

2027 Media Kit

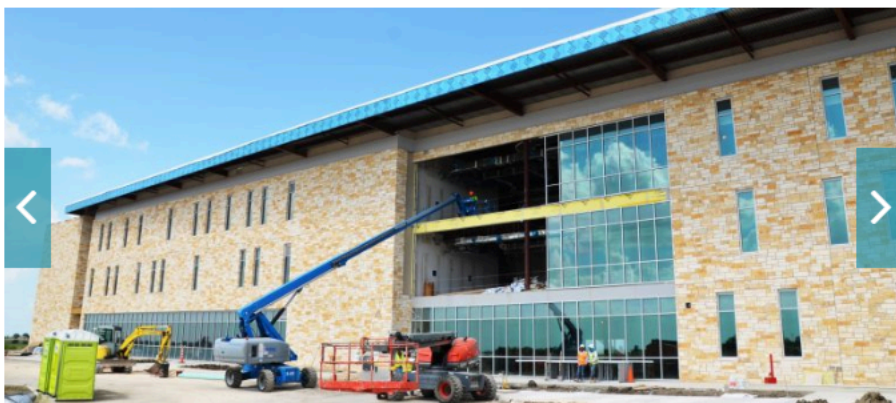
FacilityManagement.com

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

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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



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.

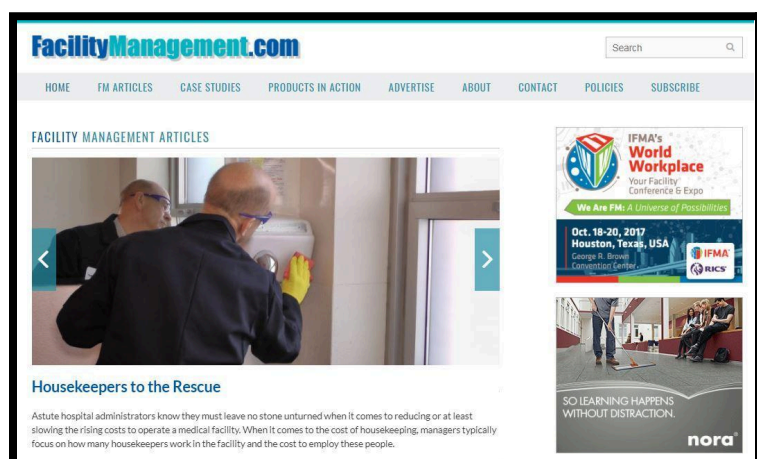
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January	Snow/Ice • Carpeting • Restrooms
February	Net Zero Energy • Risk Assessments • IoT Devices
March	Drain Cleaning • Roofing • Security
April	HVAC: Cooling • Plumbing • Grounds Care
May	Door Locks • Bird/Pest Control • CMMS
June	Energy Benchmarking • Flooring • AI Tech
July	AI for Facilities • Smart Energy • Lighting
August	Green Design • Interiors • Access Control
September	Flooring • Carbon Reduction • Building Auto
October	Drain Cleaning • Maintenance • Hybrid Workplace
November	Carpeting • Renovation • Renewable Energy
December	HVAC: IAQ • Waste/Recycle • Signage/Wayfinding

FMNews

January	Building Auto • Flooring • Risk Assessments
February	Signage/Wayfinding • Snow/Ice • AI Tech
March	Roofing • IoT Devices • Carpeting
April	Drain Cleaning • Grounds Care • HVAC: Cooling
May	Renewable Energy • Plumbing • Access Control
June	Net Zero Energy • Maintenance • Green Design
July	Bird/Pest Control • CMMS • Interiors
August	Lighting • Smart Energy • Renovation
September	Door Locks • Energy Benchmarking • Flooring
October	HVAC: IAQ • AI for Facilities • Carpeting
November	Drain Cleaning • Waste/Recycle • Carbon Red
December	Restrooms • Security • Hybrid Workplace

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 - \$1,350 total

6 months - \$2,400 total

12 months - \$4,200 total

FMNews

Focusing In On Indoor Air Quality (IAQ)

School administrators have known for years that poor indoor air quality (IAQ) can have a negative impact on the health and performance of students, teachers and all other staff. And, according to the Asthma Initiative of Michigan (AIM), which is designed to help educate parents, teachers, and school administrators about the negative impacts of poor IAQ, one of the many triggers of asthma, especially for children, is the cleaning solutions normally used to maintain schools.

[MORE](#)

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: \$1,400, 3x: \$1,250, 6x: \$1,150, 12x: \$1,050

2027 Schedule

Month	Publishes	Closes
January	1/7	1/4
February	2/4	2/1
March	3/4	3/1
April	4/8	4/5
May	5/6	5/3
June	6/10	6/7
July	7/8	7/5
August	8/5	8/2
September	9/9	9/6
October	10/7	10/4
November	11/4	11/1
December	12/2	11/29

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: \$950, 3x: \$850, 6x: \$800, 12x: \$750

2027 Schedule

Month	Publishes	Closes
January	1/21	1/18
February	2/18	2/15
March	3/18	3/15
April	4/22	4/19
May	5/20	5/17
June	6/24	6/21
July	7/22	7/19
August	8/19	8/16
September	9/23	9/20
October	10/21	10/18
November	11/18	11/15
December	12/16	12/13

FacilityManagement.com

FMProducts

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](#)
800.909.9709

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Monthly fee includes Bulb Eater and Recycling.

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[aircycle.com/bulbeater/program](#)

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](#)
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: \$2,800, 3x: \$2,600, 6x: \$2,200, 12x: \$2,000

Specs:

- Files Accepted: html code, jpg/png (800x900), images + copy & we will build – subject line, click-thru url
- Images at 72 dpi
- File Size Maximum: 150k
- Submit 5 days prior to deployment date

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VIEW APPLICATION NOTES

[www.GrayWolfSensing.com](#) | 1-203-402-0477

Publisher's Sworn Statement (September, 2027)

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

- 7,317 – Unique Visitors (monthly)*
 - 37,646 – Page Views (monthly)*
 - 1:24 – User Session Duration (monthly)*
 - 0.53% – Advertiser CTR
- *Google Analytics 4

FMNews

- Published 12 times a year
- 20,642 – Subscribers
- 23.56% – Open Rate
- 1.60% – Bounce Rate
- 0.96% – Advertiser CTR

FMProducts

- Published 12 times a year
- 20,568 – Subscribers
- 21.89% – Open Rate
- 1.85% – Bounce Rate
- 1.12% – Advertiser CTR

Email

- 20,451 – Subscribers
- 15.32% – Open Rate
- 1.91% – Bounce Rate
- 2.11% – 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 • 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

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.
- 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

FM Communications

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