

*Official Magazine of ISSA Canada*

# 2024 MEDIA KIT

**CONNECTING YOUR BRAND**  
with Canada's Leading Building  
Services Contractors, In-house  
Facility Operations Managers  
& Industry Distributors.

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

# FULL-SERVICE MARKETING SOLUTIONS THAT MAKE AN IMPACT.

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

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## PRINT ADVERTISING

Print ads that deliver results.

**Deliver your message to 17,500 active industry readers six times per year.**

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## SPONSORED CONTENT

Sponsored content that engages your customers in print and online.

**We'll partner you with one of our award-winning writers.**

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## CORPORATE PODCASTS

Corporate podcasting is a great way to amplify your brand.

**Podcast will improve you SEO and generate content for your social media.**

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## E-NEWS ADVERTISING

E-news ads that reach active readers on a bi-weekly basis.

**20% open rate and more than 3,000 CASL-approved subscribers.**

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## WEBSITE ADVERTISING

Website advertising that makes an impression.

**More than 10,000 ad impressions per campaign.**

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## PROGRAMMATIC ADVERTISING

Programmatic advertising that connects the dots.

**We will find and connect you to the client base that you are not reaching.**

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## SOCIAL MEDIA MANAGEMENT

Social media management that gets attention.

**We are here to help you grow your business.**

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## PAID PROMOTIONAL CAMPAIGNS

Paid promotional campaigns that optimize results.

**From Google AdWords to social media campaigns, our experts can optimize your results.**

# OUR NETWORK IS YOUR AUDIENCE

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

**22,500**  
**BUILDING SERVICES CONTRACTORS, INHOUSE FACILITY MANAGERS & DISTRIBUTORS.**

OUR READERSHIP REPRESENTS THE FOLLOWING TYPES OF PROPERTIES:

## COMMERCIAL/ INDUSTRIAL/RETAIL

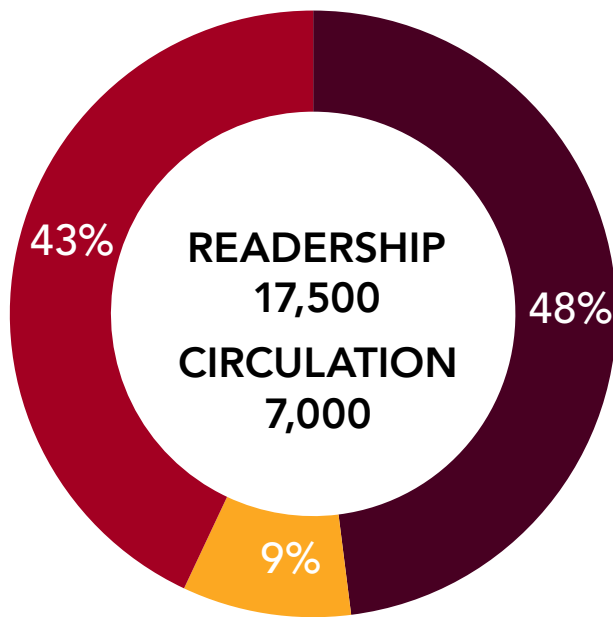
- Office Buildings
- Financial Institutions
- Insurance Companies
- Hotels
- Trust Companies
- Shopping Centres
- Industrial Properties

## INSTITUTIONAL

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

## 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 buildings ..... 12%

■ 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**  
DUBOIS QUARTERS

**CONSTRUCTION BUSINESS**  
BC & ALBERTA'S CONSTRUCTION MAGAZINE

**REMI**  
SHOW

**ISSA SHOW**  
CANADA 2023

OUR REACH INCLUDES:

**PRINT**  
**100,000+**  
Readers

**WEB**  
**60,000+**  
Page Views monthly

**E-NEWS**  
**23,000+**  
Subscribers

**SOCIAL MEDIA**  
**20,000+**  
Followers

# PRINT ADVERTISING

17,500+

ACTIVE INDUSTRY READERS

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.

