

2022 MEDIA KIT

Connecting Your Brand with
Canada's Leading Building
Services Contractors, In-house
Facility Operations Managers
& Industry Distributors.

- **INFORMATIVE**
 - **EMPOWERING**
 - **TRUSTED**
-



2019: WINNER AND FINALIST
2018: WINNER AND FINALIST
2017: WINNER
2016: FINALIST
2015: WINNER AND FINALIST

www.remimarketing.ca

Full-service Marketing Solutions that Make an Impact.

Showcase your brand to the industry's most engaged audience by leveraging *Facility Cleaning & Management's* 30-year history and long-standing real estate industry connections.

Our Network is Your Audience

22,500

BUILDING SERVICES CONTRACTORS, INHOUSE FACILITY MANAGERS & DISTRIBUTORS.

Facility Cleaning & Management can connect your product or service to individuals and organizations who develop, own, manage, operate and maintain properties across Canada.

OUR READERSHIP REPRESENTS THE FOLLOWING TYPES OF PROPERTIES:

COMMERCIAL/ INDUSTRIAL/RETAIL

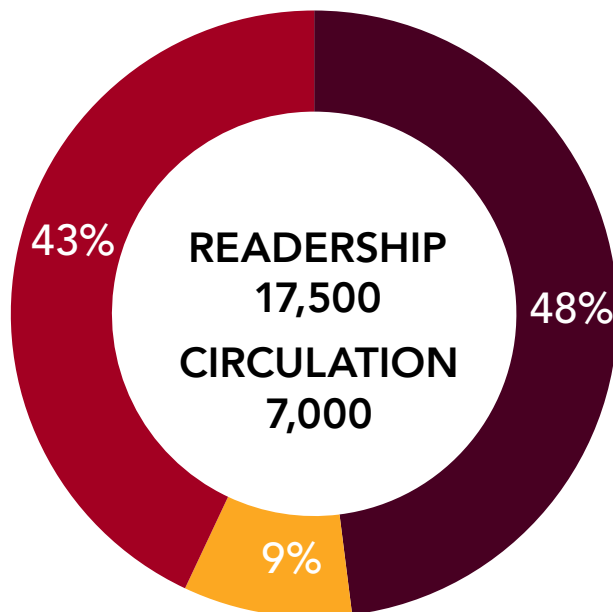
- Office Buildings
- Financial Institutions
- Insurance Companies
- Hotels
- Trust Companies
- Shopping Centres
- Industrial Properties

INSTITUTIONAL

- Healthcare
- Schools
- Colleges/Universities
- Federal, Provincial and Municipal levels of Government
- Airports

FAMILY HOUSING

- Condominiums
- Non-Profit Housing
- Apartments



■ 48% Building Service Contractors

■ 43% In-House Facility Managers

Hospitals, Nursing Homes and Healthcare.....31%

Hotel Management and Housekeepers.....18%

Government (Municipal, Provincial, Federal)..... 9%

Retail Shopping Centres and Malls 8%

Food Service, Bars and Leisure 11%

Education 10%

Other owner occupied buildings12%

■ 9% Distributors

The REMI Network Strengthens our Community.

REMI
NETWORK.COM

REAL ESTATE MANAGEMENT INDUSTRY NEWS
INFORMATIVE • EMPOWERING • TRUSTED

THE REMI NETWORK ACTS AS A GATEWAY
TO NINE OF OUR INDUSTRY-LEADING BRANDS, INCLUDING:

CANADIAN
PROPERTY
MANAGEMENT

CANADIAN
Apartment

CONDOBUSINESS

CFM&D
CANADIAN FACILITY MANAGEMENT & DESIGN

FCM &
FACILITY
CLEANING &
MAINTENANCE

DQ
DESIGN QUARTERS

CONSTRUCTION BUSINESS
BC & ALBERTA'S CONSTRUCTION MAGAZINE

REMI
SHOW

ISSA SHOW
CANADA 2022

OUR REACH INCLUDES:

PRINT
100,000+
Readers

WEB
60,000+
Page Views monthly

E-NEWS
26,000+
Subscribers

SOCIAL MEDIA
20,000+
Followers

PRINT ADVERTISING

17,500+
ACTIVE
INDUSTRY READERS
7,000+
SUBSCRIBERS

Facility Cleaning & Maintenance is an invaluable resource for building service contractors and in-house facility managers.

