

# bâtiment entretien

hygiène - propreté - multiservices - déchets

“Building Maintenance”

## 2026 MEDIA KIT

THE LEADING FRENCH  
MEDIA FOR CLEANING  
AND HYGIENE  
DECISION-MAKERS !

- Print
- Buyer's Guide
- Bâtiment Entretien Special Issue **NEW!**
- Marketplace
- Digital
- Online tradeshow
- Database
- 2026 Editorial Calendar



For further information, contact Marie-Pierre Serre  
mps@batiment-entretien.fr or  
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 2024 to June 30th 2025

**13.223**  
copies

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

Certified circulation.

Bonus circulation during trade shows.

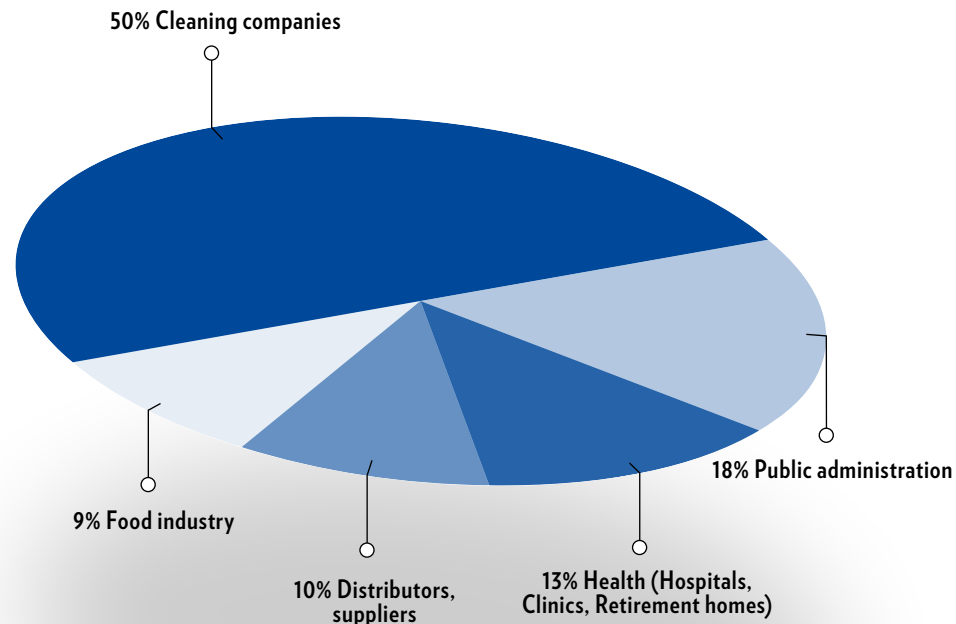
# PRINT

## 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 43.636 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



**L'actu**

**Paredes et Orapi : un mariage à plus de 400 M€!**

LOPA - amical - que le groupe Paredes prévoit de lancer est autonome sur Orapi. Ce sera donc naturellement au profit français de l'opération réunissant deux entreprises familiales, industriellement complémentaires et... Synergies!

«G»

**LE CHIFFRE 5 M€**

**TRAVAIERS RIS DE LA VEP**

**LE CHIFFRE 5 M€**

**LES ÉQUIPES D'APRÈS-SINISTRE**

**LES ÉQUIPES D'APRÈS-SINISTRE**

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.