Circulated to 7,000 subscribers twice a year.

## INSIDE EVERY ISSUE

**Profiles:** We share the stories of industry leaders who are making an impact on the commercial cleaning and maintenance industries.

**Trend Spotting:** We showcase category-specific trends, including sustainability, technology, best practices, infection prevention, health and safety, and more, providing professional perspectives from industry insiders.

### BOOKING DEADLINE:

**Spring/Summer:**  
April 15th

**Fall/Winter:**  
September 17th



**Seasonal:** We highlight relevant, timely challenges, opportunities, and solutions for each season offering tips and tricks for groundskeeping, storm protection, pest avoidance, winter maintenance and beyond.

**Observations:** We interview key leaders from throughout Canada's cleaning and maintenance industries furniture, who share their insights and provide top advice on timely, relevant topics, including our regular Expert Q&A feature.

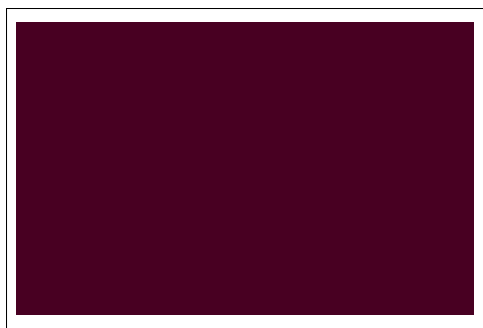
## 2023 PRINT ADVERTISING

	1 Issue Rate	2 Issue Rate	3 Issue Rate
Double Page Spread	\$5,500	\$5,000	\$4,500
Full Page	\$3,500	\$3,300	\$3,000
1/2 Island	\$2,750	\$2,650	\$2,500
1/2 Horizontal/Vertical	\$2,625	\$2,500	\$2,200
1/3 Square/Vertical	\$2,000	\$1,900	\$1,700
1/4 Vertical	\$1,500	\$1,400	\$1,300
1/6 Horizontal/Vertical	\$875	\$800	\$700
Industry best products	\$700		

Premium Positions	1 Issue Rate	2 Issue Rate	3 Issue Rate
Outside Back Cover	\$4,300	\$4,100	\$3,800
Inside Front Cover	\$4,200	\$4,000	\$3,700
Inside Back Cover	\$3,800	\$3,700	\$3,600
Table of Contents Banner	\$1,900	\$1,800	\$1,700
Editor's Note Banner	\$1,900	\$1,800	\$1,700

\*Many other options available

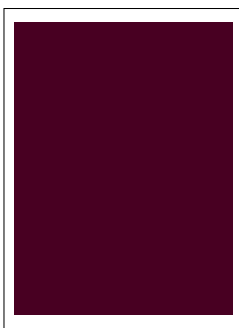
# PRINT SPECIFICATIONS



## DOUBLE PAGE SPREAD

BLEED: 16.5" x 11.125"

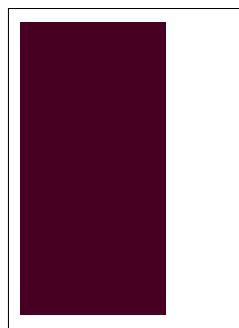
TRIM: 16.25" x 10.875"



## FULL PAGE

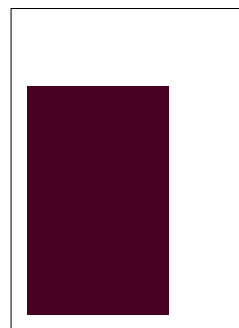
BLEED: 8.375" x 11.125"

TRIM: 8.125" x 10.875"



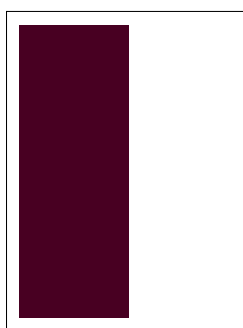
## 2/3 PAGE

4.563" x 9.563"



