

# “Building Maintenance”

## 2021 MEDIA KIT

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

- ➔ Magazine
- ➔ Buyer's Guide
- ➔ Directories
- ➔ Web site
- ➔ e-newsletter
- ➔ Online tradeshow
- ➔ Database
- ➔ 2021 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 MAGAZINE

## N°1 in the hygiene and cleaning industry!



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 2019 to June 30th 2020

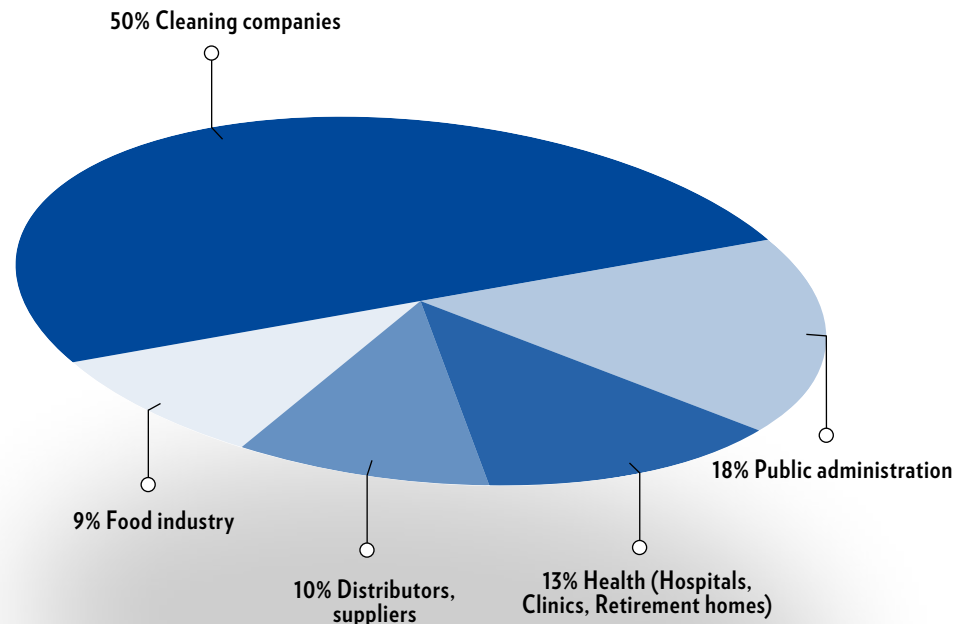
# 12.186 copies

The highest circulation in BtoB trade press. 55% in paid circulation, 45% in qualified circulation. Certified circulation. Bonus circulation during trade shows.

**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 40.231 readers, with 3.3 readers per issue!

## An exclusive audience not available elsewhere!

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# THE MAGAZINE

## 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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# THE MAGAZINE

## 2021 Magazine Advertising Rates (€)



FORMAT	MM (L X H)	RATES
Gatefold Cover	Front 100 x 195 / Back 100 x 297	5.950 €
On Cover	Front 210 x 180 / Back 210 x 297	6.750 €
1st Cover	180 x 180	6.150 €
2nd Cover	210 x 297	4.750 €
3rd Cover	210 x 297	4.350 €
4th Cover	210 x 297	4.950 €
Page	210 x 297	4.275 €
1/2 Page	Horizontal: 181 x 126 / Vertical: 91 x 257	2.935 €
1/4 Page	91 x 124	1.650 €
Special Advertising Section	210 x 297	4.500 € (Layout and editorial: 250 €)
Posed inserts or samples (on the magazine cover, 2 or 4 pages maximum 20 gr. Price not discountable)		4.275 €
Loose inserts or samples (inserted in the magazine, 2 or 4 pages maximum 20 gr. Price not discountable)		5.500 €
Bounded inserts (4 pages, maximum 20 gr. Price not discountable)		5.100 €
Classified ads: 1 module, 2 modules, 3 modules	1 module : 85 x 58	640 € 960 € 1.600 €

### 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

Magazine + Web - 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 e-salon-proprete.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 %**  
3.168 € instead of 6.335 €

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

**-25 %**  
4.538 € instead of 6.050 €

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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# THE BUYER'S GUIDE

## To generate more demand and contacts!



### THE 2022 ANNUAL BUYER'S GUIDE

The **Bâtiment Entretien** Annual Buyer's Guide is sent to all subscribers (12.186 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!

### 2022 Buyer's Guide Advertising Rates (€)

(Price not discountable)

PER PRODUCT	Specification sheet	315 €
<b>DISCOUNT:</b> 2 to 3 products -25% - 4 products and more -50%		
4th Cover Page	148 x 210 mm	4.200 €
1/2 Page	148 x 210 mm	3.100 €
	148 x 100 mm	2.350 €



### e-salon-proprete.fr: THE 1ST ONLINE HYGIENE AND CLEANING TRADESHOW!

A permanent, 365 days a year, online Trade Show!

- The only Product Guide available on the french market!
- On your stand, the specification sheet of your products: videos, more picture, contacts, technical brochure, catalogs, quotation request and prices, your distribution list, your upcoming exhibitions...
- You show how many products you want!
- A complementary marketing tool to your own website and exhibitions.

**In 2020 :**  
17.225 Unique Visitors  
69.160 Viewed Pages

### Online tradeshow e-salon-proprete.fr

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



NO. OF PRODUCTS PER STAND	Technical data sheet + videos, + visuals, + contacts, catalogue, technical brochures...	+100 €
<b>DISCOUNT:</b> 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

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 33.000 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)

6 issues - 1 year	Module 40 x 43 mm with logo, text and contacts	1.100 €
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# OUR DIRECTORIES

## The most comprehensive listing in the sector!



### DISTRIBUTION DIRECTORY

In January 2021 **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 2021 issue + 5.000 bonus copies on 2021 Europropre Tradeshow..



