

# MEDIA INFORMATION 2024

- Put your brand in front
- of the largest building
- services audience
- 26,190 readers
- (Fully controlled ABC)
- Target your digital
- marketing with our unique
- online tools
- 124,000 website
- visitors in 2023



# MBS MEDIA INFORMATION CONTENTS

- Page 3  
Introduction
- Page 4  
Reader / circulation information
- Page 5  
Display rates, mechanical data and production schedule
- Page 6  
MBS Email Marketing - MBS eFocus, MBS Insider, MBS Digital issue
- Page 7  
Front cover sponsorship
- Page 8  
MBS Round Table sponsorship
- Page 9  
Cost-effective marketing - Product Review, Project Notebook, Training & CPD Directory
- Page 10  
MBS Online - banners, buttons, blogs, white papers & hosting
- Pages 11-13  
Editorial Programme
- Page 14  
Contact information

# MODERN BUILDING SERVICES AND YOUR BUSINESS

With MBS, you can establish and maintain your brand along the specification chain.

The MBS offers advertisers and marketers the controlled circulation for the building services industry in the UK (26,190 ABC). Our circulation database has been developed over 20 years.

MBS readers span the entire construction process from design consultant, to contractor, installer and end-user.

This is important because your product may be specified by the consultant - but the contractor has the power to change that.

And installers often deal directly with clients and offer their own recommendations on products and brands.

The strength of MBS is to speak to all those with influence on the specification and to ensure that the benefits of your (or your client's) product and brand are understood by all the professionals with influence.

Our circulation is externally audited for accuracy so you know where your budget is being spent.

