

# media information



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# introduction



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**Cleaning & Maintenance, the industry's longest established and first choice publication, has been redesigned and resized – offering readers a modern, unique format, plus new editorial features.**

Cleaning & Maintenance remains the essential read for everyone involved in the cleaning and support services market. Published by Quartz Business Media – the company that brings you the Cleaning Show, Carplex & Windex, [www.cleaningmag.com](http://www.cleaningmag.com), and the fortnightly news e.cast – its unrivalled content places it way ahead of any other publication in the field. In total, the team at Quartz has over 75 years experience of the UK cleaning industry, placing C&M in a unique position to commentate and reflect upon this evolving market.

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C&M's new format is unique too. It's new size still sets it apart from any other publication in the market, and offers advertisers and readers a large page format but in a traditional magazine style. Each issue of Cleaning & Maintenance offers readers a well researched mixture of news, personnel changes, contract information, product updates, and association news – including exclusive columns from the British Cleaning Council, the British Institute of Cleaning Science, and the Worshipful Company of Environmental Cleaners. New legislation updates, incisive sector reports, face to face interviews with key industry players and informative product features complete the new look. Written in-house by a team of trained journalists and supported by experts from the cleaning and support service industries as well as the legal and financial professions, every issue of Cleaning & Maintenance reflects the diverse needs of a rapidly changing market. C&M is also the official supporting publication of The Golden Service Awards and the BCC Conference.

Cleaning & Maintenance offers advertisers a quality readership. Because its readers provide full demographic information – including company activity, job function, purchasing responsibility, equipment purchased, number of employees and their annual spend on cleaning equipment – the sales team knows they are exactly who advertisers most want to reach: senior executives with the authority to specify, authorise or purchase products and services for the cleaning and support service industry. In addition to the printed circulation, C&M is also produces as a fully-functioning electronic version of the publication, delivered directly to the desktop of subscribers. We pride ourselves in offering both a printed and electronic version of the publication – not one or the other.

Throughout the year ahead, we will continue to reflect the changes that shape the cleaning industry. We always welcome feedback and suggestions from our readers, and I look forward to meeting or speaking with you during the next 12 months.

**Neil Nixon – Editor**

Official Publication to:



# exhibitions



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**The Cleaning Show 2013**  
**19th – 21st March 2013, NEC, Birmingham.** The Cleaning show provides a unique opportunity for companies in the cleaning and support services industry to market, sell and promote their products and services to an international audience.



**The Cleaning Show 2013**  
The exhibition is organised every two years on behalf of the cleaning industry by BCCE Ltd, a company jointly owned by the British Cleaning Council and Quartz Business Media.

Visit: [www.cleaningshow.co.uk](http://www.cleaningshow.co.uk)

*93% of exhibitors at The Cleaning Show 2011 found the show successful,*

*78% of visitors to The Cleaning Show 2011 were personally involved in the selecting and buying of cleaning products and services,*

*96% of exhibitors were happy with the quality and quantity of visitors,*

*89% of visitors to The Cleaning Show 2011 found they successfully achieved their objectives for attending the show.*

## **Carpex 2012**

CARPEX 2012 – 8th-9th March 2012 – Ricoh Arena, Coventry, is the show for everyone involved in the cleaning, maintenance and restoration of carpets, upholstery and flooring.

Visit: [www.carpex.co.uk](http://www.carpex.co.uk)



## **WINDEX 2012**

WINDEX 2012 – 8th-9th March 2012 – Ricoh Arena, Coventry, the show for everyone involved in the window cleaning industry and its subsidiary services.

Visit: [www.windex.co.uk](http://www.windex.co.uk)

For further information on any of these shows please contact Martin Scott on +44 (0)1737 855 086 or email [martinscott@quartzltd.com](mailto:martinscott@quartzltd.com)

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# circulation & rates

80% of exhibitors at The Cleaning Show 2011 stated that C&M magazine was their preferred publication.

69% of visitors to The Cleaning Show 2011 stated that they regularly read C&M magazine against 32% of its nearest competitor.

