

bâtiment entretien

hygiène - propreté - multiservices - déchets

“Building Maintenance”

2023 MEDIA KIT

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

- Print
- Buyer's Guide
- Marketplace
- Digital **NEW OFFERS!**
- Online tradeshow
- Database **NEW OFFERS!**
- 2023 Editorial Calendar



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



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 2021 to June 30th 2022

13.546
copies

The highest circulation in BtoB trade press. 55% in paid circulation, 45% in qualified circulation.

Certified circulation.

Bonus circulation during trade shows.

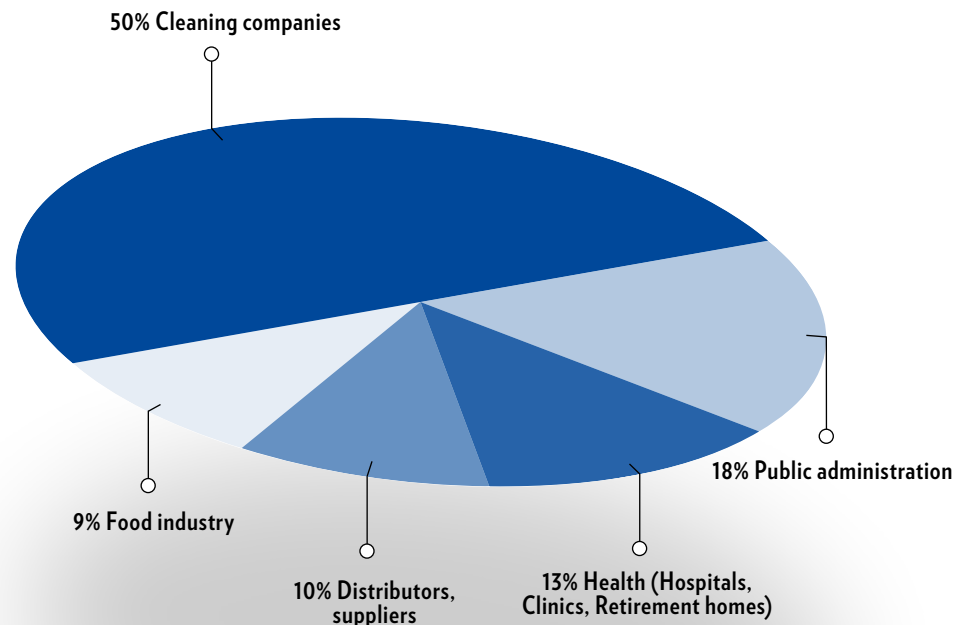
PRINT

N° 1 media brand on hygiene & cleaning!

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 44.701 readers, with 3.3 readers per issue!

An exclusive audience not available elsewhere!

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PRINT

An editorial environment to maximize your exposure and build brand awareness



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.



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.



TECHNICAL SUPPORT, EQUIPEMENT, CLEANING PRODUCTS, FACILITY MANAGEMENT... 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.



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



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PRINT

2023 Print Advertising Rates (€)



FORMAT	MM (L X H)	RATES
Gatefold Cover Front-Back	Front 100 x 195 / Back 100 x 297	6.150 €
On Cover Front-Back	Front 210 x 180 / Back 210 x 297	6.980 €
1st Cover	180 x 180	6.350 €
2nd Cover	210 x 297	4.900 €
3rd Cover	210 x 297	4.500 €
4th Cover	210 x 297	5.120 €
Page	210 x 297	4.425 €
1/2 Page	Horizontal: 181 x 126 / Vertical: 91 x 257	3.035 €
1/4 Page	91 x 124	1.705 €
Special Advertising Section	210 x 297	4.650 € (Layout and editorial: 250 €)
Posed inserts or samples (on the magazine cover, 2 or 4 pages maximum 20 gr. Price not discountable)		4.425 €
Loose inserts or samples (inserted in the magazine, 2 or 4 pages maximum 20 gr. Price not discountable)		5.600 €
Bounded inserts (4 pages, maximum 20 gr. Price not discountable)		5.275 €
Classified ads: 1 module, 2 modules, 3 modules	1 module : 85 x 58	660 € 995 € 1.655 €

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

Print + Digital - 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 Marketplace e-batiment-entretien.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 %

3.278 € instead of 6.615 €

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 Marketplace e-batiment-entretien.fr
- + Your product listed for 1 year on the online e-salon-proprete.fr
- + Top Banner on e-salon-proprete.fr for 1 month

-35 %

4.695 € instead of 7.410 €

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.

