

bâtiment entretien

hygiène - propreté - multiservices - déchets

“Building Maintenance”

2025 MEDIA KIT

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

- Print
- Buyer's Guide
- Marketplace
- Digital
- Online tradeshow
- Database
- 2025 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 2023 to June 30th 2024

13.195
copies

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

Certified circulation.

Bonus circulation during trade shows.

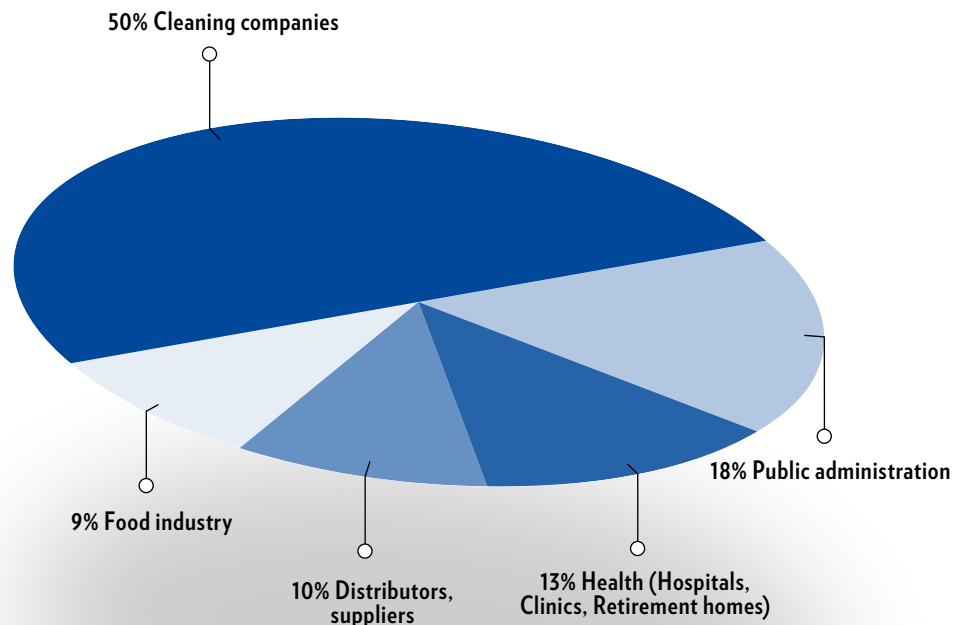
PRINT

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 43.500 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



L'actu

Paredes et Orapi : un mariage à plus de 400 M€!

LOPA - amical - que le groupe Paredes prévoit de lancer est autonome sur Orapi. Ce sera donc rattaché au modèle français de l'opérateur fournissant deux entreprises familiales, industrielles complémentaires et... sponsores!

«G»

LE CHIFFRE 5 M D€

TRAVAIERS RIS DE LA VPP

LE CHIFFRE 5 M D€

DOSSIER

HYGIÈNE PROFESSIONNELLE

DOSSIER

Hôtels et locations saisonnières

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.

DOSSIER

Hôtels et locations saisonnières

Hygiène et propreté montent en gamme!

DOSSIER

Hôtels et locations saisonnières

L'externalisation a le vent en poupe!

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.

Technique Après-sinistre

Les experts de l'après-sinistre doivent assurer!

Une expertise technique

Une formation diplômée unique

Changement d'habitat, les points de

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.

Quel de quel? Que proposent les fabricants?

Une solution de mobilité au service des entreprises de propreté

Questions & Réponses

NOUVELLE GAMME

QUESTIONS & RÉPONSES

In **WHAT'S NEW**, all new products, launch, the latest trends and developments on the market.



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PRINT

2025 Print Advertising Rates (€)



FORMAT	MM (L X H)	RATES
Gatefold Cover Front-Back	Front 100 x 195 / Back 100 x 297	6.275 €
On Cover Front-Back	Front 210 x 180 / Back 210 x 297	6.980 €
1st Cover	180 x 180	6.350 €
2nd Cover	210 x 297	4.900 €
3rd Cover	210 x 297	4.500 €
4th Cover	210 x 297	5.120 €
Page	210 x 297	4.590 €
1/2 Page	Horizontal: 181 x 126 / Vertical: 91 x 257	3.160 €
1/4 Page	91 x 124	1.785 €
Special Advertising Section	210 x 297	4.845 € (Layout and editorial: 250 €)
Posed inserts or samples (on the magazine cover, 2 or 4 pages maximum 20 gr. Price not discountable)		4.590 €
Loose inserts or samples (inserted in the magazine, 2 or 4 pages maximum 20 gr. Price not discountable)		5.814 €
Bounded inserts (4 pages, maximum 20 gr. Price not discountable)		5.508 €
Classified ads: 1 module, 2 modules, 3 modules	1 module : 85 x 58	670 € 1.015 € 1.690 €

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 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 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 %
3.505 € instead of 7.010 €

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 %
4.555 € instead of 7.010 €

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!



