



Media Pack 2010: www.i-FM.net

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

Targeted to the business influencers in the sector:

Facilities Management was conceived in the 1970's when organisations began to outsource 'non-core' services, primarily to cut costs in difficult economic climates.

Today, the economic climate varies just as much, but organisations are more concerned with securing best value in their service contracts. Facilities management and service provision have both evolved: the lowest bidder does not always satisfy the customer's requirements for value, quality and partnership.

Our ongoing research in the sector highlights key ideas and facts to assist providers in refining their service delivery. FM practitioners are involved with managing the built

environment to optimise the impact on people and their work. The FM remit seems ever expanding as, too, are the service activities they are responsible for.

i-FM is the must-have source for relevant and informed market intelligence through an integrated mix of strategic and practical information, keeping the industry abreast of the latest developments.

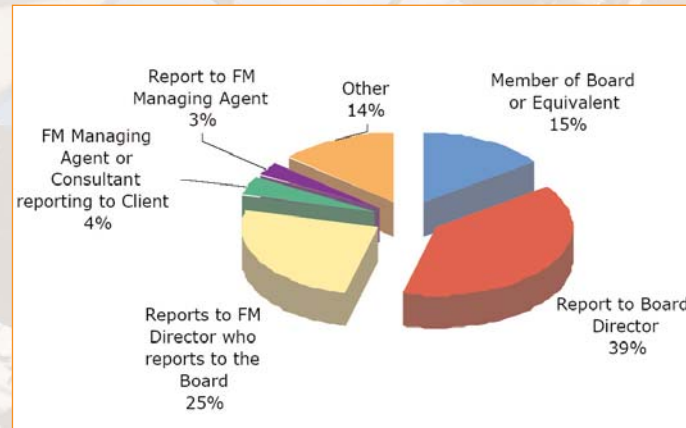
Our subscribers recognise the value and benefits of the services we provide - a unique combination that cannot be duplicated by any other publication in the sector.

We're proud of our industry recognition: i-FM has been named Best online publication in the Business Services Association Awards for five straight years - an unrivalled record.

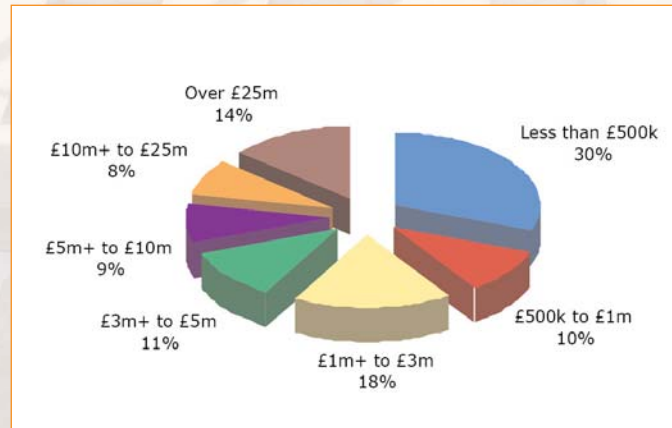
We support the vision of FM's future as a central strategic business discipline, practised by professionals. Our 2008 Market Audit survey confirmed that i-FM is the most powerful online advertising medium in the sector.

Our readership simply has the greatest influence and procurement power. Contracts can be won and lost on many factors, but lack of brand recognition does not need to be one of them.

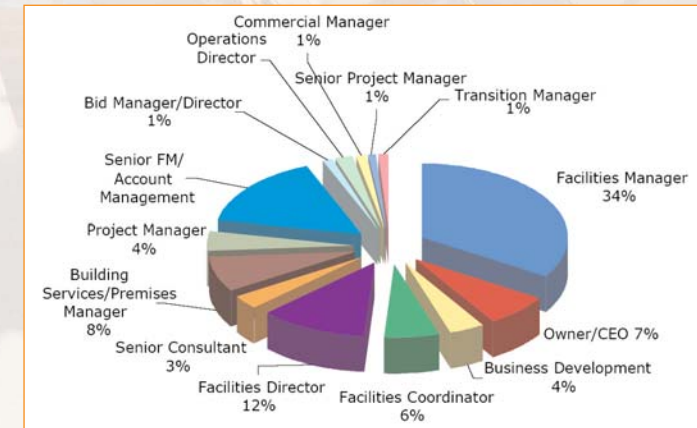
Board room Influence:



