



If you're in FM, you need to be on i-FM

Media Pack 2011: www.i-FM.net

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More influence and budgetary control than the readership of the leading industry magazine

Targeted to the business influencers in the Sector.

From the earliest days of outsourcing single 'non-core' services a generation ago, Facilities Management has been on an unstoppable growth path. These days, the value of the UK market is measured in billions of pounds, with spend - and complexity - both on the increase. Recession and the subsequent financial pressures may have slowed market growth, but they have also been new drivers in client interest and supplier competition.

Today's buyer of FM services expects best value from a supplier partner who demonstrates a sound understanding of the client organisation's business environment and specific needs.

Our ongoing research in the sector provides us with unique insights into current market operation and trends shaping the future. We know who FM's are; we understand their views, experience and requirements; and we know how to communicate with them effectively. This is a very big, very diverse market. Careful targeting and consistent messaging are critical.

In 2011 we will be looking at the implications of commoditisation and the affects that convergence between the worlds of technology, real estate and the workplace will have on the marketplace.

i-FM is the must-have source for relevant and informed market intelligence. Our subscribers recognise the value and benefits of the services we provide - a unique combination of research, news, information, advice and specialised resources not duplicated by any other publication or website in the sector.

Understanding the market

i-FM research shows:

- Many buyers prefer single-service contracts because they believe this gives them greater control over cost and quality. The benefits of integrated and TFM contracts still need to be sold to much of the market.
- Competitive price is buyers' top concern. Achievement of cost savings tops satisfaction criteria.
- Quality of personnel, tailored service and 'fit' are all vitally important to buyers. Suppliers need to facilitate the decision through clear and effective communication.
- No company has a dominant brand position in any service category. There are huge opportunities for suppliers to develop and implement brand awareness strategies.
- Even the best-read magazines in the sector are most often read just 'sometimes'.

Websites are accessed more than traditional print, magazines or guides with i-FM leading the field in both numbers and users' assessment of value.

We're proud of our unrivalled reputation.

We were, for example, named Best Online Publication by the Business Services Association for five straight years - then they retired the award!

Sample list of i-FM sponsors and advertisers:

ATKINS

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macro

Reliance
FACILITIES • MANAGEMENT

SERVICE
MANAGEMENT
INTERNATIONAL



Sponsorship and advertising opportunities:

Laurence Allen

laurence@i-fm.net

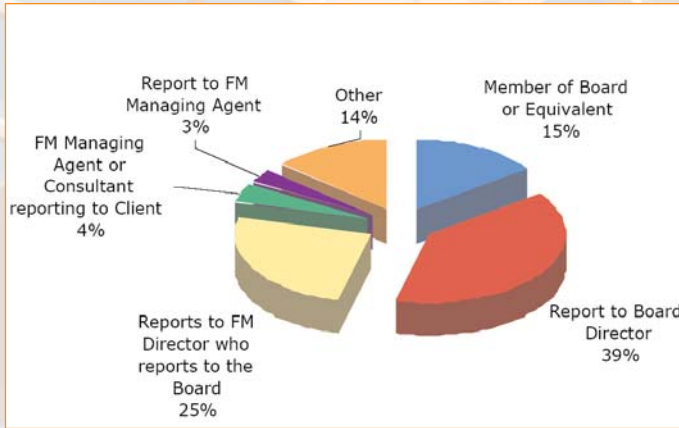
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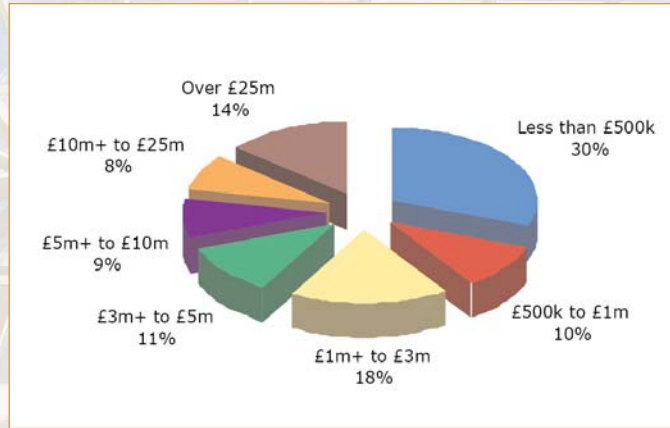
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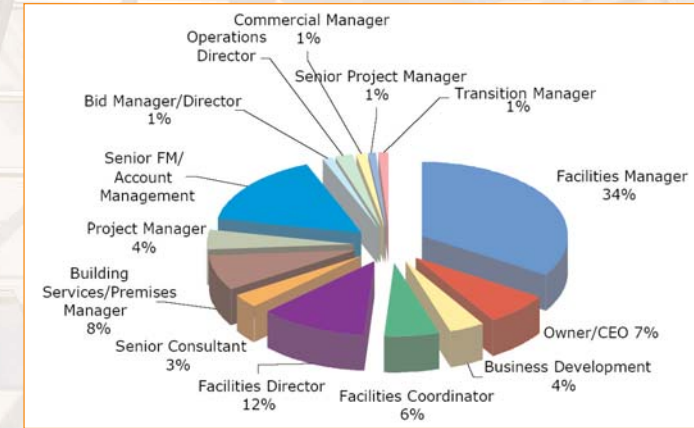
Board room influence:



