

# C E U R O P E A N Cleaning J O U R N A L

ECJ **C E U R O P E A N  
Cleaning**  
J O U R N A L

FEBRUARY/MARCH 2006

## **SWEEPING MACHINES**

A COMPLETE LINE  
OF SWEEPERS  
READY TO SATISFY  
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England's cleanest  
hospital

Incorporating the official Journal of the  
**EUROPEAN FEDERATION  
OF CLEANING INDUSTRIES**



**Media & Advertising Information 2007**

## The only Pan-European publication serving the professional cleaning industry

### Why advertise in European Cleaning Journal?

- This high-profile magazine is read by a specifically targeted readership – buyers, specifiers, and decision-makers at the most senior level.
- Circulation of 22,500 – made up of contract cleaners, distributors, local authorities, hospitals, commercial premises and all major purchasers of cleaning equipment, chemicals and services.
- European Cleaning Journal offers advertisers strategic tailored campaigns, guaranteeing ultimate penetration into the European cleaning industry.
- European Cleaning Journal is the official journal of the European Federation of Cleaning Industries - all of Europe's top cleaning companies receive ECJ.
- European Cleaning Journal is the exclusive European media partner of the ISSA/InterClean exhibitions in Europe and China.



- Raise your corporate awareness across Europe
- Support your distributors
- Look to expand your distribution channels
- Get your message to the end user

## Book your space now in the 2007 issues of European Cleaning Journal!

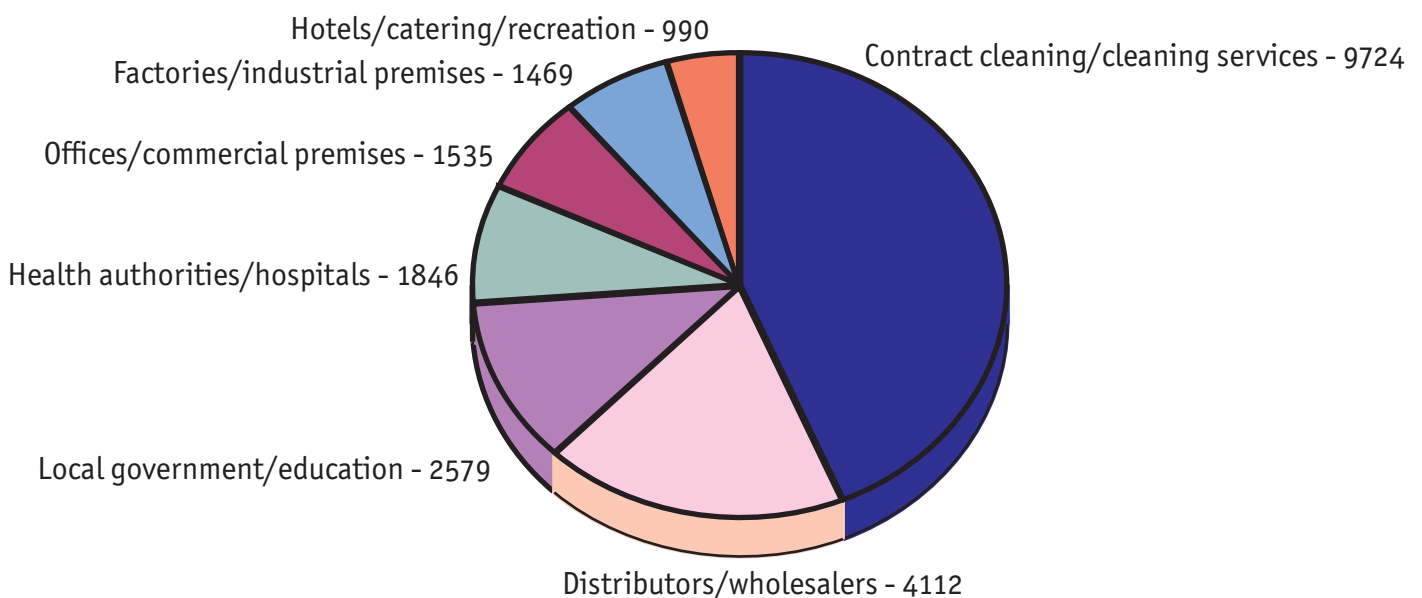
## Circulation profile

European Cleaning Journal has a total readership of more than 22,000 cleaning industry purchasers and specifiers across Europe. The circulation has been built on a named individual basis, following strict criteria. This ensures we target only those professionals who make purchasing decisions, which makes European Cleaning Journal the most cost-effective option for advertisers.

