

Cleaning MATTERS

The essential tool for the professional cleaning industry

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New for 2022

The Future of Cleaning
Annual Guide

2022 Media Information

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www.cleaning-matters.com



Western Business
Media Limited

Editorial overview

Now in its 23rd year, Cleaning Matters is **the only UK printed magazine** and **the only independently audited publication** within the cleaning industry. Cleaning Matters presents the latest innovations and insight that can aid the task of cleaning, maintenance and hygiene, as well as delivering independent news, views and developments from within the market.

Regular contributions from leading industry experts combined with Cleaning Matters' knowledge of the marketplace and accessible style make it a must-read as well as an indispensable reference tool.

As the market evolves, Cleaning Matters – as the industry's market-leading publication – moves with it. We know how busy those working in the cleaning and maintenance industry are, and to meet the needs of our readers, the bi-monthly magazine is divided into nine regular sections that will make sourcing product and service solutions simple and easy to digest.

This comprehensive publication also aligns itself with influential voices and key industry stakeholders. Columns from The Worldwide Cleaning Industry Association (ISSA) and the British Institute of Cleaning Science (BICSc) are featured, alongside contributions from a host of respected cleaning experts, to provide exclusive advice and opinions on current issues in the industry.

Supported by

Official Journal



Key statistics & indicators



**100%
INDIVIDUALLY
REQUESTED
CIRCULATION**



40,000+ NAMED
CLEANING
PROFESSIONALS
ON OUR DATABASE



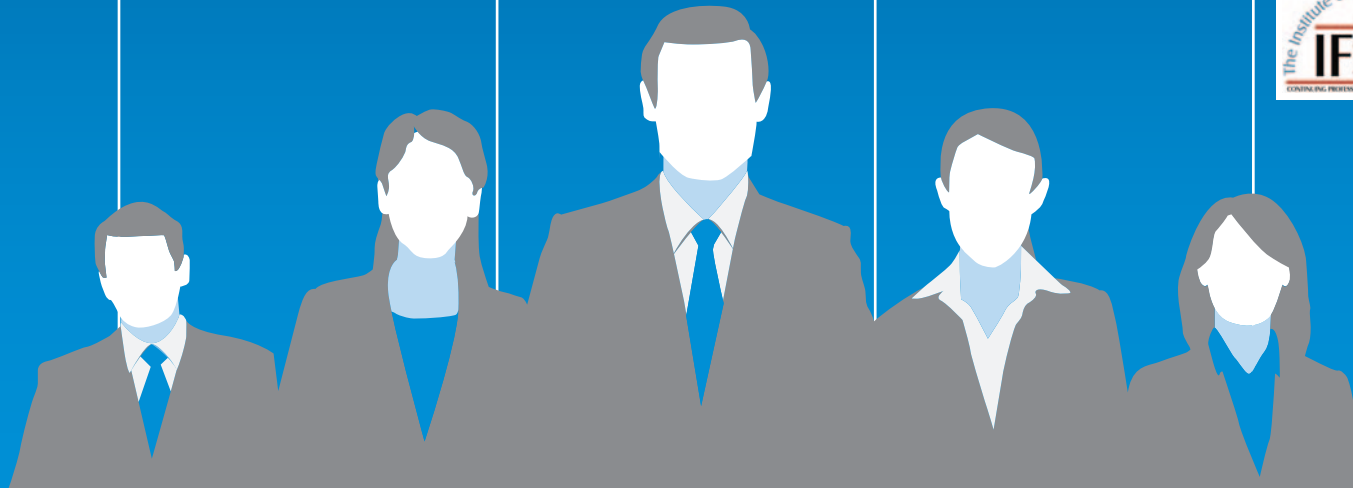
ONLY
**INDEPENDENTLY
AUDITED**
PUBLICATION IN
THE SECTOR



ONLY PRINTED UK
CLEANING
PUBLICATION

CPD

ONLY CLEANING
PUBLICATION THAT
**OFFERS CPD TO
READERS** IN
PARTNERSHIP WITH



Testimonials

“

As part of our overall commitment to the UK cleaning news media, Prochem Europe has been advertising, and featured, in Cleaning Matters since its inception. The magazine continues to provide a useful platform for sharing product development and applications news.

Peta Tilley, Advertising & Marketing Manager, Prochem Europe

“

Cleaning Matters has a well-established and loyal readership and is well-respected within the UK's cleaning and associated businesses. It always provides the latest informative and balanced news and has played a key part of our PR and advertising strategy for many years.