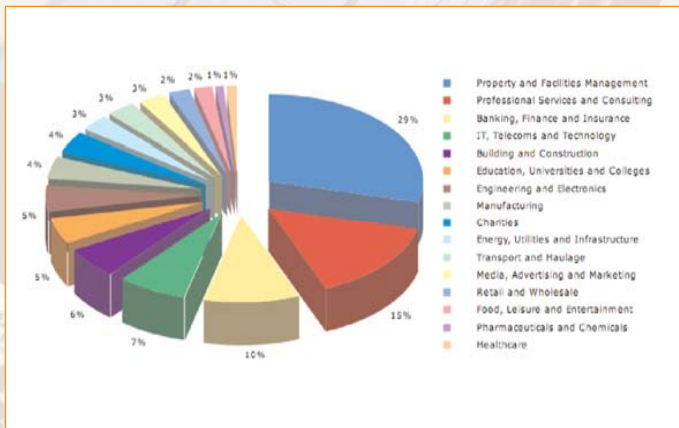
Budgetary control:



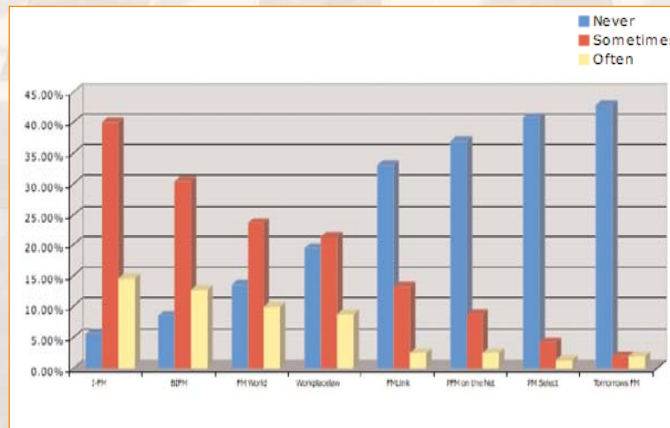
Job title:



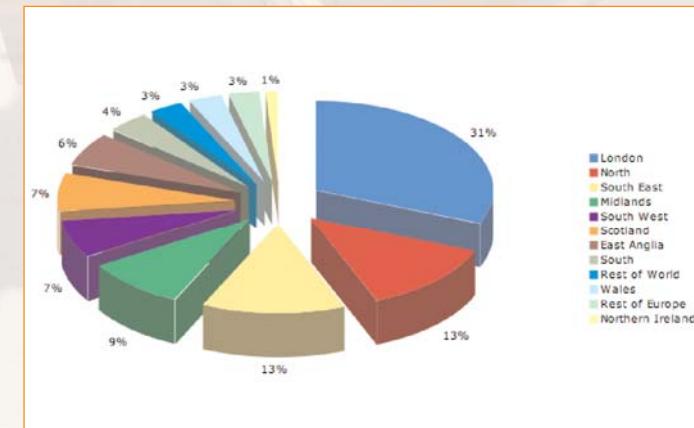
Industry background demographics:



Online viewers:



Readership locality:



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Laurence Allen

laurence@i-fm.net

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Testimonials: what the industry has to say about us...

