

# » 2023 Editorial Calendar

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Keeping You in Front of  
190,000 Cleaning Industry Buyers

Build Visibility, Create Engagement,  
Generate Leads

## SANITARY

CELEBRATING 80 YEARS

## MAINTENANCE

The #1 Trusted Resource  
for Jan/San Distributors

- 13,000 print subscribers
- 81% take action after seeing an ad in *Sanitary Maintenance*
- Complete coverage of the U.S. and Canada



## ContractingProfits

The Premier Publication for  
Building Service Contractors

- 19,500 print subscribers
- 90% take action after seeing an ad in *Contracting Profits*
- The only BSC focused magazine in the industry



## FACILITYCLEANING

DECISIONS™

The Leading Resource for  
In-House Cleaning Managers

- 35,500 print subscribers
- 90% take action after seeing an ad in *Facility Cleaning Decisions*
- Reaches every market: Educational, Medical, Government, Commercial, Retail, Industrial and Hospitality facilities



 CleanLink.com

The Professional Cleaning Industry's #1 Website

More than 110,000 unique visitors per month

Trade Press Media Group is the only company that helps you reach the cleaning decision-maker universe: Jan/San Distributors, Building Service Contractors, In-House Facility Cleaning Managers.

# SANITARY

CELEBRATING 80 YEARS

# MAINTENANCE

The #1 Trusted Resource  
for Jan/San Distributors

Multiple-Time Winner  
of American Inhouse  
Design Award

# 13,000

Distributor Owner/Executive subscribers

**Most Requested** Industry Publication

**88%** Pick up their copy within  
a week of receiving

**81%** Take a purchasing action after  
seeing an ad in Sanitary Maintenance

## ADVERTISING SALES

Rob Geissler  
Group Director  
Commercial Cleaning Market  
P: 414-228-7701 ext. 361  
Rob.Geissler@tradepress.com

Jeff Blodgett  
Regional Sales Manager  
P: 414-228-7701 ext. 313  
jeff.blodgett@tradepress.com

April Preisler  
Senior Regional Sales Manager  
P: 414-228-7701 ext. 515  
april.preisler@tradepress.com



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# SANITARY CELEBRATING 80 YEARS MAINTENANCE

**BETTER CONTENT | BETTER REACH | BETTER REPUTATION | BEST VALUE**

Issue	SPECIAL COVERAGE	PRODUCT COVERAGE	SPECIAL 80TH ANNIVERSARY COVERAGE	BONUS OPPORTUNITY	AD CLOSE	MATERIALS DUE	EVERY ISSUE
<b>Jan/Feb</b>	2023 Sales Leaders Award Recognition	Floor Equipment & Robotics Towel & Tissue	Remembering the 1940s	Trending Now: Improving Indoor Air (Advertorial)	01/12	01/19	<p>Freetime: Gretchen Roufs shares how members of the industry spend their free time in this popular column</p> <p>The Strategic Sell: Learn sales trends and rep training techniques from two well-known jan/san sales experts</p> <p>Face of the Industry: A round-up of the latest industry mergers, personnel announcements, awards and more</p> <p>Case Study: Manufacturers can submit examples of distributors finding success with their products</p> <p>Products: A showcase of the latest product innovations</p>
<b>March</b>	Annual Buyer's Guide		Flashback to the 1950s	Advertisers receive listing upgrades	02/09	02/16	
<b>April</b>	Anniversary Issue - Celebrating 80 Years in Jan/San	History of Jan/San Flashback Photo Gallery Eight Decades of Cleaning Magazine Milestones and Legacy	Swinging back to the 1960s	Vintage Advertising Section — Then and Now	03/13	03/20	
<b>May/June</b>	Distributor Choice Award Winners 	Hand Hygiene Private Label Products	Celebrating the 1970s	Wholesaler Profile	05/10	05/17	
<b>July/August</b>	Buying Group Membership	Ice Melt Carpet Equipment	Showcasing the 1980s	Trending Now: UV and other Disinfecting Technologies (Advertorial)	07/11	07/18	
<b>September</b>	Survey: End User Purchasing Trends	Cleaners/Disinfectants Batteries & Equipment Parts/Accessories	Rocking in the 1990s	Company Profile	08/11	08/18	
<b>October</b>	ISSA Show Guide	Brooms, Brushes & Mops Odor Control	Cleaning in the Millennium	Bonus Distribution At ISSA Show Advertisers receive a FREE Product Release in the Nov/Dec ISSA Product Showcase	09/13	09/20	
<b>Nov/Dec</b>	ISSA Product Showcase	Floor Care Restroom Care	2010 and Beyond	Trending Now: Distribution Software (Advertorial)	10/11	10/18	



# ContractingProfits

Reaches the Most  
Building Service Contractors

Multiple-Time Winner  
of American Inhouse  
Design Award

## 19,500

Building Service Contractor Executive subscribers

Official publication of BSCAI

**91%** Use Contracting Profits  
to learn about new products

**90%** Take a purchasing action  
after seeing an ad in Contracting Profits

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# Contracting Profits

Contracting Profits is the official publication of Building Service Contractors Association International (BSCAI).



