

# C E U R O P E A N Cleaning J O U R N A L



Media & Advertising Information 2021

## **The only pan-European publication serving the professional cleaning industry**

- This high-profile magazine is read by a specifically targeted readership – buyers, specifiers and decision makers at the most senior level.
- Circulation of 22,500 – made up of contract cleaners, distributors, local authorities, hospitals, commercial premises and all major purchasers of cleaning equipment, chemicals and services.
- Each edition of ECJ is also available to read as an online version at the ECJ website, in a page-turning format, and on the ECJ app.
- ECJ offers advertisers strategic tailored campaigns, guaranteeing ultimate penetration into the European cleaning industry.
- ECJ works closely with EFCI (European Cleaning & Facility Services Industry) - all of Europe's top cleaning companies receive ECJ.
- ECJ is the exclusive European media partner of the Interclean series of exhibitions.
- ECJ is the founder of the annual European Cleaning & Hygiene Awards.
- ECJ produced the industry's only broadcast TV programme, ECTV.

**Raise your corporate awareness across Europe**

**Support your distributors**

**Expand your distribution channels**

**Get your message to the end user**

**Build your 2021 advertising and marketing campaigns with**

**European Cleaning Journal**

## ECJ magazine circulation profile

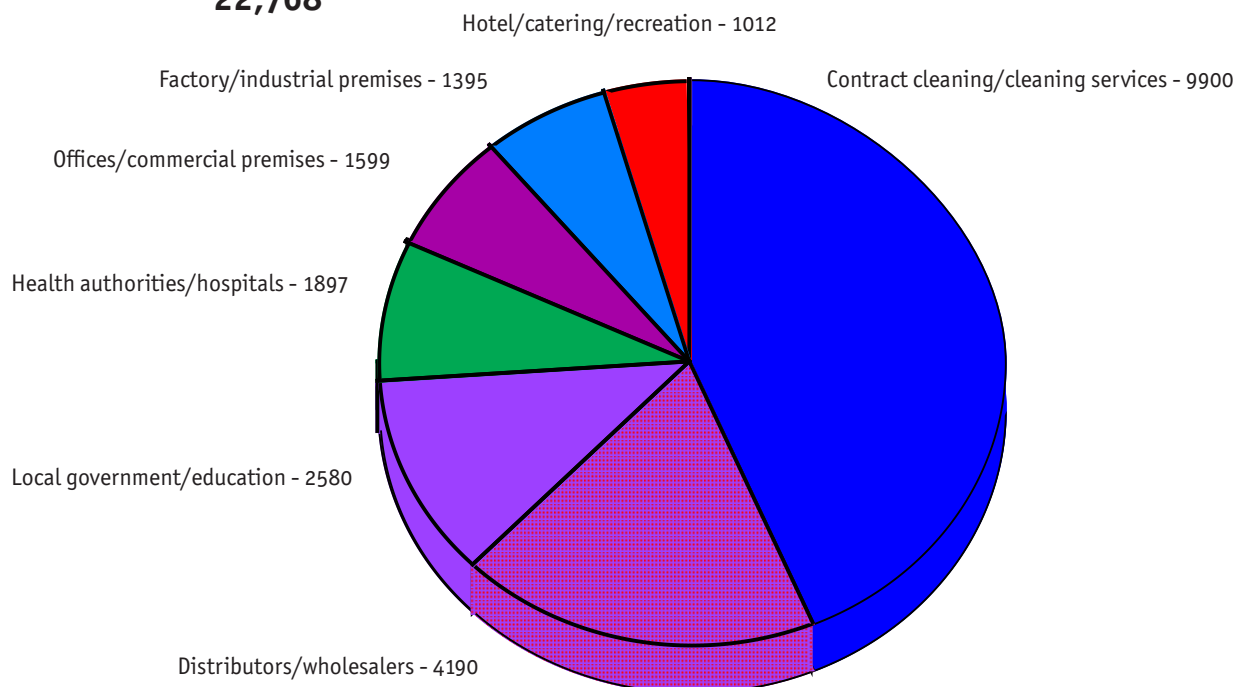
European Cleaning Journal printed edition has a total circulation of over 22,500 cleaning industry purchasers and specifiers across Europe. The circulation has been built on a named individual basis, following strict criteria. This ensures we target only those professionals who make purchasing decisions - there is no wastage. Not only that, each edition of ECJ is available to read at the website, in a page-turning format, and via the ECJ app. Which makes European Cleaning Journal the most cost effective option for advertisers.

