

BÂTIMENT entretien

HYGIÈNE | PROPRETÉ | MULTISERVICE | DÉCHETS

“Building Maintenance” 2027 MEDIA KIT

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

- Print
- Buyer's Guide
- Marketplace
- Digital
- Online tradeshow
- Database
- The ARBS (Association of Healthcare Bio-cleaning Managers) E-Newsletter **NEW!**
- 2027 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 2025 to June 30th 2026

14.374
copies

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

Certified circulation.

Bonus circulation during trade shows.

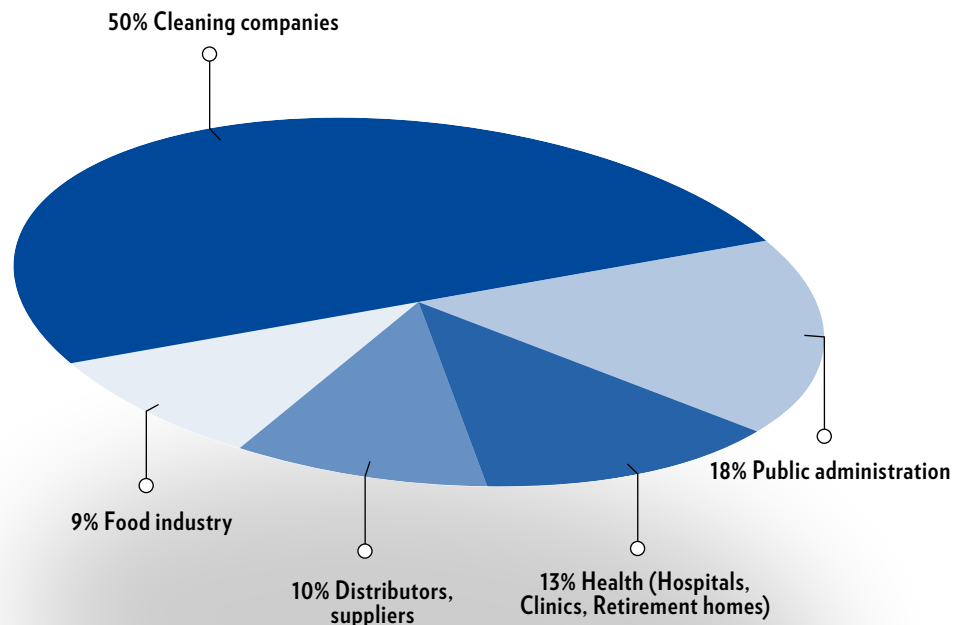
PRINT

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 47.434 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

2027 Print Advertising Rates (€)

THE LOWEST RATE ON THE MARKET!
Cost per thousand impressions (CPM):
(Page price / Circulation x 1,000)
€ 329 per thousand copies distributed!



FORMAT	MM (L X H)	RATES
Gatefold Cover Front-Back	Front 100 x 195 / Back 100 x 297	6.401 €
On Cover Front-Back	Front 210 x 180 / Back 210 x 297	7.120 €
1st Cover	180 x 180	6.579 €
2nd Cover	210 x 297	5.099 €
3rd Cover	210 x 297	4.682 €
4th Cover	210 x 297	5.304 €
Page	210 x 297	4.743 €
1/2 Page	Horizontal: 181 x 126 / Vertical: 91 x 257	3.264 €
1/4 Page	91 x 124	1.836 €
Special Advertising Section	210 x 297	4.998 € (Layout and editorial: 250 €)
Posed inserts or samples (on the magazine cover, 2 or 4 pages maximum 20 gr. Price not discountable)		4.743 €
Loose inserts or samples (inserted in the magazine, 2 or 4 pages maximum 20 gr. Price not discountable)		6.018 €
Bounded inserts (4 pages, maximum 20 gr. Price not discountable)		5.712 €
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 tradeshow, 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 %

3.942 € instead of 7.884 €

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 %

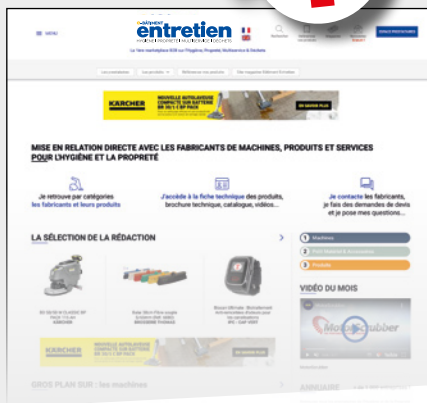
4.969 € instead of 7.645 €

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

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



In 2026 :
16,000 unique monthly visitors
56,000 monthly page views



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 (14.000 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 € **232,50 only** per product for this bi-media offer!
- A complementary platform to your own merchant site.