## ROUTES TO MARKET WITH MBS

### Display advertising



### Sponsorships



### Directories

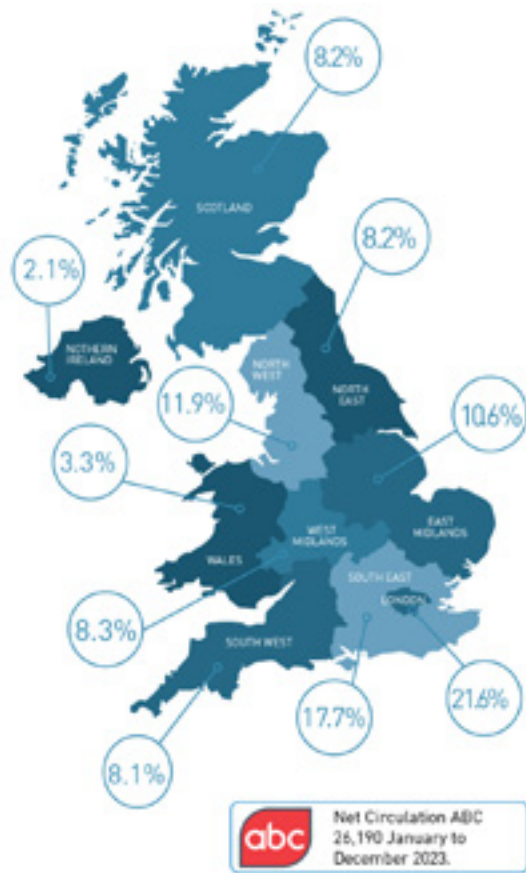
### Online and email



# OUR READERS – YOUR POTENTIAL BUYERS

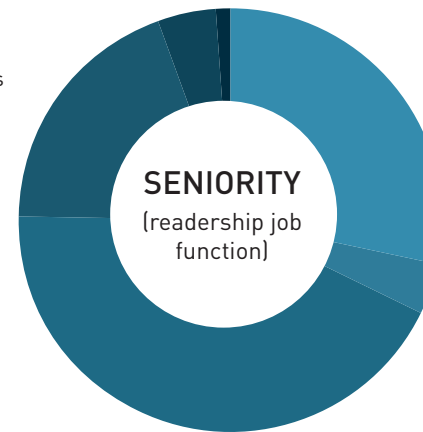
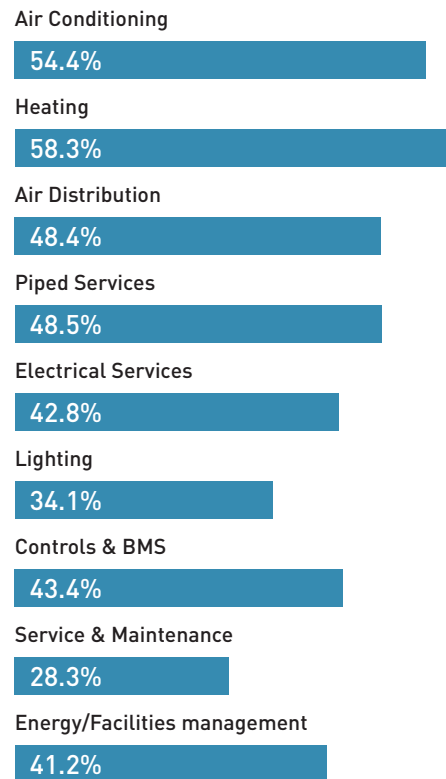
With the highest circulation of any M&E building services publication, and our reputation for highly-informed content, we put your message in front of the right people.

## REGIONAL BREAKDOWN

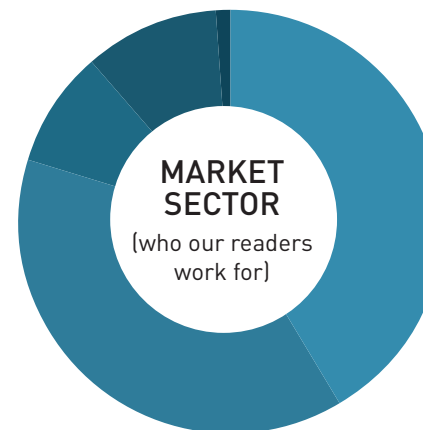
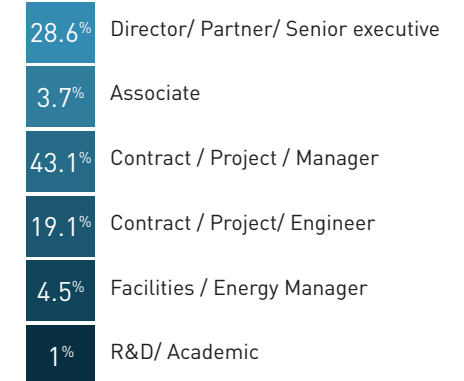


## AREA OF INTEREST

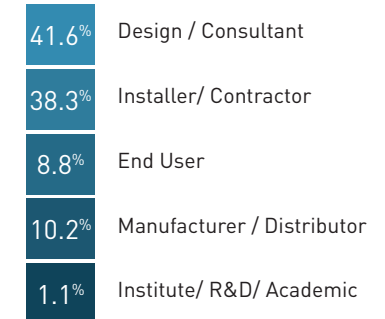
Our audience includes M&E, Commissioning, Controls and BMS, Hard FM and Energy management, and both site and remote maintenance professionals.



MBS targets a professional, white collar audience of managerial level and higher.



Our readers cover the entire industry from design and specification, through installation and commissioning to maintenance, refurbishment and management.



# MBS EMAIL MARKETING

Harness the power of digital marketing with our targeted online and email audience.

## MBS Insider

This editorial email is sent to our readers twice a month.

We update over 20,000 of our readers on what's hot in news, and highlight our most popular features.

### Rates:

**Top banner: £504**

**Middle banner: £400**

**Button: £325**



## MBS eFocus

Design your own email and let us send it to over 20,000 of our active readers.

We use our MBS eFocus header, so that our readers know it comes from a known and trusted source - reducing the 'spam' factor.

These emails have proved highly successful for our clients, and we ensure maximum impact by restricting our MBS eFocus mailings to only three each month.

