

# “Building Maintenance”

## 2019 MEDIA KIT

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

- Magazine
- Buyer's Guide
- Directories
- Special Issue
- Web site
- e-newsletter
- Online tradeshow
- Database
- 2019 Editorial Calendar



PARIS HEALTHCARE WEEK



# 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 2017 to June 30th 2018

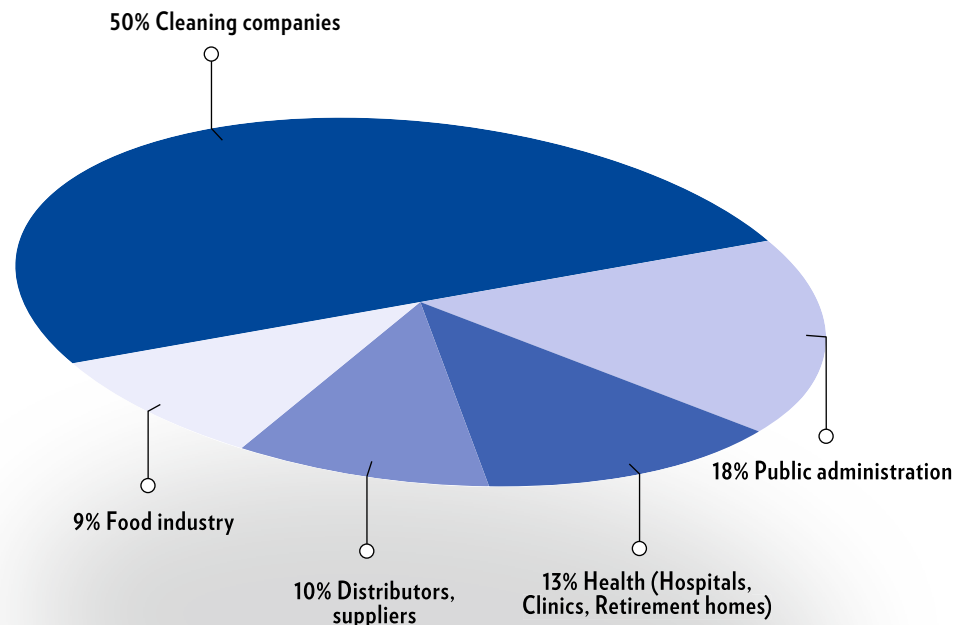
# 9.860 copies

The highest circulation in the sector, with a 6% growth rate since 2014! 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 32.000 readers, with 3.3 readers per issue!

For further information, contact Marie-Pierre Serre  
mps@batiment-entretien.fr or  
info@batiment-entretien.fr  
+33 6 80 00 16 62

# 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...** 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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[info@batiment-entretien.fr](mailto:info@batiment-entretien.fr)  
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# THE MAGAZINE

## 2019 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	4.150 €
1/2 Page	Horizontal: 181 x 126 / Vertical: 91 x 257	2.850 €
1/4 Page	91 x 124	1.600 €
Special Advertising Section	210 x 297	4.250 € (Layout and editorial: 250 €)
Posed inserts or samples (on the magazine cover, 2 or 4 pages maximum 20 gr. Price not discountable)		4.150 €
Loose inserts or samples (inserted in the magazine, 2 or 4 pages maximum 20 gr. Price not discountable)		5.300 €
Bounded inserts (4 pages, maximum 20 gr. Price not discountable)		4.950 €
Classified ads: 1 module, 2 modules, 3 modules	1 module : 85 x 58	620 € 930 € 1.550 €

### 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 %**  
2.900 € instead of 4.150 €

### 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 %**  
4.000 € instead of 5.440 €

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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[info@batiment-entretien.fr](mailto:info@batiment-entretien.fr)  
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# THE BUYER'S GUIDE

## To generate more demand and contacts!



### THE 2020 ANNUAL BUYER'S GUIDE

The **Bâtiment Entretien** Annual Buyer's Guide is sent to all subscribers (9.860 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!

### 2020 Buyer's Guide Advertising Rates (€)

PER PRODUCT	Specification sheet	300 €
DISCOUNT: 2 to 3 products -25% - 4 products and more -50%		
4th Cover Page	148 x 210 mm	4.200 €
	148 x 210 mm	3.100 €
1/2 Page	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.



### 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 32.000 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.

In 2018 :  
15.624 Unique Visitors  
63.331 Viewed Pages

### Online tradeshow e-salon-proprete.fr 1 year - including reporting, modifications, administration,



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

6 issues - 1 year	Module 40 x 43 mm with logo, text and contacts	1.050 €
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# OUR DIRECTORIES

## The most comprehensive listing in the sector!



### DISTRIBUTION DIRECTORY

In January 2019 **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 2019 issue + 5.000 bonus copies on 2019 Europropre Tradeshow..