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PRINT + DIGITAL

Annual Buyer's Guide + Marketplace: generate more demands and contacts for your products!



THE 2024 ANNUAL BUYER'S GUIDE

The **Bâtiment Entretien** Annual Buyer's Guide is sent to all subscribers (13.546 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!

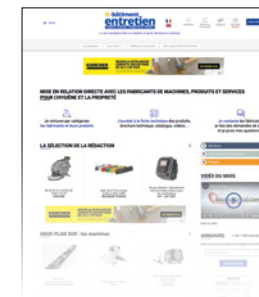
e-batiment-entretien.fr: THE 1ST HYGIENE AND CLEANING MARKETPLACE!

- The industry's only platform, connecting buyers and sellers!
- In your customer zone the specification sheet of your products: videos, more picture, contacts, technical brochure, catalogs, quotation request and prices, your distribution list, your upcoming exhibitions...
- Your products and videos are regularly highlighted throughout the year on this site and on the magazine's companion site.
- You present as many products as you want, you can modify them during the year whenever you want!
- Starting € 215 only per product for the whole year! **Includes the Annual Buyer's Guide!**
- A complementary platform to your own merchant site.

In 2022 :
19.000 Unique Visitors
76.000 Viewed Pages

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 44.600 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.



2024 Buyer's Guide Advertising Rates (€)

(Price not discountable)

PER PRODUCT	Specification sheet	330 €
DISCOUNT: 2 to 3 products -25% - 4 products and more -50%		
4th Cover	148 x 210 mm	4.400 €
Page	148 x 210 mm	3.250 €
1/2 Page	148 x 100 mm	2.450 €

Marketplace e-batiment-entretien.fr

1 year - including reporting, modifications, administration
(Price not discountable)

PER PRODUCT	Technical data sheet + videos, + visuals, + contacts, catalogue, technical brochures...	+ 100 €
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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

(Price not discountable)

6 issues - 1 year	Module 40 x 43 mm with logo, text and contacts	1.100 €
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PRINT + DIGITAL

The most comprehensive listing in the sector!



DISTRIBUTION DIRECTORY

In January 2023 **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 2024 issue.



CLEANING COMPANIES DIRECTORY

In January 2024 **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 2022 issue.

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 2023 Advertising Rates (€) Cleaning Companies Directory Distribution Directory

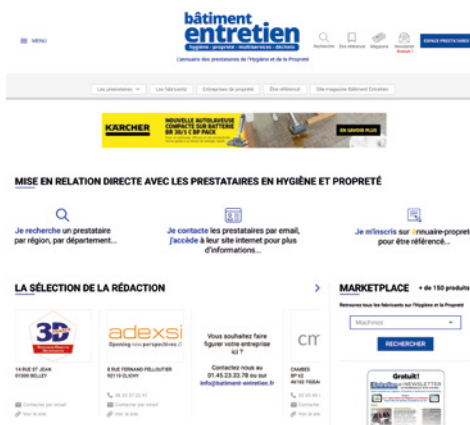
(Price not discountable)

PER COMPANY (Price not discountable)	In the paper Directory + 2 years on web site annuaire-proprete.fr	200 €
	In the paper Directory + 2 years on web site annuaire-proprete.fr + framed logo + text	330 €

For higher visibility !

DISCOUNT: 2 to 3 products -25% - 4 products and more -50%

4th cover	148 x 210 mm	4.400 €
Page	148 x 210 mm	3.250 €
1/2 Page	148 x 100 mm	2.450 €



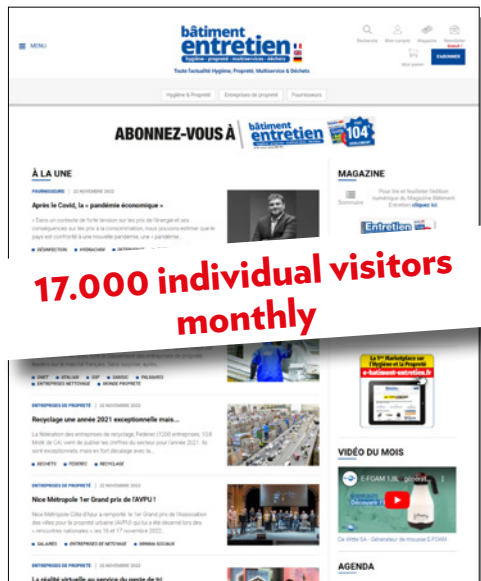
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DIGITAL

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

THE COMPANION WEBSITE, **batiment-entretien.fr**

More than 17.000 individual visitors monthly, 63.000 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 tradeshow...), **batiment-entretien.fr** has definitely become the best, most dedicated website in the cleaning sector!