### CLEANING COMPANIES DIRECTORY

In January 2022 **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.

**2 years included on the online Directory!**

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 2021 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	4.200 €
Page	148 x 210 mm	3.100 €
1/2 Page	148 x 100 mm	2.350 €

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# WEB

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



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

More than 15.600 individual visitors monthly, 57.000 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 tradeshowes...), batiment-entretien.fr has definitely become the best, most dedicated website in the cleaning sector!



### OUR DIRECTORIES

Distributors! Manufacturers! Installers! Integrators! Service Providers! Importers! ... annuaire-proprete.fr website is an unmatched working tool, often consulted by our clients looking quickly for a supplier. Your presence on this site will boost your visibility, enhance your image and maximize your brand recognition when your prospect is searching for a supplier, generating a demand for additional documentation.



### 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 30.000 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!



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# WEB

## 2021 Web Advertising Rates (€)

**THE COMPANION SITE, [batiment-entretien.fr](http://batiment-entretien.fr)  
THE ONLINE DIRECTORY [annuaire-proprete.fr](http://annuaire-proprete.fr)  
THE ONLINE TRADESHOW [e-salon-proprete.fr](http://e-salon-proprete.fr)  
(rotating)**

	PIXELS (1 x h)	3 MONTHS	2 MONTHS	1 MONTH
Top Banners	728 x 90 et 320 x 100	2.350 €	1.700 €	1.100 €
Banner	728 x 90 et 320 x 100	2.000 €	1.500 €	980 €
Square	200 x 200	1.200 €	880 €	650 €
Native Advertising News		3.100 €	2.400 €	1.600 €
Native Advertising What's New		2.400 €	1.900 €	1.300 €
Video	420 px - 2 Mo	-	-	2.000 €

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

	PIXELS (1 x h)	3 MONTHS (6 e-newsletter)	2 MONTHS (4 e-newsletter)	1 MONTHS (2 e-newsletter)
Top Banners	320 x 100	4.000 €	2.650 €	1.850 €
Banner	320 x 100	3.100 €	2.150 €	1.550 €
Square	200 x 200	2.250 €	1.650 €	1.200 €
Native Advertising News		4.400 €	3.050 €	2.250 €
Native Advertising What's New		3.800 €	2.650 €	1.900 €

### BI MÉDIA PACK

Magazine + Web - 5 %

### WEB PACK

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

### SITE ADVERTISING FORMATS

### E-NEWSLETTER ADVERTISING FORMATS

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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 30.000 nominative emails.

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

E-MAILING	Fixed cost: 250 € (1 x h)
30.000 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 €
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 €	

# 2021 EDITORIAL CALENDAR

N°	TECHNIQUE, EQUIPMENT, PRODUCT	SPECIAL SECTION	DEADLINE
N° 332 Jan/Feb	TECHNIQUE: Carpets & Rugs cleaning EQUIPEMENT: Mobility devices PRODUCT: Kitchen degreasing detergents FACILITY MANAGEMENT: Green spaces maintenance	2021 Distribution: logistics and services at the heart of the business !	Dec 15
N° 333 Mar/Apr	TECHNIQUE: Daytime working hours EQUIPEMENT: Air & surfaces disinfection equipment PRODUCT: Highly concentrated products FACILITY MANAGEMENT: Reception desk & Assistance	Bio-Cleaning in the health sector	Feb 12
N° 334 May/Jun	TECHNIQUE: Plastic floor care EQUIPEMENT: <b>CFIA SPECIAL SECTION</b> Media Partner – Bonus circulation ! Dilution & metering systems PRODUCT: <b>SIRHA SPECIAL SECTION</b> Media Partner – Bonus circulation ! Detergents for the food industry FACILITY MANAGEMENT: Hazardous waste management	<b>EUROPROPRE SPECIAL SECTION</b> Media Partner – Bonus circulation ! New services in tertiary sector	April 14
N° 335 Jul/Aug	TECHNIQUE: Stone & marble floors cleaning EQUIPEMENT: Brooms & hand-brushes PRODUCT: Mildew, fungi... FACILITY MANAGEMENT: Concierge services	Public Transport cleaning	Jun 11
N° 336 Sept/Oct	TECHNIQUE: High pressure cleaning EQUIPEMENT: Compact street cleaners PRODUCT: <b>SANTEXPO + SF2H SPECIAL SECTIONS</b> Media Partner – Bonus circulation ! Desinfectant, virucidal and hydroalcoholic solutions FACILITY MANAGEMENT: Transport & logistic	<b>POLLUTEC SPECIAL SECTION</b> Media Partner – Bonus circulation ! Waste collection & management	Aug 13
Nov/Dec	<b>2022 ANNUAL BUYER'S GUIDE</b> (sent with Nov/Dec issue n° 337)		Oct 15
N° 337 Nov/Dec	TECHNIQUE: <b>PARASITEC SPECIAL SECTION</b> Media Partner – Bonus circulation ! Pest control training EQUIPEMENT: Cleaning trolleys PRODUCT: Certification & labels FACILITY MANAGEMENT: Laundry management	<b>LOCAL MAYORS &amp; COMMUNITIES EXHIBITION</b> SPECIAL SECTION Media Partner – Bonus circulation ! Green communities !	Oct 15
Jan/Feb	<b>2022 CLEANING COMPANIES DIRECTORY</b> (sent with Jan/Feb issue n° 338)		Dec 10
N° 338 Jan/Feb	TECHNIQUE: Indoor air quality EQUIPEMENT: Polishing machines PRODUCT: Textile cleaning products FACILITY MANAGEMENT: Working with social landlords	Industrial sites cleaning	Dec 10

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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.