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 (13.195 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 € **225 only** per product for this bi-media offer!
- A complementary platform to your own merchant site.

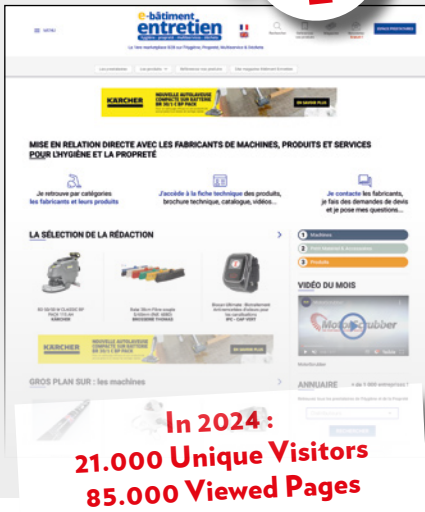
The MarketPlace + Annual Buyer's Guide 2026 bi-media (1 year, including reporting, modifications, administration)

PER PRODUCT	Technical data sheet + videos, + visuals, + contacts, catalogue, technical brochures...	450 €
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DISCOUNT: 2 to 3 products -25% - 4 products and more -50%

4th Cover Page	148 x 210 mm	4.400 €
1/2 Page	148 x 210 mm	3.250 €
	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

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 45.500 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	1.150 €
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PRINT + DIGITAL

The most comprehensive listing in the sector!



DISTRIBUTION DIRECTORY

In January 2025 **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 2025 issue.

+ Bonus Trade fair circulation on Europropre 2025!



CLEANING COMPANIES DIRECTORY

In January 2026 **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 2026 issue.

Both Directories are available all year on the site 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

Directories 2025 Advertising Rates (€) Cleaning Companies Directory Distribution Directory

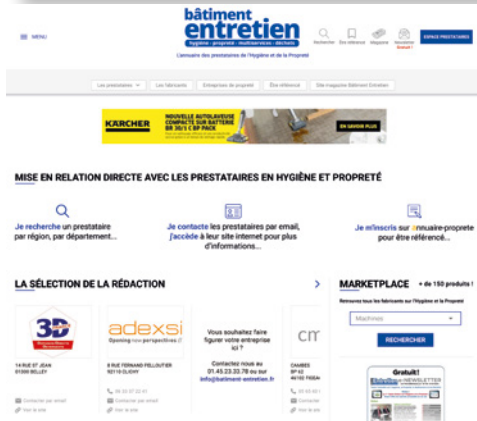
(Price not discountable)

PER COMPANY (Price not discountable)	In the paper Directory + 2 years on web site annuaire-proprete.fr	230 €
	In the paper Directory + 2 years on web site annuaire-proprete.fr + framed logo + text	350 €

For higher visibility!

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 €



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DIGITAL

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

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

More than 19.000 individual visitors monthly, 70.000 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 tradeshow...), batiment-entretien.fr has definitely become the best, most dedicated website in the cleaning sector!

19.000 individual visitors monthly

22.000 subscribers

22.000 subscribers

QUOI DE NEUF ?

Autolaveuse	Dégraissant
Comas... Des autolaveuses à eau recyclée Les autolaveuses Comas couvrent de la technologie Ro/Vactor permettent de réutiliser la solution de nettoyage utilisée...	Progers... Cleis Four SL Cococert nouveau dégraissant sans parfum Le produit...

AVERAGE OPENING RATIO: 30,51%
AVERAGE CLIC RATIO: 5,49%
AVERAGE RESPONSE RATIO: 19,58%
 (Average ratio between Jan & June 24)

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 22.000 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 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 8,000 subscribers !)



