



Solutions for Today's Facility Maintenance Professional

# **BUILDING SERVICES MANAGEMENT**



# 2019

## MEDIA GUIDE



**Building Services Management's** print and digital readership consists of over 45,000 of the most active building service contractors, facility maintenance managers, building owners and property managers. They have responsibilities requiring them to make purchasing decisions on a daily basis. With a whole-building approach, we offer techniques and technologies to increase productivity and efficiency, while emphasizing environmental sustainability.

## EDITORIAL CONTENT

### FEATURE FOCUS

Each month **Building Services Management** will feature a topic or issue that is timely and specific to the building services industry. In order to enhance the relevance of the information presented, we will seek input and opinions from maintenance professionals and other industry experts.

### SPECIAL REPORT

Each month the Special Report will explore different aspects of a specific issue of importance to the industry.

### SHOWCASE

This section consists of timely issues affecting today's facility managers, such as meeting environmental, health and safety standards and compliance with other state and federal workplace regulations.

### FACILITY OPERATIONS

Covers the equipment and technology that make up a building's core and the multiple disciplines that ensure functionality of the building environment.

### SPOTLIGHT

This section will place the spotlight on various new methods, techniques, equipment and tips used by today's industry professionals to make their operations more effective and productive.

## CIRCULATION PROFILE

Our readers are comprised of building services contractors, facility maintenance managers, building owners and property managers in the following industries:

### PRINT CIRCULATION

**10,000**

BUILDING SERVICE CONTRACTORS

**6,200**

EDUCATION

**6,000**

HOSPITALS

**1,900**

HOTEL/MOTEL

**1,062**

GOVERNMENT FACILITIES/  
OFFICE BUILDINGS

**25,162**



### DIGITAL CIRCULATION

**20,000**

**45,162**

TOTAL



#### OF BSM READERS TAKE ACTION:

- Recommending Products
- Buying products/services
- Visiting advertisers' websites



OF BSM READERS  
PLAY A ROLE IN  
PRODUCT/SERVICE  
PURCHASING  
DECISIONS.



# BUILDING SERVICES MANAGEMENT

## 2019 EDITORIAL CALENDAR

Issue/Ad Closing	Feature Focus	Special Report	Showcase	Facility Operations	Spotlight
<b>January</b> 11/29/18	Vacuums Disinfectants	Sustainable/Green Paints & Coatings	Restroom Maintenance Dispensers	Entrance ways/ Matting Exterior Maintenance	Paper Products Lighting
<b>February</b> 12/31/18	Restoration, Water, Fire, Smoke Fire & Life Safety	Roof Maintenance Energy Efficiency	Aerial Lifts Infection Control	Pest/Bird Control Floor/Carpet Machines	Concrete Maintenance Slips & Falls
<b>March</b> 1/31/19	Restaurant Cleaning /Food Safety Background Screening	Landscape & Grounds Maintenance Water Heaters	Hand Dryers Floor Care	Interior Maintenance Legionella/ Water Treatment	Restroom Products Graffiti Removal
<b>April</b> 2/28/19* 2019 Sustainable Products Guide	Ceilings & Walls Lighting	Mold Remediation Emergency Response	Portable Cooling Carpet Care	Waste Management/ Recycling Skin Protection	Paints & Coatings Doors/ Door Hardware
<b>May</b> 3/29/19	Dispensers Paper Products	Concrete Maintenance Floor Safety	Restoration, Water, Fire, Smoke Fire and Life Safety	Vacuums Software	Daylighting Roof Care
<b>June</b> 4/30/19	Restroom Cleaning Hand Dryers	Thermal & Infrared Inspections Interior Maintenance	Floor & Carpet Machines HVAC	Landscape & Grounds Maintenance Odor Control	Hard Floor Care Legionella/ Water Treatment
<b>July</b> 5/31/19* Buyer's Guide	<b>Buyer's Guide</b>				
<b>August</b> 6/28/19*	Roof Maintenance Paints & Coatings	Fire & Life Safety Access Control	Lighting Infection Control	Portable Cooling Concrete Maintenance	Boilers Pest/Bird Control
<b>September</b> 7/30/19* IFMA - ISSA Bonus Distribution	Snow & Ice Removal Slips & Falls	Restroom Products Vacuums	Thermal & Infrared Inspections Legionella/ Water Treatment	Carpet Care Restoration, Water, Fire, Smoke	Dispensers Landscape & Grounds Maintenance
<b>October</b> 8/30/19* ISSA Bonus Distribution	IAQ Waste Management/ Recycling	Disinfectants Software	Interior Maintenance Paper Products	Sustainable/Green Hand Dryers	Restaurant Cleaning/ Food Safety Skin Protection
<b>November</b> 9/30/19	Winter Products Emergency Preparedness	Paints & Coatings Exterior Maintenance	Fire & Life Safety Concrete Maintenance	Floor Safety Lighting	Restroom Maintenance Infection Control
<b>December</b> 10/31/19* 2019 Top Products	Legionella/ Water Treatment Floor and Carpet Machines	Restoration, Water, Fire, Smoke Aerial Lifts	Hard Floor Care Roof Care	Thermal & Infrared Inspections HVAC	Odor Control Energy Savings

