

2024 INFORMATION

C&M ONLINE

CLEANING AND MAINTENANCE

THE OFFICIAL VOICE OF THE CLEANING SHOW



NOTE FROM THE EDITOR

As the sector's longest established publication, Cleaning & Maintenance (C&M) continually evolves to meet the changing needs of its readers – and our new online format is the next positive step on this journey. As in previous years, C&M will remain the number one source for the latest technology, news, views, contract information, personnel changes, and new product launches from across the cleaning and hygiene sectors – but in a brand new, easy-to-access format. In addition, C&M will continue to provide regular columns from the British Cleaning Council, the British Institute of Cleaning Science, as well as a guest blog from an industry insider. In its new online format, C&M is updated every day, reflecting the fast pace of this critical industry sector. It also has an active presence on Twitter and LinkedIn. As editor, I am always happy to receive contributions or to hear from industry colleagues with something to say – and our new format allows me to accommodate more content with shorter lead times. C&M remains the number one resource for considered comment and discussion surrounding hot topics...so if you have something to contribute please get in touch.



NEIL NIXON

EDITOR

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(C&M)

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 Cleaning & Maintenance Magazine

WWW.CLEANINGMAG.COM

CLEANING & MAINTENANCE (C&M) **AUDIENCE**

As organisers of The Cleaning Show and Manchester Cleaning Show, Cleaning & Maintenance (C&M) is uniquely able to provide your business with access to the most up-to-date audience of C & D suite decision makers and purchasing influencers within the UK cleaning and hygiene sector. This hugely important sector, is worth *£58.9 billion to the UK economy and employs 1.47 million people, over 5% of the country's workforce.

WE CAN CONNECT YOU WITH THE UK'S CLEANING & HYGIENE SECTOR

**Source: 2022 British Cleaning Council Research Report*



C&M ONLINE
CLEANING AND MAINTENANCE
THE UK'S MOST INFLUENTIAL



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AUDIENCE



OUR AUDIENCE

28,000 • EMAIL

35,000 • SOCIAL MEDIA AUDIENCE

Access the C&M & Cleaning Show social media audience across multiple platforms and twitter.

3,405 • AVERAGE MONTHLY USERS

(Monthly average for the period January to June 2022)

70% • OF READERS ARE CLEANING & HYGIENE SPECIALISTS

50% • OF OUR READERS HAVE BUDGETS IN EXCESS OF £50K PER YEAR



- ✓ CONTRACT CLEANING COMPANIES
- ✓ FACILITIES MANAGEMENT
- ✓ WINDOW & EXTERIOR BUILDING CLEANERS
- ✓ CLEANING & HYGIENE DISTRIBUTORS & WHOLESALERS
- ✓ SPECIALISED CARPET & UPHOLSTERY CLEANERS
- ✓ SUPPORT SERVICES
- ✓ LEISURE & HOSPITALITY



