# PRACTICAL

## INFORMATION

## Editorial

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The editorial content of Practical Facilities Management Magazine is regarded within the industry as continually reflecting a multitude of disciplines, with an extensive news section leading each issue and business news and product showcases highlighting the diversity of the industry.

Editorial features play an important role within Practical Facilities Management, with the Features Schedule reflecting all aspects of the industry. Security issues are becoming an ever more important aspect of facilities management and as such a section dedicated to security, 'Security Focus', is now a regular feature within every issue of the magazine.

Each issue sees commissioned articles and 'editorial comments' that provide thought provoking ideas and express the latest views from within the industry.

#### Practicalfm.co.uk

Statistics downloaded every week show in excess of 15,000 hits per week - averaging over 750,000 hits per year. The most popular pages are the news pages. Generated from an extensive database of over 3,000 articles published in the printed copy of Practical Facilities Management Magazine over the past 6 years.

Over 800 new readers are introduced to the magazine and complete the online subscription form annually, with 52% of our current readership choosing to renew their subscriptions the same way.

Don't just take our word for it - go to www.google.com and search for UK facilities management - under BIFM you'll see www.practicalfm.co.uk.

There are now advertising opportunities on the website. Advertising rates will be based on 'click-throughs' and 'page impressions' as and when they are published.

Other areas of the site to be overhauled will be the Editorial page, where it is hoped to include much more of the non-biased editorial covered in the magazine and a directory service, listing specific suppliers under relevant headings and linking through to relevant articles within the site.

Every issue of Practical Facilities Management Magazine is available to download as a PDF file from www.praticalfm.co.uk within days of the magazine being distributed. The PDF File is created from the original print files so all editorial and advertising are included. The file is fully searchable using Acrobat Reader, therefore creating an invaluable resource tool for today's facilities manager. To date over 90,000 PDF issues have been downloaded from the site.





### **Editorial Features**

#### Issue 12.1

Office Interiors: Space Planning and Storage Support Services:Cleaning, Catering & Vending Health & Safety: Washrooms, Environmental Monitoring, Fire Safety Copy Deadline: 06/03/09

#### Issue 12.2

Buidling Services & Maintenance, Building Controls H.V.A.C.: Summer Preparation Facilities Show Preview Security: IFSEC Preview Copy Deadline: 01/05/09

#### Issue 12.3

Information Technology Going Green: Waste Management, Environmental Legislation, Energy Management Office Interiors, Furniture, Lighting, Flooring, Workplace Art Copy Deadline: 26/06/09

#### Issue 12.4

Refurbishment: Fit-out, Interior Design, Storage, Partitioning Security: Perimeter Protection Relocation & Expansion, Site Selection, Temporary & Modular Buildings Total Workplace Management Preview Copy Deadline: 11/09/09

#### Issue 12.5

Health & Safety: Fire & Hazard Protection, Hygiene Provision, Washrooms Security: Access Control, CCTV H.V.A.C.: Winter Preparation Copy Deadline: 06/11/09

#### Issue 12.6

Security: IP Technology, Loss Prevention, Disaster & Contingency Planning Power Management: UPS, Energy Quality & Supply, CHP Interiors: Seating & Desking Solutions, Reception & Boardrooms Copy Deadline: 08/01/10



## Readership

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The readership profile and direct, controlled circulation of Practical Facilities Management Magazine has been established to provide contributors, both of advertising and editorial, a direct route into all levels of purchasing responsibility for facilities management.

#### **Breakdown by Purchasing Influence**

Sector Number % 40.30 Air Conditioning 3023 **Building Maintenance** 922 12.30 Cleaning 1230 16.40 27.70 Communications 2078 25.60 Catering 1920 **Energy Management** 3113 41.50 Fire Safety 1365 30.00 2820 Flooring 18.20 Health & Safety 2235 37.60 29.80 Heating 3015 Information Technology 1455 40.20 3293 19.40 Lighting Mailroom 2198 43.90 2490 33.20 Interiors 22.00 Recruitment 1650 3630 48.40 Security Storage Systems 2760 36.80 Vending 2265 30.20 3105 41.40 Washrooms Waste Management 3593 47.90

#### **Breakdown by job title**

17% director 14% consultant 67% manager 2% other Total Readership (hard copy only): 18,750\* Total Readership (hard & soft copy): 28,000+\*\*

### **Circulation**

Publishers Statement: Since acquiring the title in August 2004, the publishers of Practical Facilities Management have maintained a circulation in excess of 7,500 per issue. A full report containing printers invoices, postage receipts and sample data is available on request from Practical Facilities Management Limited.

\* Readership figures are based on 2.5 readers per distributed magazine over an eight week period.

\*\* During 2005 and the first half of 2006 each issue of the magazine was downloaded on average 180 times per week, this equates to over 9,000 additional magazines in circulation over the course of a year.





## **Advertising Rates**

	Mono	4 x Colour
Full Page	£ 675.00	£ 1075.00
Half Page	£ 375.00	£ 675.00
Quarter Page	£ 195.00	£ 395.000

Agency Discount 10%Series Booking Discount 15%Special Positions:Back Cover £1,475Inside Covers £1,275

## **Editorial Sponsorship**

Editorial Production Charge 100-250 words, full colour photograph, inclusion on website	£115.00
Product Showcase single Box 100-150 words, full colour photograph, inclusion on website	£165.00
Product Showcase double box 250 words, full colour photograph, inclusion on website	£295.00
1/2 A4 Company Profile 350 - 400 words, up to two full colour photographs, inclusion on w	£255.00 rebsite
A4 Company Profile/Case Study 650 - 700 words, up to four full colour photographs, inclusion on v	£450.00 vebsite
2 x A4 Company Profile 1250 - 1400 words, up to six full colour photographs, inclusion on	£895.00 website
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Cover Story: £1995.00 Editorial photography on front cover; 2 x A4 editorial pages, 1 x A4 advertisement

## **Copy Dates**

Issue	Copy Deadline	Print	Distribution
12.1	06/03/08	11/03/08	13/03/08
12.2	01/05/08	05/05/08	07/05/08
12.3	26/06/08	30/06/08	03/07/08
12.4	11/09/08	15/09/08	18/09/08
12.5	06/11/08	10/11/08	13/11/08
12.6	08/01/09	12/01/09	15/01/09





## **Mechanical Data**

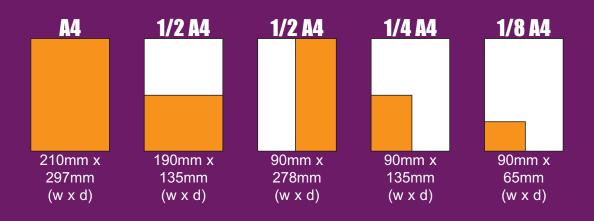
Preferably advertising copy should be supplied as a high resolution CMYK PDF file with all fonts embedded, by CD-ROM, ZIP Disk or email - info@practicalfm.co.uk. We can accept Quark Xpress files Version 4. 5 or 6, Illustrator and Freehand documents. Digitally supplied pictures must be CMYK separated and a minimum of 300dpi, eps files to have outlined fonts.

Copy that does not meet these requirements may be subject to an additional production charge for making print ready.

It is the responsibility of the advertiser to ensure that all logos, fonts and picture files used are properly licensed. Original pictures or discs will only be returned by first class post if specified.

Practical Facilities Management Limited have an in-house design team and can arrange for the design of customers' adverts. Rates available on application. Any graphic or design work undertaken on behalf of the advertiser may be charged in addition to the charges for space.

#### **Artwork sizes**







## **Contact Details**

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