29.000 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 29.000 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.

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 more efficiency!

Website



e-Newsletter



LinkedIn



Marketplace



e-Directory!

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As from
Jan 1st 2023



DIGITAL

2023 Digital Advertising Rates (€)

(rotating)

THE COMPANION SITE, batiment-entretien.fr

THE MARKETPLACE e-batiment-entretien.fr

THE ONLINE DIRECTORY annuaire-proprete.fr

	PIXELS (l x h)	3 MONTHS	2 MONTHS	1 MONTHS
NEW! Top Banner Dynamic Option (Desktop & tablet only. Your banner remains always visible when the user scrolls)	728 x 90 et 320 x 100	2.450 € Dynamic 2.695 €	1.780 € Dynamic 1.950 €	1.150 € Dynamic 1.260 €
Banner	728 x 90 et 320 x 100	2.100 €	1.575 €	1.030 €
NEW! Square Dynamic Option (Desktop & tablet only. Your square remains always visible when the user scrolls)	200 x 200	1.260 € Dynamic 1.380 €	920 € Dynamic 1.010 €	680 € Dynamic 750 €
NEW! Wallpaper (Desktop & tablet only)		4.650 €	3.380 €	2.310 €
Native Advertising News		3.250 €	2.500 €	1.680 €
Native Advertising What's New		2.500 €	1.995 €	1.365 €
NEW! Pop-Up (Desktop & tablet only)		2.200 €	1.800 €	1.170 €
NEW! Interstitial (Mobile only)		2.200 €	1.800 €	1.170 €
NEW! VideoAd Top banner & Banner (We do not host your video)	420 px – 2 Mo	+ 900 €	+ 800 €	+ 500 €



BI MÉDIA PACK

Print + Digital - 5 %

DIGITAL PACK

2 Digital - 5 % (ex : E-newsletter + Companion Site)

3 Digital - 10 %

4 Digital - 15 %

5 Digital - 20 %

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DIGITAL

2023 Digital Advertising Rates (€)

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

	PIXELS (l x h)	3 MONTHS (6 e-newsletter)	2 MONTHS (4 e-newsletter)	1 MONTHS (2 e-newsletter)
Top Banners	320 x 100	4.200 €	2.780 €	1.945 €
Banner	320 x 100	3.255 €	2.255 €	1.625 €
Square	200 x 200	2.360 €	1.730 €	1.260 €
Native Advertising News		4.600 €	3.200 €	2.360 €
Native Advertising What's New		3.990 €	2.780 €	2.000 €

BI MÉDIA PACK

Print + Digital - 5 %

DIGITAL PACK

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

Voir la version en ligne

**bâtiment
entretien** e-NEWSLETTER
 Toute l'actualité sur l'Hygiène,
 la Propreté, le Multiservice et les Déchets
 Repère | Propreté | Multiservice | Déchets

LETRE BIMENSUELLE - N°200 - 19/07/2018
 pour vous (PRENOM) (NOM)

TOP BANNER

actus

Propreté
 La propreté du métro sur la solette
 Malgré les efforts entrepris la propreté du métro est
 encore le maillon faible du réseau de transport
 francilien...
[Lire la suite](#)

BANNER

**Native
Advertising
ACTUS**

Entreprises de propreté
 Nicollin reprend Vidimus
 Le groupe de collecte des déchets et de
 propreté Nicollin vient de racheter le
 groupe de nettoyage industriel Vidimus
 basé à Talence (22)...
[Lire la suite](#)

Vous cherchez
une entreprise de Propreté ?
Les 1500 premières
sont là :
[annuaire-proprete.fr](#)

Propreté urbaine et déchets
 Casablanca lance un appel d'offre
International
 Après avoir réalisé les contrats de Suez et
 du groupe Ibtanale Averde, Casablanca
 relance un nouvel appel d'offres pour ...
[Lire la suite](#)

**Entreprise de propreté
Innovants**
 Les Tremplins GSF viennent de
 récompenser 3 équipes issues de BTS
 pour leur innovations dans le domaine...
[Lire la suite](#)

BANNER

quoi de neuf ?

