

FACILITIESMANAGEMENT

# FIM today



**MEDIA KIT  
2018**

THE FM TODAY PORTFOLIO TARGETS MORE THAN **20,000**  
FACILITIES MANAGEMENT PROFESSIONALS ACROSS PRINT  
& DIGITAL IN GCC SECTOR

[www.fm-today.com](http://www.fm-today.com)

# MEDIA INFORMATION

Media Fusion's quarterly publication, FM today (Facilities Management today), is the most reliable source connecting you to the region's FM industry. The magazine is the brainchild of Media Fusion LLC, the publishers of leading magazines like Clean Middle East and Waste and Recycling Middle East. The quarterly magazine aims to keep readers updated on the latest retail news and trends, regionally and globally.

With keen insights into the region's growing sector, the magazine will provide a unique in-depth editorial coverage on all aspects of FM encompassing —mergers and acquisitions, new business wins, products and technologies; analysis; features and interviews with key industry personalities; case studies; and comments from industry leaders; event reports; FM services and key industry trends worldwide. The magazine will deliver access to decision makers in the facilities management industry including FM professionals, consultants, developers, contractors, owners, construction managers, and other experts in relevant segments.

As well as being mailed to subscribers of the magazine in the Middle East, FM today will be distributed at industry related events - both regional and global. An electronic version of the magazine will also be available for readers worldwide.

## OUR APPROACH

FM today will become a necessary source for our readers to remain updated and become aware of the latest developments in the market, both regionally and internationally. Our approach is to create a tool for raising awareness, defining facilities management and bridging the gap that exists between the government, FM industry, and the end user.

The magazine will be the ideal platform for thought leaders and trendsetters to influence and educate readers regarding all aspects of the industry. Through FM today, the reader will understand, in-depth, the current challenges, practices, and trends in the industry. Interviews, authored columns, and blogs will offer unique perspectives of these leaders on the industry technologies and practices. All this and more will be executed seamlessly through our print and online editions, and monthly e-newsletters.

## CIRCULATION

With a vast regional presence, over the years, FM today has reached out to their target audience in print, web, newsletters and through online business networking platforms.

The FM today portfolio targets more than 20,000 facilities management professionals across print and digital in the GCC Sector.

## READERSHIP BY TITLE

- ▶ General Manager
- ▶ CEO
- ▶ Managing Director
- ▶ Fm Manager
- ▶ Fm Director
- ▶ COO
- ▶ Purchase Manager
- ▶ Operations Manager
- ▶ Head Of Facilities

## READERSHIP BY SECTOR

- ▶ Property developers
- ▶ Building owners
- ▶ Contractors
- ▶ Facility management companies
- ▶ Facility management consultants
- ▶ Property management companies
- ▶ Hotels, hotel apartments
- ▶ Waste management companies
- ▶ Maintenance / MEP companies
- ▶ Waste collection companies
- ▶ Municipalities
- ▶ Hospitals
- ▶ Real estate companies
- ▶ Airports, malls & supermarkets
- ▶ Sea ports

## MAGAZINE ADVERTISEMENTS

ADVERTISEMENT OPTION	PRICE (PER ISSUE IN AED)	PRICE (PER ISSUE IN USD)	TRIM SIZE W X H (MM)
Full Page	6,000	1,700	210 x 297
Half Page	3,500	1,000	185 x 130
Quarter Page	2,500	700	90 x 130
Strip Ad	2,500	700	175 x 60
Double Page Spread	12,000	3,400	420 x 297
Outside Back Cover	10,000	2,700	210 x 297
Inside Front Cover	8,500	2,300	210 x 297
Inside Back Cover	8,500	2,300	210 x 297

*All artworks should be high resolution, in .pdf format with 5 mm bleed.*

## ADVERTORIAL

ADVERTISEMENT OPTION	PRICE (PER ISSUE IN AED)	PRICE (PER ISSUE IN USD)	DELIVERABLES
Cover Story	20,000	5,500	Cover + 4 pages inside the magazine
Interview	5,500	1,500	Article + picture of spokesperson
Facility Focus	5,500	1,500	Article inclusive of 3-4 images
Blog (Minimum 4 Issues)	3,500	1,000	1 page article inclusive of 1-2 images
Authored Column	4,000	1,100	Article inclusive of 1-2 images

## WEB ADVERTISEMENTS

ADVERTISEMENT OPTION	PRICE (PER ISSUE IN AED)	PRICE (PER ISSUE IN USD)	ADVERTISEMENT SIZE
Leaderboard Banner	3,500	1,000	728 x 90 pixels
Left Skyscraper	2,700	750	170 x 420 pixels
Bottom Banner	2,000	550	728 x 90 pixels
E-mail Shots	AED 2,500 per 5,000 e-mails	USD 700 per 5,000 e-mails	HTML format

*Disclaimer: Content of all paid editorial will be at Editor's discretion. No Company Logo will be allowed on the Cover Page*

**Customised e-mail marketing:** Market your products & services electronically with a customized e-marketing campaign, while taking advantage of our extensive database that has verified emails of over 20,000 qualified professionals, who will receive your promotional message straight in their mailbox.

# REGION'S FIRST ONLINE FACILITIES MANAGEMENT DIRECTORY POWERED BY FM TODAY AND MEFMA

## A niche platform to enhance your brand visibility



► **Premium Listings:** Companies can get upgraded to the premium (paid) listing, which offers additional information including, Company/Product Logo, Company/Product Name, Contact Person's Name, Telephone Number, Profile (30 words), E-mail, Website and Country

Premium Listings	1 Listing	\$120
	2- 5 Listings	\$100/ Listing
	5 + Listings	\$80/ Listing

The above mentioned prices are for a period of 1 year from the date of listing

Leaderboard Banner		
Rate	Duration in Months	No of Free Listings
\$1,460	3	2
\$2,350	6	4
\$4,270	12	6

Skyscraper Banner		
Rate	Duration in Months	No of Free Listings
\$1,090	3	1
\$1,765	6	2
\$3,204	12	3

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