The magazine and its digital properties provide engaging, meaningful editorial content to assist industry professionals in successfully cleaning and maintaining commercial, institutional, recreational, multi-residential and industrial facilities, inside and out.

We have cultivated a targeted audience of building service contractors, in-house facility managers and distributors of cleaning products and equipment.

2022 PRINT EDITORIAL SCHEDULE

ISSUE	THEME	EDITORIAL FOCUS	BOOKING DEADLINE
SPRING	Hospitality and retail facilities	Infection Control, Equipment, Health and Safety	February 1 st
SUMMER	Health and care facilities	Cleaning Supplies, Technology, Housekeeping	May 1 st
FALL	Recreational and entertainment facilities	Health and Safety, Grounds Maintenance, Common Areas	August 1 st
WINTER	Residential and office facilities	Flooring, Air Quality, Sustainability	November 1 st

IN EVERY ISSUE:

- BSC profile – Interview with an industry leader and their work on the issue’s theme
- Expert Q&A – An in-depth Q&A with an expert in the field of each issue’s theme
- ISSA News – The latest in ISSA Canada’s industry-leading operations
- Clean Matters – Cleaning and maintenance updates at a glance
- In-depth features from a range of experts

2022 PRINT ADVERTISING

	1 Issue Rate	2 Issue Rate	4 Issue Rate	Premium Positions	1 Issue Rate	2 Issue Rate	4 Issue Rate
Double Page Spread	\$6,298	\$6,098	\$5,974	Outside Back Cover	\$4,374	\$4,156	\$3,937
Full Page	\$3,499	\$3,324	\$2,974	Inside Front Cover	\$4,374	\$4,156	\$3,937
1/2 Island	\$2,800	\$2,660	\$2,380	Inside Back Cover	\$3,849	\$3,657	\$3,464
1/2 Horizontal/Vertical	\$2,625	\$2,493	\$2,231	Table of Contents Banner	\$1,914	\$1,818	\$1,722
1/3 Square/Vertical	\$2,041	\$1,939	\$1,735	Editor’s Note Banner	\$1,914	\$1,818	\$1,722
1/4 Vertical	\$1,531	\$1,454	\$1,301				
1/6 Horizontal/Vertical	\$875	\$831	\$744				
Industry best products	\$700						

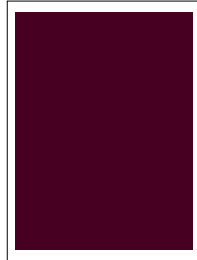
Specialty Print Products

*Many other options available

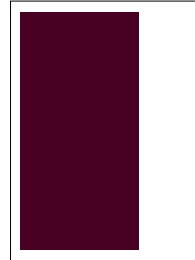
PRINT SPECIFICATIONS



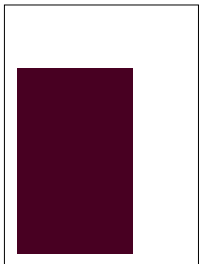
DOUBLE PAGE SPREAD
BLEED: 16.5" x 11.125"
TRIM: 16.25" x 10.875"



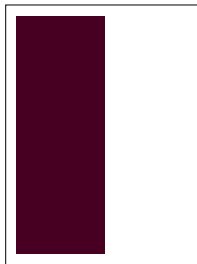
FULL PAGE
BLEED: 8.375" x 11.125"
TRIM: 8.125" x 10.875"



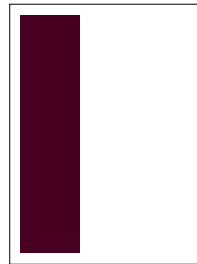
2/3 PAGE
4.563" x 9.563"



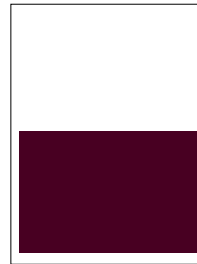
1/2 ISLAND
4.563" x 7.375"



