

MEDIA INFORMATION 2026

- Put your brand in front of the largest building services audience
- 28,310 readers (ABC Audited)
- Reach our audience with Email, Webinars, Print and Online media
- Over 20,000 verified personal emails for direct mail



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For over 21 years, I have relied on Modern Building Services as a key part of my marketing strategy. For product launches, advertising, and roundtables, the publication has consistently delivered exceptional results.

The team's professionalism and friendly manner, combined with a continuously updated and highly targeted circulation, make them an invaluable partner for my campaigns.

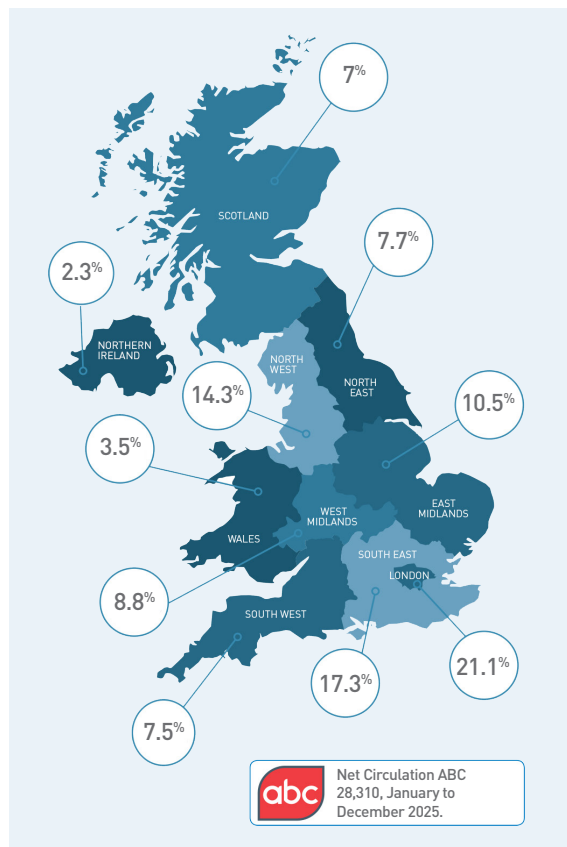
**Donna-Marie Smith,
Strategic Applied Marketing
Manager, Kooltech**

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Our readers – your potential buyers

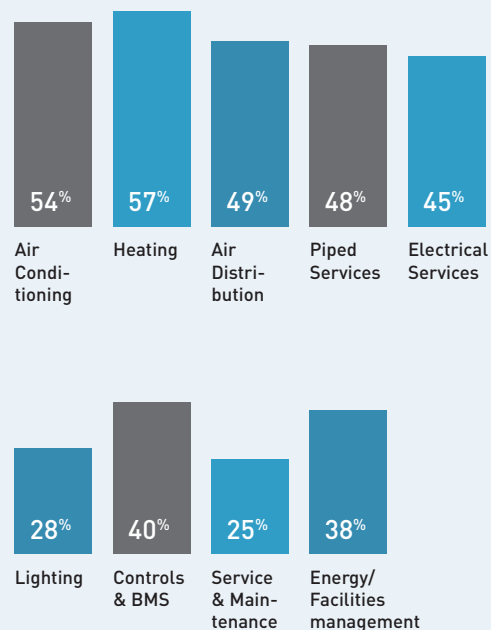
With the highest circulation of any M&E building services publication, and our reputation for highly-informed content, we put your message in front of the right people.