### CLEANING COMPANIES DIRECTORY

In January 2020 **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 2020 issue.

**1 year 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 2019 Advertising Rates (€) Cleaning Companies Directory Distribution Directory

<b>PER COMPANY</b> (Price not discountable)	Framed logo + text, 1 year in the Directory website	<b>320 €</b>
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**DISCOUNT:** 2 to 3 products -25% - 4 products and more -50%

4th cover	148 x 210 mm	<b>4.200 €</b>
Page	148 x 210 mm	<b>3.100 €</b>
1/2 Page	148 x 100 mm	<b>2.350 €</b>

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# SPECIAL ISSUE



## RECYCLING & WASTE, the new Bâtiment Entretien Special Issue for the recycling industry!

The **RECYCLING & WASTE** Special Issue is dedicated to the cleaning industry and its clients facing collecting, recycling and disposal issues.

Sent in July with **BATIMENT ENTRETIEN** issue, circulation of 9.860 copies, this Special Issue will cover all the business of recycling and waste management for cleaning companies, equipments, new products, technics, process,...



### 2019 CONTENTS

- Collection and sorting equipment
- Traceability
- Recycling instructions
- Which partnership for cleaning companies ?
- ...

FORMAT	MM (L X H)	RATES
Gatefold Cover	Front 120 x 313 / Back 120 x 420	5.950 €
2nd cover (facing Summary)	297 x 420	4.750 €
3rd Cover	297 x 420	4.350 €
4th Cover	297 x 420	4.950 €
Page	297 x 420	4.150 €
1/2 Page	Horizontal: 261 x 180 Vertical: 127 x 360	2.850 €
1/4 Page	Horizontal: 261 x 86 Vertical: 127 x 180	1.650 €
Special Advertising Section	297 x 420	4.450 € (Layout and editorial: 250 €)



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 +33 6 80 00 16 62

# WEB

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

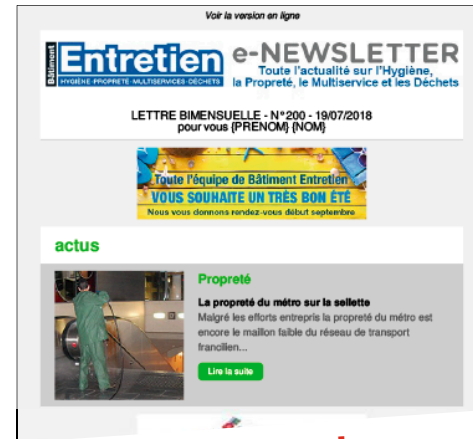
### THE COMPANION WEBSITE, **batiment-entretien.fr**

More than 13.000 individual visitors monthly, 48.000 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 15.000 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.

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info@batiment-entretien.fr  
+33 6 80 00 16 62



# WEB

## 2019 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	2.250 €	1.650 €	1.050 €
Banner	728 x 90 et 320 x 100	1.950 €	1.450 €	950 €
Square	200 x 200	1.150 €	850 €	620 €
Native Advertising News		2.700 €	2.000 €	1.350 €
Native Advertising What's New		2.000 €	1.550 €	1.050 €
Video	420 px - 2 Mo	-	-	1.900 €

**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	3.900 €	2.550 €	1.750 €
Banner	320 x 100	3.000 €	2.050 €	1.450 €
Square	200 x 200	2.150 €	1.550 €	1.150 €
Native Advertising News		4.000 €	2.650 €	1.850 €
Native Advertising What's New		3.400 €	2.250 €	1.550 €

