

READERSHIP

C&M, the oldest and most well-respected publication in the **Cleaning & Hygiene Sector**, is receiving a make-over

Cleaning & Maintenance Magazine is being refreshed to respond to client's needs and readership feedback. Throughout 2017, we have invested heavily in re-launching the cleaningmag.com website and developing our database in preparation for the GDPR laws to come into effect in 2018.

Published by Quartz Business Media, organisers of the **Cleaning Show** at ExCeL London and Manchester Event City, the readership is carefully selected and researched to ensure that your messages reach the biggest decision makers in the country.

The changes we have made to C&M go beyond the new look and size (now A4), with increased functionality to target your messages directly to a specific sector – including a wide range of vertical markets.

By working with us to fulfil your marketing objectives we can offer:

HIGHER QUALITY READERSHIP

We will ensure that the most important people in the industry with the largest budgets receive the publication. This will include visitors attending the Cleaning Show each year and VIP targeted lists that we have created within the cleaning industry and vertical markets. ***Constant investment means we can ensure you reach the decision makers you need.***

MORE DIGITAL ADVERTISING OPTIONS

With the launch of our new website and a new email marketing software system, you can now engage more easily with our readers with content that they want to read. ***Ask us about white papers, special offers and social media promotional opportunities.***

MORE DIGITAL AND ADVERTISER-FRIENDLY A4 SIZE

With the new-look design for C&M we have changed to A4 size – making life easier for advertisers and readers who read the publication on tablets. ***Don't worry we will continue to bring you more news and feature content than any other publication in this sector – as we are simply increasing the number of pages to accommodate the new size.***

CONSTANTLY REFRESHED DATA

We have invested heavily over the last 3 years in developing and cleaning our data. We commit to continue doing so with dedicated budgets both within the C&M and Cleaning Show promotional campaigns. As the only official publication of the Cleaning Show, all registered visitors (whether they attend or not) are incorporated within the database for the magazine. ***Use us to constantly build your leads too through the publication and the shows.***

MORE TARGETED & DYNAMIC READERSHIP TO IMPROVE ENGAGEMENT

Our databases are huge and incorporate a vast number of vertical markets. We can now create dynamic campaigns that enable you to change your message depending on the vertical markets you want to reach. ***Tell us who you want to target and we will put together a bespoke campaign to suit your needs.***

MORE INTERNATIONAL READERSHIP

C&M has been predominantly focused on the UK. With the Cleaning Show move to London we have found that we are now attracted nearly 10% of visitors from overseas. We are now distributing C&M overseas as well as in the UK, with bonus circulation at a number of major exhibitions overseas. ***Let us know which countries overseas you are interested in reaching.***

EDITORIAL FEATURES & DEADLINES

Each issue of C&M will include all the latest industry news stories, product announcements, regular columns from the British Cleaning Council, British Institute of Cleaning Science and guest contributors.

The following list provides some guidance, but if you have a particular message you want to send out at a specific time, then let us know and we can make sure that we target the right audience for you when you need it.

JANUARY	FEBRUARY	MARCH
<p>Carpet & Upholstery Cleaning Flooring & Floorcare</p> <p>Editorial Deadline: 7 Dec Advertising Deadling: 15 Dec</p>	<p>Eco/Green Products & Services</p> <p>Editorial Deadline: 5 Jan Advertising Deadling: 19 Jan</p>	<p>Washroom Hygiene Paper & Textile Wipes/Dispensers Manchester Cleaning Show Preview</p> <p>Editorial Deadline: 5 Feb Advertising Deadling: 16 Feb</p>
APRIL	MAY	JUNE
<p>Healthcare & Hospital Hygiene Polishers & Burnishers Manchester Cleaning Show Official Show Guide Issue</p> <p><i>Bonus Distribution: Manchester Cleaning Show</i></p> <p>Editorial Deadline: 5 March Advertising Deadling: 16 March</p>	<p>Daytime Cleaning Vacuum Cleaners Innovations in Software Manchester Cleaning Show Review</p> <p><i>Bonus Distribution: ISSA InterClean</i></p> <p>Editorial Deadline: 6 April Advertising Deadling: 20 April</p>	<p>Working at Height Window Cleaning Scrubbers Dryers</p> <p>Editorial Deadline: 4 May Advertising Deadling: 18 May</p>
JULY	AUGUST	SEPTEMBER
<p>Chemicals/Chemical-Free & Dosing Systems Laundry & Dishwashing</p> <p>Editorial Deadline: 4 June Advertising Deadling: 18 June</p>	<p>Odour Control & Air Fresheners Training & Education</p> <p><i>Digital only issue</i></p> <p>Editorial Deadline: 6 July Advertising Deadling: 20 June</p>	<p>Street Cleaning Graffiti Removal Pressure Washers</p> <p>Editorial Deadline: 6 Aug Advertising Deadling: 20 Aug</p>
OCTOBER	NOVEMBER	DECEMBER
<p>Healthcare & Hospital Hygiene Steam Cleaning</p> <p>Editorial Deadline: 7 Sept Advertising Deadling: 21 Sept</p>	<p>Scrubber Dryers & Sweepers Robotics</p> <p>Editorial Deadline: 5 Oct Advertising Deadling: 19 Oct</p>	<p>Hand Hygiene Innovations in Software</p> <p><i>Digital only issue</i></p> <p>Editorial Deadline: 7 Sept Advertising Deadling: 21 Sept</p>

