

# 2021 MEDIA KIT

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Connecting Your Brand with  
Canada's Leading Building  
Services Contractors, Inhouse  
Facility Operations Managers  
& Industry Distributors.

- **INFORMATIVE**
  - **EMPOWERING**
  - **TRUSTED**
- 



CANADIAN  
**ONLINE**  
PUBLISHING  
AWARDS

2019: WINNER AND FINALIST  
2018: WINNER AND FINALIST  
2017: WINNER  
2016: FINALIST  
2015: WINNER AND FINALIST

[www.remimarketing.ca](http://www.remimarketing.ca)

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# Full-service Marketing Solutions that Make an Impact.

Showcase your brand to the industry's most engaged audience by leveraging Facility Cleaning & Management's 30-year history and long-standing real estate industry connections.

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# Our Network is Your Audience

Facility Cleaning & Management can connect your product or service to individuals and organizations who develop, own, manage, operate and maintain properties across Canada.

22,500

**BUILDING SERVICES  
CONTRACTORS, INHOUSE  
FACILITY MANAGERS &  
DISTRIBUTORS.**

## OUR READERSHIP REPRESENTS THE FOLLOWING TYPES OF PROPERTIES:

### COMMERCIAL/ INDUSTRIAL/RETAIL

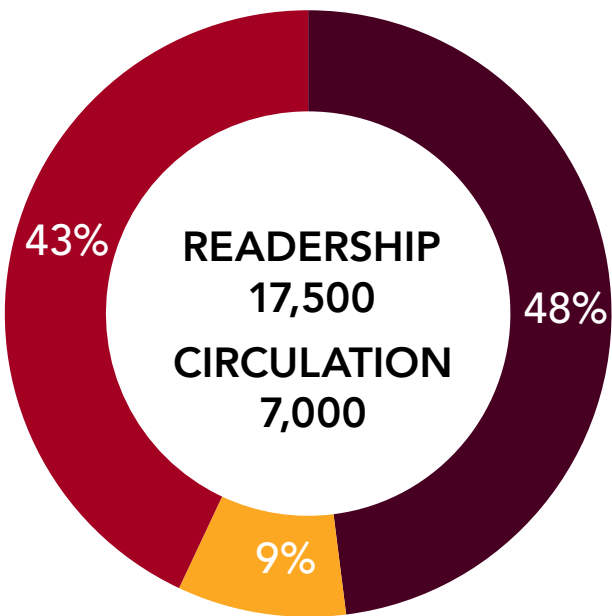
- Office Buildings
- Financial Institutions
- Insurance Companies
- Hotels
- Trust Companies
- Shopping Centres
- Industrial Properties

### INSTITUTIONAL

- Healthcare
- Schools
- Colleges/Universities
- Federal, Provincial and  
Municipal levels of Government
- Airports

### FAMILY HOUSING

- Condominiums
- Non-Profit Housing
- Apartments



■ 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

# The REMI Network Strengthens our Community.

**REMI**  
NETWORK.COM

REAL ESTATE MANAGEMENT INDUSTRY NEWS  
INFORMATIVE • EMPOWERING • TRUSTED

THE REMI NETWORK ACTS AS A GATEWAY  
TO SEVEN OF OUR INDUSTRY-LEADING BRANDS, INCLUDING:

CANADIAN  
**PROPERTY**  
MANAGEMENT

CANADIAN  
**Apartment**

**CONDOBUSINESS**

**CFM&D**  
CANADIAN FACILITY MANAGEMENT & DESIGN

**FCM** &  
FACILITY  
CLEANING &  
MAINTENANCE

**CONSTRUCTION BUSINESS**  
BC & ALBERTA'S CONSTRUCTION MAGAZINE

**DQ**  
DESIGN QUARTERLY

OUR REACH INCLUDES:

**PRINT**  
**100,000+**  
Readers

**WEB**  
**60,000+**  
Page Views monthly

**E-NEWS**  
**26,000+**  
Subscribers

**SOCIAL MEDIA**  
**20,000+**  
Followers

# PRINT ADVERTISING

**17,500+**  
**ACTIVE**  
**INDUSTRY READERS**  
**7,000+**  
**SUBSCRIBERS**

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.