Paul Mulready, Marketing Manager, Northwood

“

Matrix Cleaning Systems have chosen Cleaning Matters as their No.1 media partner, to reach out to the professional cleaning industry.

Their knowledge and understanding of the industry makes it an easy choice, a platform where we can promote and educate its readers on our specialist products, and to reach our many markets and customers that demand such important equipment.

Sales Director, Mike Osiadacz, Matrix Cleaning Systems

Circulation profile

Cleaning Matters is the only printed publication in the cleaning sector, and has a 100% ABC requested purchasing and specifying audience. It reaches named individuals across wide ranging industrial classifications, including cleaning operatives and contractors, end users in manufacturing, the commercial arena and public sector.

Job Titles

Managers / Proprietor / Owner	4216
Buyer / Purchasing Director / Manager	1012
Contract Cleaner/Manager Support Service Manager	1248
Facilities Manager / Estate / Site Manager/Director	1506
Environmental Health Officer	1320
Catering Manager	341
Caretaking / Housekeeping Manager/Supervisor	620
Works / Maintenance / Warehouse Manager/Director	849



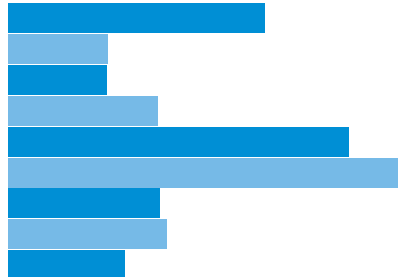
Circulation Total

11,112

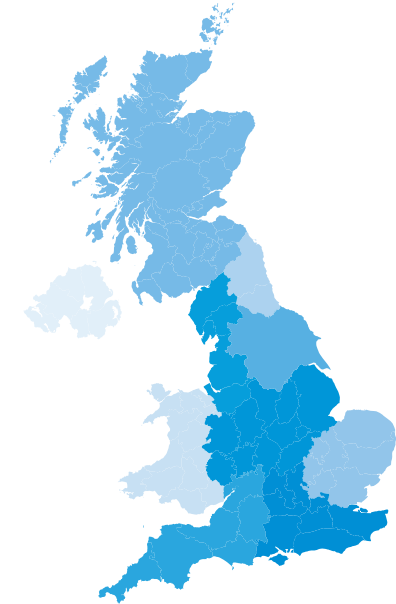
**100%
individually
requested
circulation**

Industrial Classification

Contract Cleaning Organisations	1608
Carpet & Upholstery	624
Janitorial Suppliers	619
Educational	939
Retail / Hotel / Leisure	2135
Industrial / Manufacturing Sites	2513
Healthcare	961
Commercial	993
Local Authorities	730



Circulation Total

11,112


Area Breakdown

East Anglia & Channel Isles	326
East & West Midlands	2441
North West	1587
North East	382
Northern Ireland	200
Scotland	1042
South East & London	2642
South West	1180
Wales	317
Yorkshire	995

Circulation Total

11,112

Features programme

Contributions & feature ideas are always welcomed. Contact cshaw@westernbusiness.media to discuss our features and any ideas you may have. Editorial contributions should be submitted no later than 6 weeks prior to publication.

January 2022

- Future of Cleaning
- Floorcare
- Street cleaning/ Graffiti and gum removal
- **Facilities Management:**
Pest control

May 2022

- Industrial Cleaning
- Tech and Software
- Health Care
- Interclean Preview
- **Facilities Management:**
Facilities Show preview
– Health and Safety Welfare

September 2022

- Washroom Hygiene
- Floorcare
- Catering and Hospitality
- **Facilities Management:**
Access and Working at height

March 2022

- Sustainable Cleaning and recycling
- Washroom Hygiene
- Manchester Cleaning Show Preview
- **Facilities Management:**
Facilities Event preview
– cleaning services
– property
– catering services
– software/technology

July 2022

- Infection Prevention
- Street cleaning/ Graffiti and gum removal
- Robotics
- **Facilities Management:**
Winter workplaces planning ahead

November 2022

- Window Cleaning
- Steam Cleaning
- Chemicals and Dosing
- Contract Cleaning
- **Facilities Management -Grounds maintenance**
- **NEW FOR 2022 THE FUTURE OF CLEANING GUIDE**

Editorial programme:

In every issue we cover...

Washroom Hygiene

Focuses on all products and services to maintain washroom hygiene e.g. antimicrobial products, dilution & dosing, hand dryers, odour control, urinal products, baby change, dispensers, hand hygiene, sanitary units, vending machines, chemicals, hand towels, soaps and creams, wipes & microfibres etc.