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 47.434 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 MarketPlace + Annual Buyer's Guide 2028 bi-media (1 year, including reporting, modifications, administration)

PER PRODUCT	Technical data sheet + videos, + visuals, + contacts, catalogue, technical brochures...	465 €
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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 €

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

The Magazine's Buyer Guide (Price not discountable)

6 issues - 1 year	Module 40 x 43 mm with logo, text and contacts	1.150 €
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DIGITAL

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

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

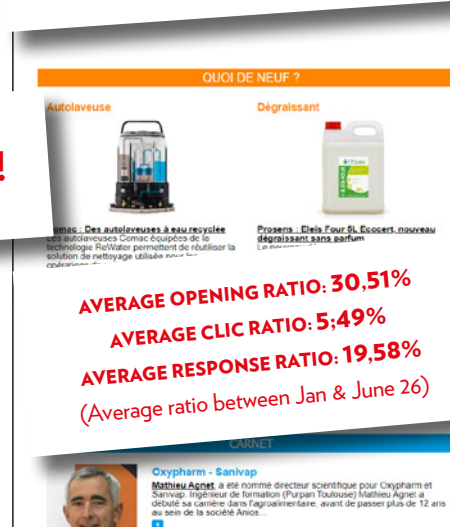
More than 26.366 individual visitors monthly, 38.408 pages viewed every month, the companion website, **batiment-entretien.fr**, is clearly and by far the 1st professional web portal in terms of audience, on the subject of cleaning, hygiene, and multiservices. With its News updated on a daily basis, 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!



In 2026:
26.366 unique monthly visitors!
38,408 monthly page views!



22.809 subscribers



AVERAGE OPENING RATIO: 30,51%
AVERAGE CLIC RATIO: 5,49%
AVERAGE RESPONSE RATIO: 19,58%
 (Average ratio between Jan & June 26)

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 22.809 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 10,000 subscribers !)

Website



e-Newsletter



LinkedIn



Marketplace

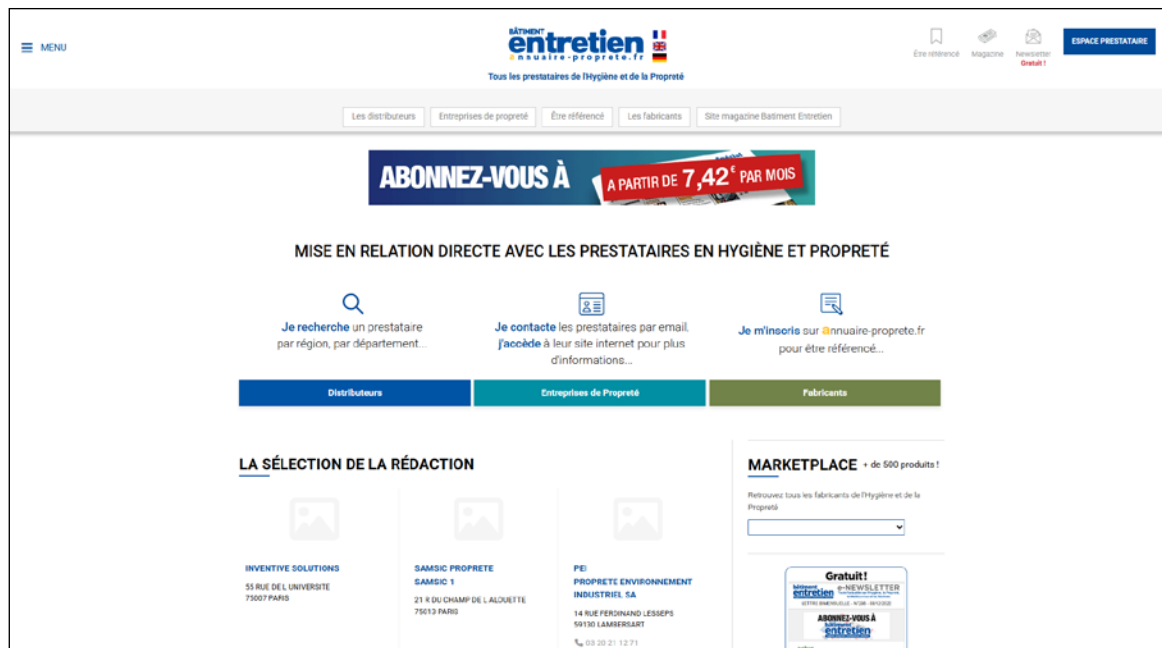


e-Directory!

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DIGITAL

annuaire-proprete.fr : The most comprehensive listing in the sector!