- Website**
- e-Newsletter**
- Linked in**
- Marketplace**
- e-Directory!**

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DIGITAL

2025 Digital Advertising Rates (€)

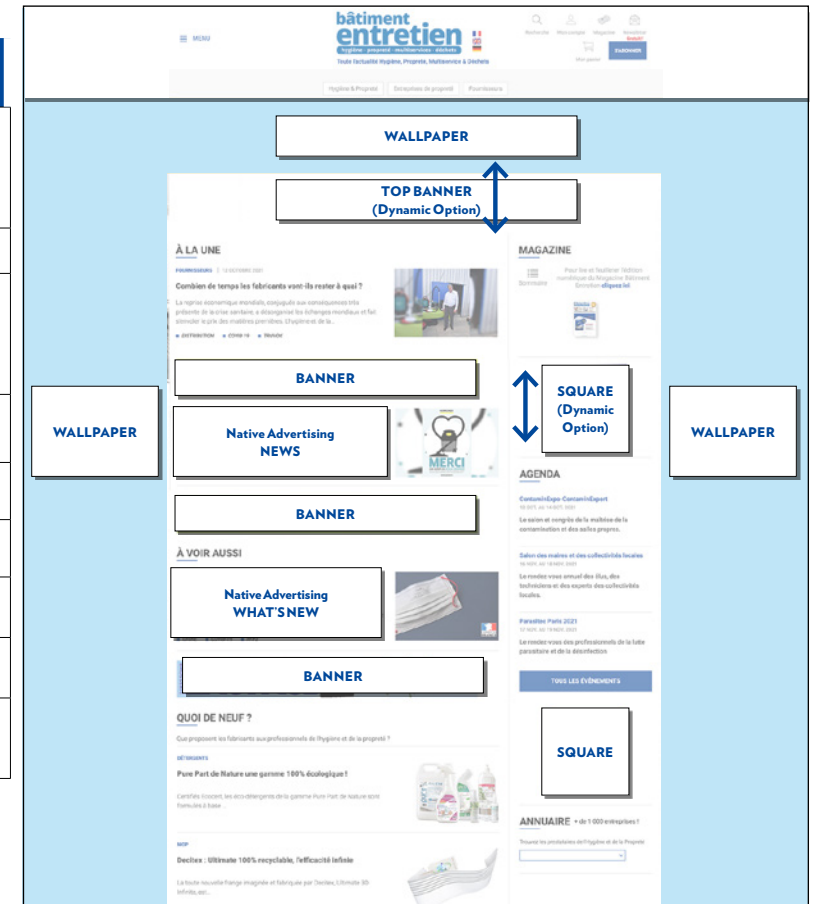
(rotating)

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	2.600 € Dynamic 3.100 €	1.900 € Dynamic 2.250 €	1.250 € Dynamic 1.500 €
Banner	728 x 90 et 320 x 100	2.205 €	1.700 €	1.100 €
Square Dynamic Option (Desktop & tablet only. Your square remains always visible when the user scrolls)	200 x 200	1.400 € Dynamic 1.650 €	1.000 € Dynamic 1.200 €	750 € Dynamic 900 €
Wallpaper (Desktop & tablet only)		4.900 €	3.500 €	2.400 €
Native Advertising News Linkedin post included!		3.500 €	2.700 €	1.850 €
Native Advertising What's New Linkedin post included!		2.700 €	2.150 €	1.550 €
Pop-Up (Desktop & tablet only)		2.500 €	2.000 €	1.400 €
Interstitial (Mobile only)		2.400 €	2.000 €	1.300 €
VideoAd Top banner & Banner (We do not host your video)	420px – 2 Mo	+950 €	+ 850 €	+550 €



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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DIGITAL

2025 Digital Advertising Rates (€)

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

	PIXELS (l x h)	3 MONTHS (6 e-newsletter)	2 MONTHS (4 e-newsletter)	1 MONTHS (2 e-newsletter)
Top Banners	640 x 200	4.500 €	3.000 €	2.100 €
Banner	640 x 200	3.500 €	2.500 €	1.800 €
Square	200 x 200	2.600 €	1.900 €	1.400 €
Native Advertising News <i>Linkedin post included!</i>		5.400 €	3.600 €	2.500 €
Native Advertising What's New <i>Linkedin post included!</i>		5.100 €	3.400 €	2.400 €