Floorcare

Covers the whole range of equipment to protect and maintain floors. From chemicals and matting to machines including scrubber dryers, burnishers, sweepers and vacuum cleaners.

Infection Prevention

Looking at how to prevent and control infection across a range of environments including hospitals and care homes, educational establishments, offices, factories, hotels and restaurants etc. by implementing cleaning and maintenance systems and practising proper hand hygiene.

Sustainable Cleaning

This section looks at the latest products, services and methods that can help businesses to become more sustainable by using less resources, energy and chemicals.

Industrial Cleaning

Focusing on industrial cleaning machines, equipment and services, including blast cleaning, high pressure cleaning, components cleaning, dust extraction and dust prevention including industrial doors.

Facilities Management

Covering cleaning and hygiene issues that need to be dealt with in all kinds of facilities from chemicals and dosing, laundry, pest control and waste management, to food hygiene, fire and flood damage and window cleaning. This section also covers contract cleaning.

Health, Safety & Welfare

Covering a range of topics from personal protective equipment and spill prevention to managing chemicals, working at height, slips and trips, and training and education.

Equipment & Services

A round-up of the latest products and solutions relating to technologies, IT and software, marketing, contract cleaning and commercial vehicles.

Industry Update

A section to keep you up-to-speed on company news including awards, appointments and acquisitions and mergers.

In each section, one sponsored column is available to purchase for the year. Please contact us for more information.

Advertising rates & data

Cleaning Matters offers many routes to market to suit all budgets – display, directories, email and web advertising.
All measurements are width x height.

DISPLAY RATES	1	3	6	DIMENSIONS
Front cover package	£4500	Includes cover image plus 2 page cover story		190 x 205mm Type
Special positions: IFC/OBC/Early RHP	£1650	£1485	£1320	See full page spec below
Full page	£1500	£1350	£1200	210 x 297mm Trim 213 x 303mm Bleed
Half page horizontal	£800	£740	£680	190 x 130mm Type
Half page vertical	£800	£740	£680	92 x 270mm Type
Quarter page portrait	£500	£475	£450	92 x 128mm Type
Quarter page horizontal strip	£500	£475	£450	190 x 64mm Type
Quarter page vertical strip	£500	£475	£450	44 x 270mm Type
Double page spread	£2700	£2360	£2025	420 x 297mm Trim 426 x 303mm Bleed
Inserts	Inserts and Onserts accepted by arrangement. Details available on request.			

Copy requirements

- Files must be supplied as press ready pdf (pass4press or PDF/X-1a)
- E: production@westernbusiness.media

Copy deadlines

- Last week of the month prior to publishing.

Digital opportunities

www.cleaning-matters.com

The Cleaning Matters website is one of the UK's best sources of information for the cleaning industry. In addition to the latest products and application stories the site features exclusive content, the very latest news, in depth features as well as equipment and services information.



Enhanced Company Profile

£899 PA

- Company Showcase
- Company logo
- Link to your site
- Full company description
- Full enquiry service
- Priority listing
- Social networking links
- Full statistical reporting of clicks/views of products, videos & articles
- 10 product pages with photos
- 15 PDF downloads, catalogues or sales brochures
- 2 Enews promotions per year
- 2 Video Uploads



Over 15,000
visits a month

New website
coming soon!

Video of the Month

£500 / month

Standard video supplied by client to run on the home page as "Video of the Month"

Home page banner

£3000 PA or £900 per month

(728 x 90 pixels)

Home page takeover banners

£1,000 / week or £2,000 / month

(160 x 600 pixels)

Site sponsor banner

£5,000 PA

(970 x 90 pixels)

Home page button

£2000 PA or £500 / month

(125 x 125 pixels)

Section banner (Exclusive)

£1700 PA

(728 x 90 pixels)

Section buttons

£800 PA

(125 x 125 pixels)