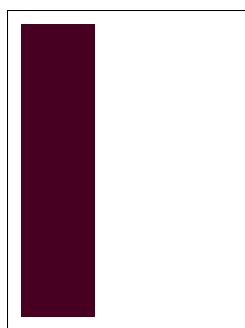
## 1/2 ISLAND

4.563" x 7.375"



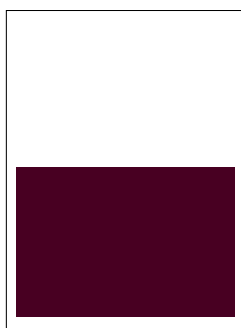
## 1/2 VERTICAL

3.375" x 9.563"



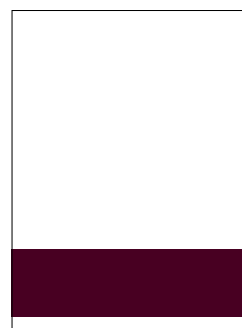
## 1/3 VERTICAL

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"

## Publisher

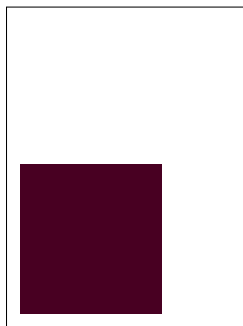
Ron Guerra  
416-512-8186 x246  
rong@mediaedge.ca

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Jessica Brill  
jessicab@mediaedge.ca

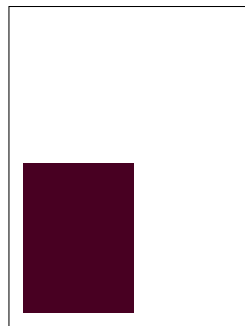
## Print Production

Ines Louis  
416-512-8186 ext. 263  
inesl@mediaedge.ca



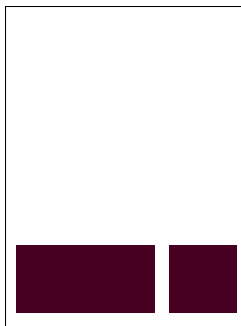
## 1/3 SQUARE

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"

## Published by

**MediaEdge**

2001 Sheppard Avenue East,  
Suite 500, Toronto  
ON M2J 4Z8  
Tel: 416-512-8186  
www.mediaedge.ca

## 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):

Production  
2001 Sheppard Avenue East, Suite 500  
Toronto, ON M2J 4Z8  
416-512-8186 ext. 263



# 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



**Double Page Spread**  
Maximum 900 words, images, and logo.

**Sponsored Column**  
Maximum 150 words and logo.

### DIGITAL



- 1 **Clickable headlines** are displayed on the home page of the REMI Network.
- 2 **Article teasers are expanded** on the Facility Cleaning & Maintenance home page.
- 3 **Content is Archived** on the REMI network with no time restrictions.
- 4 Your article gets **sent out in the Facility Cleaning & Maintenance Enewsletter** and **shared on our Social Media channels**.

### VIDEO & AUDIO



#### Every Video and Audio includes:

- Podcast up to 20 minutes
- A professional host
- Intro/Extro music
- All production and editing
- Distribution to all major platforms

# SPONSORED CONTENT PACKAGES

**CAMPAIGN 1** ..... PRINT + DIGITAL + VIDEO & AUDIO ..... **\$6,500**



**PRINT**

**DIGITAL**

**VIDEO & AUDIO**

**CAMPAIGN 2** ..... PRINT + DIGITAL ..... **\$5,500**



**PRINT**

**DIGITAL**

**CAMPAIGN 3** ..... DIGITAL + VIDEO & AUDIO ..... **\$3,500**



**DIGITAL**

**VIDEO & AUDIO**



# E-NEWS ADVERTISING

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.

