

**PRACTICAL**  
**FM**

**MEDIA**  
INFORMATION

**2011**

## Editorial

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 4,000 articles published in the printed copy of Practical Facilities Management Magazine over the past 7 years.

Over 800 new readers are introduced to the magazine and complete the online subscription form annually, with 64% 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](http://www.google.com) and search for UK facilities management - under BIFM you'll see [www.practicalfm.co.uk](http://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.practicalfm.co.uk](http://www.practicalfm.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 100,000 PDF issues have been downloaded from the site.

# Readership

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

### Total Readership

(hard copy only):

**18,750\***

### Total Readership

(hard & soft copy):

**28,000+\*\***

## Breakdown by job title

17% director      67% manager  
14% consultant    2% other

# 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.

# Editorial Features

## Issue 14.1

Office Interiors: Space Planning and Storage  
Support Services: Cleaning, Catering & Vending  
Health & Safety: Washrooms, Environmental Monitoring, Fire Safety  
Copy Deadline: 04/03/11

## Issue 14.2

Building Services & Maintenance, Building Controls  
H.V.A.C.: Summer Preparation  
Facilities Show Preview  
Security: IFSEC Preview  
Copy Deadline: 20/04/11

## Issue 14.3

Information Technology  
Going Green: Waste Management, Environmental Legislation, Energy Management  
Office Interiors, Furniture, Lighting, Flooring, Workplace Art  
Copy Deadline: 24/06/11

## Issue 14.4

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

## Issue 14.5

Health & Safety: Fire & Hazard Protection, Hygiene Provision, Washrooms  
Security: Access Control, CCTV  
H.V.A.C.: Winter Preparation  
Copy Deadline: 04/11/11

## Issue 14.6

Security: IP Technology, Loss Prevention, Disaster & Contingency Planning  
Power Management: UPS, Energy Quality & Supply, CHP  
Interiors: Seating & Desking Solutions, Reception & Boardrooms  
Copy Deadline: 06/01/12

## Advertising Rates

	<b>4 x Colour</b>
Full Page	<b>£ 1075.00</b>
Half Page	<b>£ 675.00</b>
Quarter Page	<b>£ 395.00</b>

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

## Editorial Sponsorship

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

## Copy Dates

Issue	Copy Deadline
<b>13.1</b>	<b>04/03/11</b>
<b>13.2</b>	<b>29/04/11</b>
<b>13.3</b>	<b>24/06/11</b>
<b>13.4</b>	<b>09/09/11</b>
<b>13.5</b>	<b>04/11/11</b>
<b>13.6</b>	<b>06/01/12</b>

## Mechanical Data

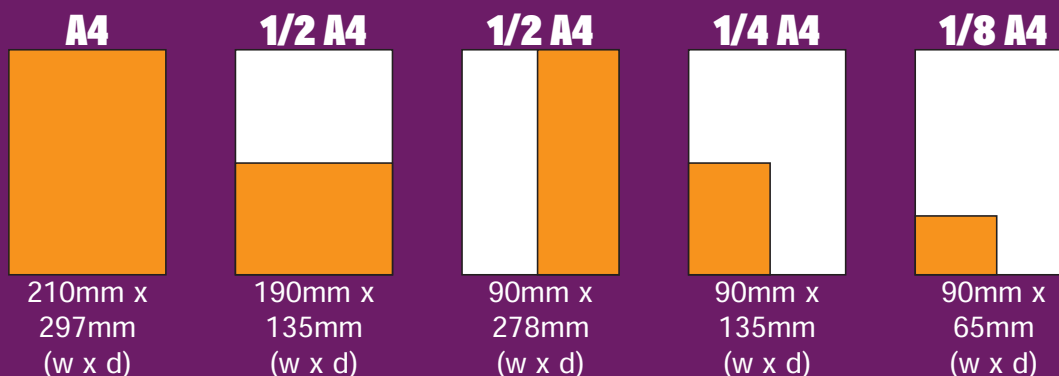
Preferably advertising copy should be supplied as a high resolution CMYK PDF file with all fonts embedded, by CD-ROM, ZIP Disk or email - [info@practicalfm.co.uk](mailto:info@practicalfm.co.uk). We can accept Quark Xpress files Version 4. 5 or 6, Illustrator and Freehand documents. Digitally supplied 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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