63% of visitors to The Cleaning Show 2011 stated that they prefer to read a hard copy publication.

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**Audited Circulation of 10,962**  
Jan-Dec 2010

**C&M has the highest individually requested circulation of any publication in the cleaning industry.**

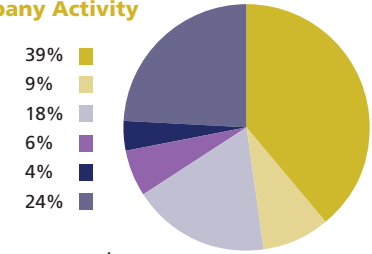
As an Exhibition Organiser and the Official Publication for the Major Associations we are able to regularly update and add to our circulation – with the types of readers you want to reach – Key Decision Makers.

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## Breakdown of circulation by Company Activity

- Contract Cleaners 39%
- Carpet & Upholstery Cleaners 9%
- Distributors/Janitorial Suppliers 18%
- Manufacturers 6%
- Window Cleaners 4%
- End Users 24%

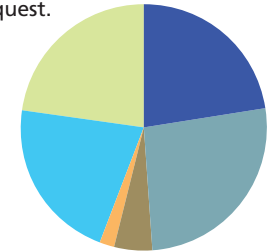


Our end users include local & central government, leisure facilities, hospital & health authority and educational establishments.

## Circulation Analysis by Job Title

A more detailed breakdown can be given on request.

- MD/Chief Executive/Proprietor 23%
- Facility Manager/Director 27%
- Buyer 5%
- Consultant/Financial Controller 2%
- Contract Cleaner (Supervisory Level & above) 22%
- Manager – General & Contracts 21%



If you require a regional breakdown, please contact the C&M team.

## Advertising Rates

Double Page Spread	£3,290	Full Page	£1,835
Half Page Horizontal	£955	Two Column Vertical	£900
Third Page	£700	Eight Page Strip	£300
Quarter Page	£595		

## Cover Positions

Full Page Front Cover plus		Outside Back Cover	£2,750
Full Page within the magazine	£3,745		
Inside Back Cover	£2,385		

Discounts for series bookings; 3 months 5%, 6 months 10%, 12 months 15%. Agency Discount 10%.

## Products & Services

One Heading £440 per annum	Six or more Headings £300 per heading per annum
Three – Five Headings £325 per heading per annum	

## Situations Vacant/Tenders

Magazine and Electronic Advertising	£35 per single column centimetre
	Electronically Only £250



# copy dates 2012



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## Contacts

**Editor: Neil Nixon**  
 +44 (0) 1409 241 166,  
 neilnixon@quartzltd.com

**Publisher: Martin Scott**  
 +44 (0) 1737 855 086,  
 martinscott@quartzltd.com

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## 2012 copy dates C&M

Month	Advertisement Copy Date	Editorial Copy Date
<b>January</b>	20/12/2011	08/12/2011
<b>February</b>	15/01/2012	10/01/2012
<b>March</b>	12/02/2012	03/02/2012
<b>April</b>	15/03/2012	12/03/2012
<b>May</b>	11/04/2012	02/04/2012
<b>June</b>	15/05/2012	10/05/2012
<b>July</b>	14/06/2012	11/06/2012
<b>August</b>	13/07/2012	09/07/2012
<b>September</b>	15/08/2012	10/08/2012
<b>October</b>	14/09/2012	10/09/2012
<b>November</b>	15/10/2012	10/10/2012
<b>December</b>	14/11/2012	09/11/2012





# editorial programme 2012

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## Contacts

**Editor: Neil Nixon**

+44 (0) 1409 241 166,  
neilnixon@quartzltd.com

**Publisher: Martin Scott**

+44 (0) 1737 855 086,  
martinscott@quartzltd.com

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2012

## January 2012

- Fire & Flood Restoration
- Flooring & Floorcare

## February 2012

- Laundry & Dishwashing
- Kitchen Hygiene
- **Carpex & Windex 2012 Preview**

## March 2012

- Washroom Hygiene
- Paper & Textile Wipes
- **Carpex & Windex 2012 On Site Issue**

