

# 2023 Media Kit

## FacilityManagement.com

**Educating: Facilities Management Professionals**  
**Serving: Educational, Health Care & Related Industries**

The screenshot displays the FacilityManagement.com website interface. At the top left is the logo, and at the top right is a search bar. Below the logo is a horizontal navigation menu with the following items: HOME, FM ARTICLES, CASE STUDIES, PRODUCTS IN ACTION, ADVERTISE, ABOUT, CONTACT, POLICIES, and SUBSCRIBE. The main content area features a section titled "FACILITY MANAGEMENT ARTICLES" with a featured article. The article includes a large image of a modern building under construction with a blue crane and a red lift. The article title is "Rigid-Foam Insulation to Meet Fire Requirements for Safe Schools & Hospitals". Below the title is a short paragraph of text. To the right of the article are two product advertisements. The first is for "WOOSTER" anti-slip safety products, showing a roll of "FLEX-TRED" and a "STAIRMASTER" mat. The second is for "General PIPE CLEANERS" "POWER-VEE" with automatic feed, showing a pipe cleaning tool.

**FacilityManagement.com** Search

HOME FM ARTICLES CASE STUDIES PRODUCTS IN ACTION ADVERTISE ABOUT CONTACT POLICIES SUBSCRIBE

FACILITY MANAGEMENT ARTICLES

**Rigid-Foam Insulation to Meet Fire Requirements for Safe Schools & Hospitals**

Some design professionals are responsible for a particularly important task: properly specifying rigid-foam insulation that meets fire requirements for safe school and hospital facilities. With these facilities at risk of slow

**WOOSTER** ANTI-SLIP SAFETY STAIR AND WALKWAY PRODUCTS BY "WOOSTER" www.wooster-products.com

FLEX-TRED® STAIRMASTER®

**POWER-VEE®** WITH AUTOMATIC FEED WORKS GREAT IN TIGHT SPACES

General PIPE CLEANERS

# Editorial Calendar

## Editorial Mission Statement

FacilityManagement.com reports on the topics, issues, trends and products impacting facilities management professionals in U.S. public & private schools, colleges & universities, hospitals and related industries. By providing these decision-makers with access to timely content and product news, we serve as an informational resource enabling them to operate and maintain buildings efficiently, economically, safely, securely and green.

## FacilityManagement.com

January.....	Drain Cleaning • Snow/Ice • Energy Benchmarking
February.....	Access Control • Carpeting • Restrooms
March.....	Spring Preparation • Roofing • Bird/Pest Control
April.....	Waste/Recycle • Grounds Care • Building Envelope
May.....	Flooring • HVAC: Cooling • Renewable Energy
June.....	Summer Preparation • Doors/Locks • Plumbing
July.....	Renovation • HVAC: IAQ • Building Automation
August.....	Energy Audits • IoT Devices • Signage/Wayfinding
September.....	Drain Cleaning • CMMS • Lighting
October.....	IoT (Internet of Things) • Carpeting • Security
November.....	Flooring • Green Design • Maintenance
December.....	Winter Preparation • Interiors • Carbon Reduction

## FMNews

January.....	CMMS • Drain Cleaning • IoT (Internet of Things)
February.....	Building Automation • Green Design • Interiors
March.....	Spring Preparation • Carbon Reduction • LEED
April.....	Carpeting • Grounds Care • HVAC: Cooling
May.....	Bird/Pest Control • Roofing • Waste/Recycle
June.....	Summer Prep • Flooring • Maintenance
July.....	Building Envelope • Access Control • Aerial Lifts
August.....	Renovation • Security • Energy Audits
September.....	Carpeting • Plumbing • Signage/Wayfinding
October.....	Flooring • IoT Devices • Energy Benchmarking
November.....	Drain Cleaning • Renewable Energy • HVAC: IAQ
December.....	Winter Preparation • Doors/Locks • Snow/Ice

# Marketing Opportunities



## FacilityManagement.com

FacilityManagement.com is a leading online resource facility managers turn to for industry information. Website sponsorships provide advertisers with an unparalleled opportunity to create top of mind awareness with a targeted audience who are high level building and maintenance product decision-makers. Drive prospects to your website who are eager for product news and increase your opportunity to grow revenue with our engaged readers.

