

SERVING THE FACILITY CLEANING & MAINTENANCE INDUSTRY

# FCM FACILITY & CLEANING & MAINTENANCE

PART OF THE  
**REMI**  
NETWORK

## 2020 MEDIA KIT



**2018 WINNER**  
BEST INVESTIGATIVE  
ARTICLE

**2018 FINALIST**  
BEST TRADE WEBSITE

**2017 WINNER**  
BEST INDUSTRY WEBSITE  
BEST INDUSTRY FEATURE

**2016 FINALIST**  
BEST ARTICLE

**2015 WINNER**  
BEST NEWS COVERAGE

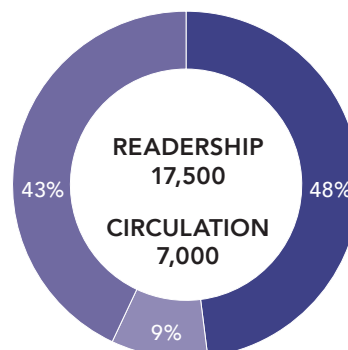
**2015 FINALIST**  
BEST MEDIA WEBSITE  
BEST EMAIL  
NEWSLETTER  
DESIGN & ENGAGEMENT

Reach your facility cleaning & maintenance audience with an integrated media plan.

### ENGAGE OUR NETWORK

# 22,500

BUILDING SERVICES CONTRACTORS, INHOUSE  
FACILITY MANAGERS & DISTRIBUTORS.



- 48% Building Service Contractors
- 43% In-House Facility Managers
  - Hospitals, Nursing Homes and Healthcare.....31%
  - Hotel Management and Housekeepers..... 18%
  - Government (Municipal, Provincial, Federal) ..... 9%
  - Retail Shopping Centres and Malls ..... 8%
  - Food Service, Bars and Leisure .....11%
  - Education..... 10%
  - Other owner occupied buildings ..... 12%
- 9% Distributors

# PRINT ADVERTISING

Facility Cleaning & Maintenance is an invaluable resource for building service contractors and in-house facility managers. The magazine and its digital properties provide engaging, meaningful editorial content to assist industry professionals in successfully cleaning and maintaining commercial, institutional, recreational, multi-residential and industrial facilities, inside and out.

We have cultivated a targeted audience of building service contractors, in-house facility managers and distributors of cleaning products and equipment.

## More than 17,500 Active Industry Readers! Over 7,000 subscribers

*\* on average 2.5 professionals from each office read Facility Cleaning & Maintenance*

## 2020 PRINT EDITORIAL SCHEDULE

### HOSPITALITY FACILITIES

APRIL

Topics covered: Restrooms, Flooring

Booking Deadline: March 11, 2020

### RECREATIONAL FACILITIES

**SPOTLIGHT: REMI SHOW & SPRINGFEST**

MAY/JUNE

Topics covered: Exterior Care, Pest Control

Booking Deadline: May 17, 2020

### EDUCATIONAL FACILITIES

AUGUST/SEPTEMBER

Topics covered: Sustainability, Business Management

Booking Deadline: August 16, 2020

### COMMERCIAL FACILITIES

OCTOBER

Topics covered: Technology, Equipment & Supplies

Booking Deadline: September 20, 2020

### HEALTHCARE FACILITIES

NOVEMBER/DECEMBER

Topics covered: Restoration, Health & Safety

Booking Deadline: October 25, 2020

### IN EVERY ISSUE:

**Profile:** In-depth look at a leader in the industry

**Ask an Expert:** Q&A with an industry expert

**Clean Matters:** Cleaning and maintenance issue at a glance

## 2020 PRINT ADVERTISING

	1 Issue Rate	3 Issue Rate	5 Issue Rate	Premium Positions	1 Issue Rate	3 Issue Rate	5 Issue Rate
Double Page Spread	\$6,298	\$6,098	\$5,974	Outside Back Cover	\$4,374	\$4,156	\$3,937
Full Page	\$3,499	\$3,324	\$2,974	Inside Front Cover	\$4,374	\$4,156	\$3,937
1/2 Island	\$2,800	\$2,660	\$2,380	Inside Back Cover	\$3,849	\$3,657	\$3,464
1/2 Horizontal/Vertical	\$2,625	\$2,493	\$2,231	Table of Contents Banner	\$1,914	\$1,818	\$1,722
1/3 Square/Vertical	\$2,041	\$1,939	\$1,735	Editor's Note Banner	\$1,914	\$1,818	\$1,722
1/4 Vertical	\$1,531	\$1,454	\$1,301				
1/6 Horizontal/Vertical	\$875	\$831	\$744				
Industry best products	\$700						