**20%**  
AVERAGE OPEN RATE

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

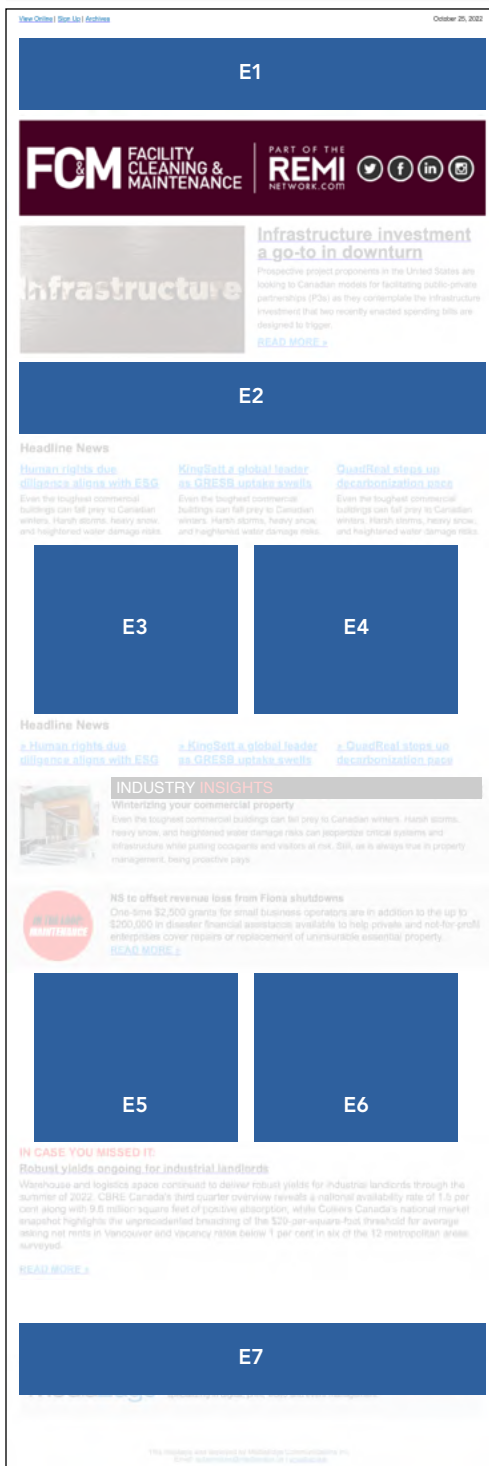
## BENEFITS OF E-NEWS ADVERTISING

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

## 2024 RATES

	Digital Specs	Per Insert
E1 Top Leaderboard	728 x 90 pixels	\$3,000
E2 Leaderboard	728 x 90 pixels	\$2,600
E3 Big Box	300 x 250 pixels	\$2,300
E4 Big Box	300 x 250 pixels	\$2,300
E5 Big Box	300 x 250 pixels	\$1,700
E6 Big Box	300 x 250 pixels	\$1,700
E7 Leaderboard	728 x 90 pixels	\$1,500

