

Cleaning & Maintenance Magazine is audited by the ABC (Audit Bureau of Circulations), the industry's body for media measurement. The ABC inspires market confidence by delivering a valued stamp of trust for advertisers, so that you know you are reaching the right quality and quantity of readers in order to offer the highest level of return on investment.



Average monthly circulation is

10,485*

ABC Audit Jan 2015 – Dec 2015.

For the latest certificate see www.abc.org.uk

PLUS over 30,000
email addresses receiving digital
page-turning issues and e-newsletters.

Further readership is also achieved through the website, social media and numerous events we attend.

OUR READERS CONSIST OF DECISION MAKERS AND PURCHASING INFLUENCERS FROM THE FOLLOWING INDUSTRIES:

Cleaning industries:

- Carpet & Upholstery Cleaning
- Cleaning & Hygiene Distributor
- Contract Cleaning
- Janitorial Supplier/Distributor

Other industries:

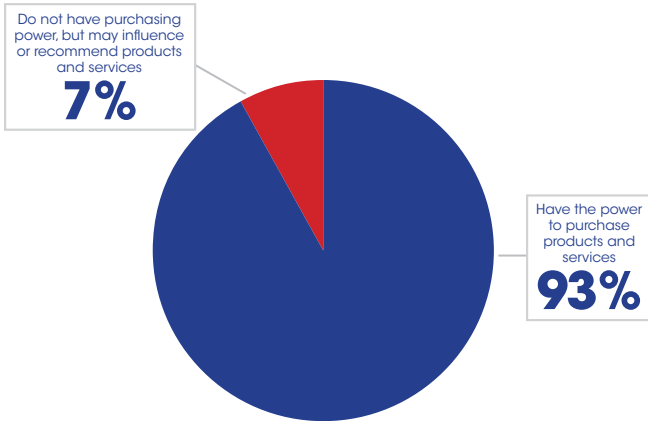
- Educational Establishment/Authority
- Finance/Insurance
- Hospital/Health Authority/Healthcare Group
- Industrial/Manufacturing/Warehouse
- Leisure (Sports, Cinema, Brewery, Hotel etc)
- Local and Central Government
- Manufacturer
- Support Services
- Wholesalers
- Window Cleaning
- Public Services (Fire, Police, Ambulance, MOD)
- Residential Home/Nursing Home
- Retail/Shopping Centres

With the Cleaning Show attracting thousands of visitors we are continuously able to refresh and update our databases to encourage fresh subscriptions and increased online presence. We also invest heavily in keeping our databases up to date so that we are able to reach out to all relevant professionals within the UK.



PURCHASING POWER

Over **90%** of our readers have high levels of purchasing power



Over **50%** of our readers have budgets in excess of **£50,000** per year to spend on cleaning and hygiene products and services

10% spend more than **£1 million** per year on cleaning and hygiene products and services

“ Despite an ever changing and expanding landscape of trade press and marketing options, Cleaning & Maintenance has retained its presence. Cleaning & Maintenance is the leading monthly printed publication for the Cleaning Industry, which is exactly why we use it. ”

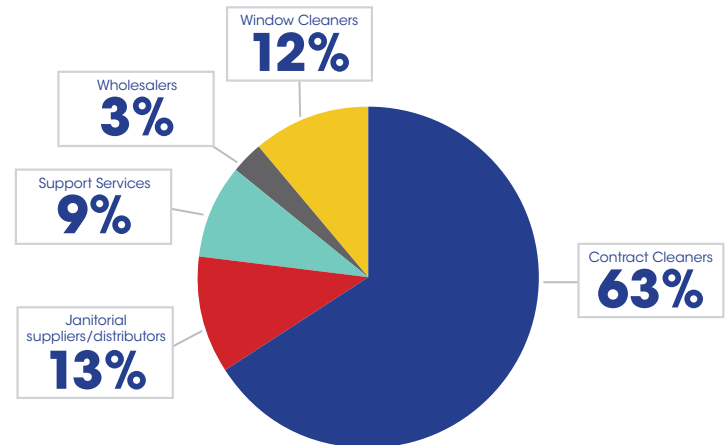
Andrew Ernill, Head of Media, Numatic International

“ Cleaning & Maintenance offers Hydro Systems the ideal platform for our advertising strategy through its strength of readership and excellent editorial content. ”