## PRINT ADVERTISING RATES

AD SIZE	1x	3x	6x	9x	12x
Back Cover	\$5,995	\$5,650	\$5,295	\$5,025	\$4,725
Inside Front	\$5,500	\$5,265	\$4,915	\$4,735	\$4,415
Inside Back	\$5,395	\$5,035	\$4,825	\$4,605	\$4,250
Full Page	\$4,995	\$4,410	\$3,995	\$3,515	\$3,135
1/2 Island	\$3,750	\$3,445	\$3,010	\$2,800	\$2,625
1/2 Page	\$3,275	\$2,965	\$2,795	\$2,565	\$2,350
1/3 Page	\$2,700	\$2,345	\$1,995	\$1,750	\$1,605
1/4 Page	\$2,205	\$1,925	\$1,805	\$1,595	\$1,375
1/6 Page	\$1,705	\$1,475	\$1,295	\$1,150	\$995
1/8 Page	\$1,410	\$1,250	\$1,075	\$905	\$810
1/12 Page	\$995	\$875	\$700	\$595	\$475

(All Rates Are Net)

## ONLINE ADVERTISING RATES

Website	1x	3x	6x	9x	12x
Button	\$995	\$2,250	\$3,050	\$3,550	\$4,050
Banner	\$1,250	\$3,650	\$4,295	\$4,465	\$5,275
Page Peel	\$2,695	\$6,250	\$7,950	\$9,900	\$11,550
E-Newsletter	1x	3x	6x	9x	12x
Button	\$1,295	\$2,995	\$3,750	\$4,955	\$6,500
Banner	\$1,750	\$3,895	\$5,545	\$6,235	\$8,000
Product Showcase	\$2,995	\$5,495	\$7,595	\$9,995	
*E-Mail Blasts	\$1,995	\$4,995	\$6,995	\$8,995	\$11,995

(All Rates Are Net) \*Sent to 10,000, additional counts available upon request.

## DIGITAL MAGAZINE ADVERTISING RATES

Digital Magazine	1x	3x	6x	9x	12x
Sponsorship w/ Video	\$3,350	\$7,450	\$9,950	\$13,500	\$17,465
Sponsorship w/o Video	\$2,850	\$4,995	\$8,125	\$10,065	\$13,950
Skyscraper	\$1,495	\$3,995	\$5,350	\$7,515	\$9,175

(All Rates Are Net)

## -PRINT SPECIFICATIONS-

All Mechanical Specifications are Measured Width by Height

TRIM SIZE 8" x 10.5"	1/3 PAGE VERTICAL 2.25" x 9.625"
FULL PAGE LIVE AREA 7.5" x 10"	1/3 PAGE SQUARE 4.625" x 4.75"
FULL PAGE BLEED 8.25" x 10.75"	1/4 PAGE VERTICAL 3.5" x 4.75"
2/3 PAGE VERTICAL 4.625" x 9.625"	1/6 PAGE VERTICAL 2.25" x 4.75"
1/2 PAGE VERTICAL 3.5" x 9.625"	1/6 PAGE HORIZONTAL 3.5" x 3"
1/2 PAGE ISLAND 4.625" x 7.25"	1/8 PAGE HORIZONTAL 3.5" x 2.25"
1/2 PAGE HORIZONTAL 7" x 4.75"	1/12 PAGE HORIZONTAL 2.25" x 2.25"

### Press Optimized PDF's are Required

If the ad is intended to bleed, registration marks must be applied with an offset of 1/6 pt. In the PDF file there must be a minimum of 1/8" bleed beyond the trim. Please convert all colors to CMYK and all fonts must be embedded or outlined. Files must be at least 300 DPI. COLOR PROOF MUST BE PROVIDED in order to guarantee color reproduction.

## -ONLINE SPECIFICATIONS-

Images must be .jpg or .gif format

Please know buttons and/or banners are one frame

Button Dimensions: 144 x 100 Pixels

Banner Dimensions: 468 x 60 Pixels

Page Peel Dimensions: 500 x 500 Pixels

## -SPECIFICATIONS ON POLICIES AND RATES-

### Short-Rates:

In the event advertisers do not complete contracted schedules, they will be required to pay the difference between the original contracted price and the frequency rate for actual number of ads that were published.

### Liability:

Publisher is not liable for all content (including editorial and illustrations provided by an advertiser or agency) of advertisements and editorials published and does not accept responsibility for any claims made against the publisher. It is the advertiser's or agency's responsibility to obtain appropriate releases on any item or individuals pictured in an advertisement or editorial. Reproduction of [Building Services Management](#) in whole or in part without prior written permission from the publisher is prohibited.

### Send Artwork to:

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Management  
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