**Rate: £2,500 net of agency fees**



## MBS Digital Issue

Every month, we send an email to our entire database to make them aware the issue is published online.

That's over 25,000 dedicated emails.

### Rate:

**Masthead banner**

**£400 per month**



# DISPLAY ADVERTISING

Display advertising gives you the greatest impact for your brand, and at MBS we offer a range of opportunities.



## DISPLAY ADVERTISING RATES

Format	1 issue	6 issues	12 issues
Double Page Spread	£4,478	£4,252	£3,418
Full Page	£2,640	£2,510	£2,378
Half Page	£1,596	£1,418	£1,344
Quarter Page	£892	£845	£803

## DISPLAY MECHANICAL DATA (H X W)

Advert Size	Bleed	Type	Trim
Double Page Spread	303 x 426	270 x 390	297 x 420
Full Page	303 x 216	270 x 186	297 x 210
Half Page Vertical	303 x 105	270 x 90	297 x 102
Half Page Horizontal	150 x 216	130 x 186	147 x 210
Quarter Page Portrait		130 x 90	
Quarter Page Horizontal Strip	83 x 216	65 x 186	80 x 210

## MORE

UK building services professionals than any other publication.

## OVER 90%

of our readers have been involved in purchasing or specifying decisions.

Please send Pass4Press PDF's to Anne Mead-Green  
anne@portico.uk.com

## LOOSE AND BOUND-IN INSERTS

A cost efficient way of promoting and circulating your company's literature to our entire circulation.

**Rates on application.**

# FRONT COVER SPONSORSHIP

MBS front cover sponsorship associates your brand with prestigious building projects.



This is our premium communications medium which is used to dramatically raise corporate and product profile.

For examples of past front covers and content page details, please go to our digital issues archive at [www.modbs.co.uk](http://www.modbs.co.uk)

**Rates on application.**

## THE PACKAGE INCLUDES THE FOLLOWING:

Front Cover Photograph, together with a single company logo and strapline.



A reproduction of the front cover placed on the Comment page, together with 90 words of text and a reader enquiry number.



# MBS ROUND TABLE – BE A STRONG VOICE IN THE INDUSTRY

The MBS Round Table is an opportunity to co-host a lively debate with MBS, and to be seen as thought leaders in the industry.

MBS will work with you as our sponsor to devise an appropriate subject for the discussion, which is chaired by us, with you as our co-host. We will also assist with identifying interesting guests. The resulting three-page article appears in MBS.

BRINGING  
THE INDUSTRY  
TOGETHER TO  
DISCUSS THE  
TOPICS THAT  
MATTER

## FULL

sponsorship package, covering editorial, advertising and online coverage of your event.

### THE SPONSORSHIP PACKAGE INCLUDES:

- Participation of a delegate at the MBS Round Table.
- Acknowledgment as sponsor at the event and within MBS.
- MBS Round Table article published within the magazine and online.
- Promotion via social media
- Full page advertisement placed strategically within MBS.

Rate: £6,500 net of agency fees





# COST-EFFECTIVE MARKETING

MBS offers promotional ideas for all budgets

## PRODUCT REVIEW & PROJECTS NOTEBOOK

If you have a press release about a new product, an update to your technology or a project where your equipment has been used, our editor could select your news for the **Projects Notebook** and **Product Review**. Each story carries a Reader Reply number so interested potential buyers can find you easily.

**Rate: £150 per insertion**



## TRAINING & CPD DIRECTORY

If your company offers training courses, CPD-accredited seminars, or lunch-and-learns, the MBS Training Directory is the place to let our readers know about it. Entry includes title and short details of your course as well as contact details for bookings.

