



Circulation: 25,285

# MBS

MODERN BUILDING SERVICES



# Media Pack

2022/2023

## Media Information

- Put your brand in front of the largest building services audience
- Target your digital marketing with our unique online tools
- Largest circulation in the industry
- ABC accredited
- Over 23,000 website visitors every month



[www.modbs.co.uk](http://www.modbs.co.uk)

# MODERN BUILDING SERVICES – AND YOUR BUSINESS

With MBS you can establish and maintain your brand along the specification chain

MBS readers span the entire construction process from design consultant, to contractor, installer and end-user.

This is important because your product may be specified by the consultant, but the contractor has the power to change that. They often deal directly with clients and offer their own recommendations on products and brands.

The strength of MBS is to speak to all those with the influence on the specification and to ensure that the benefits of your (or our client's) product and brand are understood by all the professionals with influence.

- Routes to market with MBS
- Display advertising
- Sponsorships
- Advertorials
- Directory Listings
- What's New
- Website
- E-newsletter
- Bespoke e-shots



## CONTACT INFORMATION:

**Juliet Loiseau MInstR – Managing Editor**

E: [Julietl@warnersgroup.co.uk](mailto:Julietl@warnersgroup.co.uk) | T: 01778 391067

**David Crowson - Editor**

E: [david.crowson@warnersgroup.co.uk](mailto:david.crowson@warnersgroup.co.uk) | T: 01778 392401

**Robyn Teague – Advertising Sales Manager**

E: [Robyn.teague@warnersgroup.co.uk](mailto:Robyn.teague@warnersgroup.co.uk) | T: 01778 395029

**Sue Ward - Advertising Production**

E: [SueW@warnersgroup.co.uk](mailto:SueW@warnersgroup.co.uk) | T: 01778 392405

**Circulation & Subscriptions:**

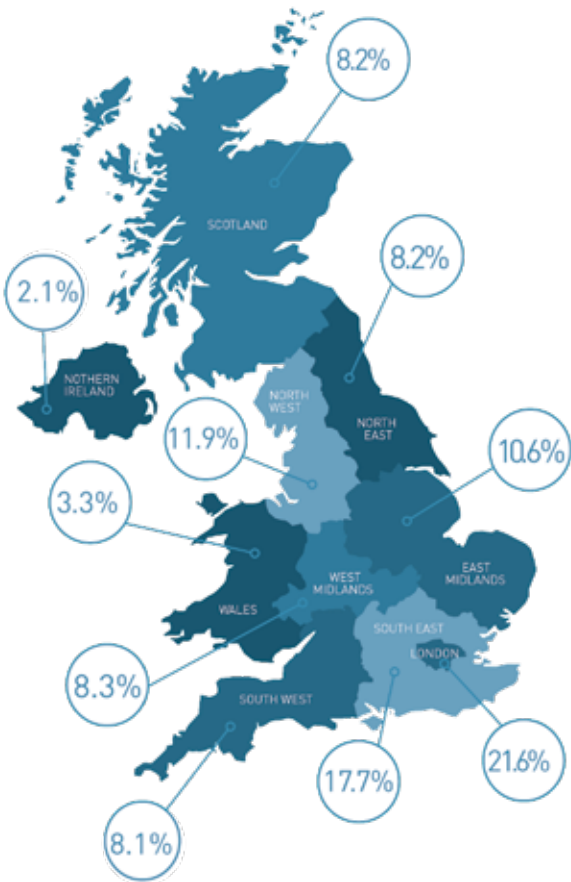
**David Wade - Publisher, Circulation and Subscriptions**

E: [dwade@portico.uk.com](mailto:dwade@portico.uk.com) | T: 01438 759000

# OUR READERS – YOUR POTENTIAL BUYERS

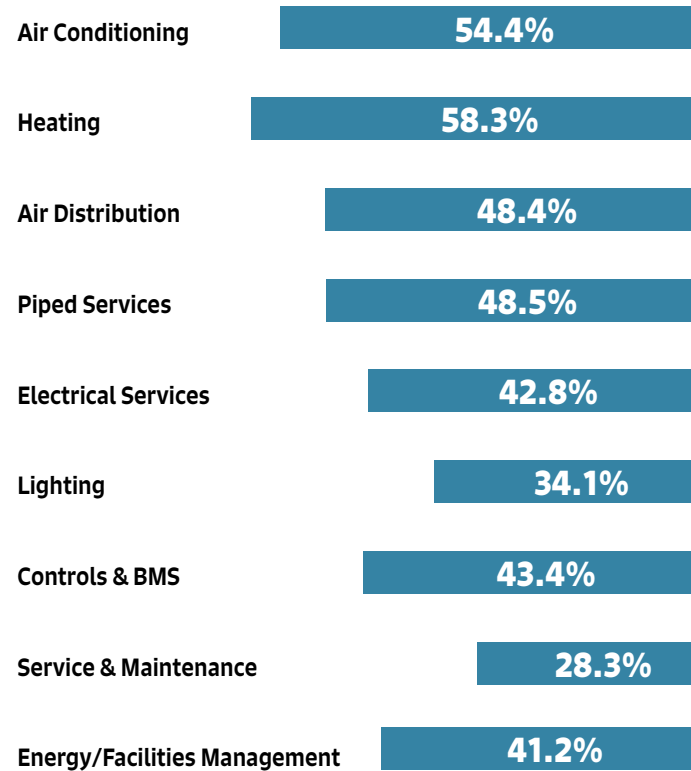
With the highest circulation of any M&E building services publication, combined with our enviable reputation for highly informed content, we put your message in front of the right people

## Regional breakdown



## Area of interest

Our audience includes M&E, Commissioning, Controls and MBS, Hard FM and Energy Management, and both site and remote maintenance professionals.