### Specialty Print Products

*\*many other options available*



# WEBSITE ADVERTISING

Facility Cleaning & Maintenance, **part of the REMI Network**, is the information source of choice for decision-makers that are involved in the cleaning and maintenance of all professional building types. We cover industry news, tackle prominent and emerging topics of interest, and provide practical advice from a wide variety of industry experts.

The screenshot shows the Facility Cleaning & Maintenance website interface. At the top is a navigation bar with links like Home, Resource Guide, Subscribe, Advertise, About Us, and Contacts. Below this is a header with the FCM logo, 'PART OF THE REMI NETWORK', and a 'Leaderboard' section. The main content area is divided into several sections: 'THE INFLUENCERS' (with a featured article 'Facility fights bedbugs with creative invention'), 'Industry News' (with articles on Citron Hygiene, WELL and BREEAM standards, and Green Standards), 'Clean Matters' (with articles on humidifier performance, facility cleaning issues, and janitorial cart), 'Hot Topics' (with articles on women in the industry, technological advances, and case studies), and 'Must Reads' (with articles on bedbugs, SC Johnson's STERIS, and public bathroom behavior). On the right side, there are three advertising boxes labeled 'Box A', 'Box B', and 'Box C'. Box A is a large purple box with the text 'See page 5'. Box B is a smaller purple box. Box C is a larger purple box. At the bottom, there is a 'Drop Down Menu' section with a list of categories: Hospitality, Industrial, Institutional, Multi-Residential, Office, Public Spaces, Recreational, and Retail. The footer contains contact information for MediaEdge and links to various resources.

## BENEFITS OF WEBSITE ADVERTISING

1. Reach our entire online readership
2. Credible source of content
3. Daily exposure with relevance
4. Adaptable interactive ads
5. Measurable results

### (DROP DOWN MENU)

This screenshot shows the 'Drop Down Menu' section of the website. It features a large purple box with the text 'Drop Down Box'. To the left of this box is a list of categories: Hospitality, Industrial, Institutional, Multi-Residential, Office, Public Spaces, Recreational, and Retail. Below this list is a section titled 'Facility fights bedbugs with creative invention' with a sub-headline 'Bedbugs are on the rise in Canada, creeping into high-quality hotels and hospitals'. To the right of this section is a smaller purple box with the text 'Drop Down Box'. The bottom of the menu shows a 'More Industry News' link and a 'Drop Down Box' link.

## 2020 RATES

	Positions	Quarter
Campaign 1	Leaderboard & Box B (728 x 90 pixels & 300 x 250 pixels)	\$2,450
Campaign 2	Box A & Box C (300 x 250 pixels)	\$2,250
Campaign 3	Box D & Drop Down Box (300 x 250 pixels)	\$2,250

All ads must be 72 DPI gif or jpg only RGB

All positions have a maximum of 2 ads

All rates are net

# E-NEWS ADVERTISING

Facility Cleaning & Maintenance e-news delivers timely, relevant industry news on a bi-weekly basis, equipping **4,000 professionals involved in building cleaning and maintenance** with the information they need to remain current in this fast-paced industry.

**18% open rate and more than 3,000 CASL-approved subscribers!**

E1

FCM

FACILITY  
CLEANING &  
MAINTENANCE

PART OF THE

REMI

NETWORK.COM

Toronto looks to boost kid-friendly condos

Draft guidelines designed to promote kid-friendly condos are poised for a two-year trial run after getting green-lit by the planning and growth management committee last week.