**Rates:**

**1 issue £125; 6 issues £115 each; 12 issues £100 each**



# MBS ONLINE MARKETING: BANNERS, BUTTONS, BLOGS

Quick hits to drive online awareness and engagement

## BANNER RATES

### Masthead banner

Seen on every page visited.  
Maximum 3 rotations

**Rate: £504 per month**  
**Rate for 3 to 12 months: £478 per month**

### Body banner

Front page of website only. One banner per slot

**Rate: £400 per month**

### MPU button

The button is seen on every page visited.  
Maximum 3 rotations

**Rate: £378 per month**  
**Rate for 3 to 12 months: £358 per month**

## SPONSORED BLOGS

Our sponsored blogs combine great content with a promotional message to attract an audience and keep them engaged with your brand.

**Blog Rate: £350 per month**

## WHITE PAPER HOSTING

MBS can host your White Paper with a direct link from the home page of our popular website, and include a link from our regular MBS Insider Newsletter.

**Rate: £350 per month**



## KEY FACTS

- Over 124,000 visitors in 2023.
- The largest online archive of building services content in the UK
- Consistently high search engine rankings.

# EDITORIAL PROGRAMME 2024

In 2024, MBS will continue to cover the industry as broadly as possible, with a focus on delivering intelligent, useful and interesting features for our readers. MBS covers the industry as it is, but with a careful eye on future developments to ensure our readers are ahead of the trends.



In 2024, MBS will cover a broad range of topics from the building services sector. We aim to reflect the advances in technologies and techniques taking place in our industry, while offering our readers insights into vertical markets and business trends. We always welcome suggestions and ideas on these areas to keep MBS fresh and relevant for our readers and ensure that our magazine is written by experts for experts.

## JANUARY 2024

**Heating - technologies & techniques:** MBS considers the latest developments in heating equipment, and looks at installation techniques, including case studies. Whether new build or refurbishment, we cover the application of heating methods in a range of building types.

**Commissioning:** In partnership with the Commissioning Specialists' Association (CSA), MBS is raising awareness of the importance of commissioning. This month, we look at why commissioning is vital for the long-term energy efficient operation of building services equipment – and for buildings as a whole.

## FEBRUARY 2024

**Piped services, pumps & water:** Piped services are the arteries of a building, delivering heating, cooling and water.

MBS focuses on the latest technologies and installation techniques to deliver efficient projects, and also ensure that water meets the high standards of hygiene required.

**Smart buildings:** Increasingly connected buildings give FM and energy managers detailed data on building performance. Not only does this allow them to understand and improve energy performance it's also helping to make buildings more responsive to changing occupant requirements.

**Installer's view - making installations effective & efficient:** Good quality installation is key to long-term efficient building operation, but it's often carried out in challenging circumstances MBS looks at the products that are helping installers do their job more effectively – from wiring to pipes to large equipment such as boilers and AHUs.



15%  
of MBS readers read no other industry publication



**MARCH 2024**

**Heating:** Approaches to the challenge of achieving comfort and energy efficient operation.

**Working buildings – maintenance, operation and refurbishment:** Refurbishment for efficiency is our focus, as MBS assesses how today’s building services can be maintained, or replaced, to perform better and last well into the future.

**Vertical focus:** data centres, hospitals and offices: MBS looks at a range of building types and considers their particular requirements for building services in these markets.

**APRIL 2024**

**Piped services, pumps & water:** Piped services are the arteries of a building, delivering heating, cooling and water.

MBS examines the latest technologies and installation techniques to deliver efficient projects, and also ensure that water meets the high standards of hygiene required.

**Packaged plant:** With the growing trend towards modular building construction, building services are increasingly delivered as packaged plant – manufactured in a factory, and delivered ready-to-use on site. MBS looks at the growing popularity of this method, and considers the benefits.

Editorial supported with advertising is **65%** more likely to generate direct response.

Editorial creates awareness of your capabilities; advertising informs the reader how to buy your products or services

**MAY 2024**

**Heating - technologies & techniques:** MBS considers the latest developments in heating equipment, and looks at installation techniques, including case studies. Whether new build or refurbishment, we cover the application of heating methods in a range of building types.