## 2021 PRINT EDITORIAL SCHEDULE

ISSUE	THEME	SPOTLIGHT	EDITORIAL FOCUS	BOOKING DEADLINE
MARCH	EDUCATIONAL FACILITIES	ISSA Canada & GBAC STAR Update	Restroom, Carpet/Flooring, Health & Safety	February 19 <sup>th</sup>
JUNE	COMMERCIAL/OFFICE FACILITIES	ISSA Canada & GBAC STAR Update	Exterior Care, Pest Control, Restoration	May 21 <sup>st</sup>
SEPTEMBER	HEALTHCARE FACILITIES	ISSA Canada & GBAC STAR Update	ISSA Canada "Buyer's Guide"	August 20 <sup>th</sup>
DECEMBER	HOSPITALITY FACILITIES	ISSA Canada & GBAC STAR Update	Common Areas, Equipment, Cleaning Supplies	November 19 <sup>th</sup>

### 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

## 2021 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						

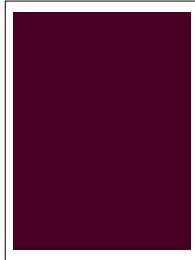
### Specialty Print Products

*\*many other options available*

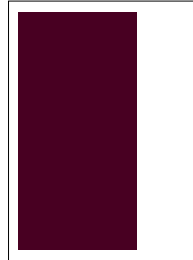
# PRINT SPECIFICATIONS



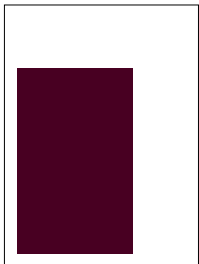
**DOUBLE PAGE SPREAD**  
BLEED: 16.5" x 11.125"  
TRIM: 16.25" x 10.875"



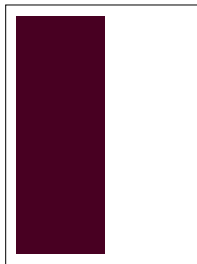
**FULL PAGE**  
BLEED: 8.375" x 11.125"  
TRIM: 8.125" x 10.875"



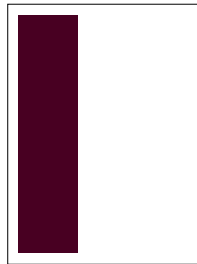
**2/3 PAGE**  
4.563" x 9.563"



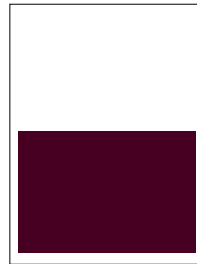
**1/2 ISLAND**  
4.563" x 7.375"



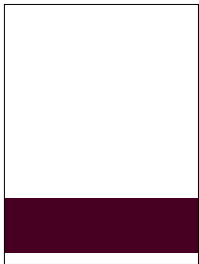
**1/2 VERTICAL**  
3.375" x 9.563"



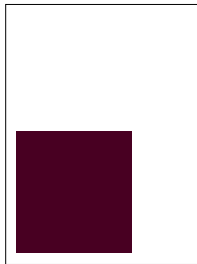
**1/3 VERTICAL**  
2.25" x 9.563"



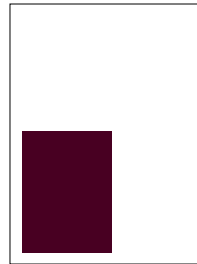
**1/2 HORIZONTAL**  
7.125" x 4.75"



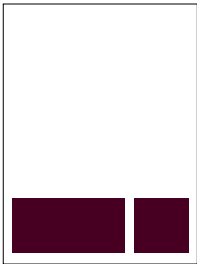
**BANNER**  
BLEED: 8.375" x 2.25"  
TRIM: 8.125" x 2.25"



**1/3 SQUARE**  
4.563" x 4.75"



**1/4 PAGE**  
3.375" x 4.75"



**1/6 PAGE BOX**  
4.75" x 2.25" 2.25" x 2.25"

## 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\_cpm\_ad (ads) OR me\_cpm\_ed (editorial)  
Password: artwork (ads) OR production (editorial)

## DIGITAL FILES (SEND TO):

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Toll Free: 866-216-0860

# 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 writer.

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

## AVERAGE TIME SPENT READING OUR SPONSORED

CONTENT IS **3-4** MINUTES.

### BENEFITS OF SPONSORED CONTENT

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

### PRINT



- A** Double Page Spread  
Maximum 900 words,  
images, and logo. **\$6,500**
- B** Sponsored Column  
Maximum 150 words  
and logo. **\$2,000**

### ONLINE



- 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 & Management 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 writer) and a link back to your site are posted – with no time restrictions.
  - 4 Expanded Reach**  
Your Industry Insight article gets sent out to our Facility Cleaning & Management readership online through our industry-leading E-Newsletter.

### SPONSORED CONTENT CAMPAIGNS

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

All rates are net.

# E-NEWS ADVERTISING

Facility Cleaning & Maintenance e-news delivers timely, relevant industry news on a bi-weekly basis, equipping **3,000 professionals involved in building cleaning and maintenance** with the information they need to remain current in this fast-paced industry.