### Rates\*

Medium Rectangle (300x250)

3 months - \$1,195 total

6 months - \$1,995 total

12 months - \$3,495 total

\*Rates are gross (15% agency commission)



## FMNews

FMNews is published monthly and deployed to 20,000+ subscribers who are hungry for content that allows them to make better purchasing decisions. Since FMNews keeps facilities management personnel informed with a continual stream of relevant content, building and maintenance manufacturers are provided with a proactive marketing tool that increases their opportunity to interact with these decision-makers.

### Rates\*

Medium Rectangle (300x250)

1x: \$1,295, 3x: \$1,195, 6x: \$1,095, 12x: \$995

\*Rates are gross (15% agency commission)

### 2023 Schedule

Month	Publishes	Closes
January	1/12	1/9
February	2/9	2/6
March	3/9	3/6
April	4/13	4/10
May	5/11	5/8
June	6/8	6/5
July	7/13	7/10
August	8/10	8/7
September	9/14	9/11
October	10/12	10/9
November	11/9	11/6
December	12/7	12/4

# Marketing Opportunities

## FMProducts

FMProducts is published monthly and deployed to 20,000+ subscribers. This product-driven newsletter keeps facilities managers up-to-date on the latest products. FMProducts offers advertisers a fantastic opportunity to put their sales message in front of decision-makers at an affordable rate.

### Rates\*

Product Profile – 1x: \$845, 3x: \$795, 6x: \$745, 12x: \$695

\*Rates are gross (15% agency commission)

### 2023 Schedule

Month	Publishes	Closes
January	1/26	1/23
February	2/23	2/20
March	3/23	3/20
April	4/27	4/24
May	5/25	5/22
June	6/22	6/19
July	7/27	7/24
August	8/24	8/21
September	9/28	9/25
October	10/26	10/23
November	11/30	11/27
December	12/21	12/18

FacilityManagement.com

## FMProducts

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**Air Cycle Makes Lamp Recycling Easy!**

The Bulb Eater Services Program includes the use of a Bulb Eater, preventative maintenance parts, recycling and transportation charges, and Total Program Management sustainability reporting. All is included in **one monthly expense!** Join many others in the goal to **trim labor and recycling costs** while reducing your waste footprint in our ecosystem.

[Air Cycle Corporation](http://AirCycleCorporation.com)  
800.909.9709

**NOW OFFERING BULB EATER SERVICES PROGRAM**

Monthly fee includes Bulb Eater and Recycling.

[LEARN MORE](#)



[aircycle.com/bulbeater/magprogram](http://aircycle.com/bulbeater/magprogram)

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**Stainless Steel Cleaning Equipment & Fixtures**

Royce Rolls Ringer Company is a manufacturer of stainless steel products including housekeeping carts (which accommodate both traditional and microfiber systems), utility carts, chair/trash carts, mop bucket/wringer combos, toilet paper dispensers and other restroom and kitchen fixtures. All items include a 10 year guarantee and are made in America.

[Royce Rolls Ringer Company](http://RoyceRollsRingerCompany.com)  
800.253.9638



## Email

Let FacilityManagement.com deliver your email sales message cost-effectively and reliably to 20,000+ subscribers. Our email database allows your company to establish one-to-one relationships with high level buyers of building and maintenance products across the country. These decision-makers control budgets for construction, renovation and maintenance. Cross channel marketing has become the way to ensure that existing customers and new prospects are reached. All email campaigns are fully compliant with the CAN-SPAM Act.

### PERFORMANCE GUARANTEE

10% – Open Rate

2% – Click-Thru Rate

### Rates\*

1x: \$2,695, 3x: \$2,395, 6x: \$2,195, 12x: \$1,995

\*Rates are gross (15% agency commission)

Specs:

- Files Accepted: html code, jpg/png (800x900), subject line, click-thru url
- Images at 72 dpi
- File Size Maximum: 50k
- Submit 5 days prior to deployment date

**GRAYWOLF SENSING SOLUTIONS**  
ADVANCED ENVIRONMENTAL INSTRUMENTATION

## INDOOR AIR QUALITY







- Respond to Complaints
- Conduct Baseline Surveys
- LEED, WELL, HVAC apps & more...

