MBS
MODERN BUILDING SERVICES

MBSefocus
Latest news from *MBS* Journal industry suppliers and experts

MBSinsider
Your eye on the industry

MBStv
Your eye on the industry

MEDIA INFORMATION 2027

- 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

01438 759000 modbs.co.uk @MBS_magazine

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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

Modern Building Services and your business

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

MBS offers advertisers and marketers the controlled circulation for the building services industry in the UK (28,310 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.

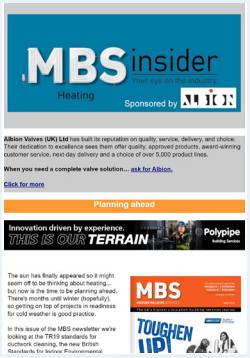
The strength of MBS is to speak to all those with influence on the specification and to ensure that the benefits of your (or your client's) product and brand are understood by all the professionals with influence.

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

ROUTES TO MARKET WITH MBS

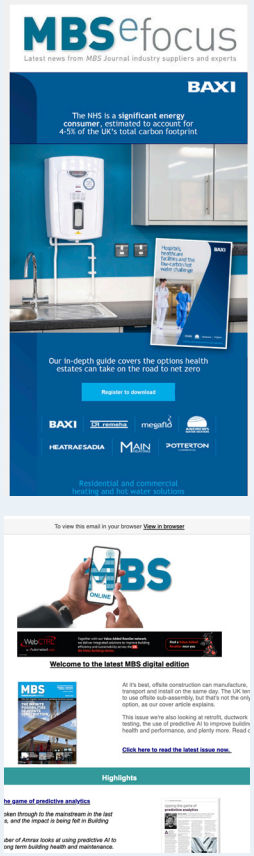
Display advertising

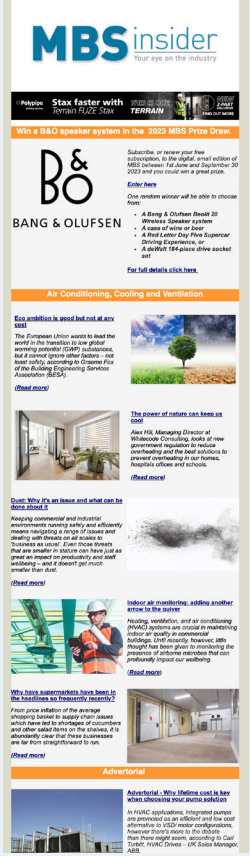
Sponsorships



Directories

Online and email

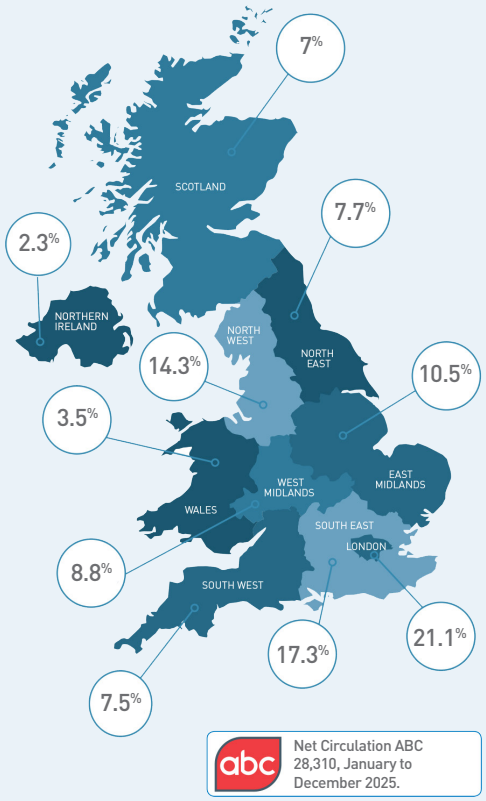




Our readers – your potential buyers

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.