"The i-FM website is the best site in the FM industry for providing up-to-date information, news and views on our fast moving market. Not only does it appeal to individuals but, as a corporate, the site provides fantastic value.

As a sponsor, Carillion has received great exposure that no other site could provide in the FM marketplace - at an extremely low cost. I would recommend i-FM to all businesses within our industry that understand the need for quality marketing and exposure."

Richard Sykes, Managing Director of Carillion FM

"I've been using i-FM since the day it launched in 1999. Over the years it has proven itself to be a reliable and independent source of FM news and market information.

The regular Trends & Opportunities surveys and i-FM's periodic Audit of the UK FM Sector alone make it one of the best value for money sources of FM information available on the web."

Simon Ball, Business Development Manager, Interserve Plc

"We work in a highly competitive marketplace, but i-FM provides a significant business advantage that can - and does - make the difference.

Having worked at a senior level with a couple of the biggest corporate service providers over the years, all members of the BIFM and receiving their free news service. But each one recognised the value in paying for multi user licences to i-FM - quality information is worth paying for; its an investment that brings dividends."

Mark Rogers, Director, ICM Ltd

"Understanding the FM market and our members has been made simple by the i-FM site. All the industry information is easily available - reports, surveys, listings and detailed news on our members and many potential members.

The FMA has a strong presence on the site, too, as the advertising raises our profile in the sector and helps bring in members. In fact, the information is so good, we bought a licence for all our members. It's simply too great a commercial benefit for them not to have. I know there are other sites out there, but none is on a par with i-FM."

Chris Hoar, Chief Executive, Facilities Management Association

"I have been a regular user of the i-FM site for many years but, given the difficult economic conditions, I decided not to renew my subscription and to use FM World instead. However, the content is simply not as good. The news is not as comprehensive and I missed the editorial content and articles. In my business, I have to know what is happening in the FM market and I have realised that it's worth paying to get high quality, timely information."

Gillian French, Director, GF – Associates

Reaching a highly targeted audience of facilities & property professionals.
The highest-profile FM's with boardroom and budgetary influence.
Visited by users most frequently - ensuring the visibility of your campaign.
www.i-fm.net is the most looked at FM website, surpassing all competitors.
Cost effective and successful advertising delivered in real time.



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Rates and opportunities:

Site Sponsorship - £15,000 / pa

The best way to maximise awareness and generate leads for your company. This package puts your company right in front of your prospects - Facilities Professionals - straight from the home page.

Sponsorship of the UK FM Audit - £10,000

All the benefits of site sponsorship, together with your branding on the survey and report.

Sponsorship of the e-business Award - £10,000

Organised by i-FM and presented at the annual P&FM Partnership awards dinner in November '11

Section Sponsorship - £10,000

Classic Banner Advertising - £500 pcm to £5000 pa

The classic way to advertise on the internet - simple yet cost effective.

Skyscraper ads £750 pcm - £6,300 pa

Create a big visual impact on the site.

News ads £750 pcm - £6,300 pa

Create even bigger visual impact on the site. Perfect for those that want to display a traditional advertising campaign online.

News videos - £POA

Instead of a still ad. why not embed a more dynamic video into the page? More impact, bigger message.

Sponsorship of jobs email broadcast

From £350 per week to £1,000 per month
Email broadcast to over 161,500 FM's every week

Workplace Futures Conference:

www.workplace-futures.co.uk

10th February 2011 - Churchill War Rooms

Conference Sponsorship: £3,995

FM Providers (2 delegate pass) / £950 (£650 FMA members)

End user rate: £395

Round Tables - £POA

Let us organise a specific round table discussion in a bespoke and tailored fashion.