Weekly e-newsletter

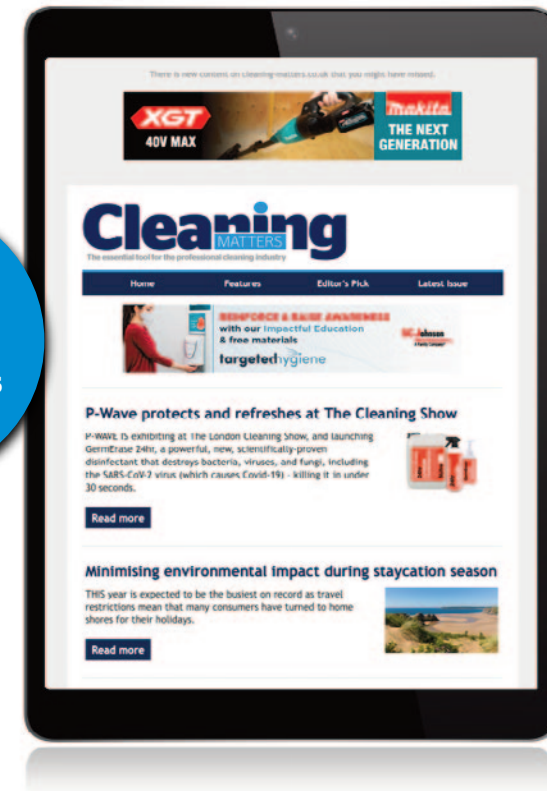
The newsletter provides news and product updates to an audience of over 40,000 per week. In addition to banner opportunities, advertisers can include their own article, picture and weblink, reaching key decision makers directly via their inbox. Stats are available on all activity placed.

Banner sponsorship options

Weekly e-newsletter Banner Sponsorship **£300** per e-newsletter or **£2000** for 1 month
(450 x 90 pixels)

Digital issue mailer Sponsorship Banner **£500** per edition or **£3,000** PA
A sponsorship banner at the top of the digital issue announcement mailer
(450 x 90 pixels)

Reach over
40,000
cleaning
professionals
each week!



Sponsored content

In this ever changing landscape the traditional colour separation model has evolved into a range of new options to suit all budgetary requirements and to give your PR the maximum exposure over our multiple platforms.

Opportunities to suit all budgets

Total combined PR package

£POA

Your press release will be promoted across the printed magazine, e-newsletter, online at the CM website (www.cleaning-matters.com), and across CM's social media channels.

E-newsletter & Social Media

£POA per E-Newsletter

Inclusion of your PR on our E-Newsletter with contact details and promotion via social media.

Printed Magazine, Website & Social Media

£POA

Inclusion of up to 150 words of the text and image in the print issue and a longer version on the CM website with full contact details and promotion via social media.

Website promotion

£POA

Your press release will be promoted online at the CM website.



Data rental opportunities

Rent only the highest quality data

Each of our journal circulations is audited by the ABC (Audit Bureau of Circulations) and our experienced data management team uses both in house and other specialist teams to clean and verify reader data on a daily basis. Each title currently offers a 100% requested circulation guaranteeing that any data you rent from us will be of the highest quality. Renting data for your direct mail campaigns is quick and easy. All counts are free of charge and data will normally reach you ready for mailing within 24 hours of agreeing your rental or leasing contract.

E-casting... How does it work?

- Select the audience by industry, job function, or geographically
- You create the e-mail content in both html and text-only formats
- When you are satisfied with the content, layout and design, the campaign is launched at a time specified by you
- We provide detailed campaign analysis and feedback in addition to standard metrics such as open and 'click-thru' rates

How much does it cost?

Direct mail list rental	£175 / 1000 contacts	(minimum order £350)
e-casting	£350 / 1000 contacts	(minimum order £1000)
Dual rate (Direct mail and e-cast)	£495 / 1000 contacts	(minimum order £1000)

'Best of' - access the most up to date and responsive section of our audience!

These are **5,000** of our most up-to-date and most interactive readers. We constantly invest a significant amount of our resources throughout the year on our circulation. These represent the most recently registered and engaged readers. (These can be increased to 7,500 or 10,000 as follows)

	1	3	6
Best 5,000	£1750	£1600 each	£1450 each
Best 7,500	£2250	£2000 each	£1750 each
Best 10,000	£3000	£2500 each	£2000 each

KÄRCHER

THE RESULTS ARE CLEAR.
See your business in a different light with Kärcher.

Tired of getting your hands dirty?
Say goodbye to soggy cloths and dirty buckets thanks to K&H's WPP10 Window and Surface Cleaner - a brand new concept in professional cleaning. The lightweight, handheld vacuum is the brighter way to clean all your flat surfaces - quickly and easily. Its long battery life, durable construction and powerful suction mean you'll get the job done brilliantly, time after time. And when your premises look the business, your customers and employees will appreciate it - and so will your bottom line.

FOR PROFESSIONAL USE
STREAK-FREE CLEANING FOR ALL YOUR FLAT SURFACES
USE IN ANY POSITION, EVEN OVERHEAD

- FAST CHARGE BATTERY (60 MINUTES)
- LARGE CONTAINER CAPACITY (200ML)
- ROBUST DESIGN FOR LONG LIFE
- HYGIENIC FOR THE OPERATOR AS NO DIRECT CONTACT WITH DIRTY WATER
- INTERCHANGEABLE BATTERY FOR CONTINUOUS WORK
- SPRAY BOTTLE WITH MICROFIBRE ATTACHMENT

DISCOVER MORE

GDPR: We've got you covered!