**dessin**

**Hôtels et locations saisonnières Hygiène et propreté montent en gamme!**

**dessin Hôtels et locations saisonnières**

**L'externalisation a le vent en poupe!**

**LES ÉQUIPES D'APRÈS-SINISTRE**

**LES ÉQUIPES D'APRÈS-SINISTRE**

**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 Après-sinistre**

**Les experts de l'après-sinistre doivent assurer!**

**Une formation diplômante unique**

**LES ÉQUIPES D'APRÈS-SINISTRE**

**LES ÉQUIPES D'APRÈS-SINISTRE**

**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.

**quel de quel? Que proposent les fabricants?**

**Une solution de mobilité au service des entreprises de propreté**

**LES ÉQUIPES D'APRÈS-SINISTRE**

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# PRINT

## 2026 Print Advertising Rates (€)



FORMAT	MM (L X H)	RATES
Gatefold Cover Front-Back	Front 100 x 195 / Back 100 x 297	6.275 €
On Cover Front-Back	Front 210 x 180 / Back 210 x 297	6.980 €
1st Cover	180 x 180	6.450 €
2nd Cover	210 x 297	4.999 €
3rd Cover	210 x 297	4.590 €
4th Cover	210 x 297	5.200 €
Page	210 x 297	4.650 €
1/2 Page	Horizontal: 181 x 126 / Vertical: 91 x 257	3.200 €
1/4 Page	91 x 124	1.800 €
Special Advertising Section	210 x 297	4.900 € (Layout and editorial: 250 €)
Posed inserts or samples (on the magazine cover, 2 or 4 pages maximum 20 gr. Price not discountable)		4.650 €
Loose inserts or samples (inserted in the magazine, 2 or 4 pages maximum 20 gr. Price not discountable)		5.900 €
Bounded inserts (4 pages, maximum 20 gr. Price not discountable)		5.600 €
Classified ads: 1 module, 2 modules, 3 modules	1 module : 85 x 58	680 € 1.035 € 1.724 €

### 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 %**  
3.655 € instead of 7.310 €

### 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-batiment-entretien.fr for 1 month

**-35 %**  
4.871 € instead of 7.495 €

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 5 mm overflown.

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# PRINT **NEW!**

## BÂTIMENT ENTRETIEN Special Issue, a complementary media to the magazine!



Every year, **BÂTIMENT ENTRETIEN** magazine will publish a **Special Issue** on a theme which will explain in depth the world of cleaning, cleaning companies and distributors, in order to better understand the changes in the sector and the developments that await it. A unique marketing tool on the market and complementary to the magazine, allowing you to communicate with your customers in a more institutional way.

If you wish, we can also offer you exclusivity on this new media, allowing you to benefit from powerful communication and use it for commercial purposes thanks to additional copies for you.

FORMAT	EN MM (L X H)	TARIF (HT)
2nd, 3rd and 4th cover	170 x 240	<b>4.400 €</b>
Page	170 x 240	<b>3.250 €</b>
1/2 Page	Horizontale : 135 x 85 Verticale : 65 x 190	<b>2.450 €</b>
1/4 Page	65 x 85	<b>1.260 €</b>
Special Advertising Section	170 x 240	<b>3.400 €</b> (Layout and editorial: + 250 €)
<b>Exclusive advertiser!</b> Call on 1st Cover + 2nd Cover + 3rd Cover + 4th Cover + 2 Pages + 500 complementary copies free		<b>Contact us</b>

# PRINT + DIGITAL

## The MarketPlace + Annual Buyer's Guide bi-media offer: generate more demands and contacts for your products!



The combined offer **MarketPlace + Annual Buyer's Guide** allows you to properly showcase your products to buyers in the sector, whether digitally or on paper. This bi-media exhibition allows you to fully cover the market with these two media.

**The Annual Buyers' Guide**, with its complete technical data sheets, filed by topics, is sent to all subscribers (13.000 copies) with November issue and distributed on trade shows where we are media partner.

As for the **MarketPlace e-batiment-entretien.fr**, it is the 1st Hygiene & Cleaning MarketPlace in France.

- 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 € **227,50 only** per product for this bi-media offer!
- A complementary platform to your own merchant site.

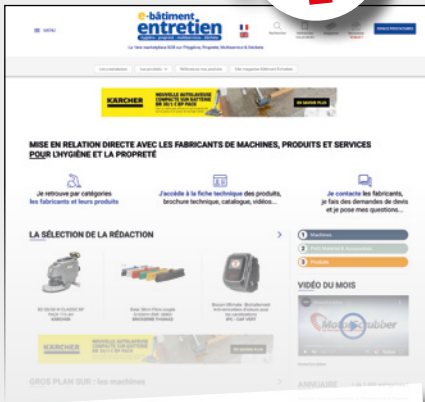
### The MarketPlace + Annual Buyer's Guide 2027 bi-media (1 year, including reporting, modifications, administration)

<b>PER PRODUCT</b>	Technical data sheet + videos, + visuals, + contacts, catalogue, technical brochures...	<b>455 €</b>
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**DISCOUNT:** 2 to 3 products -25% - 4 products and more -50%

4th Cover Page	148 x 210 mm	<b>4.400 €</b>
1/2 Page	148 x 210 mm	<b>3.250 €</b>
	148 x 100 mm	<b>2.450 €</b>

Top Banner home page - 1 month	728 x 90 pixels	<b>1.200 €</b>
Banner (all pages) - 1 month	728 x 90 pixels	<b>1.800 €</b>



**In 2025 :**  
**21.000 Unique Visitors**  
**85.000 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 45.500 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.