**Smart buildings:** MBS examines the impact of controls, BEMS and the internet on building performance and management. Increasingly connected buildings give FM’s and energy managers detailed data on building performance.

Not only does this allow them to understand and improve energy performance it’s also helping to make buildings more responsive to changing occupant requirements.

MBS IS AN ESSENTIAL PART OF OUR MARKETING PLAN. ITS SUPERIOR CONTENT AND CIRCULATION OF COMMITTED READERS IS REFLECTED IN OUR QUALITY ADVERTISING RESPONSES!

Alison Stevens  
UK Marketing Co-ordinator  
Carlo Gavazzi (UK) Ltd

**JUNE 2024**

**Air Conditioning, cooling & ventilation:** MBS considers the options for ensuring occupant comfort with optimum efficiency. Our features cover the latest technologies and look at the benefits of the different approaches on the market today.

**Commissioning:** In partnership with the Commissioning Specialists’ Association (CSA), MBS is raising awareness of the importance of commissioning.

**Vertical focus: retail, education & leisure:** MBS examines building services design, products and installation for these highly-specialised buildings.

## JULY 2024

**Working buildings – maintenance, operation and refurbishment:** Refurbishment for efficiency is our focus, as MBS assesses how today's building services can be maintained, or replaced, to perform better and last well into the future.

**Indoor air quality:** MBS delves into IAQ and its importance for occupant health and productivity.

**Electrical services:** This month, we focus on electrical services with an eye on design and delivery. These days wiring carries not only power but also vital (and valuable) data from the building to BEMS and other business-critical areas.

## AUGUST 2024

**Air Conditioning , cooling & ventilation:** MBS considers the options for cooling for comfort and efficiency; and what to think about when thinking about upgrading.

**Vertical focus:** data centres, hospitals and offices: MBS examines building services design, products and installation for these highly-specialised buildings.

**Smart buildings:** how controls, BEMS and connectivity are impacting on building performance an occupant productivity. In conjunction with the Building Controls Industry Association (BCIA).

## SEPTEMBER 2024

**Heating - technologies & techniques:** Approaches to the challenge of achieving comfort and energy efficient operation.

**Zero carbon buildings:** How close are we to achieving more carbon-efficient buildings, and what does it require in terms of design, construction and product specification? And can we improve the performance of our existing buildings? Our experts consider the options on the market and look at some successful projects.

## OCTOBER 2024

**Piped services, pumps & water:** Good design is essential for delivery of effective heating and cooling, as well as energy efficiency.

**Installer's view:** MBS looks at the products helping installers do their job more effectively - from wiring, to pipes to large equipment such as boilers and AHUs.

**Vertical focus:** retail, education and leisure: MBS features three different types of building and shows what services technologies are popular solutions for each.

## NOVEMBER 2024

**Heating - technologies & techniques:** Approaches to the challenge of achieving comfort and energy efficient operation.

**Smart buildings:** how controls, BEMS and connectivity are impacting on building performance an occupant productivity. In conjunction with the Building Controls Industry Association (BCIA).

**MBS Industry survey review:** Our annual look at what the industry thinks the hot topics for next year will be, including the opportunities and challenges heading our way.

## DECEMBER 2024

**Working buildings – maintenance, operation and refurbishment:** MBS stresses the importance of planned maintenance and its impact on building performance.

**Vertical focus:** data centres, hospitals and offices: MBS examines building services design, products and installation for these highly-specialised buildings.

**Review of the year and looking ahead:** A roundup of what happened in 2024 with a review of product launches, projects and the topics that kept us talking all year.

OVER  
80% OF  
READERS  
HAVE MADE A  
PURCHASING  
DECISION BASED  
ON MBS  
CONTENT

**B2B success means establishing a high level of brand awareness and maintaining it. Editorial and advertising combined can play a major role in achieving this.**

**THE LARGEST**  
online archive of Building Services content in the UK

# CONTACT INFORMATION

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