## April 2012

- Healthcare & Hospital Hygiene
- Chemicals & Dosing
- Polishers & Burnishers
- **ISSA InterClean Amsterdam Preview**

## May 2012

- Working at Height
- Window Cleaning
- Carpet & Upholstery Cleaning
- **ISSA/InterClean Amsterdam On Site Issue**

## June 2012

- Eco/Green Products
- Scrubber Dryers

## July 2012

- Daytime Cleaning
- Vacuum Cleaners

## August 2012

- Mid Year Industry Update

## September 2012

- Street Cleaning
- Pressure Washers
- Graffiti Removal

## October 2012

- Healthcare & Hospital Hygiene
- Steam Cleaning

## November 2012

- Warehouse Cleaning
- Sweepers
- Training & Education

## December 2012

- Washroom Hygiene
- Waste Management
- Contract Cleaners & Suppliers Guide

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electronic



# electronic

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**C&M Electronic**  
 C&M has an email database of over 20,000 names which is broken down by job category. This database has been built up from the shows that we organise such as: The Cleaning Show, Carpex, Windex and the databases that we buy to promote them.

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## Website

The C&M Website – www.cleaningmag.com is an interactive website which is an extension of the magazine including; the recent online issue of C&M, news stories, job vacancies, tenders and product information.

The following advertising opportunities are available:

### **Main Banners (2)**

Three months – £250 per month, Six Months – £200 per month, Twelve Months – £175 per month. Specifications: 468 pixels x 60 pixels.

### **Skyscraper**

Three Months – £325 per month, Six Months – £265 per month, Twelve Months – 200 per month. Specifications: 160 pixels x 600 pixels.

### **Page Peel**

Three Months – £350 per month, Six Months – £300 per month, Twelve months – £250.

### **Hot Button**

Three Months – £200 per month, Six Months – £150 per month, Twelve months – £100 per month. Specifications: 175 pixels x 100 pixels.

### **Rotating Live Logo**

Six Months - £300, Twelve Months - £500.

## **E-Newsletters**

We send out 2 E-newsletters a month to our full email database; the first being sent out a week before the current issue is published, with the new issue and the second 10 days after. The E-newsletters include news, stories and product releases that haven't yet been published. Each E-newsletter is sent out twice, with it being send the second time to anyone that didn't open it initially.

The following advertising opportunities are available:

### **Banners (4 available)**

Three Months – £300 per month, Six Months – £250 per month, Twelve Months – £200 per month.

### **Skyscraper**

Three Months – £375 per month, Six Months – £325 per month, Twelve Months – £300 per month.

### **Hot Button**

Three Months - £250 per month, Six Months - £200 per month, Twelve Months - £150 per month

## **E-Casts**

The modern way of directly contacting named decision makers within the cleaning industry. As our 20,000 named email address database is broken down by job description and business type, we are able to send out emails on your behalf to the people in those sectors you want to reach. The e-cast is designed to look as if it has been sent from you and includes direct links through to your website and/or email addresses. All e-casts are mailed out twice, with it being sent the second time to anyone that didn't open it initially.

**The set up cost for an E-Cast is £600, including the first 1000 names and is then charged at £40 per 1000 for any additional names.**



# technical data

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## Materials required

Please note: as we now host Cleaning and Maintenance online as an Electronic version, in order to register in the search function, the ideal format is a hi resolution PDF with the fonts embedded, 300 dpi, CMYK, with the images and transparencies flattened, and to the correct size.

Please email to:  
[melaniechiles@quartzltd.com](mailto:melaniechiles@quartzltd.com)  
 marked for C&M.

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## Technical Specifications

**Microsoft Applications:** We do not recommend PC files like Excel, Word etc, as material generated from word processing programs are generally not suitable for use in the printing process. These files have to be converted into Postscript® which may in the process produce unexpected results. We therefore, expect files to have been created in a recognised professional designed programme specifically for the graphics industry.