## 18%

AVERAGE OPEN RATE

## 3,000+

CASL-APPROVED  
SUBSCRIBERS

E1

FCM FACILITY CLEANING & MAINTENANCE

PART OF THE REMI

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 3 meeting, applications for multi-residential developments will start to be scrutinized with a view to these Growing Up guidelines.

[READ MORE](#)

E5

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.

[VIEW AN ADVERT](#)

Conkrite Capital names head of condominium affairs

Vaughan's Transit City Condos substantially sold out

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-savvy 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 Rhode Island, four individuals argued that federal regulations precluded the use of medical marijuana were unconstitutional.

[READ MORE](#)

E2

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.

[VIEW AN ADVERT](#)

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E3

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[READ MORE](#)

E4

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[READ MORE](#)

## 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

## 2021 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 Product or Service *Company logo and up to 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.

2021 Media Kit: Facility Cleaning & Management

8

# WEBSITE ADVERTISING

**10,000+**  
AD IMPRESSIONS  
PER CAMPAIGN

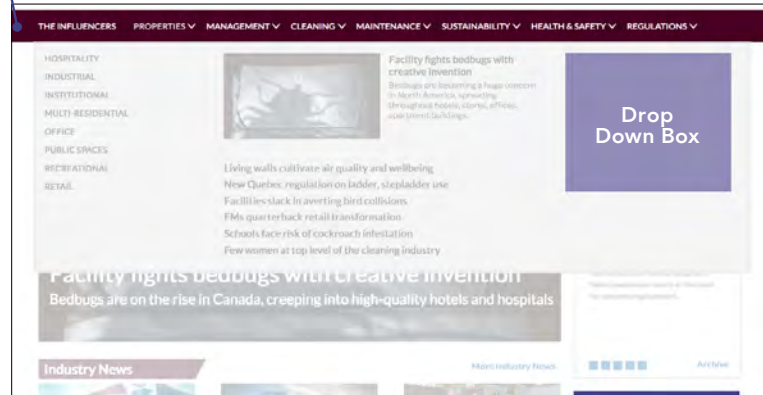
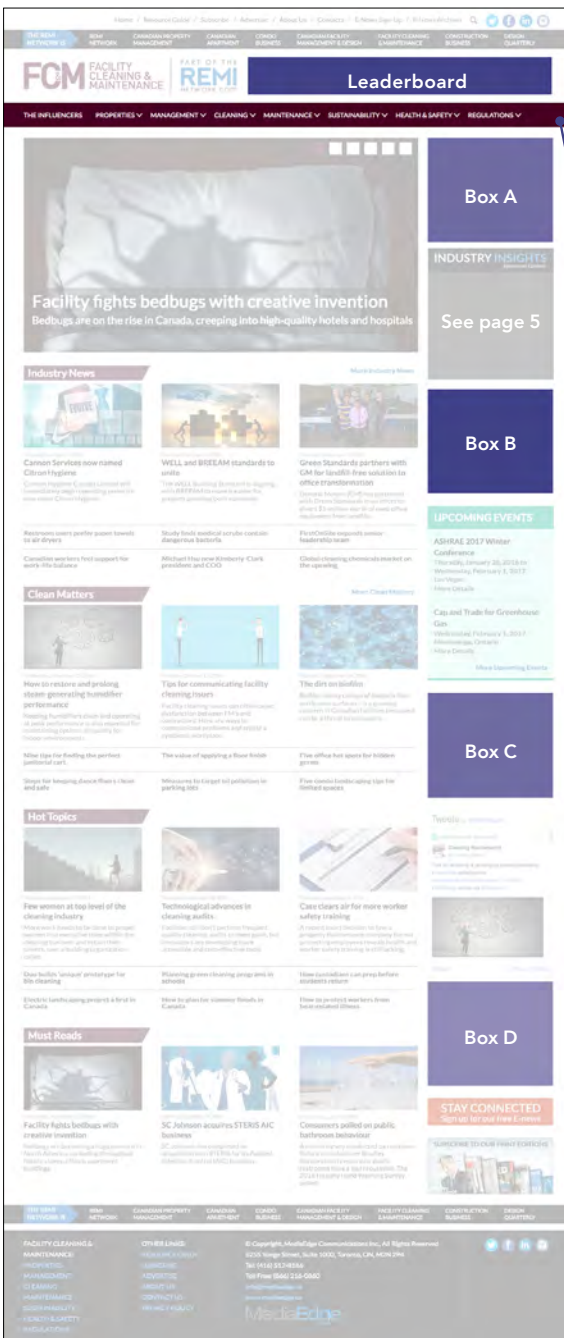
Facility Cleaning & Management is **part of the REMI Network**. Position your ads within our industry-leading websites to strengthen your brand and increase your company's visibility. We had our most active month to date with 100,000+ page views in April, 2020. That is a 40% increase from the previous year.