OUR AUDIENCE - VERTICAL MARKETS



✓ CORPORATE FACILITY MANAGEMENT – OFFICES,
FINANCE/INSURANCE/BANKING ETC

✓ HEALTHCARE – NHS TRUSTS, HOSPITALS,
MEDICAL CENTRES, HEALTH AUTHORITIES ETC

✓ EDUCATION, PRE-SCHOOLS, COLLEGES,
UNIVERSITIES ETC

✓ PUBLIC SERVICES – FIRE, AMBULANCE, POLICE,
ARMED FORCES, MOD, TRANSPORT ETC

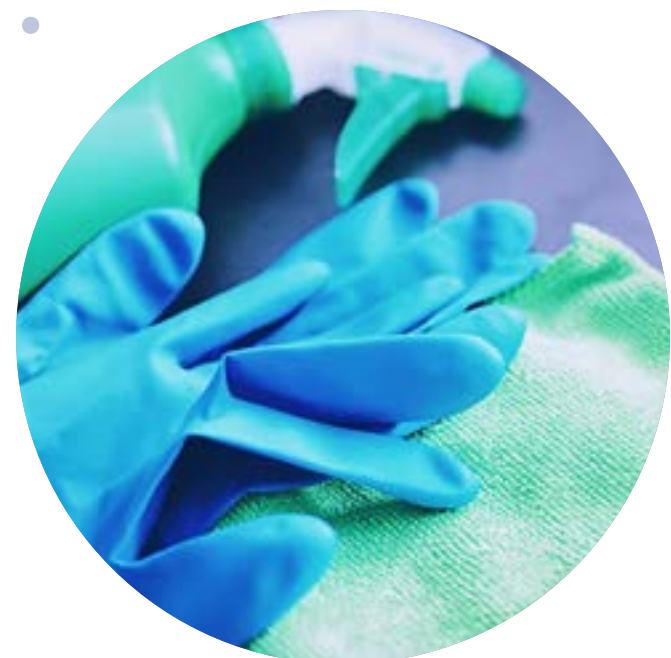
✓ TRANSPORT – AIRPORTS, RAILWAY, LONDON
UNDERGROUND, BUS/COACH COMPANIES ETC

✓ RETAIL – SHOPPING CENTRES, SUPERMARKETS,
HIGH STREET STORES ETC

✓ INDUSTRIAL FACILITY MANAGEMENT MANUFACTURING,
WAREHOUSE, LOGISTICS FACILITIES

✓ RAIL NETWORKS

✓ RESIDENTIAL CARE/NURSING HOMES



ONLINE ADVERTISING



MASTHEAD BANNER Size: 728 x 90 pixels	£300/month
HERO BANNER Size: 1800 x 300 pixels	£450/month
MID PAGE FULL WIDTH BANNER Size: 800 x 450 pixels Max: 100kb	£450/month
MPU PANEL Size: 400 x 300 pixels	£350/month
OTHER OPPORTUNITIES	
SPONSORED NEWS PANEL	£350/month
VIDEO CONTENT	POA
COMPANY ADVERTORIALS	POA

SPONSORED WEEKLY NEWSLETTER

- AVERAGE OPEN RATE 33%

Cleaning & Maintenance newsletters deliver the most important news in the cleaning & hygiene industry to 28,000 inboxes.

Promoting your brand on Cleaning & Maintenance newsletters will generate brand awareness, website traffic and valuable sales leads.