If Toronto City Council adopts the committee's recommendations at its July 5 meeting, applications for multi-residential developments will start to be scrutinized with a view to these Growing Up guidelines.

[+READ MORE](#)

E5

+Regs proposed for short-term rentals in Toronto

+Updated timeline released for condo law reforms

+New member named to Waterfront Toronto Board

+Feds scrutinize real estate deals for tax compliance

industryinsights

Sponsored Content

7 tips for painlessly repaving your parking lot

Having your parking lot constructed and properly maintained by a professional construction company will increase the life expectancy of your pavement, considerably reducing your costs in the long run.

[+READ MORE](#)

E6

+Plans for new Queensway development revealed

+Reliable Elevators Act passes second reading

Drone use comes with flight risks for condos

Anyone who has attended a condo trade show in the past few years has no doubt seen the wonderful new array of tech gadgets available for the condo community. They range from super high-resolution cameras to commercial drones that can quickly diagnose water penetration and other issues without ever leaving the ground. Tech nerd or not, the possibilities are exciting. [+READ MORE](#)

E7

IN CASE YOU MISSED IT:

Can patients grow pot in their condo units?

A recent court decision may have opened the door to medical marijuana patients to grow a limited number of a marijuana plants in their condominium units for personal use, and condominium corporations may not be able to stop them. In *Allard v. Canada*, four individuals argued that federal regulations passed to control the use of medical marijuana were unconstitutional. [+READ MORE](#)

E2

+Conkrite Capital names head of condominium affairs

+Vaughan's Transit City Condos substantially sold out

E3

+Conkrite Capital names head of condominium affairs

+Vaughan's Transit City Condos substantially sold out

E4

+Conkrite Capital names head of condominium affairs

+Vaughan's Transit City Condos substantially sold out

## BENEFITS OF E-NEWS ADVERTISING

1. Reach our opt-in subscriber list
2. Targeted distribution to buyers
3. Guaranteed semi-monthly frequency
4. Limited ad spaces ensure your visibility is high

## IN THE LOOP

Each quarter, Facility Cleaning & Maintenance highlights a specific sector of your industry for in-depth coverage in each issue – keeping our readers in the loop.

Q1	Q2	Q3	Q4
Floor Care	Professional Services	Exterior Care	Energy & Sustainability

### IN THE LOOP: PROFESSIONAL SERVICES

A close look at ionizations systems for pools

Although sun-filled days of idling by the pool may be long gone until next summer, facility managers must still maintain commercial spas and indoor pools. Due to the large amount of chlorine used to ward off bacteria, such features are often costly, time-consuming and sometimes uninviting to visitors and occupants. Recent advancements in ionization technology have offered healthy and cost-effective alternatives. What are the pros and cons?

[Read More »](#)

## 2020 RATES

	Digital Specs	Quarter
E1 Top Leaderboard	728 x 90 pixels	\$3,000
E2 Top Skyscraper	240 x 400 pixels	\$2,550
E3 Middle Skyscraper	240 x 400 pixels	\$2,325
E4 Bottom Skyscraper	240 x 400 pixels	\$2,175
E5 Top Banner	468 x 60 pixels	\$2,325
E6 Featured Sponsored Content *Up to 4 links or 40 words of text	125 x 125 pixels	\$1,875
E7 Body Banner	468 x 60 pixels	\$1,688

All ads must be 72 DPI gif or jpg only RGB. No animated ads for e-news.

All rates are net.

# SPONSORED CONTENT

## Your content, our readers

Let us position you as the expert in your field with the valuable content you have to offer. We will help you create and deliver information by partnering you with an industry journalist.

Become a trusted source and industry leader with the REMI Network Sponsored Advertising Program.