## Circulation by country

Austria	127
Belgium	967
Czech Republic	148
France	2678
Germany	4275
Italy	2948
Netherlands	2657
Poland	567
Portugal	544
Scandinavia	2088
Spain	868
Switzerland	433
United Kingdom	3863
Others	377
<b>Total</b>	<b>22,540</b>

## Circulation by business category



## Editorial features 2007

<u>Issue</u>	<u>Features</u>	<u>Exhibition distribution</u>
February/March	Scrubber dryers; Computer software; Preventing cross-contamination; <b>The Cleaning Show preview</b> <b>Europropre preview</b>	The Cleaning Show Europropre
April/May	Floor polishing; Façade maintenance; Chemical solutions; Washroom hygiene; Street cleansing & grounds maintenance	
June/July	Chemical dispensing systems; Wipes & cloths: Hygiene in food preparation areas; <b>Pulire preview</b> <b>ISSA/Interclean CEE preview</b>	Pulire ISSA/Interclean CEE
September	Matting; Carpet care; Mopping equipment; Window cleaning <b>CMS preview</b>	CMS ISSA/Interclean USA ISSA/Interclean China
October	Care of hard floors; Air freshening systems; Ventilation hygiene; Daytime cleaning	
November	Hand hygiene & protection; Trolleys; Sweepers; High pressure cleaners	

## Exhibition schedule 2007

<u>Date</u>	<u>Show</u>	<u>Extra distribution</u>
March 13-15	The Cleaning Show, UK	Yes
March 27-29	Europropre, France	Yes
June 5-8	Pulire, Italy	Yes
June 20-22	ISSA/Interclean CEE, Poland	Yes
September 18-21	CMS, Germany	Yes
September 19-21	ISSA/Interclean China	Yes
October 23-26	ISSA/Interclean USA	Yes

## Display advertisement rates

### Two-page spread

	1 insertion	3 insertions	6 insertions
Full-color	\$6750	\$6280	\$5815
Spot-color	\$5725	\$5330	\$4950
Mono	\$4860	\$4520	\$4195

### Full-page

	1 insertion	3 insertions	6 insertions
Full-color	\$4095	\$3780	\$3420
Spot-color	\$3465	\$3195	\$2925
Mono	\$2970	\$2735	\$2520

### Mini-page

	1 insertion	3 insertions	6 insertions
Full-color	\$3060	\$2775	\$2485
Spot-color	\$2600	\$2340	\$2115
Mono	\$2195	\$1990	\$1790

### Half-page

	1 insertion	3 insertions	6 insertions
Full-color	\$2555	\$2340	\$2125
Spot-color	\$2160	\$1990	\$1800
Mono	\$1890	\$1755	\$1620

### Quarter-page - standard

	1 insertion	3 insertions	6 insertions
Full-color	\$1350	\$1260	\$1170
Spot-color	\$1170	\$1080	\$990
Mono	\$1080	\$990	\$900

### Quarter-page - strips

	1 insertion	3 insertions	6 insertions
Full-color	\$1620	\$1530	\$1440
Spot-color	\$1350	\$1260	\$1170
Mono	\$1170	\$1080	\$990

## European Cleaning Directory

The *European Cleaning Directory* has become a key reference source and product guide for purchasers of cleaning equipment, chemicals, and materials across Europe. Each year the Directory is updated and a new CD version is produced. It is also regularly updated on the exciting new *European Cleaning Journal* website, [www.europeancleaningjournal.com](http://www.europeancleaningjournal.com).