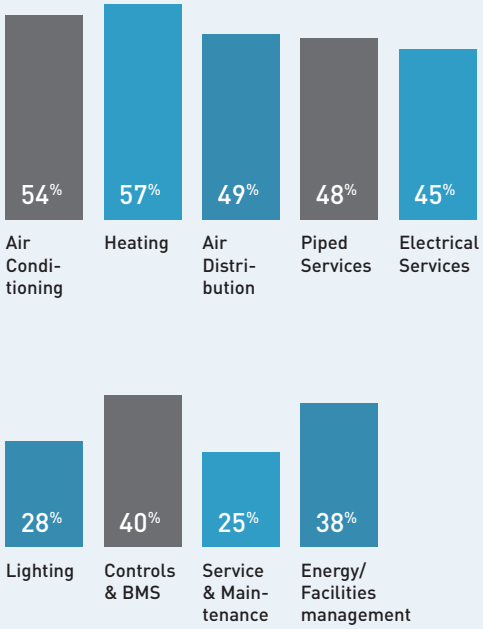
REGIONAL BREAKDOWN



Net Circulation ABC 28,310, January to December 2025.

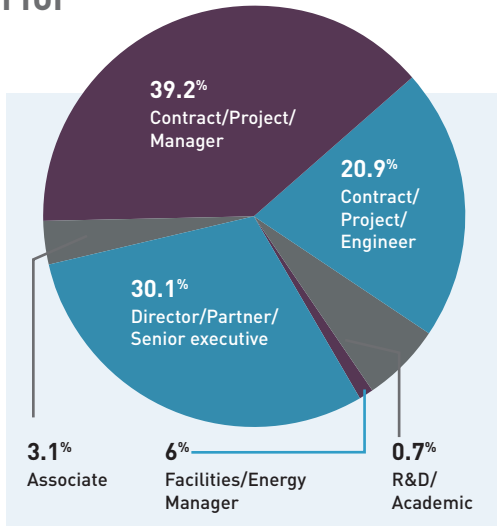
AREA OF INTEREST

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



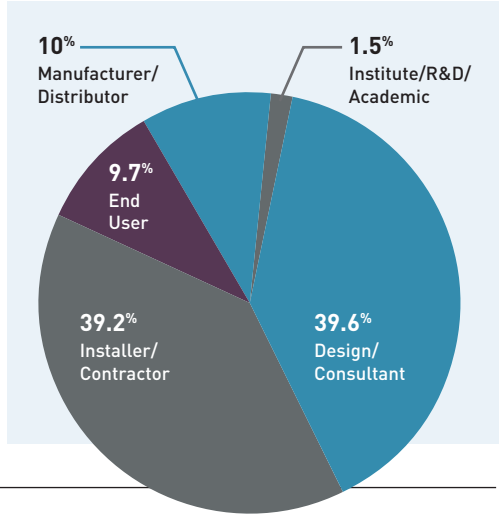
SENIORITY (readership job function)

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

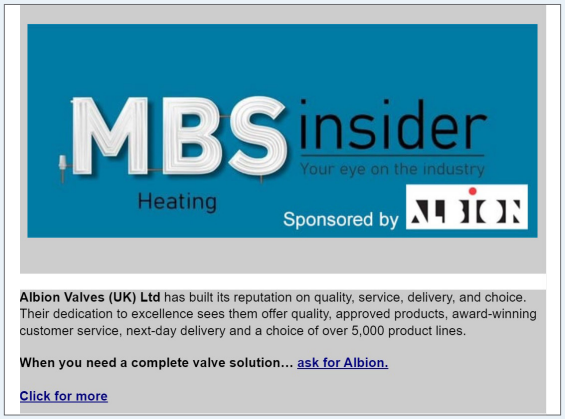
This editorial email is sent to our readers twice a month. We update over 20,000 of our readers on what's hot in news, and highlight our most popular features.