### The Magazine's Buyer Guide (Price not discountable)

<b>6 issues - 1 year</b>	Module 40 x 43 mm with logo, text and contacts	<b>1.150 €</b>
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For further information, contact Marie-Pierre Serre  
 mps@batiment-entretien.fr or  
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# PRINT + DIGITAL

## The most comprehensive listing in the sector!



### CLEANING COMPANIES DIRECTORY

In January 2026 **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 2026 issue.



### DISTRIBUTION DIRECTORY

In January 2027 **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 2027 issue and on **EUROPROPRE Exhibition!**



Both Directories are available all year on the site [annuaire-proprete.fr](http://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](http://annuaire-proprete.fr)



### Directories 2026 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	235 €
	In the paper Directory + 2 years on web site annuaire-proprete.fr + framed logo + text	355 €

**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 19.000 individual visitors monthly, 70.000 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!

**19.000 individual visitors monthly**

**22.000 subscribers**

**22.000 subscribers**

**QUOI DE NEUF ?**

<b>Autolaveuse</b>	<b>Dégraissant</b>
<b>Comas... Des autolaveuses à eau recyclée</b> Les autolaveuses Comas couvrent de la technologie Ro/Vactor permettent de réutiliser la solution de nettoyage utilisée...	<b>Progers... Cleis Four SL Cococert nouveau dégraissant sans parfum</b> Le produit...

**AVERAGE OPENING RATIO: 30,51%**  
**AVERAGE CLIC RATIO: 5,49%**  
**AVERAGE RESPONSE RATIO: 19,58%**  
 (Average ratio between Jan & June 25)

### 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 22.000 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 with the tone of the section in which it appears: News (company information) or What's New (product information), for more efficiency! Whether it's News or What's New, this Native Advertising will also be featured on a LinkedIn post (over 8,000 subscribers !)



- Website**
- e-Newsletter**
- Linked in**
- Marketplace**
- e-Directory!**

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# DIGITAL

## 2026 Digital Advertising Rates (€)

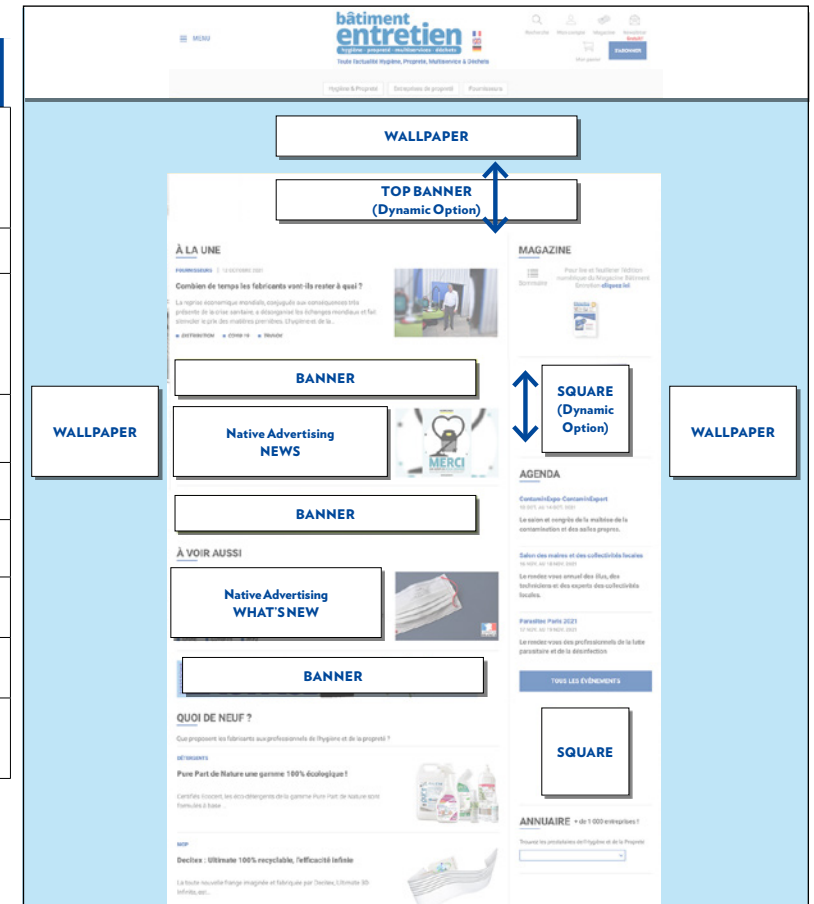
(rotating)