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

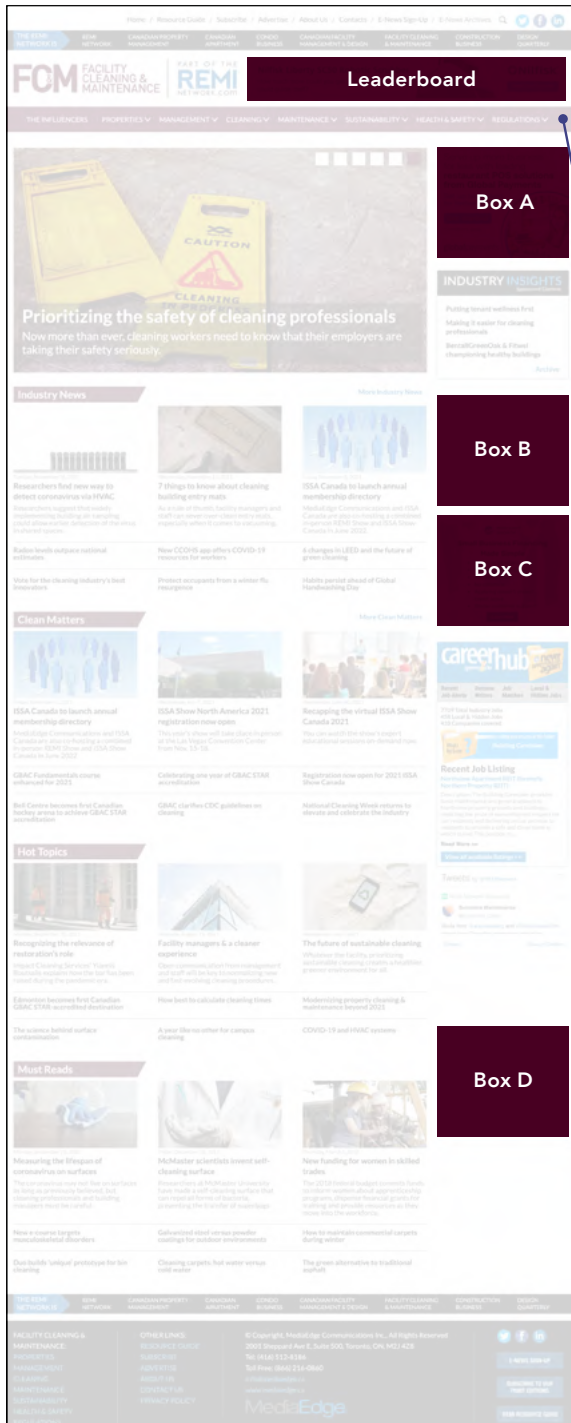


# WEBSITE ADVERTISING

**10,000+**  
**AD IMPRESSIONS**  
**PER CAMPAIGN**

Facility Cleaning & Maintenance 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.

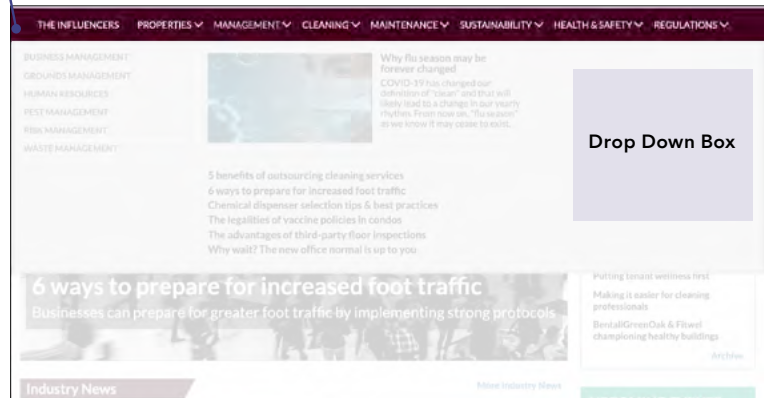
[Facility Cleaning Maintenance website](#)



## 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)



## 2024 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 & Maintenance subscriber and readership data. Using only our site retargeting tactic, we retarget individuals who have interacted or visited the Facility Cleaning & Maintenance website. Promote your products and services with confidence. You are reaching our engaged Canadian property 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.

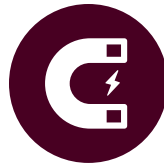
**ANNUAL PROGRAMS START AT  
\$1,500/MONTH**

## 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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**Ron Guerra**

416-512-8186 x246

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**Jessica Brill**

[jessicab@mediaedge.ca](mailto:jessicab@mediaedge.ca)

**Production Manager**

**Ines Louis**

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To access all of our other media kits, please visit  
[www.remimarketing.ca](http://www.remimarketing.ca)

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