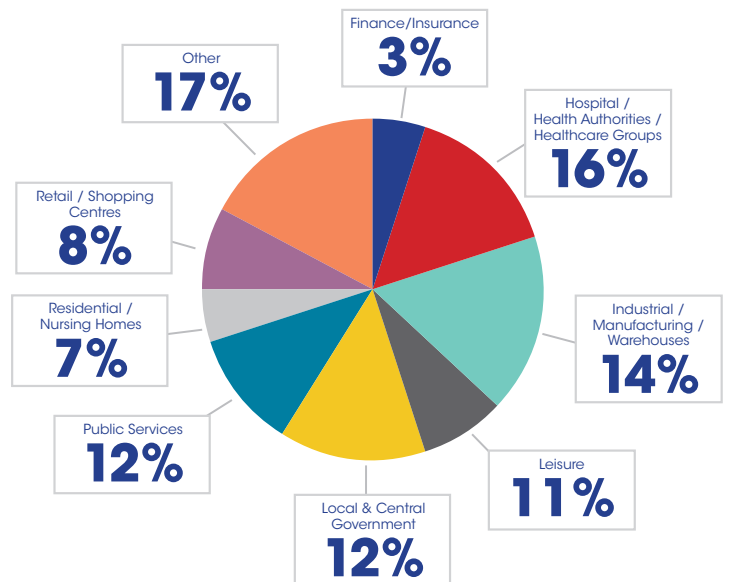
Alistair Blair-Davies, Global Director of Marketing Hydro Systems Europe Ltd.

TYPE OF BUSINESSES

Cleaning professionals within the cleaning industry account for **70%** of our readers



Other industry sectors account for **30%** of our readers



99% of the printed magazines are distributed within the UK, however our digital issues and online advertising has a growing international audience.

EDITORIAL FEATURES LIST FOR 2017

January	Carpet & Upholstery Cleaning, Flooring & Floorcare
February	Eco Green / Products and Services, Sustainability, THE CLEANING SHOW PREVIEW
March	Washroom Hygiene, Paper & Textile Wipes and Dispensers, THE CLEANING SHOW ONSITE ISSUE
April	Healthcare & Hospital Hygiene, Infection Control, Polishers & Burnishers Machine Guide, THE CLEANING SHOW REVIEW
May	Daytime Cleaning, Computer Software, Carpet & Upholstery Cleaning Machine Guide, PULIRE VERONA ONSITE ISSUE
June	Working at height, Window Cleaning products and services, Scrubber Dryers
July	Chemical and Dosing Equipment, Laundry and Dishwashing products/services
August	Odour Control / Air fresheners, Training and Education
September	Street Cleaning, Pressure Washers Machine Guide, Graffiti Removal, CMS BERLIN ONSITE ISSUE
October	Healthcare & Hospital Hygiene update, Computer Software, Steam Cleaning
November	Scrubber Dryers and Sweepers application and case studies, Sweepers Machine Guide
December	Hand Hygiene Products, Computer Software

ADVERTISING RATES

PRINT ADVERTISING OPTIONS

Double-page spread	£3,290
Full page spread	£1,835
Half-page spread	£955
Two-column vertical	£900
Third-page spread	£700
Quarter-page spread	£595
Eighth-page strip	£300

CLASSIFIED ADVERTISING

PRODUCTS & SERVICES

1 heading (4cms x 1 column) – £440 per annum
3–5 headings – £325 per heading per annum
6+ headings – £300 per heading per annum

SITUATIONS VACANT/TENDERS

Magazine and electronic advertising – £35 per single column centimetre
Electronic only – £250

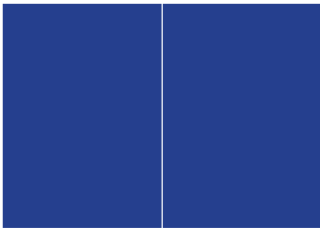
SPECIAL POSITIONS

Front cover and full-page inside	£3,745
Outside back cover	£2,750
Inside front cover	£2,385

Agency discount: 10%
 Discounts for series booking:
 3 months – 5%; 6 months – 10%; 12 months – 15%



TECHNICAL AND MECHANICAL DATA



Double-page spread

Bleed 346mm (h) x 496mm (w)
Trim 340mm (h) x 490mm (w)
Type area 320mm (h) x 470mm (w)



Single page

Bleed 346mm (h) x 251mm (w)
Trim 340mm (h) x 245mm (w)
Type area 320mm (h) x 225mm (w)

Acceptable formats

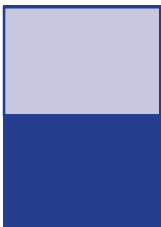
Artwork should be supplied in high resolution PDF format (minimum 300 dpi) and colour must be CMYK.