REGIONAL BREAKDOWN



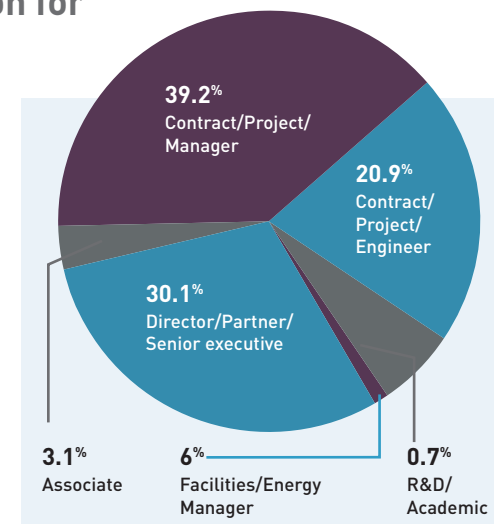
AREA OF INTEREST

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



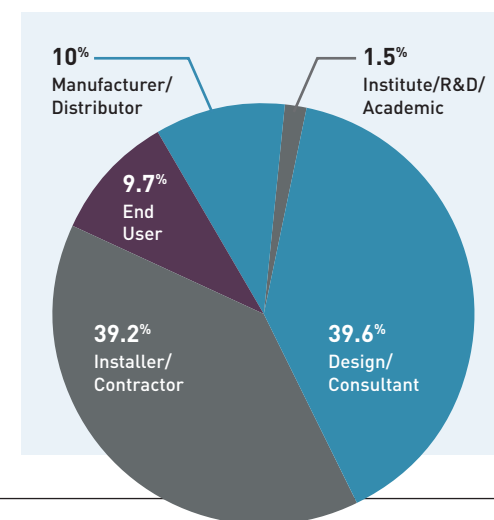
SENIORITY (readership job function)

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



MARKET SECTOR (who our readers work for)

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

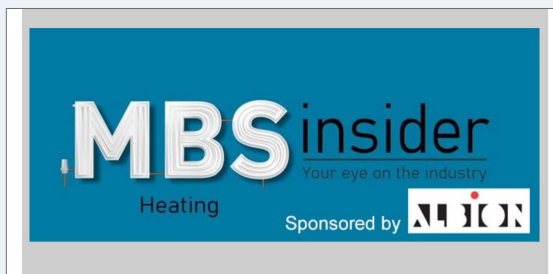
This editorial email is sent to our readers twice a month. We update over 20,000 of our readers on what's hot in news, and highlight our most popular features.

Rates

Sponsorship: **£950**

Top banner: **£800**

Middle banner: **£650**



Albion Valves (UK) Ltd has built its reputation on quality, service, delivery, and choice. Their dedication to excellence sees them offer quality, approved products, award-winning customer service, next-day delivery and a choice of over 5,000 product lines.

When you need a complete valve solution... [ask for Albion.](#)

[Click for more](#)

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.

Rates: £2,800



Email advertising with MBS always generates a high volume of responses for us.

Adam Tovey,
Marketing Manager, Powrmatic

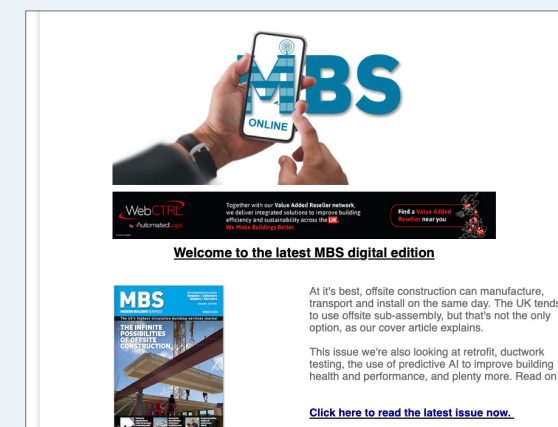
MBS Digital Issue

Every month, we send an email to our entire database to make them aware the issue is published online. That's over 20,000 dedicated emails.

Rates

Sponsorship: **£950**

Masthead banner: **£800 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
Double Page Spread	£5,080
Full Page	£2,995
Half Page	£1,797
Quarter Page	£1,009

Premium position surcharge

Inside Front/ Inside Back	+ 15%
Outside Back	+20%

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.

Webinars

Webinars allow you to share expertise, foster engagement and build authority with an engaged audience, making them a great mechanism to position your company as a thought leader and develop business contacts.

MBS offers a limited number of webinar slots through the year. Based on your presentation, our editorial team will work with you to host the event and moderate audience interaction and questions.

We run a 3-week campaign to promote your webinar, composed of 2x solus emails to our entire database of over 27,000 UK-Based Building Services professionals and social media, designed to put you in front of people directly interested in what you have to say.

We also offer a service to write up your presentation as an article in a future issue of MBS.