### Application files must be supplied with supporting files, fonts , images etc

- **JPEGs:** We do not recommend the use of JPEG files, however whilst we do not exclude these files, they can be used but at the clients own risk. On occasions, the quality may not appear as expected and therefore cannot be guaranteed and could be reproduced as low resolution. When saving JPEGs please can you ensure that pictures within the document are at 300 dpi.
- **Web:** We would advise against requests to download material direct from a website. Quality is often poor and does not reproduce well in printed format.
- **Photoshop Graphics:** All graphics/images must be supplied CMYK colour not RGB, LAB or Alpha channels). If RGB images are supplied they will be converted to CMYK but colour integrity cannot be guaranteed. Resolution should be 300dpi or higher.
- **Application generated Postscript or EPS Files:** Fonts must be embedded or outlined. DO NOT USE compressed or Jpeg any images within the file. All colour used must be CMYK. All images must be of the correct size and resolution.
- **Flattening Layers:** When layers have been used within a file it is imperative that ALL layers are flattened.
- **PDFs:** Please use the PASS4PRESS specification which can be downloaded from the PPA website at [www.pass4press.com](http://www.pass4press.com)
- **Graphics:** Continuous tones should be CMYK format for colour, Greyscale for black and white images and supplied in a single file format at 300 dpi resolution. Bitmap images at a resolution of 1200. DO NOT compress or JPEG any images, all colour use must be CMYK and not RGB. All images must be of the correct size and resolution. If there are spot colours used for extra separations, it is essential that the same naming convention is applied to all elements relating to that separation.
- **Film Format:** Please note that we no longer accept adverts in film format.

WE CANNOT GUARANTEE THE QUALITY OF WORK SUBMITTED OUTSIDE OF THESE SPECIFICATIONS

Postal address: Melanie Chiles, Quartz House, 20 Clarendon Road, Redhill, Surrey RH1 1QX

### Advertisement space dimensions

<p><b>Double Page Spread</b>                  Bleed 346mm (h) x 496mm (w)                  Trim 340mm (h) x 490mm (w)                  Type Area 320mm (h) x 470mm (w)</p>	<p><b>Single Page</b>                  Bleed 346mm (h) x 251mm (w)                  Trim 340mm (h) x 245mm (w)                  Type Area 320mm (h) x 225mm (w)</p>	<p><b>Half Page Horizontal</b>                  150mm (h) x 222mm (w)</p>
<p><b>Two Column Vertical</b>                  297mm (h) x 92mm (w)</p>	<p><b>Third Page Horizontal</b>                  103mm (h) x 222mm (w)</p>	<p><b>Quarter Page</b>                  150mm (h) x 108mm (w)</p>
<p><b>Quarter Page Horizontal Strip</b>                  75 mm (h) x 222mm(w)  <b>Strip Advertisement</b>                  14mm (h) x 222mm (w)</p>	<p><b>Front Cover</b>                  Bleed 252mm (h) x 248mm (w)                  Trim 249mm (h) x 245mm (w)                  EARPIECE (E.P.) 48mm (h) x 40mm (w)</p>	



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**Editor**

**Neil Nixon**

Email: [neilnixon@quartzltd.com](mailto:neilnixon@quartzltd.com)

Tel: +44 (0) 1409 241 166

**Publishing & Exhibitions Director**

**Martin Scott**

Email: [martinscott@quartzltd.com](mailto:martinscott@quartzltd.com)

Tel: +44 (0) 1737 855 086

**Classified Advertising**

Tel: + 44 (0) 1737 855 086

**Production Manager**

**Melanie Chiles**

Email: [melaniechiles@quartzltd.com](mailto:melaniechiles@quartzltd.com)

Tel: +44 (0) 1737 855 044

**CircData**

Tel: +44 (0) 1635 869 868

**Website**

[www.cleaningmag.com](http://www.cleaningmag.com)



**Quartz Business Media**

Quartz House  
20 Clarendon Road

Redhill

Surrey

RH1 1QX

Tel: +44 (0) 1737 855 086

Fax: +44 (0) 1737 855 033

Web: [www.quartzltd.co.uk](http://www.quartzltd.co.uk)

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