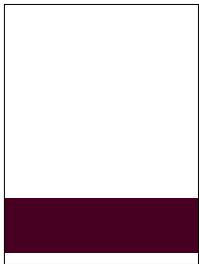
1/2 VERTICAL
3.375" x 9.563"



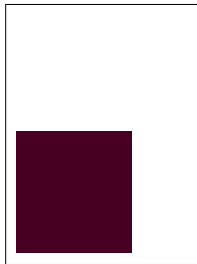
1/3 VERTICAL
2.25" x 9.563"



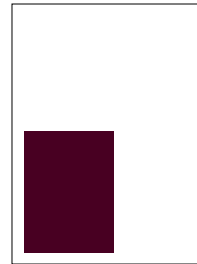
1/2 HORIZONTAL
7.125" x 4.75"



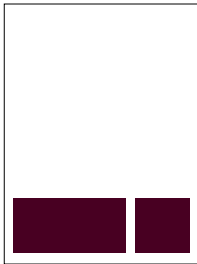
BANNER
BLEED: 8.375" x 2.25"
TRIM: 8.125" x 2.25"



1/3 SQUARE
4.563" x 4.75"



1/4 PAGE
3.375" x 4.75"



1/6 PAGE BOX
4.75" x 2.25" 2.25" x 2.25"

DIGITAL FILES:

Preferred format is a High Resolution (300dpi) PDF file, provided all the fonts are embedded, and all colour is converted to CMYK. Other acceptable formats are Adobe InDesign CS6, and Adobe Illustrator CS6 files, if all graphics and fonts are also included.

We cannot accept ads created in QuarkXpress, Microsoft Word and Publisher.

If using a newer version than CS6, please save the file down.

Please include a laser copy for reference. All colour files must be accompanied by a colour proof or separated laser proofs. Publisher assumes no responsibility for accuracy when a proof is not provided.

FTP INFORMATION:

Host: ftp3.mediaedge.ca
Username: me_cpm_ad (ads) OR me_cpm_ed (editorial)
Password: artwork (ads) OR production (editorial)

DIGITAL FILES (SEND TO):

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SPONSORED CONTENT

YOUR CONTENT, OUR READERS

Let us position you as the expert in your field with the valuable content you have to offer. We will help you create and deliver information by partnering you with an industry writer.

Become a trusted source and industry leader with the REMI Network Sponsored Content Program.

BENEFITS OF SPONSORED CONTENT

1. Direct targeted reach
2. Access to a professional writer
3. Multi-channel promotion
4. Backlinks & PR increase brand strength
5. Measurable results
6. Design included

PRINT



- A** Double Page Spread
Maximum 900 words, images, and logo. **\$6,500**
- B** Sponsored Column
Maximum 150 words and logo. **\$2,000**

ONLINE



- C** Industry Insights **\$3,000**
Includes the following:
 - 1** Always in Front
Clickable headlines are displayed on the home page of the REMI Network.
 - 2** Industry Leader
Article teasers are expanded on the Facility Cleaning & Management page for 30 days and available in the archives for a minimum of 12 months.
 - 3** Expanded Content
Photo, full feature (up to 600 words written by an industry writer) and a link back to your site are posted – with no time restrictions.
 - 4** Expanded Reach
Your Industry Insight article gets sent out to our Facility Cleaning & Management readership online through our industry-leading E-Newsletter.

SPONSORED CONTENT CAMPAIGNS

Campaign 1	Double Page Spread + Industry Insight	\$8,250
Campaign 2	Sponsored Column + Industry Insight	\$4,500

All rates are net.

E-NEWS ADVERTISING

18%
AVERAGE OPEN RATE

3,000+
**CASL-APPROVED
 SUBSCRIBERS**

Facility Cleaning & Maintenance e-news delivers timely, relevant industry news on a bi-weekly basis, equipping 3,000 professionals involved in building cleaning and maintenance with the information they need to remain current in this fast-paced industry.

