

Editorial Mission

Facility Maintenance Decisions delivers essential information for maintenance and engineering managers in institutional and commercial facilities. Our editorial coverage directly mirrors subscribers' challenges. *Facility Maintenance Decisions* serves as a trusted resource, providing managers with the information they need to successfully coordinate the day-to-day activities of frontline technicians and supervisors, all with the goal of ensuring facilities operate safely, reliably, sustainably, and energy efficiently.

Audience

Facility Maintenance Decisions circulates to a 100% qualified list of 32,500 maintenance and engineering managers responsible for the operations of institutional and commercial buildings in the United States. When you advertise with *Facility Maintenance Decisions*, you reach and influence these types of high-ranking, influential readers.

- Director of Engineering
- Director of Maintenance
- Director of Buildings and Grounds
- Site Engineering Manager
- Facility Maintenance Manager
- Engineering Manager
- Facilities Service Manager
- Site Engineering Manager
- Manager Maintenance Operations
- Construction Manager
- Manage 996,800 institutional and commercial Buildings
- Responsible for 43.6 billion square feet of floor space
- Spend \$120.5 billion on capital equipment/renovation/new construction
- Maintain 3.8 million landscaped acres
- Maintain 13.3 hardscaped acres
- Supervise 810,000 personnel

With *Facility Maintenance Decisions* your marketing will reach and influence more than 32, 000 buyers including:

- Building & Grounds Supervisor, Kent State University
- Director of Maintenance Services, Dartmouth College
- Director Buildings and Grounds, University of Michigan
- Director of Grounds and Buildings, Princeton University
- Facility Maintenance Manager, FedEx Corporation
- Facility Maintenance Manager, Sysco Food Services
- Manager Maintenance Operator, United States Postal Service
- Mechanical Engineer, US Air Force
- Site Engineering Manager, Pepsico
- Maintenance Manager, General Motors Corporation
- Engineering Manager, Best Buy
- Facilities Maintenance Manager, Dollar General Corporation
- Facility Maintenance Manager, Office Depot Inc.

- Construction Manager, Mayo Clinic
- Director of Engineering, Mercy Medical Center
- Director of Engineering Maintenance, Baylor Medical Center
- Facilities Service Manager, Walt Disney World Animal Kingdom

Years of Experience in Facilities Management

More than 30 years	15%
21 to 30 years	39%
11 to 20 years	24%
10 years or less	22%

Average years of experience is 20.0

Age Group

Under 35 years old	1%
35 to 44 years old	9%
45 to 54 years old	34%
55 to 64 years old	46%
65 years or older	10%

Average age is 53 years old

Gender

Male	97%
------	-----

Female	3%
--------	----

Product Selection Involvement

ADA Products	70%
--------------	-----

Air Conditioners	87%
------------------	-----

Arc Flash Safety Equipment	49%
----------------------------	-----

Boilers	72%
---------	-----

Building Controls	85%
-------------------	-----

Carpeting & Flooring	79%
----------------------	-----

Cleaning Products	72%
-------------------	-----

Ceilings	81%
----------	-----

Coatings	56%
----------	-----

Communication Equipment (including wireless)	47%
--	-----

Contract Services	82%
-------------------	-----

Demand Response Programs	51%
--------------------------	-----

Door Hardware (including locks, hinges and closures)	83%
--	-----

Doors/Entrances	82%
Drain Cleaning Equipment	72%
Electrical Equipment/Systems	75%
Electrical Testing Equipment	71%
Elevators & Service	62%
Emergency Service & Equipment	74%
Energy Management Systems	80%
Energy Performance Contracts	52%
Energy rebates/incentives or efficiency-enhancing programs	68%
Energy Services (Electricity, Gas, etc.)	61%
Facility Management Software (i.e. CMMS, EAMS)	58%
Fertilizer/Insecticides	39%
Fire Safety & Prevention	86%
Fleet Vehicles & Accessories	44%
Floor Coatings	83%
Grounds Care Contract & Services	56%
Grounds Care Tools & Equipment	69%
Hand Dryers	68%
Hazmat Equipment & Supplies	66%