### Circulation by Country

Austria	118
Belgium	967
Czech Republic	140
France	2425
Germany	4368
Italy	2975
Netherlands	2755
Poland	474
Portugal	521
Scandinavia	2455
Spain	797
Switzerland	451
United Kingdom	3851
Others	471
<b>Total</b>	<b>22,768</b>

**Remember - each edition of ECJ is read online by 6,500 cleaning professionals worldwide, at the website and on the app**

### Circulation by Business Category



## Editorial features 2021

Issue	Features	Exhibition distribution
February/March	Scrubber dryers; 'Green' cleaning; Hygiene in healthcare; <b>The Cleaning Show preview</b>	The Cleaning Show Europropre
April/May	Floor polishing; Façade maintenance; Batteries; Washroom hygiene; Floor pads	
June/July	Chemical dispensing systems; Wipes & cloths; Hygiene in food preparation areas; Window cleaning; Software and information technology	
September	Matting; Carpet care; Floor pads Mopping equipment; Air freshening systems; <b>CMS preview; Pulire preview</b>	CMS ISSA Pulire
October	Sustainable cleaning; Care of hard floors; Washroom dispensing systems; Chemical solutions	ISSA North America
November	Hand hygiene & protection; Trolleys; Sweepers; High pressure cleaners; Waste management	

## Exhibition schedule 2021

Date	Show	Extra distribution
March 16-18	The Cleaning Show	Yes
March 30-April 1	Europropre	Yes
September 7-9	ISSA Pulire	Yes
September 21-24	CMS	Yes
November 15-18	ISSA North America	Yes

# Display advertisement rates

## Double page spread

	<b>1 insertion</b>	<b>3 insertions</b>	<b>6 insertions</b>
Full colour	£5000	£4650	£4335
Spot colour	£4250	£4000	£3665
Mono	£2300	£2095	£1945

## Full page

	<b>1 insertion</b>	<b>3 insertions</b>	<b>6 insertions</b>
Full colour	£3025	£2790	£2540
Spot colour	£2615	£2410	£2190
Mono	£2200	£2020	£1840

## Mini page (A5)

	<b>1 insertion</b>	<b>3 insertions</b>	<b>6 insertions</b>
Full colour	£2335	£2085	£1915
Spot colour	£1960	£1750	£1660
Mono	£1665	£1500	£1335

## Half page

	<b>1 insertion</b>	<b>3 insertions</b>	<b>6 insertions</b>
Full colour	£1915	£1750	£1585
Spot colour	£1665	£1500	£1335
Mono	£1425	£1290	£1190

## Quarter page standard format

	<b>1 insertion</b>	<b>3 insertions</b>	<b>6 insertions</b>
Full colour	£1020	£950	£885
Spot colour	£885	£815	£745
Mono	£810	£740	£675

## Quarter page strips

	<b>1 insertion</b>	<b>3 insertions</b>	<b>6 insertions</b>
Full colour	£1225	£1154	£1080
Spot colour	£1020	£950	£885
Mono	£885	£810	£750

## Special positions

Front cover package - full colour only	£6875
Back cover - full colour only	£4810
Inside front cover - full colour only	£3770

*\*Inserts accepted by arrangement*

## **ECJ email newsletter**

The *European Cleaning Journal* monthly email newsletter is now firmly established and has gone from strength to strength - it is a most popular addition to the *ECJ* package. It is emailed at the beginning of each month to 30,000 cleaning professionals across Europe and other parts of the world, completely free of charge. Anyone who wants to receive it simply registers at the magazine's website.

