

FACILITYCLEANING DECISIONS™

Reaches the Most
In-House Cleaning Managers

Multiple-Time Winner
of American Inhouse
Design Award

35,500

Facility Cleaning Manager Subscribers

Reaches every market:

Educational, Medical, Government,
Commercial, Industrial, Hospitality, Retail

86%

 use Facility Cleaning Decisions
to learn about new products

76%

 Take a purchasing action after seeing
an ad in Facility Cleaning Decisions

Readers are responsible for an average of
19 buildings and 1M sq ft.

ADVERTISING SALES

Rob Geissler
Group Director
Commercial Cleaning Market
P: 414-228-7701, ext. 461
Rob.Geissler@tradeexpress.com

April Preisler
Senior Regional Director
Northern US
P: 414-228-7701, ext. 504
April.Preisler@tradeexpress.com



» 2021 Editorial Calendar

Complete kit available at www.CleaningMediaKit.com

FACILITYCLEANING
DECISIONS™

BETTER CONTENT | BETTER REACH | BETTER REPUTATION | BEST VALUE

Issue	SPECIAL COVERAGE	PRODUCT COVERAGE	BONUS OPPORTUNITY	ONLINE SPONSORSHIP	AD CLOSE	MATERIALS DUE	EVERY ISSUE
Jan/Feb	Creating Healthy & Safe Schools	Cleaners and Disinfectants Vacuums	Trending Now: Floor Chemicals & Equipment (Advertorial)	Virtual Edition Cleaning Insider eNewsletter	1/5/21	1/12/21	SPONSOR OPPORTUNITY — Faces of the Frontline: Highlighting an outstanding janitor Healthy Schools Feature: A Healthy Green Schools & Colleges Steering Committee member highlights their program. Management Column: This column tackles management challenges facility cleaning executives face on the job. Green Column: Tips to growing a sustainable and green cleaning program. Case Study: Examples of in-house departments finding success with their specific products. Products: A showcase of the latest product innovations.
March/April	Earth Day - Green & Sustainable Initiatives Healthcare Operational Challenges	Preventing Slips & Falls Promote Proper Handwashing	Trending Now: Floor Pads/Brushes (Advertorial)	Virtual Edition Cleaning Insider eNewsletter	3/5/21	3/12/21	
May/June	State of the Industry Advisory Board Roundtable	Floor Care Equipment Pest/Bird Control	Trending Now: Restroom (Advertorial)	Virtual Edition Cleaning Insider eNewsletter	5/3/21	5/10/21	
July/August	2021 Annual In-House Management Survey Distributor Choice Product Award Showcase	Combat Cold and Flu Infections Safety/PPE	Trending Now: Carpet Care (Advertorial)	Virtual Edition Cleaning Insider eNewsletter	7/2/21	7/12/21	
September/October	Tackling Hospital-Acquired Infections ISSA Show Coverage	Hand Drying Floor Care	Bonus Distribution: ISSA Show and NFMT Advertisers receive a FREE Product Release in the ISSA Product Showcase	Virtual Edition Cleaning Insider eNewsletter	9/3/21	9/13/21	
November/December	Salary Survey ISSA Product Showcase	Carpet Care Restroom Cleaning	Trending Now: Infection Control (Advertorial)	Virtual Edition Cleaning Insider eNewsletter	10/6/21	10/13/21	