CIRCULATION

As organisers of the Cleaning Show alongside the British Cleaning Council, C&M is extremely well supported, respected and connected to the industry. We receive regular engagement and in-bound enquiries through events, websites, social media and our newsletter on a regular basis. As such we have established a high level of opted-in readers from a wide range of markets, as well as the VIP purchasers that we build through invitation.

C&M PUBLICATION -

18,000+

C&M WEEKLY NEWSLETTERS -

27,000+

C&M SOCIAL MEDIA REACH -

12,500+

CLEANING & HYGIENE SPECIALISTS - 70%
(including 10% from overseas)



Contract
Cleaners/
Facilities
Management -
7500+



Over **90%** of our readers have purchasing power and the other recommend or influence purchasing decisions within their business

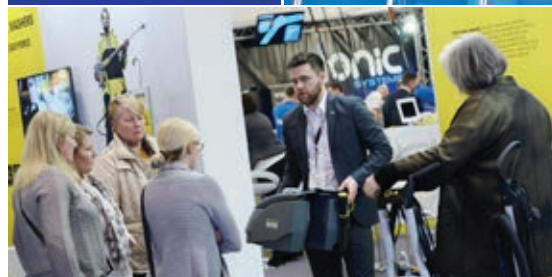
Over **50%** of our readers have budgets in excess of £50,000 per year to spend on cleaning and hygiene products and services

Cleaning
& Hygiene
Distributors &
Wholesalers -
2000+

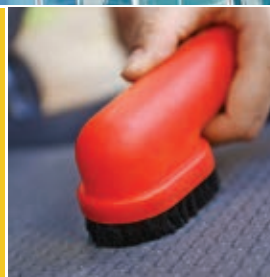
"Cleaning & Maintenance offers Hyrdro Systems the ideal platform for our advertising strategy through its strength of readership and excellent editorial content"

*Alistair Blair-Davies,
Global Director of
Markeintg, Hydro Systems
Europe Ltd*

Window &
Exterior
Building
Cleaners -
1500+



Support
Services -
1500+



Carpet &
Upholstery
Cleaners -
2000+



"The Cleaning Show Surpassed our expectations for both the quantity and quality of visitors. It was also interesting to see a good level of international visitors"

James Tobias, Sales Director, Clover Chemicals Ltd

Domestic
Cleaners -
600+



CIRCULATION

VERTICAL MARKETS – 30%

Owners, senior management, facility management and those with in-house cleaning and hygiene responsibility within the following sectors:

Over 10% of our readers spend more than £1m per year on cleaning and hygiene products, equipment and services	Corporate facility management – offices, finance/ insurance/ banking etc – 1000+		Education – pre-schools, schools, colleges, universities etc 900+
		Industrial facility management – manufacturing, warehouse, logistics facilities 750+	
Residential care/nursing homes 800+		“Despite an ever changing and expanding landscape of trade press and marketing options, C&M has retained its presence. C&M is the leading monthly printed publication for the cleaning industry, which is exactly why we use it” <i>Andrew Ernill, Head of Media, Numatic International</i>	Transport – airports, railway, London Underground, bus/coach companies etc 150+
	Local & central government – 650+		Leisure – sporting venues, theme parks, leisure centres, cinemas, gyms etc – 650+
Healthcare – NHS Trusts, hospitals, medical centres, health authorities etc – 950+		Public services – fire, ambulance, police, armed forces, MOD etc – 100+	
			Retail – shopping centres, supermarkets, high street stores etc – 250+