As a bi-monthly magazine, *ECJ* cannot always bring latest news to the industry as it happens. With the *ECJ* newsletter, however, we keep the sector updated on latest events, new product launches and important developments. And this news is going direct to the inbox of top industry buyers and decision makers - offering advertisers an exciting new opportunity to market more directly to them.

## **Advertisement rates**

### **Size of banner**

**Cost per month      1 month      3 months      6 months      12 months**

### **Main banner**

470 x 85 pixels      £1120      £1000      £900      £810

### **Skyscraper banner**

131 x 491 pixels      £950      £850      £780      £700

### **Side banner**

131 x 124 pixels      £560      £500      £450      £390

- **All banner advertisements include hyperlinks.**
- **For full details and further information on advertising please contact Chris Godman on tel: +44 (0) 1494 791222.**

Email:      [chris@europeancleaningjournal.com](mailto:chris@europeancleaningjournal.com)

## www.europeancleaningjournal.com

The *ECJ* website features all content from the magazine in a searchable, easy-to-access format. Not only that, europeancleaningjournal.com is also a fast-moving news site and exciting new platform for blogs and other valuable information that will not be found in the magazine.

Designed with the aim of offering a single source of cleaning industry information internationally, the *ECJ* site is also translated into a number of languages apart from English.

The *European Cleaning Directory* has become a key reference source and product guide for purchasers of cleaning equipment, chemicals and materials across Europe. It is a major feature of the *European Cleaning Journal* website. It comprises comprehensive A-Z listings of manufacturers and suppliers worldwide, together with a guide to which manufacturer produces which products.

The Directory element of the *ECJ* website has numerous advantages for users - they can search for information in a targeted way, send email messages and view websites from the Directory, as well as having the entire contents literally at the push of a button.

**The *ECJ* website europeancleaningjournal.com offers exciting and limitless opportunities for advertisers. It features extremely high profile and innovative positions and advertising can be targeted more exclusively according to different sections. Detailed information available on request.**

### Advertisement rates

All rates are per month

Position	1 month	3 months	6 months	12 months
<b>Main banner</b>				
726 x 88 pixels	£1150	£1035	£920	£835
<b>Sub banner</b>				
610x100 pixels	£875	£780	£700	£630
<b>Skyscraper</b>				
158 x 598 pixels	£925	£830	£740	£675
<b>Side banner</b>				
129 x 122 pixels	£585	£525	£470	£425
<b>Events banner</b>				
610 x 80 pixels	£875	£790	£700	£635
<b>Featured products</b>				
	£750	£675	£600	£545
<hr/>				
Directory		3 months	6 months	12 months
<b>Main section banner</b>				
610 x 80 pixels		£800	£720	£580
<b>Profile page</b>				
				£625 per annum
<b>Web/email links</b>				
				£165 per annum

## Production data

### Double page spread

Bleed: 303mm x 432mm

Trim: 297mm x 420mm

Type area: 275 x 402mm



### Full page

Bleed: 303mm x 216mm

Trim: 297mm x 210mm

Type area: 275mm x 185mm



### Mini page

Type area: 185mm x 130mm



### Half page

Horizontal type area: 124mm x 178mm

Vertical type area: 254mm x 86mm

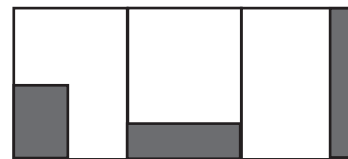


### Quarter page

Standard type area: 124mm x 86mm

Horizontal type area: 60mm x 178mm

Vertical type area: 275mm x 50mm



## Mechanical specifications

Copy can be supplied on disk as a .pdf, .tif, .eps or .jpg file. Advertisement material may also be emailed to [marie@europeanjournal.com](mailto:marie@europeanjournal.com) or uploaded to

<https://dropbox.yousendit.com/>

### Criterion

All files must be supplied in CMYK format, and not RGB mode. Converting files from RGB will result in a difference to the colours that appear. All images supplied must be at least 265dpi.

**Raw copy:** Any origination and separation costs will be recharged back to the advertiser - prices to be quoted before work is carried out. Copy to arrive at least five days before copy date.