[Facility Cleaning Management website](#)

## 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)



## 2021 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

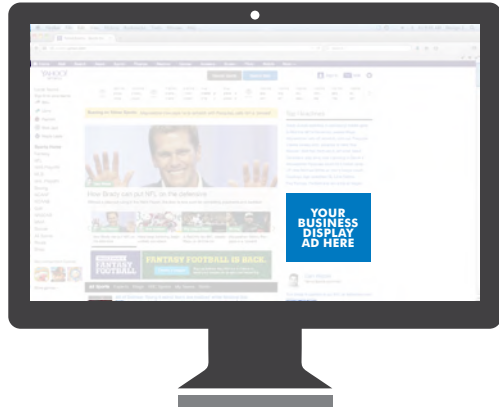
All positions have a maximum of 2 ads

All rates are net

# PROGRAMMATIC ADVERTISING

## All campaigns include:

- Reporting & Analytics
- Campaign Manager
- Custom Campaign Creation and Technical Build-Out of Micro-Campaigns
- Guaranteed Impression Delivery
- Complimentary Creatives
- Manual & Auto-Optimizations



## SMART DISPLAY

ANNUAL PROGRAMS START AT  
**\$500/MONTH**

REMI Smart Display is a programmatic marketing campaign that gives your company's advertising strategy the edge of being at the right place at the right time within the commercial and residential property management sector.

MediaEdge partners with top-performing programmatic suppliers to stay connected with the highest quality ad exchanges and data inventories, giving you the power to target your niche audiences online on almost any website they visit. Advertise with the confidence that you are making a valuable impression 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**

Smart Channel gives you the ability to retarget our premium Facility Cleaning & Management subscriber and readership data. Using only our site retargeting tactic, we retarget individuals who have interacted or visited the Facility Cleaning & Management website.

Promote your products and services with confidence. You are reaching our engaged Facility Cleaning & Management professionals with frequency to complement your other premium placement campaigns.

**Keep in  
touch  
everywhere**



# SOCIAL MEDIA MANAGEMENT

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  
**\$1,300/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.

# CONTENT SEO



## What is SEO?

SEO stands for "search engine optimization." It is the process of getting traffic from organic, natural search results from search engines.

Content SEO works hand-in-hand with social media, strengthening your other social media channels with longer-form messages while driving traffic to your website.

Content is the most crucial component of your website's SEO strategy.

A professional content team can drive traffic to your website by creating keyword-rich, informative posts that position your company as a thought leader.

# PAID PROMOTIONALS CAMPAIGNS

## GOOGLE ADWORDS

CAMPAIGN INVESTMENT STARTS AT  
**\$500/MONTH**  
(minimum six-month commitment)

Get in front of customers when they're searching for businesses similar to yours on Google Search and Maps through Google AdWords- A pay-per-click service offered by Google for businesses wanting to display ads on the world's premier search engine. The Search Ads program enables businesses to set a budget for advertising and only pay when people click the ads. The ad service is largely focused on keywords.

- Attract customers instantly
- Find out what triggers conversions
- You control your advertising costs
- Find customers who search for your services

## PROGRAM HIGHLIGHTS

- Google suite Certified Campaign manager assigned to each account. One point of contact for all queries and discussions.
- Up-To-Date on industry best practices and Google Product Changes/Updates.
- Customer Service: All queries will be addressed within four to 24 hours, based on the priority.
- Beta testing analysis and implementation.
- Manual bidding at keyword and Ad Group level
- Target audiences – using all the available optimization tools & techniques
- Quality-Score driven setup and optimization
- Comprehensive bi-monthly reporting + Custom Report from Google Ads and Google Analytics
- Real-time dashboard monitoring

## PAID SOCIAL CAMPAIGNS

CAMPAIGN INVESTMENT STARTS AT  
**\$500/MONTH**  
(minimum six-month commitment)

Reach new audiences and continue to engage current prospects through a customized multi-platform social media advertising program designed by our experts to deliver your thought leadership and industry expertise through the various social media channels.

## PROGRAM HIGHLIGHTS

- Dedicated account manager
- Detailed monthly performance reports
- Strategic performance based optimizations conducted by account manager
- All social media ads are tracked, measured and analyzed for improvements
- Up to 8 sets of ad creative flighted simultaneously (mobile & desktop)
- Thorough A/B testing for each ad creative set





The Commercial Real Estate Industry is facing challenges on multiple fronts but we know we will weather the storm.

Let us help you grow your business by developing a strategy that leverages our collective wisdom, products and services.

For more information on our marketing solutions, call or email:

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**Editor**

**Tom Nightingale**

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**Production Manager**

**Rachel Selbie**

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To access all of our other media kits, please visit  
[www.remimarketing.ca](http://www.remimarketing.ca)

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