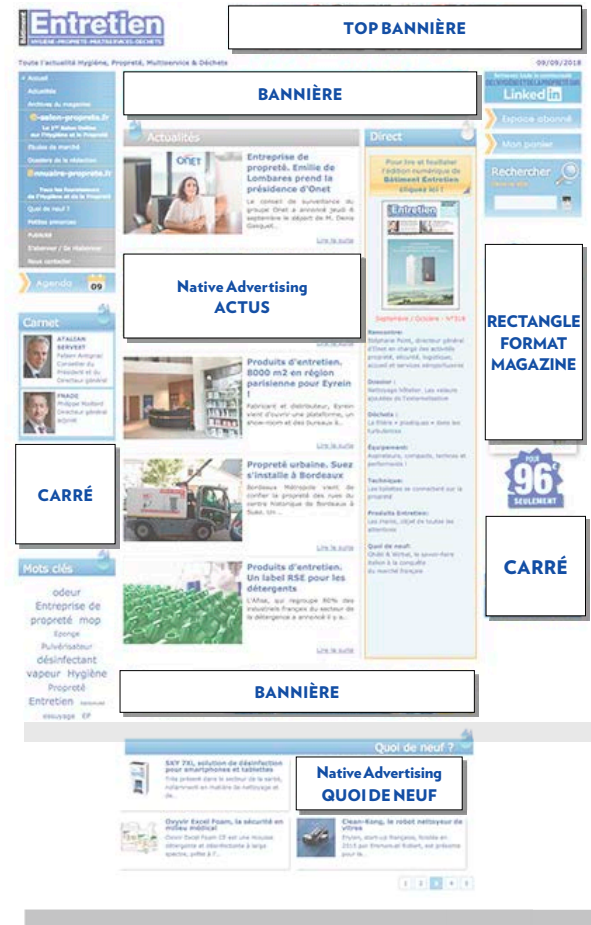
### BI MÉDIA PACK

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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[mps@batiment-entretien.fr](mailto:mps@batiment-entretien.fr)  
[info@batiment-entretien.fr](mailto:info@batiment-entretien.fr)  
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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.

13.500 nominative, postal and email addresses in our files.

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)
15.000 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 €	

# 2019 EDITORIAL CALENDAR

## BÂTIMENT ENTRETIEN

20, rue des Petites Écuries  
75010 Paris - France  
Tel: +33 1 45 23 33 78  
Fax: +33 1 48 00 05 03  
e-Mail: info@batiment-entretien.fr

**ADVERTISING:**  
Marie Pierre SERRE :  
+33 6 80 00 16 62  
mps@batiment-entretien.fr

**TECHNICAL SERVICE:**  
Janys SEBILLO :  
+33 1 45 23 33 78  
js@batiment-entretien.fr



N°	TECHNIQUE, EQUIPMENT, PRODUCT	SPECIAL SECTION	DEADLINE
Jan/Feb	<b>2019 DISTRIBUTION DIRECTORY</b> (sent with issue n° 320)		Dec 15
N° 320 Jan/Feb	TECHNIQUE: Air contamination control EQUIPEMENT: Compact sweepers PRODUCT: Carpet shampoo	<b>CFIA SPECIAL SECTION</b> Media Partner – Bonus Trade Show circulation! Best cleaning practice for food safety	Dec 15
N° 321 Mar/Apr	TECHNIQUE: New technics (UV, dry ice, ultrasound...) EQUIPEMENT: Robots PRODUCT: Highly concentrated products	<b>EUROPROPRE 2019 TRADE SHOW SPECIAL REPORT</b> Media Partner – Bonus Trade Show circulation! The new cleaning business model	Feb 15
N° 322 May/Jun	TECHNIQUE: Ultra-clean environnements and cleanrooms EQUIPEMENT: Equipment trolleys PRODUCT: Graffiti removers	<b>PARIS HEALTHCARE WEEK 2019 TRADE SHOW SPECIAL REPORT</b> Media Partner – Bonus Trade Show circulation! Biocleaning in nursing homes	Apr 15
N° 323 Jul/Aug	TECHNIQUE: Synthetic floor care EQUIPEMENT: Microfiber clothes PRODUCT: Desinfecting agents	Shopping Centers	Jun 15
Sept	<b>NEW! RECYCLING &amp; WASTE SPECIAL ISSUE</b> (sent with issue n° 323 - July) Media Partner – Bonus Trade Show circulation! Collection and sorting equipment • Traceability • Recycling instructions • Which partnership for cleaning companies ?		Aug 15
N° 324 Sept/Oct	TECHNIQUE: Performance measuring EQUIPEMENT: Working at height equipment PRODUCT: Hard floor coverings	Transportation facilities	Aug 15
Nov/Dec	<b>2020 ANNUAL BUYER'S GUIDE</b> (sent with issue° 325 - November)		Oct 15
N° 325 Nov/Dec	TECHNIQUE: Bedbugs EQUIPEMENT: Floor scrubbers PRODUCT: Green detergents	<b>LOCAL MAYORS AND COMMUNITIES 2019 TRADE SHOW SPECIAL REPORT</b> Public building cleaning	Oct 15
Jan/Feb	<b>2020 CLEANING COMPANY DIRECTORY</b> (sent with issue n° 326 - January)		Dec 15
N° 326 Jan/Feb	TECHNIQUE: Pure clean water cleaning EQUIPEMENT: Brushes & Brooms for Food Industry PRODUCT: Air fresheners	<b>SPECIAL CFIA 2020 SPECIAL SECTION</b> Media Partner – Bonus Trade Show circulation! TOP 50 CLEANING COMPANIES SPECIAL SECTION Certification & Ecofriendly Label	Dec 15