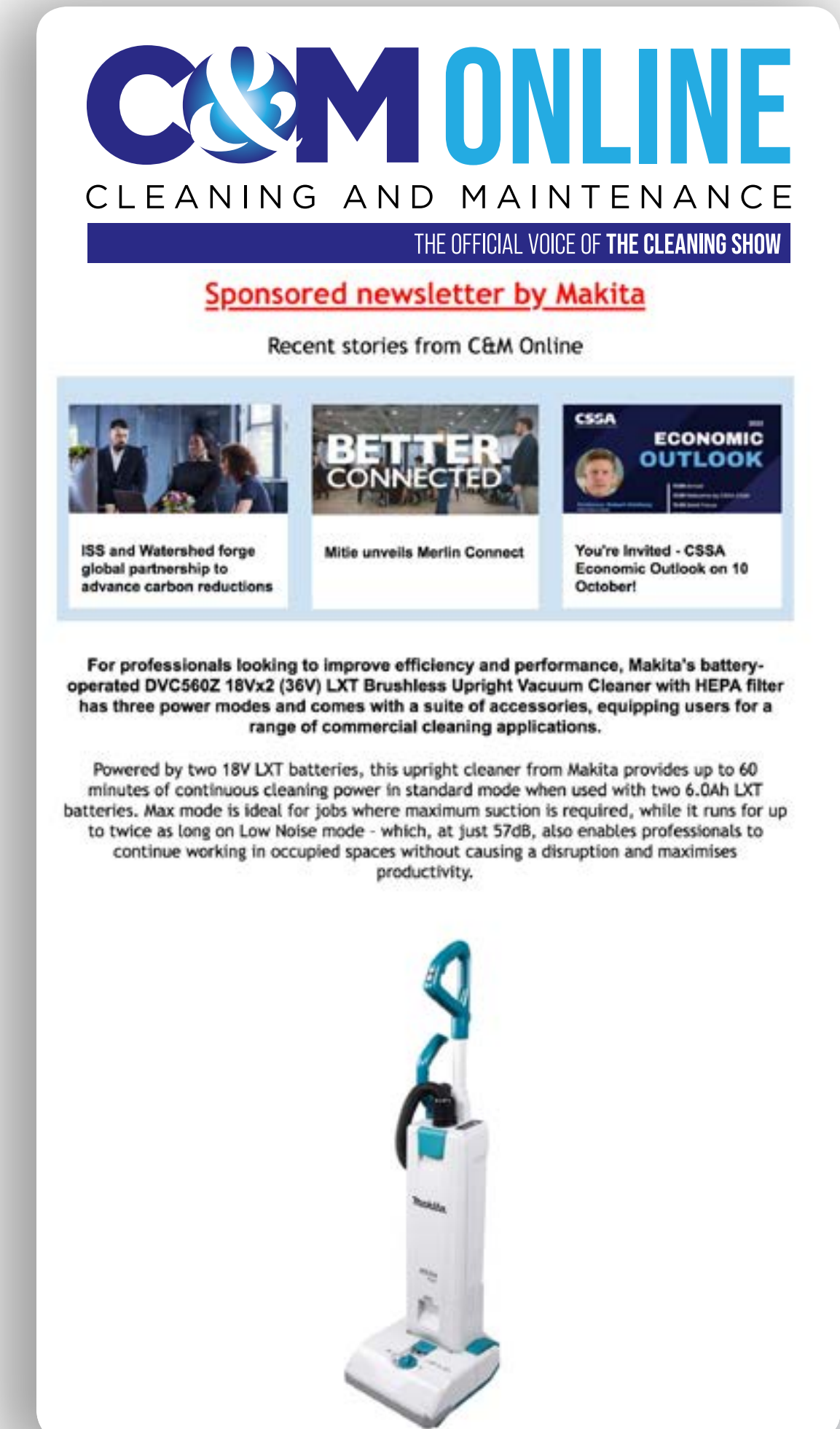
NEWSLETTER SPONSORSHIP OPPORTUNITIES –

➔ **CLICK HERE** for example and specs

- Featured story on the homepage of the website for one week minimum
- Promotion on C&M Twitter and LinkedIn profiles
- Max. 600 words and images/video/hyperlink. Full data stats post delivery

