

# CLEANING MATTERS

...in print, in digital & online

Largest UK circulation  
100% requested  
ABC audited



2012 Media Information

[www.cleaning-matters.co.uk](http://www.cleaning-matters.co.uk)

# editorial

With the largest circulation in the cleaning industry, Cleaning Matters brings you information on the latest products and techniques that can aid the task of cleaning. The magazine can be split into three areas: News; Features; Equipment and Service Information. The journal assists the reader in their day to day business with a focus on best-practice and innovative products and services. [www.cleaning-matters.co.uk](http://www.cleaning-matters.co.uk) and the monthly eNewsletters give the reader access to the latest news and information as it is released; bridging the gap between issues.

Cleaning Matters is a feature-led journal containing articles that not only run in accordance with the published editorial programme but will also explore other areas on an ad hoc basis. The features include opinion pieces from industry commentators / specialists.

The news section of the journal carries the latest information to keep the readers abreast of developments both inside the cleaning industry with important trade association news, people movements and new technology innovations, and outside the industry with reports on relevant legislation, financial reports and cleaning in the wider context.

Editorial product news is focused on delivering concise, accurate information to the readers and enquiries to the manufacturer or service provider.

Regular sections: **Access Equipment • Building Cleaning • Carpet & Upholstery Care • Chemicals & Dosing • Cleaning Equipment • Contract Cleaning Services • Fire & Flood Restoration • Floorcare • Food Hygiene • Health & Safety • Infection Control • Training & Education • Washroom Hygiene • Wipes & Dispensers**

## Industry Guide: Practical Cleaning Solutions

**December / January 2013**

The Practical Solutions Cleaning Guide gives an outline of the major bodies and associations for cleaning, alongside practical solutions from the larger commercial organisations.



## Supplement: Green Cleaning

**June / July 2012**

Green Cleaning is the practical guide to environmentally friendly cleaning products and sustainable business practices. It provides the latest developments and policies from top companies and institutions.



## Monthly eNewsletters

The eNewsletter provides news and product updates to a circulation of 12,605. To view the latest newsletter go to [cleaning-matters.co.uk](http://cleaning-matters.co.uk)



## Website

[www.cleaning-matters.co.uk](http://www.cleaning-matters.co.uk) is one of the cleaning industry's most comprehensive online resource, carrying all of the latest news, views and product & service information from across the industry.



# features

Please send editorial to the editorial department: [cm@progressive-media.co.uk](mailto:cm@progressive-media.co.uk)

## February / March 2012

Carpet & Upholstery Care  
Washroom Hygiene  
Green Cleaning  
**ISSA InterClean Preview**  
**NEW! Health & Safety Handbook**

## April / May 2012

Window Cleaning  
Floorcare  
Hospital Hygiene  
Graffiti, Gum & Grime Removal  
Green Cleaning  
**ISSA InterClean Live Issue**

## June / July 2012

Pressure Washers / Steam Cleaners  
Washroom Hygiene  
Cleaning at Height  
Carpet & Upholstery Care  
Contract Cleaning  
**2012 Olympic Focus**  
**Supplement: Green Cleaning**

## August / September 2012

Floorcare  
Graffiti, Gum & Grime Removal  
Health & Safety  
Recycling & Waste Management  
Paper/Textile Wipes & Dispensing  
Green Cleaning  
Hospital Hygiene

## October / November 2012

Chemicals & Dosing Equipment  
Window Cleaning  
Washroom Hygiene  
Carpet & Upholstery Care  
Green Cleaning

## December / January 2013

Floorcare  
Graffiti, Gum & Grime Removal  
Health & Safety (inc. Workwear)  
Contract Cleaning  
Green Cleaning  
Hospital Hygiene  
**Industry Guide:**  
**Practical Cleaning Solutions**



See the digital version of  
Cleaning Matters on our website:  
[www.cleaning-matters.co.uk](http://www.cleaning-matters.co.uk)

# circulation profile

Cleaning Matters has a top class **100% ABC Requested** purchasing and specifying audience. It reaches named individuals across wide ranging industrial classifications, including cleaning operatives and contractors, end users in manufacturing, the commercial arena and the public sector. The circulation will provide advertisers with the ideal opportunity to get their message across and sell their products. We update and clean the circulation on a daily basis to ensure maximum impact and results.