CLEANING SERVICES DIRECTORY **+** **CLEANING SUPPLIES DISTRIBUTOR DIRECTORY**

Both directories are now available year-round exclusively at:
annuaire-proprete.fr

Nearly 1,000 cleaning companies and distributors listed, complete with contact details.
Both directories can be viewed and are updated throughout the year on the website.
A boxed listing with your logo allows you to significantly boost your visibility in these directories at a very low cost.

Je recherche un prestataire par région, par département...

Je contacte les prestataires par email, j'accède à leur site internet pour plus d'informations...

Je m'inscris sur annuaire-proprete.fr pour être référencé...

Directories 2027 Advertising Rates (€) Cleaning Companies Directory Distribution Directory (Price not discountable)

PER COMPANY (Price not discountable)	1 year on web site annuaire-proprete.fr	235 €
	1 year on web site annuaire-proprete.fr + framed logo + text	355 €

For higher visibility !

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

Top Banner home page - 1 month	728 x 90 pixels	1.200 €
Top Banner your page - 1 year	728 x 90 pixels	1.600 €

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The ARBS (Association of Healthcare Bio-cleaning Managers) Monthly E-Newsletter

ARBS stands for the Association of Healthcare Bio-cleaning Managers, a major French professional organization dedicated to **hospital hygiene**. It brings together managers, hygiene specialists, and heads of cleaning teams from healthcare facilities to standardize practices, while also training professionals in new technologies and disinfection protocols.

Produced by the editorial team at **Bâtiment Entretien**, the **ARBS e-newsletter** is sent monthly to all members of this professional association. Featuring news, technical data sheets, profiles, and more, this e-newsletter is an ideal monthly communication tool for reaching your contacts in healthcare facilities on a regular basis.

2027 rates

	PIXELS (1xh)	1 YEAR	6 MONTHS	1 MONTH
Top Banner	640 x 200	1.900 €	1.200 €	295 €
Banner	640 x 200	1.550 €	990 €	245 €



DIGITAL

2027 Digital Advertising Rates (€)

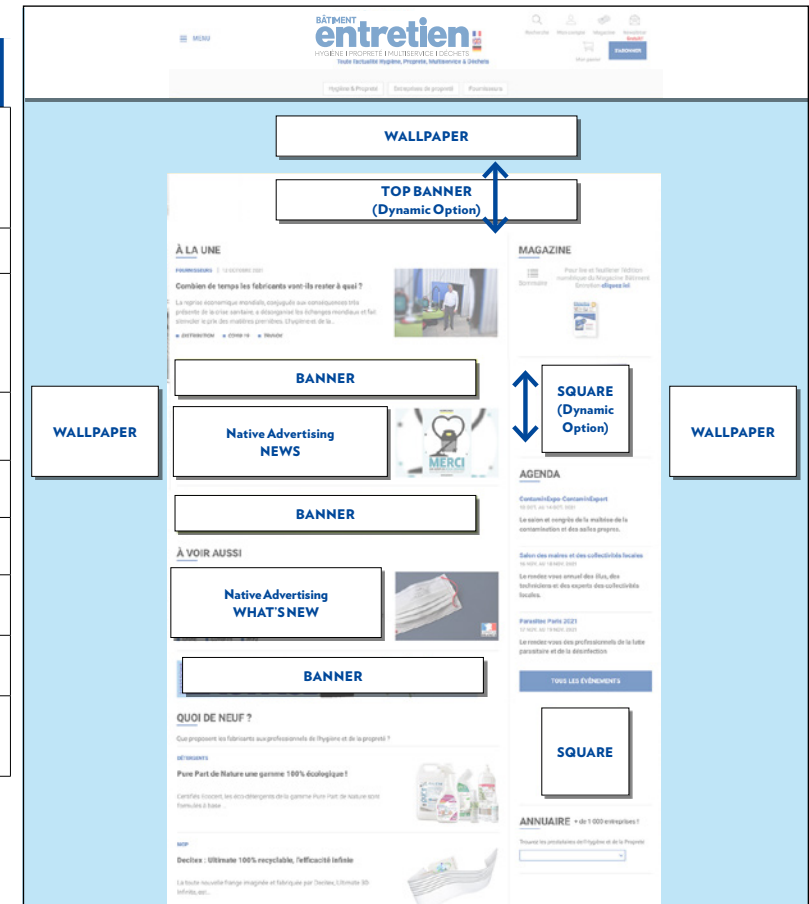
(rotating)