- **£350**

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DEDICATED E-SHOT

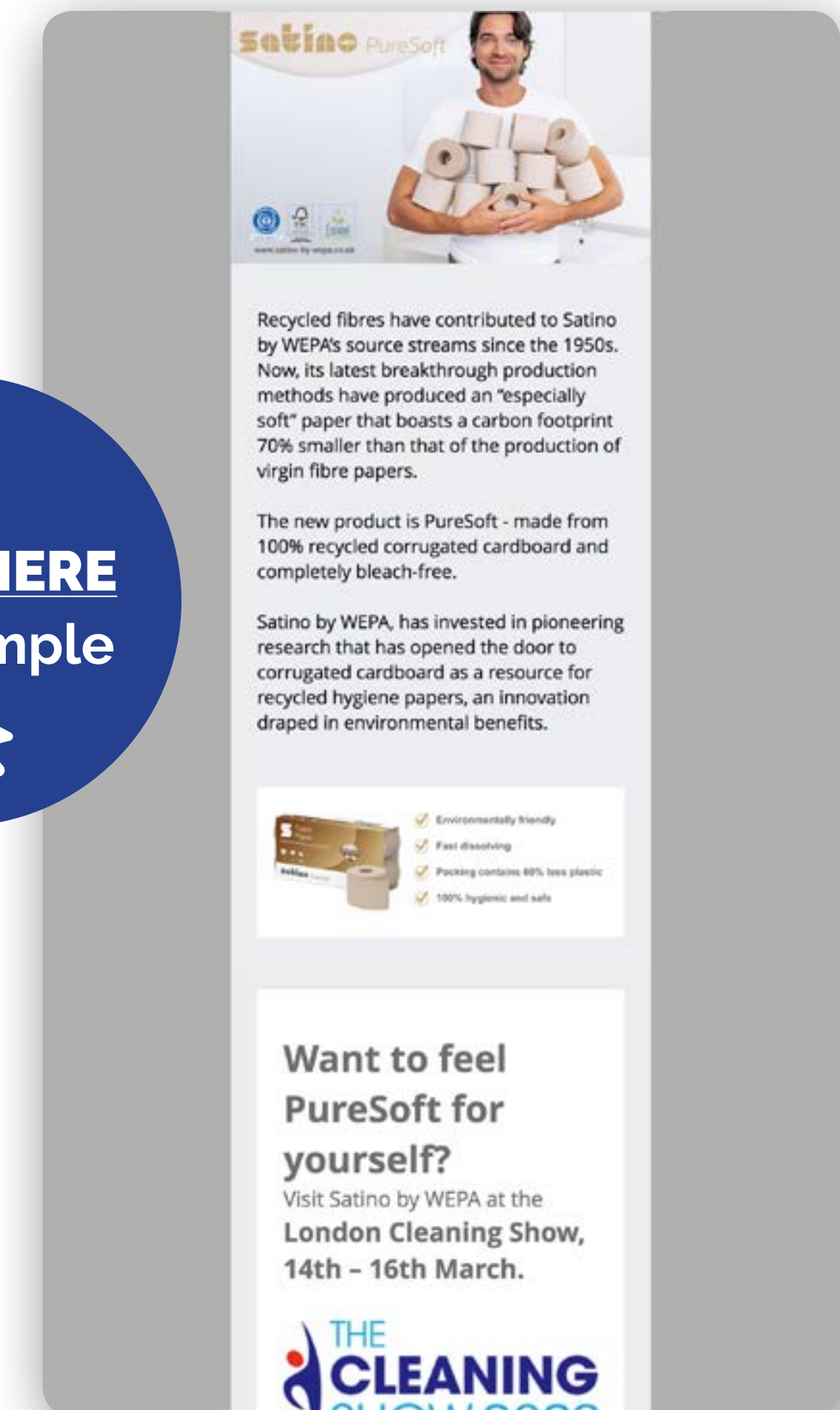
Book a dedicated e-shot to the C&M database and Cleaning Show data, reaching a targeted audience of 25,146 industry professionals.

- £850

Specifications for HTML content:

- File size less than 100kb
- 600px wide
- All materials should be submitted a minimum of 3 business days before the schedule send date. If materials are received after this deadline, we cannot guarantee the email will deploy on the scheduled day.
- Please ensure you specify a subject line and a suppression list (if applicable) when submitting the HTML copy.
- Please do not use background images. Only use JPEG, PNG and GIF (static images only).
- Emails should not be built entirely of images. Blocked images can result in emails that appear blank, or broken.
- Ensure code is responsive so that both mobile and desktop users can view the email.

[CLICK HERE
for example](#)



SOCIAL MEDIA MARKETING PACKAGES

£150 per post (minimum x3)

● Silver Package: x6 posts per year = **£810**

● Gold Package: x12 posts per year = **£1,530**

Extensive social campaigns POA

SPECIFICATIONS

Images to be 1080 x 1080 pixels | High resolution JPEG or PNG

Video to be MP4 format



35k+ FOLLOWERS

ACROSS THE CLEANING SHOW AND C&M ONLINE

	9k+ CLEANING & HYGIENE INDUSTRY FOLLOWERS IN OUR CLOSED LINKEDIN GROUP
	15k+ SOCIAL REACH MONTHLY
	4.5% ENGAGEMENT RATE

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TEAM

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SOCIAL MEDIA

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 @TheCleaningShow

 The Cleaning Show



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