The screenshot shows an email layout with several ad placements:

- E1:** Top banner area with FCM logo and social media icons.
- E2:** Article header: "Why flu season may be forever changed for the cleaning industry" with a background image of a person wearing a face mask.
- E3:** Article body text: "COVID-19 has changed our definition of 'clean' and that will likely lead to a change in our yearly rhythm. From now on, 'flu season' as we know it may never be seen. Anyone who is in the cleaning industry understands that flu season has always been considered the 'busy' season. Much like accountants during the month of April, it's the time when our services and expertise are called on the most often."
- E4:** "Industry Insights" section with a sub-header "Putting tenant wellness first" and an image of a modern office interior.
- E5:** "In Case You Missed It" section with a sub-header "Why wait? The new office normal is up to you" and a list of articles.
- E6:** Footer area with a "Like our content? Subscribe to our e-news" button.
- E7:** Bottom right corner area with a "Like our content? Subscribe to our e-news" button.

BENEFITS OF E-NEWS ADVERTISING

1. Reach our opt-in subscriber list
2. Targeted distribution to buyers
3. Guaranteed semi-monthly frequency
4. Limited ad spaces ensure your visibility is high

2022 RATES

	Digital Specs	Quarter
E1 Top Leaderboard	728 x 90 pixels	\$3,000
E2 Top Skyscraper	240 x 400 pixels	\$2,550
E3 Middle Skyscraper	240 x 400 pixels	\$2,325
E4 Bottom Skyscraper	240 x 400 pixels	\$2,175
E5 Top Banner	468 x 60 pixels	\$2,325
E6 Featured Product or Service *Company logo and up to 40 words of text	125 x 125 pixels	\$1,875
E7 Body Banner	468 x 60 pixels	\$1,688

All ads must be 72 DPI gif or jpg only RGB. No animated ads for e-news. All rates are net.

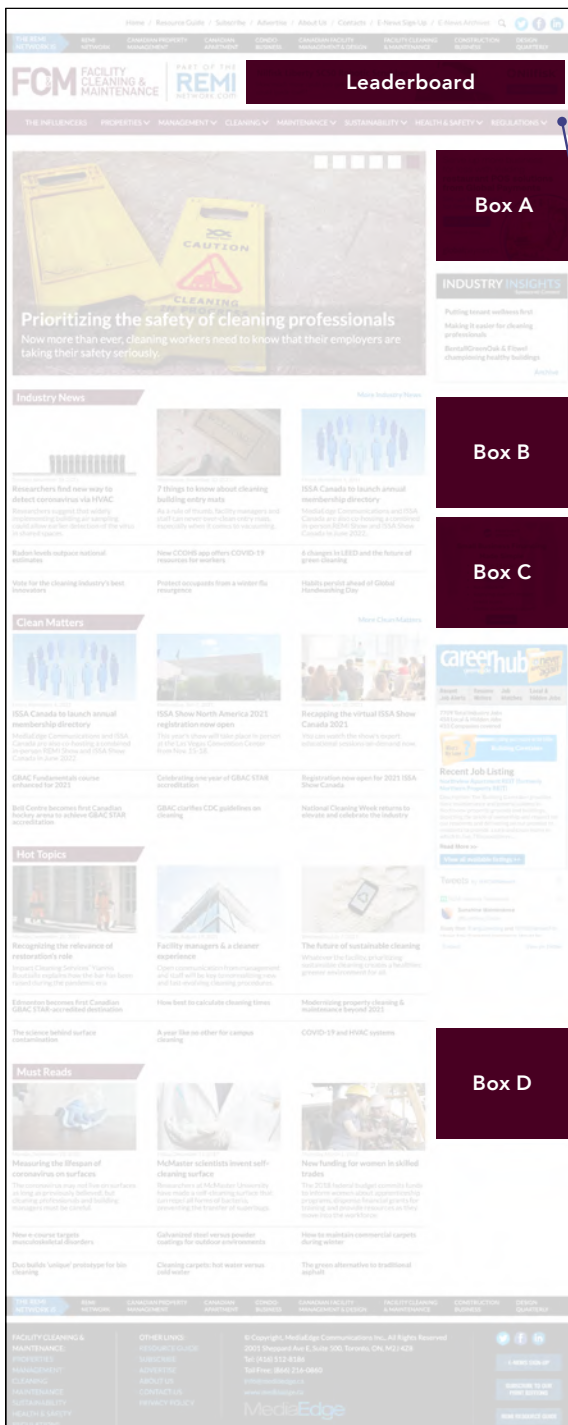
WEBSITE ADVERTISING

10,000+
AD IMPRESSIONS
PER CAMPAIGN

Facility Cleaning & Management is part of the REMI Network. Position your ads within our industry-leading

websites to strengthen your brand and increase your company's visibility. We get more than 70,000 page views per month across the REMI Network.