Budgetary control:



Job title:



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



Sponsorship Opportunities:

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Understanding the market: i-FM industry research is the key

- The most frequently named service provider in our 2008 Market Audit was mentioned by an average of only 18% of survey respondents. The 'best' company also led the rankings for 'worst' reputation.
- No company has a dominant brand position in any service category.
- There are huge opportunities for suppliers to develop and implement brand awareness strategies in order to build dominant positions in the sector.
- Brand is about more than just company name. It also involves the values and approach associated with the name, as well as the overall experience that customers feel they receive. Companies should be planning fresh and concerted campaigns that are about more than just a logo on a page.
- Three of the top five supplier selection criteria focus on cost; the fourth on improving on KPIs and SLAs; and the fifth on health & safety compliance.
- Sourcing, selecting and evaluating partners: FM's want suppliers that understand their organisation and their industry. Too often supplier performance worries buyers rather than impresses them.
- When it comes to sourcing suppliers, there is still no substitute for recommendation - but use of the Internet continues to grow rapidly. Almost two-thirds of buyers now routinely using online searches to find and check on prospective partners.
- No FM service provider can boast a more commanding profile in the market, whether looked at overall, on the hard vs soft split, or by service category. FM is a big, diverse and often confusing marketplace. Companies are in favour (or disfavour) for a whole host of reasons. The result is that, in the initial stages at least, any particular supplier is likely to be considered along with dozens of others as possible contenders for a contract.
- From the supplier's new-business point of view, being 'one of the pack' is not the best possible position to be in and strong differentiators will help.
- Suppliers' own policies, especially CSR and their green credentials, are having an increasing influence on decisions.

Full access to the i-FM Market Audit and the annual Trends & Opportunities report is provided with each licence to the site.

www.i-fm.net is the site of choice for the facilities management community.

www.i-fm.net is recognised as best in class.

www.i-fm.net is the authoritative voice of the industry.

www.i-fm.net's recruitment section has more FM jobs than any other medium and is the most utilised service in the sector, with more agencies advertising.

www.i-fm.net is the most looked at FM website, surpassing all competitors.

Reaching a highly targeted audience of facilities professionals who are regularly online.

A growing base of high-profile FM's with boardroom and budgetary influence

Visited by users frequently - ensuring the visibility of your campaign.

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 - £15,000

All the benefits of site sponsorship, together with your branding on the report and annual CD ROM.

Sponsorship of the e-business Award - £15,000

Organised by i-FM and presented at the annual P&FM Partnership awards dinner.

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.

Sponsorship of jobs email broadcast

From £350 per week to £1,000 per month
Email broadcast to over 32,500 FM's every week

Company listings - £800 pa

Featured company listing in the facilities services & products section of the site.

User licences

Award winning daily market news delivered when you need it, access to the unrivalled and fully searchable i-FM news archive of over 10,000 stories over 10 years plus features and comments from leading industry experts.

Single users - £545 + vat

Multi user licences - from 3 users to unlimited access

3 user licence £1,350 + vat

5 user licence £1,750 + vat

10 user licence £3,000 + vat

20 user licence £5,500 + vat

to unlimited licence access £9,000 + vat

Testimonials: what the industry has to say about www.i-fm.net

"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 Consulting and Government Services

"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

Site Metrics 2010:

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...

Average visits per day: 952

Unique visitors: 16,500 pcm

78% return to the site several times per week

Total page views pcm: >240,000

Average session time: 13.5 minutes



Media Pack 2010: www.i-FMjobs.net

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“The best website for jobs in FM.”

Advertise to over 32,500 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 32,500 users (*FM World offers only 4,000*)
- 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

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