Rates

Sponsorship: **£950**

Top banner: **£800**

Middle banner: **£650**



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

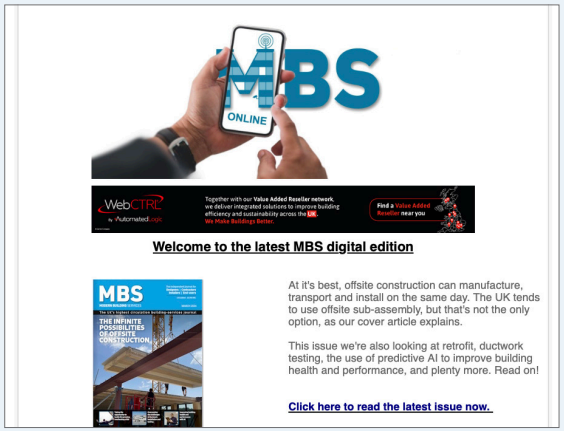
MBS Digital Issue

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 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: Price on application

ROUNDTABLE

NO SMOKE WITHOUT FIRE

Smoke control can be an essential part of the life safety systems in buildings, yet there is evidence that suggests systems are of variable quality. Can a new British Standard help to improve industry practices and save lives? *MBS* convened a roundtable to look at how BS 7346 Part 8 can make a difference, as Andrew Brister reports.

"Smoke ventilation is not identified and assessed as much as we would like as part of fire risk assessment." Matthew Ryan

ROUNDTABLE

Who's who on the panel

Gary Daniels, Associate, Hoare Lea and president of the UK chapter of the Society of Fire Protection Engineers

Chuck Lewis, Standards and Compliance Director, Coopers Fire

Andrew Perfect, Associate Director (M&E), Mace

Will Perkins, Managing Director, SE Controls

Matthew Ryan, Fire Engineering Group, London Fire Brigade

Stuart Winter, Senior Engineer, Fire Engineering, Arup

"Anyone can call themselves a fire engineer, get insurance and practice." Gary Daniels

Cost-effective Marketing

MBS offers promotional ideas for all budgets.

WHAT'S NEW

If you have a press release about a new product, an update to your technology or a project where your equipment has been used, **What's New** showcases it in both print and digital editions of the magazine, plus our website and email newsletter.

Rate
£150 per insertion

WHAT'S NEW

Allied Telesis to showcase smart networking solutions at Smart Buildings Show 2024

Allied Telesis will be exhibiting at Smart Buildings Show, 9th-10th October, ExCel London, showcasing products and technologies providing IoT and SDN-enabled solutions for enterprise, government, education and critical infrastructure customers.

Visitors to stand D18 will be able to learn about Allied Telesis' portfolio of products, technologies and managed services for smart buildings.

Allied Telesis' managed services division delivers customised, state-of-the-art IoT solutions at the edge, empowering innovation, improving process agility and helping build a competitive advantage for customers globally.

Allied Telesis will be showcasing its end-to-end range of solutions optimised for enterprise customers focused on high availability as well as options for customers who want the same look and feel but with a more attractive price point.

Also on the stand will be industrial solutions that are ideal for usage in lift shafts, risers and roof spaces without the need for conditioned air and wireless and security solutions with the same look and feel as the rest of the portfolio so that the customer/integrator only needs a single interface across the building/campus.

www.alliedtelesis.com/gb/en

Altecnic releases heat pump focused issue of Idronics UK

Altecnic has launched the sixth issue of its technical journal, Idronics UK. This latest edition focuses on heat pump systems, providing essential information on air-to-water heat pump design, advice on componentry and relevant updates for the industry.

The lead editorial offers detailed guidance on the design of efficient air-to-water heat pump systems. With the use of detailed diagrams, critical aspects such as system layout, component selection and performance optimisation are all discussed. Readers will benefit from expert advice on overcoming common challenges and maximising the benefits of air-to-water heat pump technology.

Throughout the new edition are a range of practical instructions for installing key components of heat pump systems. This includes step-by-step installation guides and technical focus pieces for anti-freeze valves and the Caleffi XF dirt and air heat pump filter, both crucial for maintaining system integrity and performance.