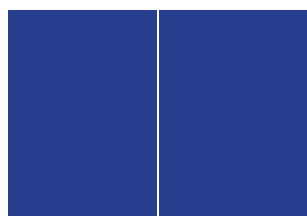
THE ONLY WAY TO PROMOTE YOUR BUSINESS TO THE CLEANING SHOW VISITOR DATABASE ALL YEAR ROUND IS THROUGH CLEANING & MAINTENANCE

ADVERTISING RATES & TECHNICAL SPECIFICATIONS

Print Advertising Rates

ADVERTISING OPTIONS

Double-page spread **£3,290**



Bleed 426 mm (w) x 303 mm (h)
Trim 420 mm (w) x 297 mm (h)
Type area 394 mm (w) x 265 mm (h)

Full page **£1,835**



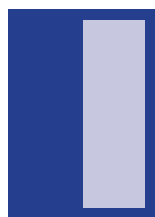
Bleed 216 mm (w) x 303 mm (h)
Trim 210 mm (w) x 297 mm (h)
Type area 185 mm (w) x 265 mm (h)

Half-page Horizontal **£955**



Type area 185 mm (w) x 128 mm (h)

Half-page Vertical **£900**



Type area 87 mm (w) x 265 mm (h)

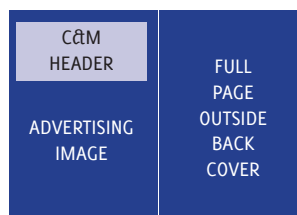
Third-page Horizontal **£700**



Type area 185 mm (w) x 86 mm (h)

SPECIAL POSITIONS

Outside Wrap - front cover and outside back cover **£3,745**



Front Cover Image:
 216 mm (w) x 215 mm (h)

Outside Back Cover:
Bleed 216 mm (w) x 303 mm (h)
Trim 210 mm (w) x 297 mm (h)

Inside Front Cover **£2,750**

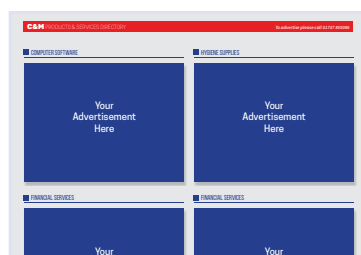
(for size see full page)

Inside Back Cover **£2,385**

(for size see full page)

PRODUCTS & SERVICES DIRECTORY

Boxed advertisement and category heading **£200**



95 mm (w) x 70 mm (h)

ACCEPTABLE FORMATS

Artwork should be supplied as high resolution PDF (minimum 300 dpi) in CMYK with fonts embedded

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

For all artwork enquiries, please contact:

Carol Baird, Production Manager

Email: carolbaird@quartzltd.com

ADVERTISING RATES - DIGITAL AND WEB

Digital Advertising Options

There are a wide range of digital advertising and advertorial opportunities available. We can create bespoke packages for you with or without printed advertising options.

NEWSLETTER SPONSORED STORY – £500

- Editor's Pick on the weekly newsletter
- Featured story on the homepage of the website for One Week
- Promotion on C&M Twitter and LinkedIn profiles
- *Optional extra* – This story can be made dynamic to different target audiences within the newsletter - please ask for further details.



WEB BANNERS

The following packages will include advertising within the email weekly newsletter for the length of time that the web banner is live and at least 1 social media push (through LinkedIn and Twitter per month)

Masthead banner (728 x 90 pixels)	£300/month	 <p>The diagram illustrates various banner placements on a website layout. It includes a Masthead Banner at the top, a large Hero banner below it, and several smaller banners in the News Section: a Header Banner, a Footer Banner, and two side panels (MPU/Side Panel and Half/Side Panel).</p>
Hero banner (1800 x 300 pixels)	£400/month	
News Section Header banner (728 x 90 pixels)	£250/month	
News Section Footer banner (728 x 90 pixels)	£180/month	
MPU/large panel (355 x 300 pixels) – all news pages – offered on a first-come-first-served basis	£250/month	
Side Panel/Half panel (355 x 150 pixels) – all news pages – offered on a first-come-first-served basis	£180/month	

CONTACT US

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