Equipments, Products	Special Section	Close
Jan. / Feb.	<i>The 2012 Cleaning Companies Directory</i> (sent with n° 278)		 16 Dec.
Jan. / Feb. N° 278	<ul style="list-style-type: none"> <li>- <b>Techniques</b> : Day cleaning organisation</li> <li>- <b>Equipments</b> : Personal Protection Equipment for cleaners</li> <li>- <b>Products</b> : Fighting against Molds</li> </ul>	<b>Cleaning Companies :</b> how to keep your clients ?	16 Dec.
March / Apr. N° 279	<ul style="list-style-type: none"> <li>- <b>Techniques</b> : Cleaning in shopping mall</li> <li>- <b>Equipments</b> : Floor Scrubbers</li> <li>- <b>Products</b> : Green Products</li> </ul>	<b>Cleaning in the Food Industry</b>  <b>CFIA Rennes</b> (Food Industry Suppliers Show) <b>Bonus Circulation : 5.000 copies</b>	10 Feb..
May / Jun. N° 280	<ul style="list-style-type: none"> <li>- <b>Techniques</b> : Cleaning Technical Premises</li> <li>- <b>Equipments</b> : Vacuum Cleaners</li> <li>- <b>Products</b> : Next generation Disinfectants</li> </ul>	 <b>Interclean : What's new in Amsterdam ?</b> <b>Health Sector : a difficult client</b>  <b>Hôpital Expo</b> <b>Bonus Circulation : 5.000 copies</b>	13 April
Jul. / Aug. N° 281	<ul style="list-style-type: none"> <li>- <b>Techniques</b> : How to measure and sell your quality to clients</li> <li>- <b>Equipments</b> : Carpet Cleaners</li> <li>- <b>Products</b> : Enzyme Cleaners for Toilets</li> </ul>	<b>Multiservice :</b> the new offer	22 Jun.
Sept. / Oct. N° 282	<ul style="list-style-type: none"> <li>- <b>Techniques</b> : Cleaning in Kitchens and Restaurants</li> <li>- <b>Equipments</b> : Sweeping machines</li> <li>- <b>Products</b> : Hand Hygiene</li> </ul>	<b>Industry: a new market</b> for the Cleaning Companies !	24 Aug.
Nov. / Dec.	<i>The 2013 Annual Buyers Guide</i> (sent with n° 283)		 19 Oct.
Nov. / Dec. N° 283	<ul style="list-style-type: none"> <li>- <b>Techniques</b> : Machines : what kind of a maintenance</li> <li>- <b>Equipments</b> : Floor Pads</li> <li>- <b>Products</b> : Window Cleaning</li> </ul>	<b>The Public Sector Cleaning market</b>  <b>Pollutec Official Partner</b> <b>Bonus Circulation : 5.000 copies</b>	19 Oct.
Jan. / Feb.	<i>The 2013-2014 Distributors Directory</i> (sent with n° 284)		 14 Dec.
Jan. / Feb. N° 284	<ul style="list-style-type: none"> <li>- <b>Techniques</b> : Disinfection in high risk places</li> <li>- <b>Equipments</b> : Modular Caddies</li> <li>- <b>Products</b> : Carpets : no spots, no tracks</li> </ul>	<b>Focus on the first 15 french Distributors</b>	14 Dec.