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
Top Banner Dynamic Option (Desktop & tablet only. Your banner remains always visible when the user scrolls)	728 x 90 et 320 x 100	2.805 € Dynamic 3.320 €	2.040 € Dynamic	1.346 € Dynamic 1.607 €
Banner	728 x 90 et 320 x 100	2.361 €	1.821 €	1.178 €
Square Dynamic Option (Desktop & tablet only. Your square remains always visible when the user scrolls)	200 x 200	1.499 € Dynamic 1.768 €	1.071 € Dynamic 1.285 €	806 € Dynamic 964 €
Wallpaper (Desktop & tablet only)		5.248 €	3.749 €	2.570 €
Native Advertising News Linkedin post included!		3.749 €	2.892 €	1.984 €
Native Advertising What's New Linkedin post included!		2.892 €	2.303 €	1.661 €
Pop-Up (Desktop & tablet only)		2.678 €	2.142 €	1.499 €
Interstitial (Mobile only)		2.570 €	2.142 €	1.392 €
VideoAd Top banner & Banner (We do not host your video)	420px – 2 Mo	+1.018 €	+ 911 €	+590 €



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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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	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 13.000 nominative addresses Targeting not available (price not discountable)	3.900 €

2027 EDITORIAL CALENDAR

N°	TECHNIQUE, EQUIPMENT, PRODUCT	SPECIAL SECTION	DEADLINE
N° 368 Jan/Feb	TECHNIQUE: Sport facilities cleaning EQUIPMENT: Window cleaning PRODUCT: Sanitary facilities without limescale or odor MANAGEMENT: Management of psychosocial risks	DISTRIBUTION SPECIAL SECTION Distributors & Manufacturers: what partnerships?	Dec 11
N° 369 Mar/Apr	TECHNIQUE: CFIA (Food Industry) SPECIAL SECTION MEDIA PARTNER - BONUS TRADE SHOW CIRCULATION! HACCP and food safety EQUIPMENT: Cryogenics and High Pressure PRODUCT: Strippers products and surface treatments MANAGEMENT: Financing your equipment 	EUROPROPRE SPECIAL SECTION Media Partner - Bonus trade show circulation!  The future of cleaning: more digital, more automated, more ergonomic!	Feb 12
N° 370 May/Jun	TECHNIQUE: PREVENTICA SPECIAL SECTION MEDIA PARTNER - BONUS TRADE SHOW CIRCULATION! Outdoor work and heatwaves EQUIPMENT: A new generation of robots PRODUCT: What products on microfibers? MANAGEMENT: Probiotics and Enzymes 	SF2H (Hospital Hygiene) & SANTEXPO (Health) SPECIAL SECTION Media Partner - Bonus trade show circulation!   Healthcare technology and hygiene: towards safer & higher-performing facilities! AVPU CONGRESS (Association of Cities for Urban Cleanliness)  PROSANE CONGRESS (Parasites and Pests Association) Media Partner - Bonus congress circulation! 	April 14
N° 371 Jul/Aug	TECHNIQUE: Cleanliness in the service sector EQUIPMENT: Digitalization tools PRODUCT: «Ready-to-use» products MANAGEMENT: Recruit better	From performance venues to trade shows: the challenges of event cleaning	Jun 11
N° 372 Sept/Oct	TECHNIQUE: ARBS (HEALTHCARE CLEANING AND DISINFECTION) CONGRESS SPECIAL SECTION MEDIA PARTNER - BONUS CONGRESS CIRCULATION! Improving indoor air quality EQUIPMENT: PREVENTICA SPECIAL SECTION MEDIA PARTNER - BONUS TRADE SHOW CIRCULATION! PPE and Collective Protective Equipment in the cleaning industry PRODUCT: Anti-graffiti removers and treatments MANAGEMENT: Passing on your business  	POLLUTEC (Environment & Pollution) SPECIAL SECTION Media Partner - Bonus trade show circulation!  Towards greener cleaning: the challenges of eco-friendly cleaning	Aug 13
Nov/Dec	2028 ANNUAL BUYER'S GUIDE (Sent with n° 373 Nov-Dec issue)		Oct 15
N° 373 Nov/Dec	TECHNIQUE: Drones for cleaning sites EQUIPMENT: Green space maintenance equipment PRODUCTS: PARASITEC (PARASITES AND PESTS) SPECIAL SECTION MEDIA PARTNER - BONUS TRADE SHOW CIRCULATION! Pest control products MANAGEMENT: Professional misconduct, dismissal, Labor Court proceedings 	MAYOR'S TRADES SHOW SPECIAL SECTION (MAYORS AND LOCAL AUTHORITIES EXHIBITION) Media Partner - Bonus trade show circulation!  Waste collection and sorting: local authorities focus on optimization AVPU CONGRESS (Association of Cities for Urban Cleanliness) Media Partner - Bonus congress circulation! 	Oct 15
N° 374 Jan/Feb	TECHNIQUE: Ultra-cleanliness EQUIPMENT: Vacuum cleaners PRODUCT: Green products MANAGEMENT: Developing a compensation policy	Hospitality, AI, Soft FM: how cleaning companies are expanding their expertise	Dec 10

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.