Also included in the latest edition of Idronics UK is a range of information on Altecnic's extended product offering for heat pump solutions.

www.altecnic.co.uk/technical-hub/idronicsuk/

Baxi launches Auriga HP+ R290 (propane) high temperature commercial heat pump

Baxi has announced the arrival of its Auriga HP+ R290 (propane) high temperature air-to-water monobloc heat pump range.

The new Baxi Auriga HP+ is a natural refrigerant air source heat pump (ASHP) with excellent low Global Warming Potential (GWP) of 3 for a lower environmental impact and improved efficiency and sustainability. Capable of delivering high flow temperatures up to 80°C, the Auriga HP+ is the perfect solution for a range of demanding applications.

Easily integrated into existing heating systems, the Auriga HP+ provides greater options to overcome retrofit challenges. Its ability to achieve higher flow temperatures makes it equally suited to delivering low-carbon domestic hot water (DHW) requirements across a range of applications, from commercial buildings to heat networks and district heating schemes.

The new Auriga HP+ offers extremely high efficiencies, delivering Seasonal Coefficient of Performance (SCOP) scores of up to 5.17 at W35 and 3.96 at W55. The units are manufactured with an inverter driven scroll compressor which enables modulation down to 13%, helping to improve efficiency still further.

www.baxi.co.uk

Fujitsu launches new 'soft black' wall mount

Fujitsu General Air Conditioning UK has added a new 'soft black' version to its AIRSTAGE wall mount range that can be connected to split and multi-split systems.

Operating on lower GWP R32 refrigerant and available in capacities from 2 to 4.2kW, the new unit has a compact chassis depth of just 220mm thanks to the design of its high density multipath heat exchanger.

Built-in Wi-Fi capability makes it controllable via the AIRSTAGE Mobile app, with service and maintenance improved due to refrigerant cycle data being displayed on a compatible wired controller.

Cooling is available between -10°C and 50°C, with heating from -15°C. The large louvre design enables the unit to achieve a Seasonal Energy Efficiency Ratio (SEER) of up to 8.4 in heating mode and a Seasonal Coefficient of Performance (SCOP) of 4.6 for cooling.

The large cross-flow fan aids efficiency and ensures effective airflow, which is achieved with quiet operating levels as low as 20dB(A) in cooling.

A 20m pipe length and 10m elevation is possible on all models, which are pre-charged for 15m of pipework. This removes the potential additional installation cost of refrigerant charges on site.

www.fujitsu-general.com/uk/

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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. Entries appear in both print and digital editions, plus our digital edition email, and include title and short details of your course as well as contact details for bookings

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

MBS
TRAINING DIRECTORY

AEME Ltd
Course: Fire & Smoke Control Damper Inspection, Testing & Installation Course.
To book, go to: www.aeme.co.uk
Telephone: 01404 890088

AEME Ltd
Course: Kitchen Extract Cleaning Compliance
To book, go to: www.aeme.co.uk
Telephone: 01404 890088

GPS AIR
Course: CIBSE has approved a course offered by GPS Air, Needlepoint Bipolar Ionisation (NBPI) as an advanced IAQ solution, for continuing professional development (CPD) credit.
To learn more, visit www.gpsair.com

ENWA Water Technology
Course: The importance of effective filtration and water treatment for heating and cooling systems
Email: mandie.fowlkes@enwa.com
Telephone: 0150 850 364