HVAC Replacement Parts	82%
HVAC Systems	85%
IAQ Products	55%
Infrared Systems	41%
Insulation	76%
Interior Office Equipment	54%
Inventory Management/Barcoding	35%
Landscaping/Construction Equipment	64%
LEDs	80%
Life Safety Products	79%
Lifts and Ladders	82%
Lighting Controls/Sensors	80%
Lighting Products	86%
Lubricants/Adhesives	73%
Maintenance & Cleaning Supplies	69%
Metal Roofs/Wall Systems	49%
Meters	65%
Motors and Drives	73%

Mowers/Tractors & Attachments	55%
Paints & Coatings	79%
Pest Controls	68%
Piping & Valves	75%
Plumbing Products & Systems	77%
Portable and Emergency Cooling/Heating Equipment	74%
Power & Hand Tools	83%
Power Generating Systems	61%
Protective Clothing/Work Boots	61%
Rental Equipment	67%
Resilient/Hard Surface Rubber Flooring	44%
Restroom Fixtures, & Accessories (sinks)	88%
Restroom Paper Products/Dispensers	62%
Restroom Partitions	78%
Roof Coatings	58%
Roof Guards	36%
Roofing Products & Systems	75%
Safety Flooring	70%
Safety Products	80%

Sealants & Waterproofing Products	76%
Security Systems & Access Control	62%
Signage	76%
Snow & Ice Removal Products	72%
Storage Cabinets, Shelving, Lockers, & Mailroom Products	72%
Submeters	47%
Touchless Access Systems	55%
Touchless Restroom Products	73%
Training	74%
Two-Way Radios	62%
UPS	61%
Utility Vehicles & Attachments	60%
Wall Coverings	64%
Wallboard Products	71%
Waste Management & Recycling Products	76%
Water Heaters	72%
Water Treatment Products	62%
Window Shading/Solar Control	73%
Windows	67%

Power of Print

When maintenance and engineering managers look for information and education a majority of them don't start with digital, they turn to print. More specifically, they turn to trade magazines. Because of this we always suggest marketing programs contain both print and digital components to reach this audience. Trade magazines may be considered old school, boring and not very sexy, but they are still very effective when marketing to facilities executives.



Print is Preferred

The 2018 *Facility Maintenance Decisions* media usage study of subscribers found that trade magazines were the number one source they use to learn about products and brands for purchase. Trade magazines finished ahead of search engines, websites, and social. Print does a better job than digital when it comes to getting your brand in front of facilities executives. In hindsight, this shouldn't be too surprising, as the average maintenance/engineering manager is 53 years old. This generation was raised on print and continues to rely on print as their primary source for information and education.

Print Creates Action.

- 95% of subscribers took action after seeing ads in *Facility Maintenance Decisions*
- 81% went to the manufacture's website after reading articles or ads
- 93% of subscribers say ads are an important source of information