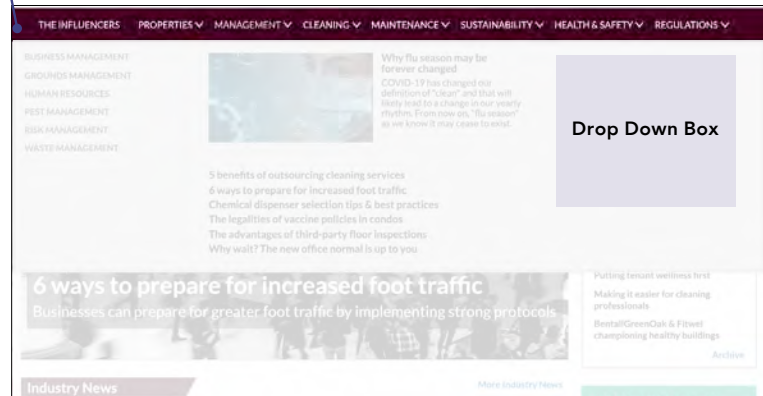
[Facility Cleaning Management website](#)



BENEFITS OF WEBSITE ADVERTISING

1. Reach our entire online readership
2. Credible source of content
3. Daily exposure with relevance
4. Adaptable interactive ads
5. Measurable results

(DROP DOWN MENU)



2022 RATES

	Positions	Quarter
Campaign 1	Leaderboard & Box B (728 x 90 pixels & 300 x 250 pixels)	\$2,450
Campaign 2	Box A & Box C (300 x 250 pixels)	\$2,250
Campaign 3	Box D & Drop Down Box (300 x 250 pixels)	\$2,250

All ads must be 72 DPI gif or jpg only RGB

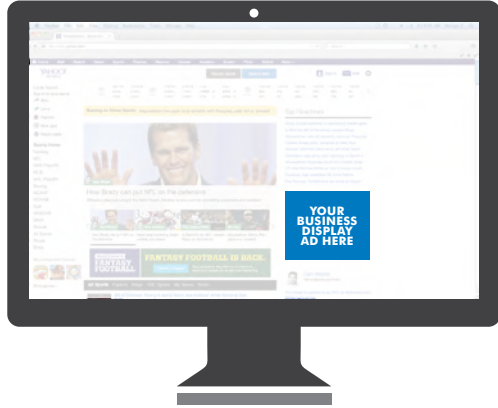
All positions have a maximum of 2 ads

All rates are net

PROGRAMMATIC ADVERTISING

All campaigns include:

- Reporting & Analytics
- Campaign Manager
- Custom Campaign Creation and Technical Build-Out of Micro-Campaigns
- Guaranteed Impression Delivery
- Complimentary Creatives
- Manual & Auto-Optimizations



SMART DISPLAY

ANNUAL PROGRAMS START AT
\$500/MONTH

REMI Smart Display is a programmatic marketing campaign that gives your company's advertising strategy the edge of being at the right place at the right time within the commercial and residential property management sector.

MediaEdge partners with top-performing programmatic suppliers to stay connected with the highest quality ad exchanges and data inventories, giving you the power to target your niche audiences online on almost any website they visit. Advertise with the confidence that you are making a valuable impression at the right time.

Identify and target niche audiences

- Visiting your website
- Researching online
- Reading industry articles online
- Entering and leaving websites of interest
- Visiting physical locations of interest

An average of 1,700 online display ads are seen each month. Take advantage of our specialized team and technology to target ads to your customers more often.

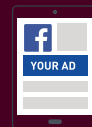
SMART CHANNEL PREMIUM AUDIENCE DATA

ANNUAL PROGRAMS START AT
\$500/MONTH

Smart Channel gives you the ability to retarget our premium Facility Cleaning & Management subscriber and readership data. Using only our site retargeting tactic, we retarget individuals who have interacted or visited the Facility Cleaning & Management website.