Please ensure that all pdf's are processed according to PDF/X-1a

For all artwork enquiries, please contact:

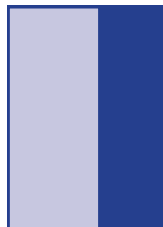
Carol Baird

Email: carolbaird@quartzltd.com



Half-page horizontal

150mm (h) x 220mm (w)



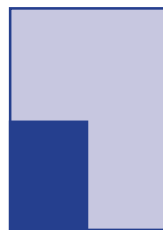
Two-column vertical

296mm (h) x 86mm (w)



Third-page horizontal

103mm (h) x 220mm (w)



Quarter page

150mm (h) x 108mm (w)



Quarter-page horizontal strip

75mm (h) x 220mm (w)



Front cover

Bleed 252mm (h) x 248mm (w)
Trim 249mm (h) x 245mm (w)

Strip advertisement

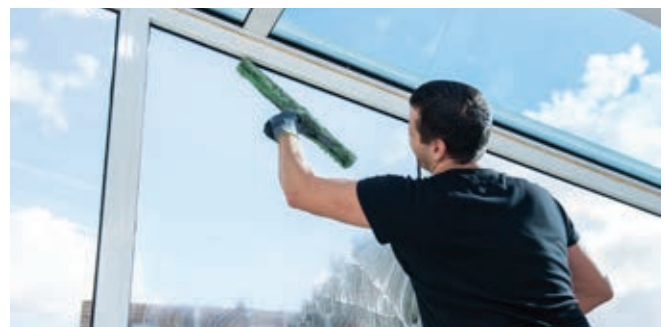
14mm (h) x 220mm (w)

Earpiece (E.P)

48mm (h) x 40mm (w)

2017 COPY DATES FOR C&M

Issue	Copy Deadline	Editorial Deadline
January	16/12/2016	05/12/2016
February	20/01/2017	09/01/2017
March	17/02/2017	06/02/2017
April	17/03/2017	06/03/2017
May	17/04/2017	07/04/2017
June	15/05/2017	05/05/2017
July	20/06/2017	09/06/2017
August	21/07/2017	07/07/2017
September	18/08/2017	07/08/2017
October	18/09/2017	08/09/2017
November	16/10/2017	06/10/2017
December	20/11/2017	06/11/2017



The Cleaning and Maintenance Magazine website is an invaluable resource for industry professionals and offers a range of flexible advertising options to match a range of budgets to help advertisers achieve their desired level of exposure within the market.

From July 2015 to July 2016 the site saw 46,999 page views* from industry professionals reading news, articles, product information and jobs online. Our fortnightly email newsletters send regular traffic to the site and the magazine issues are also available through the website as digital editions. **(Source: Google Analytics)*

At the time of publication, we were reaching over 20,000 contacts per fortnight and seeing



an average of 20–25% open rates. The circulation is constantly growing, with more new people signing up each week. In order to reach this online market, there are a number of options available to advertisers.

WEBSITE ADVERTISING OPTIONS

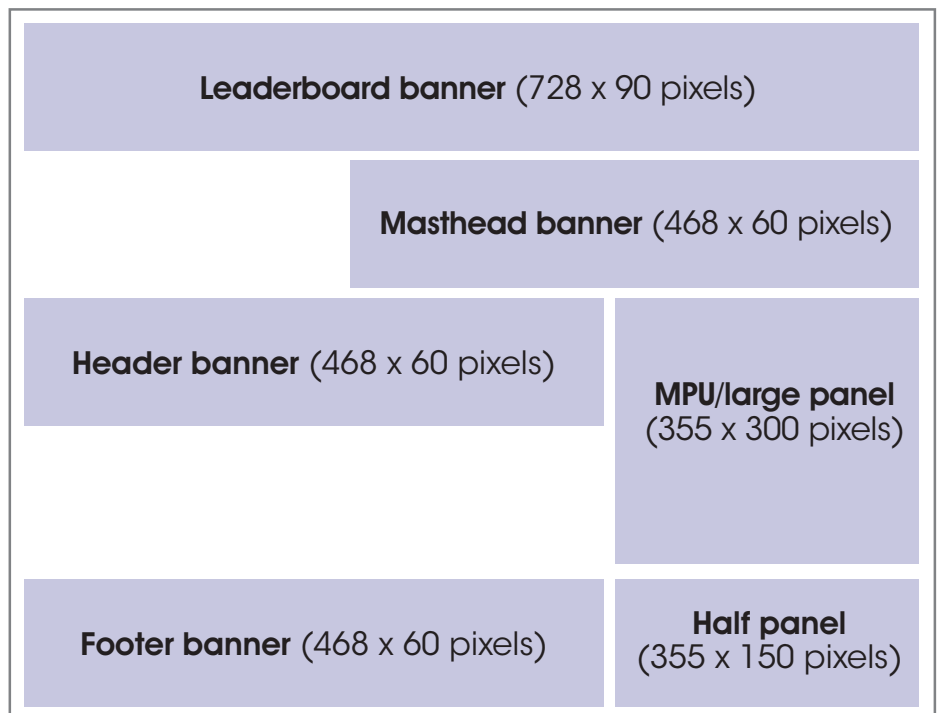
All banner advertising on the website can be animated or static. Files need to be 72 dpi. We accept .jpg, .gif and .png files, but not flash files.