* 2018 *Facility Maintenance Decisions* Media Usage Study

2019 Editorial Calendar

2019 FMD EDITORIAL CALENDAR

Complete media kit available at FMDkit.com

	MANAGER SPOTLIGHT	PROJECT PROFILE	RETROFIT SPECIFICATION	SUPPLIER PERSPECTIVES	FACILITY SOLUTIONS	GROUNDS MANAGEMENT	BONUS DISTRIBUTION	VALUE ADDED	AD CLOSE DATE
JAN. Ad Readership Study	HVAC	K-12	Roofing	Lifts	<ul style="list-style-type: none"> Lighting Drain Cleaning Signage 	<ul style="list-style-type: none"> Utility Vehicles Irrigation Systems 	AHR Expo Atlanta IRE Nashville	VIP 300 Database: Education FMD Tech Center	December 4
									December 11
FEB.	Emergency Preparation	Health Care	Boilers & Water Heaters	Paints & Coatings	<ul style="list-style-type: none"> IAQ / Air Filtration Security / Door Hardware Lighting 	<ul style="list-style-type: none"> Mowers Handheld Equipment 	NFMT Baltimore	VIP 300 Database: Healthcare	January 4
									January 11
APR. Ad Readership Study	Plumbing & Restrooms	Commercial Office	HVAC	Roof Coatings	<ul style="list-style-type: none"> Infrared Technology Portable Cooling Rental Equipment 	<ul style="list-style-type: none"> Light Construction Hardscape Management 	Lightfair Philadelphia	VIP 300 Database FMD Tech Center	March 5
									March 12
MAY	Products & Technology Issue: HVAC, Emergency Management, Plumbing, Lighting, Roofing, Paints & Coatings, Grounds Management						NFPA San Antonio		April 4
	April 11								
JUNE	Chillers	Higher Education	Data Centers	Diagnostic Technology	<ul style="list-style-type: none"> Power Tools Flooring & Safety OSHA 	<ul style="list-style-type: none"> Graffiti Removal Utility Vehicles 	BOMA Salt Lake City	VIP 300 Database: Education	May 3
									May 10
AUG. Ad Readership Study	LEDs	Health Care	Plumbing & Restrooms	Roofing	<ul style="list-style-type: none"> CMMS Lifts Drain Cleaning 	<ul style="list-style-type: none"> Streets / Parking Lots Mowers 		VIP 300 Database: Health Care FMD Tech Center	July 5
									July 12
SEPT.	Roofing	K-12	Security / Door Hardware	Mowers	<ul style="list-style-type: none"> Parking Structures Paints & Coatings Water Leak Detection 	<ul style="list-style-type: none"> Snow & Ice Management Turf Management 	GIE+Expo Louisville World Workplace Phoenix	GIE Showcase VIP 300 Database	August 2
									August 9
OCT. Ad Readership Study	Energy Efficiency	Commercial Office	Roofing Coatings	Boilers & Water Heaters	<ul style="list-style-type: none"> UPS & Generators Arc Flash / PPE Fire & Life Safety 	<ul style="list-style-type: none"> Hardscape Management Utility Vehicles 	NFMT Orlando Greenbuild Atlanta	VIP 300 Database FMD Tech Center	September 6
									September 13
NOV.	Grounds Management	Higher Education	Lighting	Drain Cleaning	<ul style="list-style-type: none"> Rental Equipment Roofing Door Hardware 	<ul style="list-style-type: none"> Sustainable Grounds Exterior Lights & Signage 		VIP 300 Database: Education	October 4
									October 11

REACH FMS WITH

FMD

Facility Maintenance Decisions

IN EACH ISSUE:

- FACILITY SOLUTIONS
- GROUNDS MANAGEMENT

Circulation/BPA

Due to the meticulous qualification process of *Facility Maintenance Decisions* readers, we can assure you that our magazine is in the hands of people that want to see your product. *Facility Maintenance Decisions* is delivered into the hands of facility executives that have the knowledge and influence to make purchasing decisions for their company. As a result, when you advertise in *Facility Maintenance Decisions* your ad has a significant impact on your bottom line.

To further support the notion that *Facility Maintenance Decisions* is the right place to invest your advertising dollars, Baxter Research Center <http://www.brc.com> performed a study that found the following:

- 88% of our respondents read each issue more than once, increasing your exposure to facility executives.
- 72% of *Facility Maintenance Decisions* readers will act based on the ad they saw in the magazine.
- In addition to our engaged readership, you can rest knowing that you have made the best choice for your company by investing in ad space with *Facility Maintenance Decisions*. This is evident in our 16% more print copies than our closest competitor in *Facility Maintenance Decisions*.

[🔗 Download a pdf of our BPA statement](#)

Specs

Ad Type	Width	Depth
Bleed Page	8.125"	11"
Page	7"	10"
2/3 Page	4.5"	10"
1/2 Island	4.5"	7.5"
1/2 Vertical	3.375"	10"
1/2 Horizontal	7"	4.875"
1/3 Square	4.5"	4.875"
1/3 Vertical	2.125"	10"
1/3 Horizontal	7"	3.125"
1/4 Vertical	3.375"	4.875"
1/4 Horizontal	7"	2.375"
1/6 Vertical	2.125"	4.875"
1/6 Horizontal	7"	1.5"