# Website production data

## Main banner advertisement

728 x 90 pixels

## Sub banner

612 x 100 pixels

## Skyscraper

160 x 600 pixels

## Side banner

131 x 124 pixels

## Events banner

612 x 100 pixels

## Main sections banner

612 x 100 pixels

## Featured products

250 word product description, company logo, up to 6 pictures or a video

## Company profile page

250 words of text, company logo and up to 4 pictures

The size of the company logo is flexible but a good benchmark is 225 x 60 pixels. The logo must be supplied as a jpeg file – RGB mode

Pictures to be supplied as jpeg files, 200 x 200 pixels at least 72dpi

Text to be supplied as a Word document.

Banner to be supplied as a Gif file if animated or a jpeg.

Product videos must be supplied as FLV files, they should be re-sized to 640 x 480 for standard videos or 640 x 360 for widescreen videos.

Please email all material to to:  
**marie@europeancleaningjournal.com**

or upload directly at:  
**<https://dropbox.yousendit.com/>**  
**Criterion**

# European Cleaning & Hygiene Awards 2021

2016 saw the launch of ECJ's annual European Cleaning & Hygiene Awards - the first programme of its kind to recognise and reward standards of excellence across the professional cleaning sector, at all its levels. So far four awards ceremonies have taken place - Barcelona in 2016, Rome in 2017, Berlin in 2018 and London in 2019. In 2021 we move to Brussels, where the ceremony will take place on November 4.

As the only pan-European publication serving the cleaning sector, ECJ has as its main objective the promotion of the highest in professional standards and the recognition of our industry's expertise – in the pages of the magazine and through its website.

Editor Michelle Marshall explains: "ECJ is privileged to have a real insight into all areas of the sector across Europe, therefore for us it is a natural progression to lead an awards programme which encourages all stakeholders to share their achievements – and to host an awards dinner celebrating all that is so positive about the industry."

The 2021 European Cleaning & Hygiene Awards will once again be a truly European event in a new host city. A wide range of sponsorship opportunities are available - the benefits of sponsorships include:

**Valuable networking opportunities with key influencers,  
decision makers and industry leaders**

**Effective platform from which to support the cleaning industry**

**Unrivalled exposure before, during and after the event - as a sponsor you will feature on all publicity, marketing and editorial material online and in the pages of ECJ. At the awards event there are various promotional opportunities.**

For more information about the European Cleaning & Hygiene Awards: [www.echawards.com](http://www.echawards.com) or contact Chris Godman: [chris@europeancleaningjournal.com](mailto:chris@europeancleaningjournal.com)



## 2021 publishing schedule

<u>Issue</u>	<u>Editorial copy date</u>	<u>Advertising copy date</u>	<u>Publishing date</u>
Feb/March	January 31	February 6	February 28
April/May	March 20	March 27	April 24
June/July	May 28	June 4	June 26
September	August 20	August 27	September 18
October	September 24	October 1	October 23
November	October 29	November 5	November 27

## Contact details

European Cleaning Journal  
Criterion Publishing Ltd  
PO Box 299  
Chesham HP5 1FP  
UK

**Tel: +44 (0) 1494 791222**

**Fax: +44 (0) 1494 792223**

**Email: [info@europeancleaningjournal.com](mailto:info@europeancleaningjournal.com)**

**Web: [www.europeancleaningjournal.com](http://www.europeancleaningjournal.com)**

For Editorial Enquiries:

Michelle Marshall, Editor

Email: [michelle@europeancleaningjournal.com](mailto:michelle@europeancleaningjournal.com)

For Advertising Enquiries:

Chris Godman, Advertisement Director

Email: [chris@europeancleaningjournal.com](mailto:chris@europeancleaningjournal.com)

Laura Bell, Advertisement Sales Executive

Email: [laura@europeancleaningjournal.com](mailto:laura@europeancleaningjournal.com)

For Production Enquiries:

Marie Payne, Production Manager

Email: [marie@europeancleaningjournal.com](mailto:marie@europeancleaningjournal.com)