## Job Title

Managers / Proprietor / Owner .....	4355
Buyer / Purchasing Director/Manager .....	493
Contract Cleaner/Manager / Support Service Manager .....	2519
Facilities Manager / Estate / Site Manager/Director .....	2238
Environmental Health Officer .....	1119
Catering Manager .....	247
Caretaking / Housekeeping Manager/Supervisor .....	2642
Works / Maintenance / Warehouse Manager/Director .....	1387

**Total .....**15,000

## Area Breakdown

East Anglia & Channel Isles .....	490
East & West Midlands .....	3048
North West .....	1817
North East .....	767
Northern Ireland .....	237
Scotland .....	1309
South East & London .....	4503
South West .....	1089
Wales .....	386
Yorkshire .....	1354

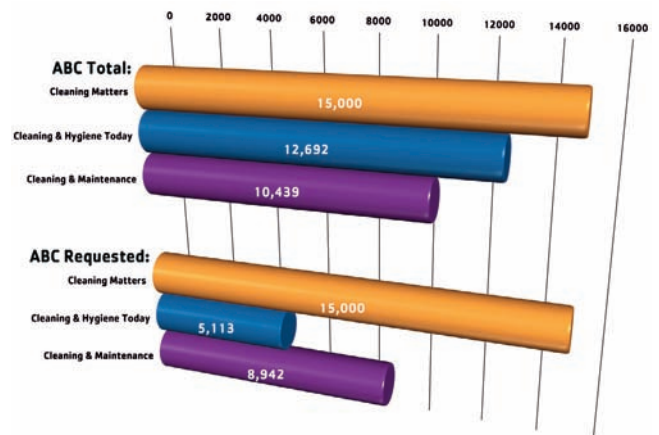
**Total .....**15,000

## Industrial Classification

Contract Cleaning Organisations .....	3017
Carpet & Upholstery Cleaners .....	1064
Janitorial Suppliers / Distributors .....	462
Educational Establishments .....	1544
Retail / Hotel / Leisure .....	3239
Industrial / Manufacturing Sites .....	3106
Healthcare Establishments .....	1196
Commercial Premises .....	529
Local Authorities / Government Facilities .....	657
Consultants / Architects .....	186

**Total .....**15,000

## ABC Circulation Breakdown



# rates, data & classified

		Display Rates	1	3	6
<b>Sponsorship Opportunities</b>	Full Page	–	£1470	£1395	£1325
	Half Page	–	£765	£725	£695
	News Page £500	–	£470	£445	£420
	Feature Page £500	–	£2930	£2805	£2654
	Other options available	–	£1125	£1075	£1025
	<i>(discounts apply for series bookings)</i>	–	£4125	<i>(includes cover, and 2 page cover story)</i>	

- Back & inside front covers add 10%
- Loose inserts, onserts, reprints and run-ons available on request.

## Production Data: (All measurements width x height).

<b>A4 full page</b>	trim size	210mm x 297mm	<b>1/2 vertical</b>	92mm x 270mm
	type area	200mm x 287mm	<b>1/2 landscape</b>	190mm x 130mm
<b>DPS</b>	trim size	420mm x 297mm	<b>1/4 portrait</b>	92mm x 128mm
	type area	410mm x 287mm	<b>1/4 horizontal strip</b>	190mm x 64mm
			<b>1/4 vertical strip</b>	44mm x 270mm
			<b>Junior page</b>	140mm x 195mm

Allow 3mm for bleed where appropriate

Cleaning Matters is perfect bound, so please be aware that approximately 5mm of advertising material is lost to the gutter. Please call if bleed specifications are required for half and quarter page advertisements.

## Copy Requirements:

- Email: production@progressive-media.co.uk (25Mb or less)
- Digital files must be supplied compatible with Apple Mac, in the following formats: **Hi-resolution PDF (pass4press, or PDF/X-1a)** or QuarkXPress, Photoshop, Illustrator
- **Copy Deadline:**  
The last week preceding the first published month.

## 'Cleaning Connections'

- Boxed advertisements
- Heading to suit company products / services
- 12 months exposure
- Complements existing advertising
- £90 per single column cm. =  
(12 months' promotion)

## Recruitment, Tender & Training

- Advertisement size to suit your requirements
- Discounts for series bookings
- £28 per single column cm.  
(two months promotion - 1 issue)
- All recruitment advertisements are reproduced online

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**48%** of readers are responsible for an annual budget in excess of £100,000

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**23%** of readers are responsible for an annual budget in excess of £1million

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**50%** of Cleaning Matters readers don't read any other cleaning journal

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**23%** of readers' companies spend over £500k on cleaning materials and services a year

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**43%** of readers' companies spend over £100k on cleaning materials and services a year

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The survey was independently managed by Cvent Inc



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