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%

The screenshot shows the layout of the 'bâtiment entretien' e-newsletter. At the top, there is a 'TOP BANNER' section. Below it is a 'À LA UNE' section featuring an article about 'Entreprises de Propriété' with a photo of a person in a lab coat. This is followed by a 'BANNER' section. The 'ACTUALITÉS' section contains three articles, each with a 'Native Advertising ACTUS' label. Below this is another 'BANNER' section. The 'QUOI DE NEUF ?' section features an article about 'Dégraissant' with a 'Native Advertising QUOI DE NEUF' label and a product image. This is followed by a 'BANNER' section. The 'CARNET' section includes a profile of 'Mathieu Agniet' with a 'Native Advertising CARNET' label. Finally, there is a 'CARRÉ' section at the bottom.

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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 €

2025 EDITORIAL CALENDAR

N°	TECHNIQUE, EQUIPMENT, PRODUCT	SPECIAL SECTION	DEADLINE
Jan/Feb	2025 DISTRIBUTION ANNUAL DIRECTORY (Sent with n° 356 de Jan-Feb issue)		Dec 10
N° 356 Jan/Feb	TECHNIQUE: Sports equipment cleaning EQUIPEMENT: Ozonised & pure water systems PRODUCT: SIRHA SPECIAL SECTION Media Partner – Bonus Exhibition circulation! Kitchen degreasing MULTISERVICES: New concierge services 	DISTRIBUTION Distributors & environmental challenge	Dec 10
N° 357 Mar/Apr	TECHNIQUE: Cryogenics and high pressure EQUIPEMENT: Cleaning drones PRODUITS: CFIA SPECIAL SECTION MEDIA PARTNER – Bonus Exhibition circulation! Which innovations in HACCP? MULTISERVICES: Handling and logistic 	EUROPROPRE SPECIAL SECTION Media Partner – Bonus Exhibition circulation!  Which new investment in equipment for your growth?	Feb 14
N° 358 May/Jun	TECHNIQUE: SANTEXPO SPECIAL SECTION Media Partner – Bonus Exhibition circulation! How to train and supervise bio-cleaning teams EQUIPEMENT: PPE (Personal Protective Equipment) PRODUITS: SF2H SPECIAL SECTION Media Partner – Bonus Exhibition circulation! Hydroalcoholic gels and hand hygiene MULTISERVICES: Cleaning tags and graffiti  	Cleaning: how to face climate changing?	April 11
N° 359 Jul/Aug	TECHNIQUE: Collective housing common areas cleaning EQUIPEMENT: Small floor-scrubbers PRODUITS: New formulations: doses, tablets, powder, micro-capsules,... MULTISERVICES: Corporate events reception	Outdoor hotel cleaning	Jun 13
N° 360 Sept/Oct	TECHNIQUE: POLLUTECH SPECIAL SECTION Media Partner – Bonus Exhibition circulation! What solutions for bio-waste? EQUIPEMENT: Industrial vacuum cleaners PRODUITS: JOURNÉES BIO-NETTOYAGE URBH SPECIAL SECTION Media Partner – Bonus Exhibition circulation! Probiotics and enzymes MULTISERVICES: Roof and cladding maintenance and moss removal  	Transport cleaning	Aug 14
Nov/Dec	2026 ANNUAL BUYER'S GUIDE (Sent with n° 361 Nov-Dec issue)		Oct 17
N° 361 Nov/Dec	TECHNIQUE: PARASITEX SPECIAL SECTION Media Partner – Bonus Exhibition circulation! Preventing and treating tiger mosquitoes EQUIPEMENT: Waste baskets and containers PRODUITS: Vehicle cleaning and maintenance MULTISERVICES: 1 st level servicing and maintenance 	LOCAL MAYORS & COMMUNITIES EXHIBITION SPECIAL SECTION Media Partner – Bonus Exhibition circulation!  Outsourcing cleaning in public buildings	Oct 17
Jan/Feb	2026 CLEANING COMPANIES DIRECTORY (Sent with n° 362 de Jan-Feb issue)		Dec 12
N° 362 Jan/Feb	TECHNIQUE: Working at height EQUIPEMENT: Equipment for green spaces PRODUCT: Green chemistry MULTISERVICES: Services and assistance at stations and airports	CLEANING COMPANIES SPECIAL SECTION Cleaning companies: facing social challenges	Dec 12

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entretien**
hygiène - propreté - multiservices - déchets

www.batiment-entretien.fr

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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.