User Licences - *New Rates for 2011*

Award winning daily market news delivered when you need it. Access to the unrivalled and fully searchable i-FM news archive of over 14,000 stories, plus 12 years of features and comments from leading industry experts. Plus market analysis, research and reports.

Sole Practitioner: £545 + vat

Small Enterprise: (< 25 staff) 5 user licence £1,350 + vat

Corporate: 15 user licence £2,500 + vat

"i-FM lite" is also available. Access to past 30 days news, but no access to core market research or reports.

Site Metrics 2010: (Oct '09 - Nov '10)

Once it was all about the number of hits - but actually what really counts is the number of visitors coming to the site, how often they return, how many pages they look at and how long they stay - which will ensure your message gets seen. These are average figures for the past year.

Average Visitors per month: 28,872

Average Unique visitors per month: 16,406

58% return to the site several times per week

Total page views per month: >54,897

Average session time: 4.5 minutes

FM Briefings and InBrief Newsletter

Lifetime banner ad. £525 - Page advertising: £1000

This area of the site is designed to act as an agent of change for the FM industry, helping practising FM's to identify best-of-breed product and service providers, understand their offers and their commitment to performance and innovation, and obtain the information and knowledge they need to create facilities that contribute to greater efficiency and improved workplace well-being.

March 2011.....Security

May 2011.....Health & Safety

July 2011.....Waste Management

September 2011.....M&E

November 2011.....Sustainability





The best jobs in FM are on www.i-FMjobs.net

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“The best website for jobs in FM.”



Advertise to over 161,500 FM's every week

i-FM Jobs:

Online recruitment advertising is one of the most successful ways to attract new people to your organisation. Fast efficient and very cost effective. i-FM can help you target facilities professionals from the most senior level directors to managers and assistants in FM and related disciplines.

Advertising on i-FM Jobs is ideal targeting for companies and agencies wishing to recruit FM professionals - you're advertising direct to a niche market.

Advertisers - you are in control!

www.i-fmjobs.net operates a simple to use extranet account area - your first purchase provides you with a featured job credit (one job credit is live for 4 weeks). This fee includes the setting up of your extranet account which allows you to manage and monitor your job advertisements yourself – add new jobs, edit them, renew listings etc.

Monitor the progress of your existing job ads in real time, noting how many have viewed as well as responded. You can also create an online profile for your company as well as having multiple agents posting your vacancies. As the main admin you can view all the results for all of your agents.

Unique benefits:

- Weekly email goes out to over 161,500 users
- The largest email circulation within the industry
- Advertisements are displayed for 4 weeks, getting your ad out longer and more often than other publications (all current jobs are included in our weekly emails)
- Featured Jobs and Featured Companies - make your profile and your job stand out
- The latest jobs are updated in real time and available 24/7 x 365
- Search & Bookmark Jobseekers CV's - receive daily/weekly CV's by email matching your posted jobs
- Administration system for advertisers - upload jobs, upload logo, monitor instant responses
- The best quality of respondents and responses
- We have an advertising package to suit every budget
- 5 credits on www.i-FMjobs.net for £350 (compared to £1180 on FM World)
- Unlimited postings for £9,000 + vat (compared to £6250 for just 50 credits on FM World)

Recruitment Rates:

Banner Advertising

£750 + vat / month to £7000 + vat pa

Email sponsorship

£350 + vat / week to £1000 + vat per month

Sponsorship of our weekly email jobs email - get your message out to 161,500 FM and property individuals.

Featured Company

£250 + vat / month

Single Job Credits

£250 + vat

(Account set up + 1 featured job)

Multi-Credit Packages

Discounts for multi job credits:

5 credits - £350 + vat

10 credits - £600 + vat

20 credits - £1000 + vat

50 credits - £2000 + vat

(10% of multi-credits are featured credits)

Unlimited Advertising - an annual contract:

Unlimited Job Postings

52 Featured Job Postings

Unlimited CV Searches

Unlimited agents

Post positions with agency or client's logo

Featured Company

User licence to www.i-fm.net

Company listing on FMPages

Annual Contract £9,000 + vat