## BENEFITS OF SPONSORED CONTENT

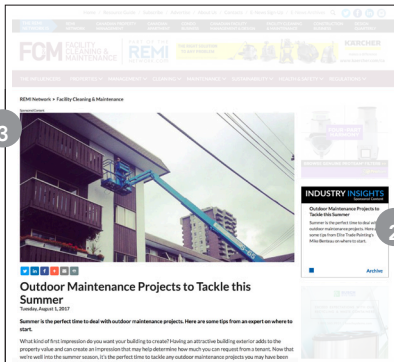
1. Direct targeted reach
2. Access to a professional journalist
3. Multi-channel promotion
4. Backlinks & PR increase brand strength
5. Measurable results

Q&A  
CASE STUDY  
PRODUCT/SERVICE  
NARRATIVE  
NUMBERED LIST  
INFOGRAPHICS  
BLOG

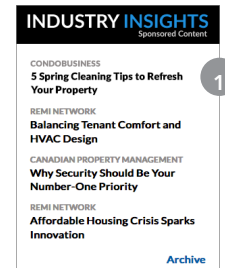
## PRINT



## ONLINE



## (REMI HOME PAGE)



**A** Double Page Spread  
Maximum 900 words,  
images, and logo. **\$6,500**

**B** Sponsored Column  
Maximum 150 words and logo. **\$2,000**

**C** Industry Insights **\$3,000**

Includes the following:

- 1 Always in Front  
Clickable headlines are displayed on the home page of the REMI Network.
- 2 Industry Leader  
Article teasers are expanded on the Facility Cleaning & Maintenance page for 30 days and available in the archives for a minimum of 12 months.
- 3 Expanded Content  
Photo, full feature (up to 600 words written by an industry journalist) and a link back to your site are posted – with no time restrictions.

## SPONSORED CONTENT CAMPAIGNS

Campaign 1	Double Page Spread + Industry Insight	\$8,250
Campaign 2	Sponsored Column + Industry Insight	\$4,500

All rates are net.



# PROGRAMMATIC ADVERTISING

## SMART DISPLAY

Annual programs start at: \$900/month

Smart Display is an intelligent marketing campaign that gives your company's advertising strategy the edge when it comes to being in the right place at the right time.

Identify and target niche audiences

- Visiting your website
- Researching online
- Reading industry articles online
- Entering and leaving websites of interest
- Visiting physical locations of interest

*An average of 1,700 online display ads are seen each month. Take advantage of our specialized team and technology to target ads to your customers more often.*



## SMART CHANNEL - PREMIUM AUDIENCE DATA

Annual programs start at: \$500/month

Our Channels allow advertisers to take advantage of our premium Facility Cleaning & Maintenance subscriber and readership data. Promote your products and services with confidence. You are reaching our engaged cleaning and maintenance professionals with frequency to complement your other premium placement campaigns.



# SOCIAL MEDIA SERVICES

Whether it's a full online community or a simple presence on a specific channel, we're here to help you grow your business.

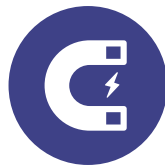
## Annual programs start at \$1200/month

How will we help?

Our social media program will support your business development and customer engagement. Here are three ways social media can help you achieve your goals.



**Increasing website traffic**



**Building your brand and attracting customers**



**Customer support and outreach**

We know your industry is unique. We'll identify which social channels will work for you, where the influencers are on those channels and develop a content strategy to pull those audiences in and expand your network.

## It really works!

"Since we began utilizing MediaEdge's social media program, our monthly impressions have more than doubled, and our monthly customer reach has increased by 700 per cent.

With MediaEdge's high-level strategy and content generation, our audience is consistently engaged, day in and day out, and we have seen improvements in both web traffic and search ranking."

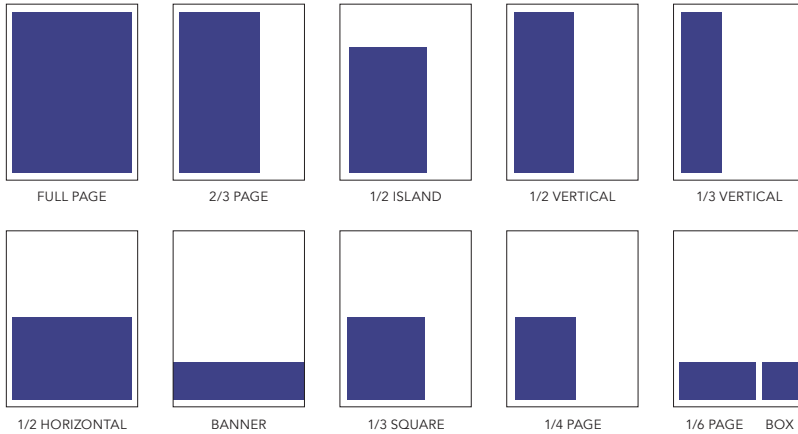
*Stewart Laszlo, BA, MBA | Director, Marketing  
Canadian Society of Association Executives*



