



Solutions for Today's Facility Maintenance Professional

BUILDING SERVICES

MANAGEMENT

2021 MEDIA GUIDE



Building Services Management's print and digital readership consists of over 55,000 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

In this column we 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

The most up to date equipment and technology that make up a building's core and the multiple disciplines that ensure functionality of the building environment.

SPOTLIGHT

Highlighting the 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:

10,787

BUILDING SERVICE
CONTRACTORS

6,159

EDUCATION

5,363

HOSPITALS

2,116

HOTEL/MOTEL

1,113

GOVERNMENT FACILITIES/
OFFICE BUILDINGS

PRINT CIRCULATION

25,538



DIGITAL CIRCULATION

30,000

55,538

TOTAL

93%

OF BSM READERS TAKE ACTION:

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

95%

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

BUILDING SERVICES MANAGEMENT

2021 EDITORIAL CALENDAR

Issue/Ad Closing	Feature Focus	Special Report	Showcase	Facility Operations	Spotlight
January 11/30/20	Vacuums Disinfectants	Software Paints & Coatings	Restroom Maintenance Dispensers	Boilers Monitoring and Screening	Paper Products Lighting
February 12/31/20	Restoration Fire & Life Safety	Roof Maintenance Chemical Safety	IoT/Building Controls Infection Control	Pest/Bird Control Floor/Carpet Machines	Concrete Maintenance Slips & Falls
March 1/29/21	Restaurant Cleaning /Food Safety Ceilings & Walls	Landscape & Grounds Maintenance Water Heaters	Hand Dryers Floor Care	Interior Maintenance Legionella/ Water Treatment	Restroom Products Graffiti Removal
April 2/26/21	Emergency Preparedness Aerial Lifts	Mold Remediation Roof Care	Portable Cooling Mowers & UTVs	Waste Management/ Recycling Skin Protection	Paints & Coatings Doors/ Door Hardware
May 3/31/21	Dispensers Paper Products	Concrete Maintenance Floor Safety	Restoration Fire and Life Safety	Lighting Software	Daylighting Disinfectants
June 4/30/21	Restroom Cleaning Infection Control	Thermal & Infrared Inspections Interior Maintenance	Floor & Carpet Machines HVAC	Landscape & Grounds Maintenance Odor Control	Hard Floor Care Legionella/ Water Treatment
July 5/31/21	Annual Buyer's Guide				
August 6/30/21	Roof Maintenance Paints & Coatings	Fire & Life Safety IoT/Building Controls	Lighting Ceilings & Walls	Portable Cooling Concrete Maintenance	Boilers Pest/Bird Control
September 7/30/21 IFMA Bonus Distribution	Snow & Ice Removal Slips & Falls	Restroom Products Infection Control	Paper Products Legionella/ Water Treatment	Carpet Care Restoration	Dispensers Landscape & Grounds Maintenance
October 8/31/21 ISSA Bonus Distribution	IAQ Waste Management/ Recycling	Disinfectants Software	Exterior Maintenance Vacuums	Sustainable/Green Hand Dryers	Restaurant Cleaning/ Food Safety Skin Protection
November 9/30/21 ISSA Bonus Distribution	Winter Products Monitoring & Screening	Paints & Coatings Emergency Preparedness	Fire & Life Safety Concrete Maintenance	HVAC Lighting	Restroom Maintenance Infection Control
December 10/29/21 2021 Top Products	Legionella/ Water Treatment Floor and Carpet Machines	Restoration Ceilings & Walls	Hard Floor Care Roof Care	Pest/Bird Control Floor Safety	Odor Control Chemical Safety

BSM WILL ALSO HAVE BONUS DISTRIBUTION AT THE FOLLOWING TRADE SHOWS: IRE ROOFING SHOW, AHR, ASSP, NSC, IFMA, ISSA

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	\$905	\$815	\$725	\$640
Banner	\$1,250	\$1,195	\$995	\$835	\$775
Fixed Banner	\$1,650	\$1,395	\$1,175	\$995	\$885
E-Newsletter	1x	3x	6x	9x	12x
Button	\$1,295	\$1,050	\$965	\$875	\$795
Banner	\$1,750	\$1,495	\$1,275	\$1,095	\$995
Product Showcase	\$1,250	\$1,050	\$995	\$855	\$795
Social Media (FB, TW, IN)	\$1,175	\$1,025	\$945	\$825	
Custom Eblast	\$1,995	\$1,695	\$1,450	\$1,275	\$1,075

(All Rates Are Net)

DIGITAL MAGAZINE ADVERTISING RATES

Digital Magazine	1x	3x	6x	9x	12x
Sponsorship w/ Video	\$3,350	\$2,650	\$2,375	\$2,150	\$1,995
Sponsorship w/o Video	\$2,850	\$2,250	\$2,065	\$1,975	\$1,800
Skyscraper	\$1,495	\$1,350	\$1,185	\$1,025	\$975

(All Rates Are Net)

-PRINT SPECIFICATIONS-

All Mechanical Specifications are Measured Width by Height

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

Leaderboard Dimensions: 728 x 90 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.

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