Webinar: £6000

One-page article: £2200

Two page article: £3500



Front cover sponsorship

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



We have had a lovely bit of feedback from my sales team that I thought I'd share with you. We have an appointment with a tier 1 contractor this Friday and they became aware of us from an advert in MBS Magazine!

Sally Williams,
Marketing Manager,
Walraven

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

Rates on application.

THE PACKAGE INCLUDES THE FOLLOWING:

Front Cover Photograph, together with a single company logo and strapline. The image should show product in project or active use and show our readers what the product is and does.



A reproduction of the front cover placed on the Comment page, together with 90 words of text and a reader enquiry number. Package can also include a page of advertorial about the front cover image.



MBS offers promotional ideas for all budgets.

Rate
£150 per insertion

MODERN BUILDING SERVICES SEPTEMBER 2024 3

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

KEEP MOVING FORWARD WITH ALTECNIC

The construction sector keeps moving forward... your continuing ed. is due with **PDH** accredited CPD hours from Altecnic.

HOT TOPICS:

- Highway Reliability
- Highway Safety
- Highway Construction
- Highway Maintenance
- Environmental Remediation & Planning
- Construction Management
- Construction Management, Planning, and Construction
- Construction Management, Planning, and Construction
- Construction Management, Planning, and Construction

altecnic

training@altecnic.co.uk

WIN a Bang & Olufsen speaker system

which is one of the many prizes up for grabs – in the MBS subscriber prize draw 2022

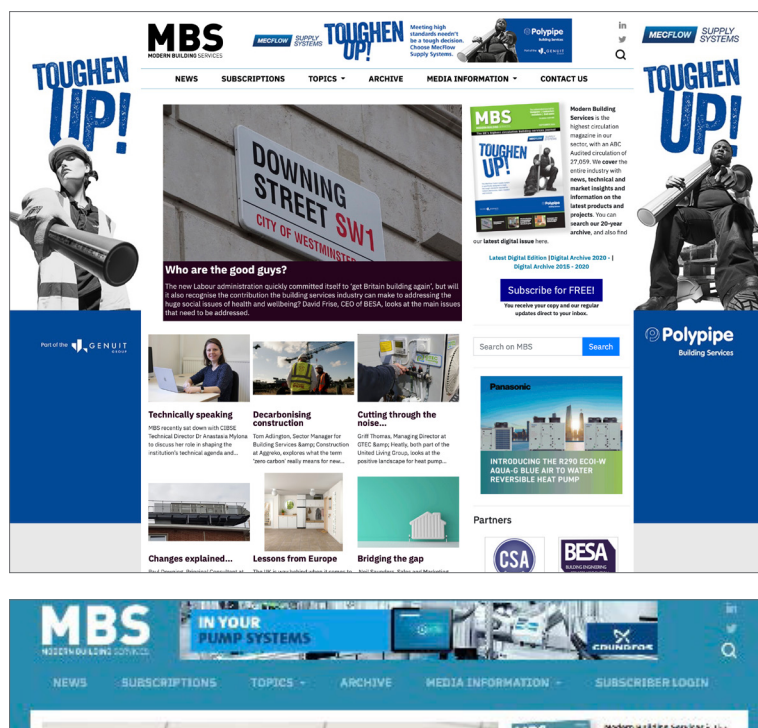
Subscribe to our free e-newsletter, *Managing the Built Environment* (MBS) before the end of September 2022 and you will be eligible to win a Bang & Olufsen award system. The competition is open to readers who are not winning their free subscription, and who are not already subscribers to MBS.

To enter, visit: www.mbs.co.uk/entries.asp
 For more details give us a ring on 01423 759000

MBS online marketing: banners, buttons, blogs

Quick hits to drive online awareness and engagement

- Over 11,000 unique visitors per month in 2024.
- The largest online archive of building services content in the UK.
- Consistently high search engine rankings.



BANNER RATES

Masthead banner

Seen on every page visited. Maximum 3 rotations.

