



Sustainable Facilities Management Goes Online Only

Sustainable Facilities Management (SFM) has for the last three years been the only magazine totally dedicated to environmental issues facing facilities managers. Shouldering the responsibility of trying to reduce an organisations carbon footprint and cope with increasing legislation whilst maintaining an acceptable working environment is a tall order. SFM continues with our goal to make this seemingly impossible task easier.

Over the last three years our circulation has increased dramatically – highlighting the usefulness of the publication. We have had an online edition since we launched and most circulation requests are for the 'greener' digital version. In order to cater for this increase and continue to provide a valuable service, SFM is undergoing a radical change – starting with our September issue.

Logo

We have a new logo, bringing into focus the facilities management heart of our publication.

Circulation and Distribution

In addition to those readers we already have, we are increasing the total circulation to a minimum of 32,000 per issue through verified contacts gained from third parties. Our target audience remains the whole public sector and the largest private sector organisations. In order to service the increase in subscribers the digital version is the most environmentally-friendly method, therefore from the September issue, SFM will be online only. Most of our readers already prefer the ease and sustainability of the digital format.

Editorial and Advertising

Due to the economic climate, advertising revenues have suffered, but companies are still keen – and need – to get their message to our readers. This is possible through editorial. In order therefore to give the best service to our readers and assist those wishing to target them we are changing the way the magazine is financed.

Up to now editorial has been free except for a small amount of product reviews. From now on there will be limited space for free editorial and we are encouraging more advertorials. The reasoning behind this is as follows:

1. Advertorials offer the opportunity to provide more information than advertisements.
2. They are more cost effective than advertisements.
3. Link to website/emails are live.
4. There is an abundance of editorial which is company/product orientated.

There will be a new **Buyers Guide** section to facilitate all year round exposure. All who take a Buyers Guide will be given a free listing on our online directory. There will also be a new **Recruitment** section.

Our aim is to maximise the amount of information we give our readers – your potential clients – whilst keeping costs to the absolute minimum, please see the attached rate card.

Best regards,

A handwritten signature in dark ink, appearing to read "Ralph Scrivens".

Ralph Scrivens, Managing Director.

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Sustainable

Facilities Management

Facilities Managers have to juggle many responsibilities. How do they find and source sustainable products and services for their workplace?
Sustainable Facilities Management

- **Increased circulation** – minimum 32,000 digital copies per issues.
- **Proven formula** – Readers have been enjoying digital editions since October 2007.
- **Most cost-effective** rate card of ANY facilities magazine.
- **Sustainable** – no waste or excessive publication and distribution costs.
- Live email/website links.
- All issues archived – giving ongoing exposure year round.
- Ability to circulate to colleagues without losing your own copies.
- Opportunity to sponsor whole or part of magazine.
- Excellent platform to promote your company's environmental accreditations for its products and services.
- Can be downloaded and printed if necessary.

RATE CARD



Advertorials

DPS (1500 words and 2 pics)	£450
Full Page (800 words and 1 pic)	£300
Half page (400 words and 1 pic)	£200
Quarter Page (175 words and 1 pic)	£100

Sponsorship

Full Magazine Package £850
(Includes Front Cover, Full Page Advertisement and Full Page Advertorial, logo & link on each page)

Product Section Only £450
(Includes Full Page Advertorial in relevant section plus logo & link on each page of section)

Buyers Guide

Eighth Page (12 issues) £250
(Can take multiples of 1/8 as required at pro rata rate)
Also includes free listing on online directories

Recruitment

Full Page	£350
Half Page	£250
Quarter Page	£150

Display Advertising

Full Page (includes Full Page Advertorial)	£450
Half Page (includes Half Page Advertorial)	£350
Quarter Page (includes Quarter Page Advertorial)	£250



For more information please contact:

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COPY REQUIREMENTS

Where possible we prefer high resolution PDF files to Sarah Daviner via email: sarah@abbeypublishing.co.uk. Please supply PDF's CMYK with all images 300dpi or above with transparency flattened and all fonts embedded. Other file types should be compatible with or able to be imported into QuarkXpress. Material can be also be accepted on CD-ROM or DVD-ROM. All studio production work WILL BE CHARGED FOR.

MECHANICAL DATA (mm)

1 DPS

Bleed	307 x 430
Trim	297 x 420
Type Area	270 x 390

3 Half Page

Vertical	270 x 88
Horizontal	130 x 180

5 Quarter Page

Strip	60 x 180
Portrait	130 x 88

2 Page

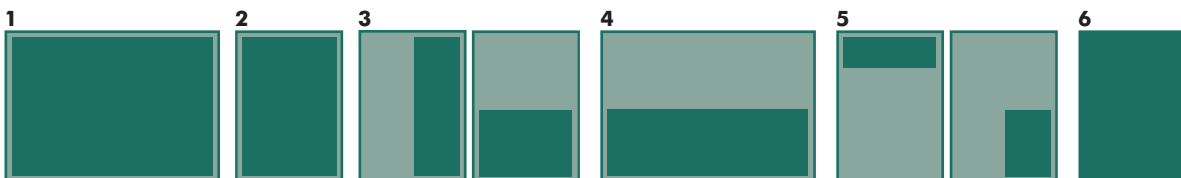
Bleed	307 x 220
Trim	297 x 210
Type Area	281 x 194

4 Half Page Spread

Bleed	150 x 430
Trim	145 x 420
Type Area	130 x 390

6 Front Cover

Bleed <u>only</u>	307 x 220
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Sustainable

Facilities Management

EDITORIAL SCHEDULE

Every issue of Sustainable Facilities Management will include the following sections (editorial permitting)

Sustainable

Building/Refurbishment:

- Building Products
- Fire/Security
- Flooring
- Lifts
- Roofs/Ceilings
- Windows/Doors

Sustainable Catering:

- Equipment
- Food
- Management Systems
- Vending/Watercoolers

Sustainable Energy:

- Building Controls
- CHP
- HVRAC
- Lighting
- Management Systems
- Procurement & Supply
- Renewable/Sustainable
- UPS
- Water/Gas/Electricity

Sustainable Environment:

- Cleaning/Hygiene/Infection Control
- Facilities for the Disabled
- Health & Safety
- Signage/Labelling
- Washroom
- Waste/Recycling
- Workwear

Sustainable Office:

- Communications/AV Equipment
- Furniture
- IT Equipment/Supplies
- Leisure/Sports Facilities
- Mailroom
- Postal/Courier Services
- Software
- Stationery
- Storage/Filing/Partitions

Sustainable Offsite:

- Exterior Works
- Furniture
- Landscaping/Grounds Maintenance
- Mobile/Modular Buildings
- Removals/Relocation
- Street Furniture
- Traffic Management

Sustainable Practice:

- Awards, Conferences & Exhibitions
- Certification
- CRC
- Insurance
- Legislation
- Training

Copy dates for forthcoming issues

2010

- September – 28 August
- October – 25 September
- November – 29 October
- December – 26 November

2011

- January – 31 December 2010
- February – 28 January
- March – 25 February
- April – 25 March
- May – 29 April
- June – 27 May
- July – 24 June
- August – 29 July
- September – 26 August
- October – 30 September
- November – 28 October
- December – 25 November

In addition to these regular sections we will include latest news stories and special reports on topics such as: Best Practice, Building Schools for the Future, Company Profiles, Exhibition Previews, Green Roofs etc.