Promote your products and services with confidence. You are reaching our engaged Facility Cleaning & Management professionals with frequency to complement your other premium placement campaigns.

Keep in
touch
everywhere



SOCIAL MEDIA MANAGEMENT

Whether it's a full online community or a simple presence on a specific channel, we're here to help you grow your business.

ANNUAL PROGRAMS START AT
\$1,300/MONTH

How will we help?

Our social media program will support your business development and customer engagement. Here are three ways social media can help you achieve your goals.



Increasing website traffic



Building your brand and attracting customers



Customer support and outreach

We know your industry is unique. We'll identify which social channels will work for you, where the influencers are on those channels and develop a content strategy to pull those audiences in and expand your network.

CONTENT SEO



What is SEO?

SEO stands for "search engine optimization." It is the process of getting traffic from organic, natural search results from search engines.

Content SEO works hand-in-hand with social media, strengthening your other social media channels with longer-form messages while driving traffic to your website.

Content is the most crucial component of your website's SEO strategy.

A professional content team can drive traffic to your website by creating keyword-rich, informative posts that position your company as a thought leader.

PAID PROMOTIONALS CAMPAIGNS

GOOGLE ADWORDS

CAMPAIGN INVESTMENT STARTS AT
\$500/MONTH
(minimum six-month commitment)

Get in front of customers when they're searching for businesses similar to yours on Google Search and Maps through Google AdWords- A pay-per-click service offered by Google for businesses wanting to display ads on the world's premier search engine. The Search Ads program enables businesses to set a budget for advertising and only pay when people click the ads. The ad service is largely focused on keywords.

- Attract customers instantly
- Find out what triggers conversions
- You control your advertising costs
- Find customers who search for your services

PROGRAM HIGHLIGHTS

- Google suite Certified Campaign manager assigned to each account. One point of contact for all queries and discussions.
- Up-To-Date on industry best practices and Google Product Changes/Updates.
- Customer Service: All queries will be addressed within four to 24 hours, based on the priority.
- Beta testing analysis and implementation.
- Manual bidding at keyword and Ad Group level
- Target audiences – using all the available optimization tools & techniques
- Quality-Score driven setup and optimization
- Comprehensive bi-monthly reporting + Custom Report from Google Ads and Google Analytics
- Real-time dashboard monitoring

PAID SOCIAL CAMPAIGNS

CAMPAIGN INVESTMENT STARTS AT
\$500/MONTH
(minimum six-month commitment)

Reach new audiences and continue to engage current prospects through a customized multi-platform social media advertising program designed by our experts to deliver your thought leadership and industry expertise through the various social media channels.

PROGRAM HIGHLIGHTS

- Dedicated account manager
- Detailed monthly performance reports
- Strategic performance based optimizations conducted by account manager
- All social media ads are tracked, measured and analyzed for improvements
- Up to 8 sets of ad creative flighted simultaneously (mobile & desktop)
- Thorough A/B testing for each ad creative set





The commercial real estate and cleaning and maintenance industries has weathered the storm and kept moving forward throughout the pandemic.

Let us help you grow your business by developing a strategy that leverages our collective wisdom, products and services.

For more information on our marketing solutions, call or email:

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Editor

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Production Manager

Rachel Selbie

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To access all of our other media kits, please visit
www.remimarketing.ca

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Toll Free: 1 866-216-0860 x227

REMI SHOW

www.remishow.com



SAVE THE DATE
June 8-9, 2022

Metro Toronto Convention Centre
North Hall, Toronto
Ontario, Canada

Proudly Owned and Operated by:

MediaEdge

For additional information on exhibitor/sponsorship opportunities, please contact
Chuck Nervick, Senior Vice President at chuckn@mediaedge.ca | 416-803-4653

Official 2022 REMI Show Media Products

CANADIAN
PROPERTY
MANAGEMENT

CONDOBUSINESS

CFM&D
CANADIAN FACILITY MANAGEMENT & DESIGN

CANADIAN
Apartment

FCM & **FACILITY
CLEANING &
MAINTENANCE**

CONSTRUCTION BUSINESS
BC & ALBERTA'S CONSTRUCTION MAGAZINE

DQ

REMI
NETWORK