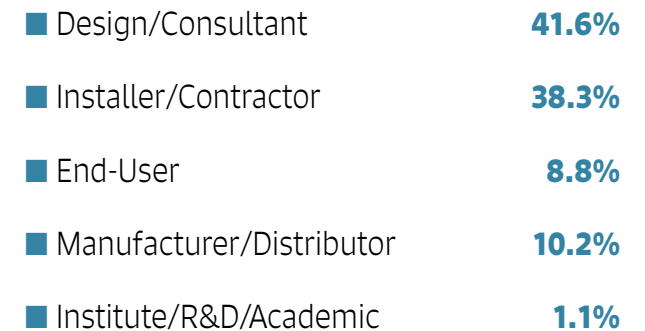
## Seniority

(readership job function)



## Market Sector

(who are readers work for)



# ADVERTISING

Advertising gives you the greatest impact for your brand

## Production/Publishing - Schedule/deadlines

Issue	Ad Sales Deadline	Editorial Deadline	Mailing
Dec 22/Jan 23	Thurs 1 Dec	Thurs 8 Dec	Fri 30 Dec
Feb	TThurs 12 Jan	Thurs 19 Jan	Tues 7 Feb
Mar	Thurs 9 Feb	Thurs 16 Feb	Tues 7 Mar
Apr	Thurs 9 Mar	Thurs 16 Mar	Tues 4 Apr
May	Fri 31 Mar	Tues 11 Apr	Tues 2 May
Jun	Thurs 11 May	Thurs 18 May	Tues 6 Jun
Jul	Thurs 8 Jun	Thurs 15 Jun	Tues 4 Jul
Aug	Thurs 6 Jul	Thurs 13 Jul	Tues 1 Aug
Sep	Wed 9 Aug	Wed 16 Aug	Tues 5 Sep
Oct	Thurs 7 Sep	Thurs 14 Sep	Tues 3 Oct
Nov	Thurs 12 Oct	Thurs 19 Oct	Tues 7 Nov
Dec 23/Jan 24	Thurs 30 Nov	Thurs 7 Dec	Fri 29 Dec

All adverts and documents are to be supplied in hi-res PDF format or as a PSD, TIFF or JPEG with a resolution of at least 300 dpi and CMYK.  
Email artwork to [productionc@warnersgroup.co.uk](mailto:productionc@warnersgroup.co.uk)

## Mechanical data (hwxw)

Advert	Bleed	Type	Trim
Double page spread	303x426	270x390	297x420
Full Page	303x216	270x186	297x210
Half Page Vertical	303x105	270x90	297x102
Half Page Horizontal	150x216	130x186	147x210
Quarter Page Portrait		130x90	
Quarter Page Horizontal	82x216	65x86	80x210

"MBS is an essential part of our marketing plan. Its superior content and circulation of committed readers is reflected in our quality advertising responses"

**Alison Stevens**  
**UK Marketing Co-ordinator,**  
**Carlo Gavazzi (UK) Ltd**

**Editorial supported with advertising is 65% more likely to generate direct response**

# EDITORIAL PROGRAMME 2022/2023

MBS continue to cover the industry as broadly as possible with a focus on delivering intelligent, useful and interesting features. MBS covers the industry as it is, but with a careful eye on future developments to ensure our readers are ahead of the trend.

## December 2022/January 2023

- Working buildings
- Net Zero
- Commissioning

## February

- Vertical focus – healthcare i.e. hospitals (Vertical focus can also include data centres and education)
- Heating – technologies & techniques or Heating
- Installers view – making installations effective & efficient

## March

- Conditioning, cooling, and ventilation
- Working buildings – maintenance, operation and refurbishment
- Piped services, pumps & water

## April

- Smart buildings
- Net Zero – What we do in the next decade to limit emissions will be critical to the future. MBS looks at how and where the industries we work within can affect the challenges ahead.
- Indoor air quality

## May

- Conditioning, cooling and ventilation
- Packaged plant
- Electrical Services

## June

- Smart buildings
- Commissioning
- Installers view – making installations effective & efficient

## July

- Piped services, pumps & water
- Heating – technologies & techniques or Heating
- Working buildings – maintenance, operation and refurbishment
- Vertical focus – data centres (Vertical focus can also include healthcare and education)

## August

- Net Zero – What we do in the next decade to limit emissions will be critical to the future. MBS looks at how and where the industries we work within can affect the challenges ahead.
- Indoor air quality
- Conditioning, cooling, and ventilation

## September

- Packaged plant
- Electrical Services
- Zero Carbon Buildings

## October

- Smart buildings
- Installers view – making installations effective & efficient
- Piped services, pumps & water

## November

- Heating – technologies & techniques or Heating
- Working buildings – maintenance, operation and refurbishment
- Vertical focus – education (Vertical focus can also include data centres and healthcare)

## December 2023/January 2024

- Commissioning
- Net Zero – What we do in the next decade to limit emissions will be critical to the future. MBS looks at how and where the industries we work within can affect the challenges ahead.
- Indoor air quality

“A publication of quality and intelligence, providing valuable coverage and insight on key topics based on full understanding of the sector in which it operates”

**Kirsty Cogan CEO BESA**