BETTER CONTENT   BETTER REACH   BETTER REPUTATION   BEST VALUE						
Issue	SPECIAL COVERAGE	PRODUCT COVERAGE	BONUS OPPORTUNITY	AD CLOSE	MATERIALS DUE	EVERY ISSUE
Jan/Feb	Q&A with Incoming BSCAI President	Floor Care Soaps and Sanitizers	Showcase: Chemicals	12/13	12/20	<p><b>BSCAI Member News:</b> Articles and updates for current and potential members of BSCAI</p> <p><b>SPONSOR OPPORTUNITY —</b> Faces of the Frontline: Highlighting an outstanding janitor</p> <p><b>Faces of the Industry:</b> A roundup of the latest building service contractor news</p> <p><b>Case Study:</b> Manufacturers can submit examples of BSCs finding success with their products</p> <p><b>Products:</b> A showcase of the latest product innovations</p> <p><b>Be An Elite BSC</b> Column: Consultant and contractor Jordan Tong helps BSCs grow their businesses</p>
March/April	2023 Report on the Building Service Contractor Market	Carpet Care Infection Control	Bonus Distribution at BSCAI EXEC MGMT Conference Showcase: Software	02/14	02/22	
May/June	Pitching Back to School Services	Cleaning/Disinfectanting Exterior Maintenance	Showcase: Cleaning Tools	04/13	04/20	
July/August	Survey: Why Facility Executives Choose Their BSCs	Restroom Products Distributor Choice Product Award Winners	Showcase: Floor Pads & Brushes	06/14	06/21	
Sept/Oct	BSCAI Contracting Success Show Coverage ISSA Show Coverage	Odor Control	Bonus Distribution at BSCAI Contracting Success Conference and ISSA Show Advertisers receive a FREE Product Release in the Nov/Dec ISSA Product Showcase	09/18	09/25	
Nov/Dec	ISSA Product Showcase BSCAI CLEAN Award Winner Profiles	Floor/Carpet Equipment Software	Bonus Distribution at 2024 BSCAI CEO Seminar	10/16	10/23	

# 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

**83%** use Facility Cleaning Decisions  
to learn about new products

**90%** 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.**

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**FACILITYCLEANING**  
DECISIONS™

## BETTER CONTENT | BETTER REACH | BETTER REPUTATION | BEST VALUE

Issue	SPECIAL COVERAGE	PRODUCT COVERAGE	BONUS OPPORTUNITY	AD CLOSE	MATERIALS DUE	EVERY ISSUE
<b>Jan/Feb</b>	Creating Healthy & Safe Schools	Cleaners and Disinfectants Carpet Equipment	Problem Solver (Advertorial)  Bonus Distribution: NFMT Baltimore	01/03	01/10	<p><b>SPONSOR OPPORTUNITY</b> Faces of the Frontline: Highlighting an outstanding janitor</p> <p><b>Healthy Schools Feature:</b> A Healthy Green Schools &amp; Colleges Steering Committee member profile.</p> <p><b>Management Column:</b> This column tackles management challenges facility cleaning executives face on the job.</p> <p><b>Leadership Column:</b> Leadership advice/tips from facility cleaning executives to other facility cleaning executives.</p> <p><b>Case Study:</b> Manufacturers can submit examples of facilities finding success with their products</p> <p><b>Products:</b> A showcase of the latest product innovations</p>
<b>March/April</b>	Healthcare Operational Challenges	Pest/Bird Control Soap and Sanitizer	Problem Solver (Advertorial)	03/03	03/10	
<b>May/June</b>	State of the Industry Advisory Board Roundtable  Back to School Preparation	Floor Care Equipment	Problem Solver (Advertorial)	05/03	05/10	
<b>July/August</b>	2023 Annual In-House Management Survey  Distributor Choice Product Award Showcase	Infection Control  Batteries & Equipment Accessories	Problem Solver (Advertorial)	07/03	07/11	
<b>September/October</b>	Tackling Hospital-Acquired Infections  ISSA Show Coverage	Restroom Care  Matting	Bonus Distribution: ISSA Show and NFMT Vegas  Advertisers receive a FREE Product Release in the Nov/Dec ISSA Product Showcase	09/05	09/12	
<b>November/December</b>	Salary Survey  ISSA Product Showcase	Carpet Care  Software	Problem Solver (Advertorial)	10/03	10/10	

# » 2023 Digital Opportunities



## Website

The Professional Cleaning Industry's #1 Website. Over 110,000 monthly unique visitors per month. Showcase your ad alongside cutting-edge content.



- Branded Feature
- Category Sponsorship
- Editorial Image Ad
- Leaderboard Ad
- Lead-Gen Ad
- Run of Site Ad
- Wallpaper ad
- Retargeting the Industry

## Online Events

These provide an opportunity for you to engage with customers and prospects, and highlight your knowledge, experience, and ability to solve problems.

- Cleaning Summit • FastCast
- CleanTalk Webcast • DemoCast

## Sole Sponsored

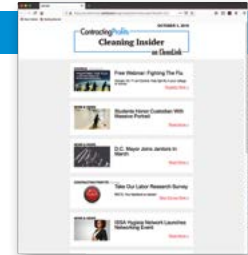
You command the attention of distributors, BSCs and facility cleaning managers with these sole-sponsored options.

- Custom Email • Prospect Nurturing Campaign
- FastCast • Virtual Edition Sponsor

## CleanLink Insider e-Newsletter

Influence and engage distributors, BSCs and facility cleaning managers with our effective and respected daily e-Newsletter.

**Plus: CleanLink Insider Special Edition**



## Sponsorship Opportunities

You have your choice of several unique ways to align your brand with the most trusted media products in the cleaning industry.

- SM Distributor Choice Awards
- CP Faces of the Frontline Column
- FCD Faces of the Frontline Column
- FCD Facility Cleaning Management Survey



## ISSA Show Marketing

Drive traffic to your booth with these pre-show marketing emails.

- ISSA Product Express Email
- ISSA Show Daily e-Newsletter