Rate

£800 per month
3 to 12 months:
£661 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

£550 per month
3 to 12 months:
£473 per month

Banner: 728 x 90 pixels
 Button: 300 x 250 Pixels
 File size: No more than 1mb

SITE TAKEOVER

Rate

£1500

SPONSORED BLOGS

Our sponsored blogs combine great content with a promotional message to attract an audience and keep them engaged with your brand. Includes link from our email newsletter.

Blog rate

£750 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

£750 per month

Editorial programme 2026

In 2026, 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.



Modern Building Services reaches the largest and broadest audience in the entire UK Building Services Sector

ABC 2025

January

- Heating – technologies and techniques
- Working Buildings – maintenance, operations and refurbishment
- Review of the year and looking ahead

February

- Air conditioning, cooling & ventilation
- Net Zero, Renewables & Sustainability (solar PV, biomass, cool roofs, modular construction etc)
- Electrical Focus (UPS, circuit protection, wiring & cabling, cable management etc)

March

- Heating: Technologies & Techniques
- Commissioning
- Lighting & Lighting Controls

April

- Smart Buildings
- Vertical Focus: Education & Leisure
- Piped services, pumps & water

May

- Air conditioning, cooling & ventilation
- Installer's View
- Net Zero, Renewables & Sustainability (solar PV, biomass, cool roofs, modular construction etc)

June

- Heating: Technologies & Techniques
- Vertical Focus: Retail & Offices
- Fire & Security

July/August

- Smart Buildings
- Maintenance & Refurbishment
- Piped services, pumps & water
- Electrical Focus (UPS, circuit protection, wiring & cabling, cable management etc)

September

- Air conditioning, cooling & ventilation
- Net Zero, Renewables & Sustainability (solar PV, biomass, cool roofs, modular construction etc)
- Installer's View

October

- Heating: Technologies & Techniques
- Lighting & Lighting Controls
- Vertical Focus: Data Centres & Hospitals

November

- Smart Buildings
- Electrical Focus (UPS, circuit protection, wiring & cabling, cable management etc)
- Commissioning

December/January

- Piped services, pumps & water
- Maintenance & Refurbishment
- Review of the Year and looking ahead

15%

of MBS readers read no other industry publication

Editorial programme 2026 continued

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

THE LARGEST
online archive of Building
Services content in the UK

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.

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

Edition	Editorial deadline	Advertising deadline	Delivery
December 2025/ January 2026	Tuesday 25th November 2025	Monday 8th December 2025	Tuesday 30th December 2025
February 2026	Tuesday 30th December 2025	Monday 12th January 2026	Tuesday 3rd February 2026
March 2026	Tuesday 27th January 2026	Monday 9th February 2026	Tuesday 3rd March 2026
April 2026	Friday 27th February 2026	Thursday 12th March 2026	Friday 3rd April 2026
May 2026	Monday 6th April 2026	Friday 17th April 2026	Wednesday 6th May 2026
June 2026	Wednesday 29th April 2026	Tuesday 12th May 2026	Wednesday 3rd June 2026
July/August 2026	Tuesday 30th June 2026	Monday 13th July 2026	Tuesday 4th August 2026
September 2026	Wednesday 29th July 2026	Tuesday 11th August 2026	Wednesday 2nd September 2026
October 2026	Friday 28th August 2026	Thursday 10th September 2026	Friday 2nd October 2026
November 2026	Wednesday 30th September 2026	Tuesday 13th October 2026	Wednesday 4th November 2026
December 2026/ January 2027	Wednesday 25th November 2026	Tuesday 8th December 2026	Tuesday 5th January 2027

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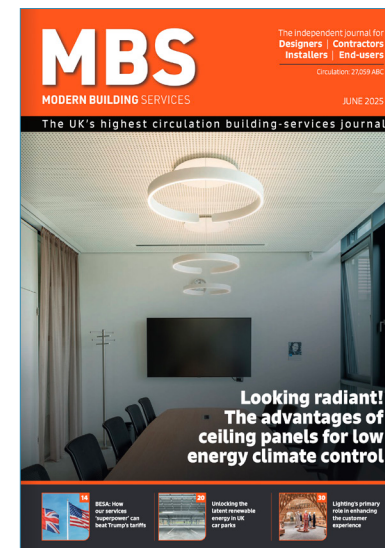
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MODERN BUILDING SERVICES