Western Business Media has always been committed to maintaining high standards of information security, privacy and transparency. We place a high priority on protecting and managing data in accordance with the latest data protection regulations and comply with all applicable GDPR regulations.

Interactive digital platforms

Webinar packages

Cleaning Matters offers a webinar platform, which is the perfect way to engage with a wide spectrum of industry professionals. The delivery of webinars is flexible and designed to suit you with topics covering current trends and issues, alternatively the webinar can be tailored for subjects that are relevant to your business's needs.



Previous WBM webinars from our stable of B2B publications, depending on the webinar topic, attract between 500-1200 registrants with hundreds more subscribing to watch on demand after the live broadcast.

Benefits

- **Lead Generation**
- **Thought leadership content**
- **Minimal resource required - Can be hosted remotely or at either WBM office or in your place of work**
- **Expertly presented by our editor who knows the market and the audience**

What's included

- All data from the webinar registrants and attendees
- Four third party emails to promote the webinar sent to our database over 50,000 contacts
- House advert placed in your chosen WBM publication prior to the webinar
- Banners placed on publication website for 31 days prior to the webinar
- Host exclusively or as part of a panel, organised by WBM
- Webinar housed on publication website for future views for 12 months
- 1500 word write up in publication and on website after the webinar, which will promote the on demand service.

Cost: £5000+vat

Cleaning MATTERS | Digital Conference

Cleaning Matters Live - is an unmissable interactive digital conference for 2022! The conference will broadcast live in November and will then be available on-demand for a year. The conference will also play host to the Cleaning Excellence Awards.

Benefits of sponsoring CM Live

- Engage with our live audience through direct messaging
- Professionally deliver your own seminar
- Access to the CM Live registration data
- Continually upload your latest sales collateral for delegates to view for one year
- Benefit from promotion to our entire database of over 400,000 industry professionals
- Trackable statistics on how your Sponsor's Profile is performing
- Social media promotion by the CM editorial team

Sponsorship options available from just £995+vat

Full details available on demand

CM can also can also provide chaired roundtables, for more information please contact us.

The Future of Cleaning annual guide

New for 2022! Cleaning Matters will publish an essential annual guide that will provide readers with valuable insight into the challenges facing the UK cleaning industry in 2023.

Packed with thought leadership content from the key industry bodies/associations, plus new unique content inspired by a new reader survey on what our audience of cleaning professionals believe will be the significant issues to address in 2023. This will no doubt be an invaluable long term reference guide for the whole cleaning sector.

Published and distributed to the full Cleaning Matters print and digital audience in November 2022, The Future of Cleaning is your opportunity to present your brand as a leading player in the UK cleaning Industry.

Advertising options

Combining both branding and content promotions, the Guide offers advertisers great value with the following advertising options:

Combined Advertising/Advertorial Packages

Full Page Advertorial + Full Page Advertisement . . . £1750

Half Page Advertorial + Half Page Advertisement £1000

Display Advertising

Outside Back Cover £1750

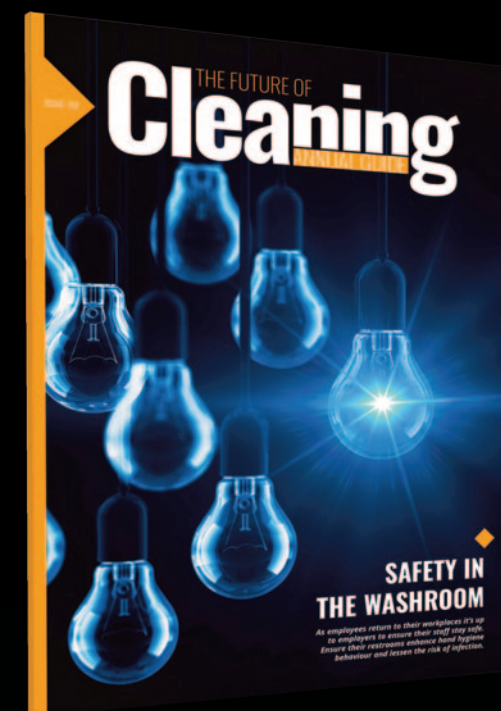
Inside Front Cover £1250

Full page £1000

Half page £600

For more information please contact:

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