THE COMPANION SITE, [batiment-entretien.fr](http://batiment-entretien.fr)

THE MARKETPLACE [e-batiment-entretien.fr](http://e-batiment-entretien.fr)

THE ONLINE DIRECTORY [annuaire-proprete.fr](http://annuaire-proprete.fr)

	PIXELS (l x h)	3 MONTHS	2 MONTHS	1 MONTHS
<b>Top Banner</b> <b>Dynamic Option</b> (Desktop & tablet only. Your banner remains always visible when the user scrolls)	728 x 90 et 320 x 100	<b>2.750 €</b> Dynamic <b>3.255 €</b>	<b>2.000 €</b> Dynamic <b>2.365 €</b>	<b>1.320 €</b> Dynamic <b>1.575 €</b>
<b>Banner</b>	728 x 90 et 320 x 100	<b>2.315 €</b>	<b>1.785 €</b>	<b>1.155 €</b>
<b>Square</b> <b>Dynamic Option</b> (Desktop & tablet only. Your square remains always visible when the user scrolls)	200 x 200	<b>1.470 €</b> Dynamic <b>1.733 €</b>	<b>1.050 €</b> Dynamic <b>1.260 €</b>	<b>790 €</b> Dynamic <b>945 €</b>
<b>Wallpaper</b> (Desktop & tablet only)		<b>5.145 €</b>	<b>3.675 €</b>	<b>2.520 €</b>
<b>Native Advertising News</b> <b>Linkedin post included!</b>		<b>3.675 €</b>	<b>2.835 €</b>	<b>1.945 €</b>
<b>Native Advertising What's New</b> <b>Linkedin post included!</b>		<b>2.835 €</b>	<b>2.258 €</b>	<b>1.628 €</b>
<b>Pop-Up</b> (Desktop & tablet only)		<b>2.625 €</b>	<b>2.100 €</b>	<b>1.470 €</b>
<b>Interstitial</b> (Mobile only)		<b>2.520 €</b>	<b>2.100 €</b>	<b>1.365 €</b>
<b>VideoAd</b> <b>Top banner &amp; Banner</b> (We do not host your video)	420px – 2 Mo	<b>+998 €</b>	<b>+ 893 €</b>	<b>+578 €</b>



### 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

## 2026 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	4.725 €	3.150 €	2.205 €
Banner	320 x 100	3.675 €	2.625 €	1.890 €
Square	200 x 200	2.730 €	1.995 €	1.470 €
Native Advertising News <i>Linkedin post included!</i>		5.670 €	3.780 €	2.625 €
Native Advertising What's New <i>Linkedin post included!</i>		5.355 €	3.570 €	2.520 €

### 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%

The screenshot shows the layout of the 'enews' newsletter. At the top, there is a 'TOP BANNER' section. Below it is a section titled 'À LA UNE' featuring an article about 'Entreprises de Propriété' with a photo of a person in a lab coat. This is followed by a 'BANNER' section. The 'ACTUALITÉS' section contains two articles: 'Pères à l'écart en Suisse' and 'Écoles: Services gratuits à croquer'. Below this is another 'BANNER' section. The 'QUOI DE NEUF ?' section features a 'Native Advertising QUOI DE NEUF' for 'Dégraissant' with a product image. This is followed by a 'BANNER' section. The 'CARNET' section includes a profile of 'Oxypharm - SaniVap' with a photo of Mathieu Agniet. At the bottom, there is a 'CARRÉ' section and an 'AGENDA' section.

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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.