The *European Cleaning Directory* is comprised of a comprehensive A-Z listing of manufacturers and suppliers worldwide. It also features a guide that lists the products that each manufacturer produces. There is also other vital information for the cleaning professional: details of upcoming tradeshows, important dates, etc.

The CD and website version has numerous advantages for users - they can now search for information in a much more targeted way, send email messages and view websites directly from the Directory, as well as always having the entire contents literally at the push of a button.

This format also offers exciting and limitless opportunities for advertisers. The *European Cleaning Directory* CD and website features some extremely high-profile and innovative positions, and advertising can be targeted more exclusively according to product sections. Detailed information is available on request, or visit [www.europeancleaningjournal.com](http://www.europeancleaningjournal.com).



## Production data

### Two-page spread

Bleed: 30.3cm x 42.6cm/12ins x 16.75ins  
Trim: 29.7cm x 42cm/11.7ins x 16.5ins  
Type area: 27.5cm x 40.2cm/10.8ins x 15.8ins



### Full-page

Bleed: 30.3cm x 21.6cm/12ins x 8.5ins  
Trim: 29.7cm x 21cm/11.6ins x 8.3ins  
Type area: 27.5cm x 18.5cm/10.8ins x 15.8ins



### Mini-page

Type area: 17.5cm x 13.5cm/6.9ins x 5.3ins



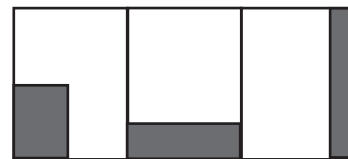
### Half-page

Horizontal type area: 12.4cm x 17.8cm/4.9ins x 7ins  
Vertical type area: 25.4cm x 8.6cm/10ins x 3.34ins



### Quarter-page

Standard type area: 12.4cm x 8.6cm/4.9ins x 3.34ins  
Horizontal type area: 6cm x 17.8cm/2.36ins x 7ins  
Vertical type area: 27.5cm x 5cm/10.8ins x 2ins



## Mechanical specifications

Copy can be supplied on disk as a .pdf, .tif, .eps or .jpg file. Advertisement material may also be emailed to [marie@europeanjournal.com](mailto:marie@europeanjournal.com) All files must be supplied in CMYK format, and not RGB mode. Converting files from RGB will result in a difference to the colours that appear. All images supplied must be at least 265dpi.

**Raw copy:** Any origination and separation costs will be recharged back to the advertiser - prices to be quoted before work is carried out. Copy to arrive at least five days before copy date.

## 2007 publishing schedule

<b>Issue</b>	<b>Editorial copy date</b>	<b>Advertising copy date</b>	<b>Publishing date</b>
Feb/March	February 2	February 9	March 2
April/May	March 16	March 23	April 13
June/July	April 27	May 4	May 25
September	August 10	August 17	September 7
October	September 14	September 21	October 12
November	October 19	October 26	November 16

## Contact details

European Cleaning Journal  
Criterion Publishing Ltd  
PO Box 299  
Chesham HP5 1FP  
United Kingdom

Tel: +44 (0)1494 791222  
Fax: +44 (0)1494 792223  
E-mail: [info@europeanjournal.com](mailto:info@europeanjournal.com)  
Web: [www.europeanjournal.com](http://www.europeanjournal.com)

### Editorial enquiries

Michelle Marshall, Managing Editor  
E-mail: [michelle@europeanjournal.com](mailto:michelle@europeanjournal.com)

Arhan Viridi, Features Editor  
E-mail: [arhan@europeanjournal.com](mailto:arhan@europeanjournal.com)

### North American advertising sales enquiries

Carl Diwby, Sales Manager  
ISSA, Inc, 7373 N. Lincoln Ave.  
Lincolnwood, IL 60712, USA

Tel: 800 225 4772  
Fax: 847 982 1012  
E-mail: [carl@issa.com](mailto:carl@issa.com)  
Web: [www.issa.com](http://www.issa.com)

### Production enquiries

Marie Payne, Production Manager  
[marie@europeanjournal.com](mailto:marie@europeanjournal.com)