Leaderboard banner
(728 x 90 pixels) – exclusive to one advertiser at a time
COST: £3,500 for a 12-month campaign

Masthead banner
(468 x 60 pixels) – sits alongside the Cleaning Hub logo within the website masthead on all pages
**COST: 3 months – £300 per month;
6 months – £250 per month;
12 months – £200 per month**

Header banner (468 x 60 pixels) – all news pages – may rotate with other advertisers
**COST: 3 months – £250 per month;
6 months – £200 per month;
12 months – £175 per month**

Footer banner (468 x 60 pixels) – sits at the bottom of all news pages – may rotate with other advertisers
**COST: 3 months – £180 per month;
6 months – £150 per month;
12 months – £120 per month**



MPU/large panel (355 x 300 pixels) – all news pages – position offered on a first-come-first-served basis
**COST: 3 months – £250 per month;
6 months – £200 per month;
12 months – £175 per month**

Half panel (355 x 150 pixels) - all news pages – position offered on a first-come-first-served basis
**COST: 3 months – £180 per month;
6 months – £150 per month;
12 months – £120 per month**

E-NEWSLETTER ADVERTISING OPTIONS

We send out two e-newsletters per month to our full email database; the first being sent out a week before the current issue is published, with the new issue and the second 10 days afterwards. The e-newsletters include news, stories and product releases that haven't yet been published. Each e-newsletter is sent out twice, with it being sent the second time to anyone that didn't open it initially.

The following advertising opportunities are available:

Editor's Pick within the E-newsletter:

C&M will continue to highlight key new product developments on its website and via its fortnightly e-newsletter. To assist companies in promoting new product launches, each newsletter will now contain one or two 'Editor's Pick' product releases – enhanced boxed listings with a colour photograph and link to a website or email address. Each 'Editor's Pick' product will appear in one e-newsletter.

Product releases should be supplied with a 150-word description and photograph. The cost for two insertions is £400 + VAT, and can be booked via the sales manager.

Please send to vanessavss@quartzltd.com.

Banners (4 available – 468 x 60 pixels)

3 months – £300 per month

6 months – £250 per month

12 months – £200 per month.

Skyscraper (160 x 600 pixels)

3 months – £375 per month

6 months – £325 per month

12 months – £300 per month.

Hot Button (160 x 100 pixels)

3 months – £250 per month

6 months – £200 per month

12 months – £150 per month.

E-Casts

The modern way of directly contacting named decision-makers within the cleaning industry. As our 20,000 named email address database is broken down by job description and business type, we are able to send out emails on your behalf to the people in those sectors you want to reach.

The e-cast is designed to look as if it has been sent from you and includes direct links through to your website and/or email addresses. All e-casts are mailed out twice, with it being sent the second time to anyone that didn't open it initially. Full html content and all image hosting needs to be provided by the client. The text-to-image ratio needs to be weighted so that there is more text than images, and you need to comply with best-practice spam filter advice to ensure that the email content is deliverable, in order to maintain our reputation and yours.

The set up cost for a bespoke E-Cast is £600, including the first 1000.

THE CLEANING SHOW

C&M is the Official Media Partner of The Cleaning Show and is the only magazine distributed at the event. The Cleaning Show is the UK's largest dedicated cleaning and hygiene event, attended by 10,000 cleaning and hygiene professionals from around the world.

For more information, please visit www.cleaningshow.co.uk