TAKE A CLOSER LOOK

VIEW APPLICATION NOTES

[www.GrayWolfSensing.com](http://www.GrayWolfSensing.com) | 1-203-402-0477

# Publisher's Sworn Statement (September, 2022)

## Field Served

FacilityManagement.com reports on the topics, issues, trends and products impacting facility managers and similar titles in educational, health care and related industries across the United States.

## Mission

To educate and inform facility managers, superintendents of buildings & grounds, physical plant directors, chief engineers and related titles in order to allow these professionals to operate, maintain and design buildings efficiently, economically, safely, securely and green.

## Circulation/Analytics

FacilityManagement.com

- 7,438 – Unique Visitors (monthly)\*
  - 37,723 – Page Views (monthly)\*
  - 1:38 – User Session Duration (monthly)\*
  - 0.57% – Advertiser CTR
- \*Google Analytics

FMNews

- Published 12 times a year
- 20,448 – Subscribers
- 22.21% – Open Rate
- 1.57% – Bounce Rate
- 0.98% – Advertiser CTR

FMProducts

- Published 12 times a year
- 20,359 – Subscribers
- 21.34% – Open Rate
- 1.84% – Bounce Rate
- 1.17% – Advertiser CTR

Email

- 20,268 – Subscribers
- 15.44% – Open Rate
- 1.89% – Bounce Rate
- 2.33% – Advertiser CTR

I certify that the information in this Publisher's Statement is correct.



Linc Murphy  
Publisher  
FacilityManagement.com  
FM Communications

# Ad Specs • Terms & Conditions

## FacilityManagement.com

- Website ads appear on a Run-of-Site (ROS) billboard. Each billboard has 5 positions resulting in advertisers receiving a 20% Share-of-Voice (SOV).
- Specs:
  - Medium Rectangle: 300x250, 40kb max
  - Files accepted: animated gif (preferred), png or jpg • Images at 72 dpi
  - 3 loop max with 5 second delay between animations
  - Provide click-thru url
  - Submit 3 days prior to start date

## FMNews

- Sponsorship positions are exclusive
- Specs:
  - Medium Rectangle: 300x250, 40kb max
  - Files accepted: gif (preferred), jpg (must be static – no looping) • Images at 72 dpi
  - Provide click-thru url
  - Submit 3 days prior to deployment date

## FMProducts

- Specs:
  - Headline + 50 word descriptive • 225x225 gif/jpg image, 25kb max • Images at 72 dpi
  - Provide click-thru url
  - Submit 3 days prior to deployment date

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## Publisher's Terms & Conditions

- FM Communications reserves the right to reject any advertisement and all advertising is subject to publisher's approval.
- Advertiser and its agency agree to defend and indemnify publisher from any claims or damages arising from placement of advertising with FM Communications.
- Any deliberate attempt to simulate FacilityManagement.com's format is not permitted without written authorization and publisher reserves the right to place the word "advertisement" with copy which, in publisher's opinion, resembles editorial matter.
- A contract may be suspended or canceled upon written notice received by publisher prior to the published space close.
- Advertisers not fulfilling contractual obligations are subject to short rate.
- Payment terms are net 30 days. Overdue accounts may be charged a 1.5% per month finance charge or the maximum legal rate of interest allowed by law for all past due invoices.
- Recognized agencies are allowed a 15% commission on gross billing.
- Publisher's liability for any error will not exceed the charge for the advertisement in question.
- Publisher reserves the right to hold the advertiser and/or its agency jointly and severally liable for such monies as are due and payable to publisher.
- If any action/equity is necessary to enforce the terms of this agreement, the prevailing party will be entitled to reasonable attorney fees, costs and expenses in addition to any other relief to which such prevailing party may be entitled.
- This agreement shall be governed in all respects by the laws of the commonwealth of Massachusetts without regard to its conflict of laws provisions.
- All actions, claims or disputes arising under or relating to this agreement shall be brought in a Massachusetts federal or state court.

**FM Communications**

**P.O. Box 963 • Middleton, Massachusetts 01949**

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