"As with so many companies, getting into and sustaining social media can be a daunting task. MediaEdge's social media program offered us a one-stop shop from identifying the platforms we needed, going live and having an ongoing weekly voice. Our company blog allows us to position ourselves as a thought leader in our field and share our expertise to the public and potential clients. In just over six months, we have expanded our reach exponentially and identified business opportunities and new companies that we otherwise would not have been in contact with. Vifloor Canada can 'Stand Confidently' with our social media thanks to MediaEdge."

*Heather Lumber, Head of Marketing  
Vifloor Canada Ltd*

# PRINT SPECIFICATIONS



## DIGITAL FILES:

Preferred format is a High Resolution (300dpi) PDF file, provided all the fonts are embedded, and all colour is converted to CMYK. Other acceptable formats are Adobe InDesign CS6, and Adobe Illustrator CS6 files, if all graphics and fonts are also included.

We cannot accept ads created in QuarkXpress, Microsoft Word and Publisher.

If using a newer version than CS6, please save the file down.

Please include a laser copy for reference. All colour files must be accompanied by a colour proof or separated laser proofs. Publisher assumes no responsibility for accuracy when a proof is not provided.

## FTP INFORMATION:

Host: ftp3.mediaedge.ca

Username: me\_fcm\_ad (ads) OR me\_fcm\_ed (editorial)

Password: artwork (ads) OR production (editorial)

## DIGITAL FILES (SEND TO):

Production  
5255 Yonge Street, Suite 1000  
Toronto, ON M2N 6P4  
416-512-8186 ext. 263

## Advertising Sizes

Double Page Spread Bleed	16.5" x 11.125"
Double Page Spread Trim	16.25" x 10.875"

Full Page Bleed	8.375" x 11.125"
Full Page Trim	8.125" x 10.875"

2/3 Page	4.563" x 9.563"
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1/2 Island	4.563" x 7.375"
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1/2 Vertical	3.375" x 9.563"
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1/2 Horizontal	7.125" x 4.75"
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1/3 Vertical	2.25" x 9.563"
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1/3 Square	4.563" x 4.75"
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TOC/Editor's Note Banner Bleed	8.375" x 2.25"
TOC/Editor's Note Banner Trim	8.125" x 2.25"

1/4 Vertical	3.375" x 4.75"
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1/6 Page	4.75" x 2.25"
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Box Ad	2.25" x 2.25"
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**Safety Area:** 7.125" x 9.875"

**Trim Size:** 8.125" x 10.875"

**Bleed Size:** 8.375" x 11.125"

*Halftone Screen: 133 lines maximum*

### Publisher

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Our mission is to produce market leading, superior quality magazine, website and e-news brands that provide distinctive and effective ways to deliver client information to key industry players.

**REMI**  
NETWORK.COM

REAL ESTATE MANAGEMENT INDUSTRY NEWS  
INFORMATIVE • EMPOWERING • TRUSTED

### PRINT

**100,000+**  
Readers

### WEB

**60,000+**  
Page Views monthly

### E-NEWS

**28,000+**  
Subscribers

### SOCIAL MEDIA

**20,000+**  
Followers

MERGING INDUSTRY LEADING BRANDS

CANADIAN  
**PROPERTY**  
MANAGEMENT

**CFM&D**

CANADIAN  
**Apartment**

**FCM**  
FACILITY  
CLEANING &  
MAINTENANCE

**DQ**

CANADIAN  
**PROPERTY**  
MANAGEMENT

**CONSTRUCTION BUSINESS**  
FOR A QUALITY'S CONSTRUCTION MAGAZINE

**CONDOBUSINESS**