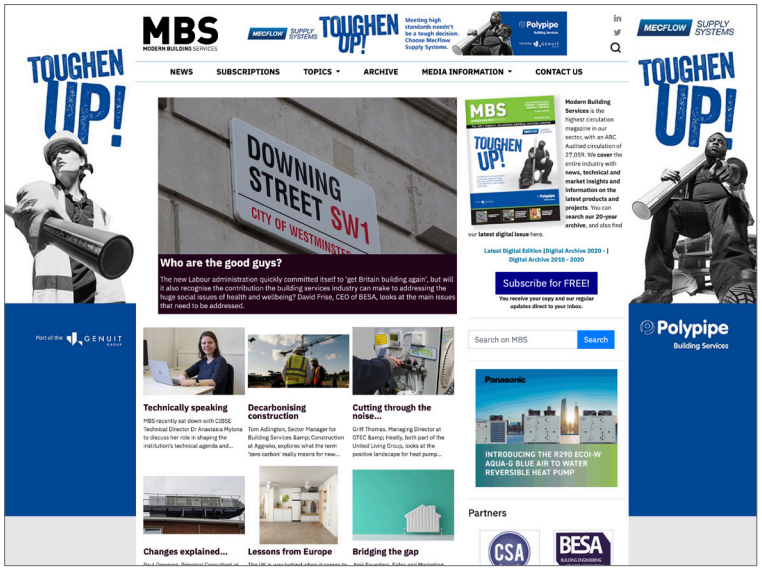
KEEP MOVING FORWARD WITH ALTECNIC
The construction sector keeps moving forward... keep your learning up to date with FREE accredited CPD's from Altecnic.
HOT TOPICS:
• Hydronic Balancing
• Backflow Prevention
• Understanding Heated Systems
• Understanding Heat Interface Units
• Understanding Thermostatic Mixing Valves
• Heat Networks: Overcoming Inefficiency & Poor Performance
• Drivers for Change and Understanding the BEAA Hiu Test Regime
contact: 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
To enter, visit: www.modbs.co.uk/subsa.php or for more details give us a ring on 01438 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 2027

In 2027, 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

February
- Healthy Buildings (ventilation, indoor air quality, occupant health etc)
- Net Zero, Sustainability & Climate Resilience (solar PV, biomass, cool roofs, modular construction etc)
- Lighting & Lighting Controls

March
- Heating: Technologies & Techniques
- Commissioning
- Training, Skills & Competence

April
- Smart Buildings
- Vertical Focus: Retail & Offices
- Piped Services, Pumps & Water

May
- Air conditioning (cooler buildings, refrigerants etc)
- Installer's View
- Net Zero, Sustainability & Climate Resilience (solar PV, biomass, cool roofs, modular construction etc)

June
- Heating: Technologies & Techniques
- Electrical Focus (UPS, circuit protection, wiring & cabling, cable management etc)
- Fire Safety & Security

July/August
- Smart Buildings
- Maintenance & Refurbishment
- Piped Services, Pumps & Water
- Vertical Focus: Education & Leisure

September
- Air conditioning (focus on ventilation & indoor air quality)
- Net Zero, Sustainability & Climate Resilience (solar PV, biomass, cool roofs, modular construction etc)
- Lighting & Lighting Controls

October
- Heating: Technologies & Techniques
- Electrical Focus (UPS, circuit protection, wiring & cabling, cable management etc)
- Installer's View

November
- Smart Buildings
- Vertical Focus: Data Centres & Healthcare
- 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 2027 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 2026/ January 2027	Wednesday 25th November 2026	Tuesday 8th December 2026	Wednesday 30th December 2026
February 2027	Wednesday 30th December 2026	Tuesday 12th January 2027	Wednesday 3rd February 2027
March 2027	Wednesday 27th January 2027	Tuesday 9th February 2027	Wednesday 3rd March 2027
April 2027	Friday 26th February 2027	Thursday 11th March 2027	Friday 2nd April 2027
May 2027	Tuesday 6th April 2027	Friday 16th April 2027	Thursday 6th May 2027
June 2027	Thursday 29th April 2027	Wednesday 12th May 2027	Thursday 3rd June 2027
July/August 2027	Wednesday 30th June 2027	Tuesday 13th July 2027	Wednesday 4th August 2027
September 2027	Thursday 29th July 2027	Wednesday 11th August 2027	Thursday 2nd September 2027
October 2027	Monday 30th August 2027	Friday 10th September 2027	Saturday 2nd October 2027
November 2027	Thursday 30th September 2027	Wednesday 13th October 2027	Thursday 4th November 2027
December 2027/ January 2028	Thursday 25th November 2027	Wednesday 8th December 2027	Wednesday 5th January 2028

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