13.000 nominative postal addresses and 22.000 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 €
22.000 direct email – Overall management of sending – Tracking – Targeting not available	
E-mailing without follow-up	<b>2.800 €</b>
E-mailing with follow-up (1 month maxi after 1st campaign)	<b>3.900 €</b>
<b>Bâtiment Entretien sponsored e-mailing</b> (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)	<b>4.500 €</b>
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 13.000 nominative addresses Targeting not available (price not discountable)	<b>3.900 €</b>

# 2026 EDITORIAL CALENDAR









**BÂTIMENT ENTRETIEN**

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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.

N°	TECHNIQUE, EQUIPMENT, PRODUCT	SPECIAL SECTION	DEADLINE
Jan/Feb	<b>2026 CLEANING COMPANIES DIRECTORY</b> (Sent with n° 362 de Jan-Feb issue)		Dec 12
N° 362 Jan/Feb	TECHNIQUE: Working at height EQUIPMENT: Equipment for green spaces PRODUCT: Green chemistry MULTISERVICES: Services and assistance at stations and airports	<b>CLEANING COMPANIES SPECIAL SECTION</b> Cleaning companies: facing social challenges	Dec 12
N° 363 Mar/Apr	TECHNIQUE: <b>CFIA SPECIAL SECTION</b> <b>MEDIA PARTNER - Bonus Exhibition circulation!</b> Cleaning production tools in the Food Industry EQUIPMENT: Autonomous scrubber dryers PRODUCT: Textile and carpet cleaning products MANAGEMENT: Should Article 7 be reformed? 	<b>INTERCLEAN SPECIAL SECTION</b> Media Partner - Bonus Exhibition circulation!  IA at the heart of processes!	Feb 13
May/Jun	<b>BÂTIMENT ENTRETIEN SPECIAL ISSUE</b> (Sent with May issue n° 364) Cleaning Companies & Distributors: a new generation of entrepreneurs! <b>NEW!</b>		April 10
N° 364 May/Jun	TECHNIQUE: How to choose your digital tools wisely EQUIPMENT: Battery-powered equipment PRODUCT: What products on microfibers? MULTISERVICES: <b>PREVENTICA SPECIAL SECTION</b> <b>Media Partner - Bonus Exhibition circulation!</b> Cleanliness and quality of work life 	<b>SF2H &amp; SANTEXPO SPECIAL SECTION</b> Media Partner - Bonus Exhibition circulation!   How to succeed in your biocleaning	April 10
N° 365 Jul/Aug	TECHNIQUE: Occupational Health and Safety in cleanliness and waste management EQUIPMENT: Steam cleaners PRODUCT: Wooden surfaces cleaning products MANAGEMENT: Training and supporting team leaders	How to adapt your cleaning services in Commercial areas	Jun 12
N° 366 Sept/Oct	TECHNIQUE: <b>PREVENTICA SPECIAL SECTION</b> <b>Media Partner - Bonus Exhibition circulation!</b> Improving indoor air quality EQUIPMENT: Cleaning equipment second life PRODUCT: <b>ARBS CONGRESS SPECIAL SECTION</b> <b>Media Partner - Bonus Congress circulation!</b> Disinfectants and virucides new generation products MULTISERVICES: Transport and logistics 	<b>EQUIPHOTEL SPECIAL SECTION</b> Media Partner - Bonus Exhibition circulation!  Hygiene and hotel cleanliness, give yourself the means!	Aug 14
Nov/Dec	<b>2027 ANNUAL BUYER'S GUIDE</b> (Sent with n° 367 Nov-Dec issue)		Oct 14
N° 367 Nov/Dec	TECHNIQUE: Delegating your waste management EQUIPMENT: Road sweepers PRODUITS: Multi-use products MANAGEMENT: Part-time work and multi-employers management	<b>SALON DES MAIRES SPECIAL SECTION</b> (MAYORS AND LOCAL AUTHORITIES EXHIBITION) Media Partner - Bonus Exhibition circulation!  Digital revolution in urban cleanliness	Oct 14
Jan/Feb	<b>2027 DISTRIBUTION DIRECTORY</b> (Sent with n° 368 de Jan-Feb issue)		Dec 11
N° 368 Jan/Feb	TECHNIQUE: Sport facilities cleaning EQUIPMENT: Window cleaning PRODUCT: Sanitary facilities without limescale or odor MULTISERVICES: End of works and restoration	<b>DISTRIBUTION SPECIAL SECTION</b> Distributors & Manufacturers: what partnerships?	Dec 11