**Native
Advertising
QUOI DE
NEUF**

Détergents
 Eyslin : Innovans CID le détergent
 acide pour combattre le tartre
 Innovans CID est un détergent acide pour
 éliminer les dépôts de tartre et de
 calcaires. Il a été spécialement étudié
 pour le nettoyage des...
[Lire la suite](#)

CARRÉ

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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.

15.000 nominative postal addresses and 29.000 nominative emails.



With its new sponsored e-mailing offer, **Bâtiment Entretien** allows you to publish an e-mailing using the magazine's brand, for an interview, a white paper, a file, or the presentation of a new product. Includes a 1 year online publication on the magazine's website and a 1 month digital push via its e-newsletter (Square)

E-MAILING	Fixed cost: 250 €
29.000 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 €
Bâtiment Entretien sponsored e-mailing (Interview/Expert advice, White paper, News/Technical file, What's New) Included 1 year on the site + 2 push (e-newsletter Square for 1 month)	4.500 €
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 €	

MAILING	Fixed cost: 250 €
One time rental 15.000 nominative addresses Targeting not available (price not discountable)	3.900 €

2023 EDITORIAL CALENDAR

N°	TECHNIQUE, EQUIPMENT, PRODUCT	SPECIAL SECTION	DEADLINE
 Jan/Feb	2023 DISTRIBUTION DIRECTORY (sent on EUROPROPRE 2023)		Dec 9
N° 344 Jan/Feb	TECHNIQUE: Sport facilities cleaning EQUIPEMENT: Wiping & single use products PRODUCT: Plastic floor cleaners MULTISERVICES: Green spaces maintenance	SPECIAL DISTRIBUTION Made in France, proximity, ... Distribution is changing!	Dec 9
N° 345 Mar/Apr	TECHNIQUE: Rehabilitation services EQUIPEMENT: HP cleaners PRODUCT: CFIA SPECIAL SECTION  Media Partner – Bonus Trade fair circulation! HACCP food detergents & desinfectants MULTISERVICES: Reception & Events	EUROPROPRE SPECIAL SECTION  Media Partner – Bonus Trade fair circulation! How to offer Sustainable Development and secure your margins!	Feb 14
N° 346 May/Jun	TECHNIQUE: Glass cleaning expertise EQUIPEMENT: Steam power plants PRODUCT: SF2H SPECIAL SECTION  Media Partner – Bonus Trade fair circulation! Hand hygiene MULTISERVICES: Transport & logistics services	SANTEXPO SPECIAL SECTION  Media Partner – Bonus Trade fair circulation! Nursing homes, a market to conquer	April 14
N° 347 Jul/Aug	TECHNIQUE: Post disaster intervention EQUIPEMENT: Electric vehicles PRODUCT: Anti-moss & Anti-mold MULTISERVICES: Services & assistance at station & airport	Hotels & Restaurants new markets (Camping, amusement parks, Airbnb ...)	Jun 14
N° 348 Sept/Oct	TECHNIQUE: Ultra-cleanliness & Decontamination EQUIPEMENT: POLLUTEC SPECIAL SECTION  Media Partner – Bonus Trade fair circulation! Waste collection and sorting PRODUCT: PARASITEC SPECIAL SECTION  Media Partner – Bonus Trade fair circulation! 3D products MULTISERVICES: Managing a fleet of vehicles	Transport sector cleaning	Aug 11
 Nov/Dec	2024 ANNUAL BUYER'S GUIDE (Sent with issue n° 349 de November / Décembre)		Oct 14
N° 349 Nov/Dec	TECHNIQUE: How to rent your cleaning equipment EQUIPEMENT: XXL scrubber-dryers PRODUCT: Ecolabel & Ecocert MULTISERVICES: Which solution for bio-waste?	SALON DES MAIRES (MAYORS TRADE SHOW)  SPECIAL SECTION Media Partner – Bonus Trade fair circulation! Cleaning in social housing	Oct 13
 Jan/Feb	2024 CLEANING COMPANIES DIRECTORY (sent with Jan/Feb issue n° 350)		Dec 14
N° 350 Jan/Feb	TECHNIQUE: Siding, roofing and signs cleaning EQUIPEMENT: Cleaning trolleys PRODUCT: Stone floor products MULTISERVICES: Green spaces maintenance	TOP 50 CLEANING COMPANIES SPECIAL SECTION! Regional cleaning companies offensive!	Dec 14

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**IF YOU WISH
TO INTERVENE
ON A SUBJECT,
DO NOT HESITATE
TO CONTACT US.**



We can then work
with you on a joint deal
editorial/advertising which
will increase your exposure
and achieve your goals
within your budget.