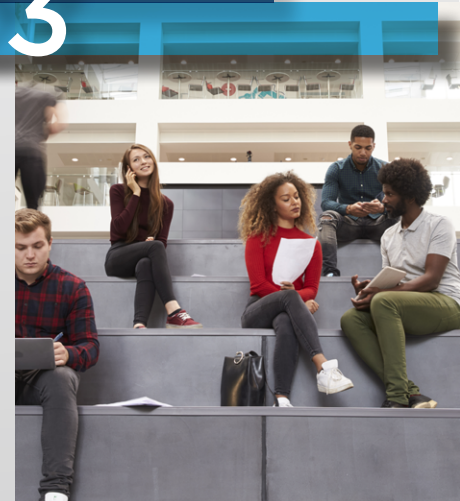


# MEDIA KIT

# 2023



# THE FACILITY MANAGEMENT MARKET

Research reports on the size and scope of the Facility Management global market vary widely and attest to the increasing importance of facility and real estate management data for business operations' decisions.

In May 2022, Fortune Business Insights reported the global facility management market is projected to grow from \$1,260.36 billion in 2022 to \$1,856.44 billion by 2029. Fortune predicts the demand for facility management solutions and services is likely to expand considerably over the next few years\*.

Further, according to OSCRE International, Environmental, Social and Governance (ESG) initiatives are a top priority for the industry and provide a unique opportunity for collaboration between real estate investors, owners and occupiers. They share a common need for what's collected at the real estate asset level that's accessible, consistent and can be exchanged across multiple systems.

FMs are the leaders in integrating smart building technology, increasing the sustainability of the physical environment and data, keeping occupants safe and healthy, and managing hybrid workplaces and shifting space needs.

If your business delivers a service, software or product that FMs and design professionals can use to support their organizations and clients, please consider reaching our audiences. The following pages reveal their volume, buying power, interests and engagement with our digital content—and that of our industry partners and advertisers—every week and month of the year.



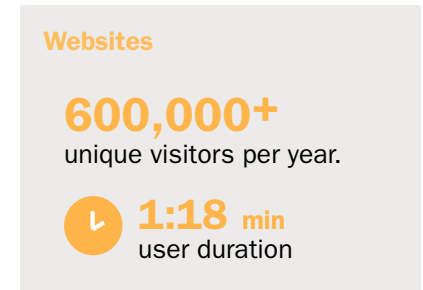
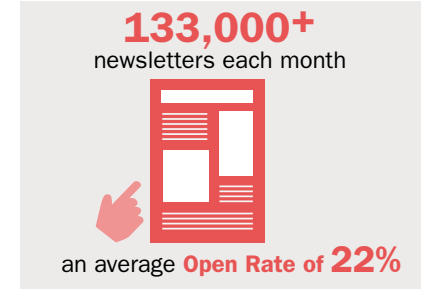
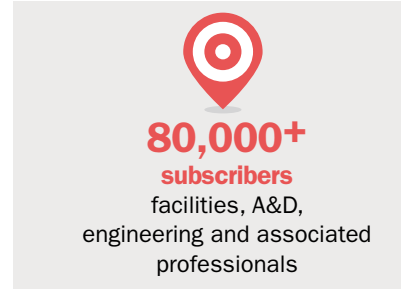
# OUR BRANDS CONNECT WITH THE FM MARKET

The McGraw Reports, FMLink and the AFE newsletters are essential resources for anyone responsible for designing, building, managing or maintaining workplace facilities. Industry suppliers, manufacturers, and service providers build awareness of their products and services by aligning their advertisements with relevant content that educates, inspires and helps facility managers do their jobs.

## Our brands:

- ▶ Reach key decision-makers, influencers and insiders through multiple channels. Target audiences include a cross-section of FM, engineering and A&D professionals in the commercial, education, healthcare and government sectors.
- ▶ Offer influential access through our audience affinity and close partnerships with leading industry associations, conferences and trade shows.
- ▶ Provide myriad digital marketing solutions, including advertising, direct email marketing outreach and other forms of content dissemination. Marketers can publish their existing white papers, case studies, e-books and webinars exposing this content to an audience that might not otherwise see it.
- ▶ Furnish custom solutions and content creation, including product advertorials, white papers and case studies. Our expert editorial staff can assist in interviewing, writing and publishing content that positions companies as experts and knowledge providers to the FM audience.

## About our audience



## Meet our readers



# ABOUT US

## THE McMORROW REPORTS

- Founded in 2004, The McMorrow Reports is a trusted source of facility management and design insights.
- Its mission is to inform, educate, inspire, connect and empower the industry.
- The content helps manufacturers and service providers find new audiences, make connections and develop business opportunities that increase sales and provide a high return on their media investment.

## FMLINK

- Launched in 1995, FMLink is one of the largest worldwide online publications designed to exclusively meet the information needs of FM professionals.
- It provides facilities managers with concise, actionable advice that maintains their interest and advances the FM profession.
- The website boasts one of the most robust repositories of facilities information in the world, with more than 35,000 pages of valuable content: news, products, events, analyst insights, surveys and reports, checklists, directories, and more.

## A FE

- A member-based organization established in 1915, the Association for Facilities Engineering provides education and certification opportunities for professionals who maintain, manage and secure the built environment.
- Monthly newsletter contains industry news, product announcements, case studies, white papers and articles, as well as AFE-specific news and events.
- Newsletter content engages on a broad range of topics pertinent to facilities engineering professionals working in all business sectors, including commercial, manufacturing, education, healthcare and government facilities.

## Our team



**Eileen McMorrow**

Editor-in-Chief

- 35+ years as a journalist covering the facilities management and design industry.
- Former Editor-in-Chief of *Facilities Design & Management* magazine.
- ProFM Credential Commissioner.
- Former member of the Board of Directors of the International Facility Management Association (IFMA).
- An industry insider with strong relationships and partnerships with top conferences and trade shows including IFMA's World Workplace, IFMA's Facility Fusion, NFMT, NeoCon, Healthcare Design, and AHR.
- Creator and Director of the Best of NeoCon Awards Competition for product design and the Nightingale Awards for product design in healthcare environments.



**Michael Walsh**

Publisher



**Janet Stroud**

Editor



**Apolline  
Andrieu-Delille**

Media Director

# MEDIA OPTIONS

## DIGITAL NEWSLETTERS

- Reach the inbox of Decision-Makers + Influencers
- Segmented by industry– Commercial, Healthcare, Education + Government
- Weekly news digest and monthly organization industry report
- Engage with custom native content and ads



## DIRECT EMAIL

Deliver custom message to the inbox of a targeted audience of decision-makers + influencers.



## SOCIAL MEDIA

Post promotional messages on our LinkedIn, Twitter and Facebook accounts. Create interest, build awareness and make new social media connections.



## WHITE PAPER

In-depth research, insights + promotion on websites and in newsletters.



## WEBSITES

- Reach Decision Makers + Influencers
- Sponsor specific industry segments
- Influence with advertorial content insertions



## CONNECTING WITH THE FM AUDIENCE

## CUSTOM CONTENT & Q&A ADVERTORIALS

- Created by a professional editorial team
- Incorporates third-party authenticity
- Targeted to client-defined universe
- Supports inbound marketing and lead generation
- Can be leveraged in other media, including social media



## DIRECT PRINT MAIL

- Mail print promotional literature or brochures to selected databases
- Choose title + location of target audience
- Creative production, printing + mailing available



## FACE-TO-FACE

- Custom mini-conferences, round tables, business luncheons and dinners
- Conference content development with supporting ad programs.
- Matchmaking media offerings
- Trade show media support partnerships



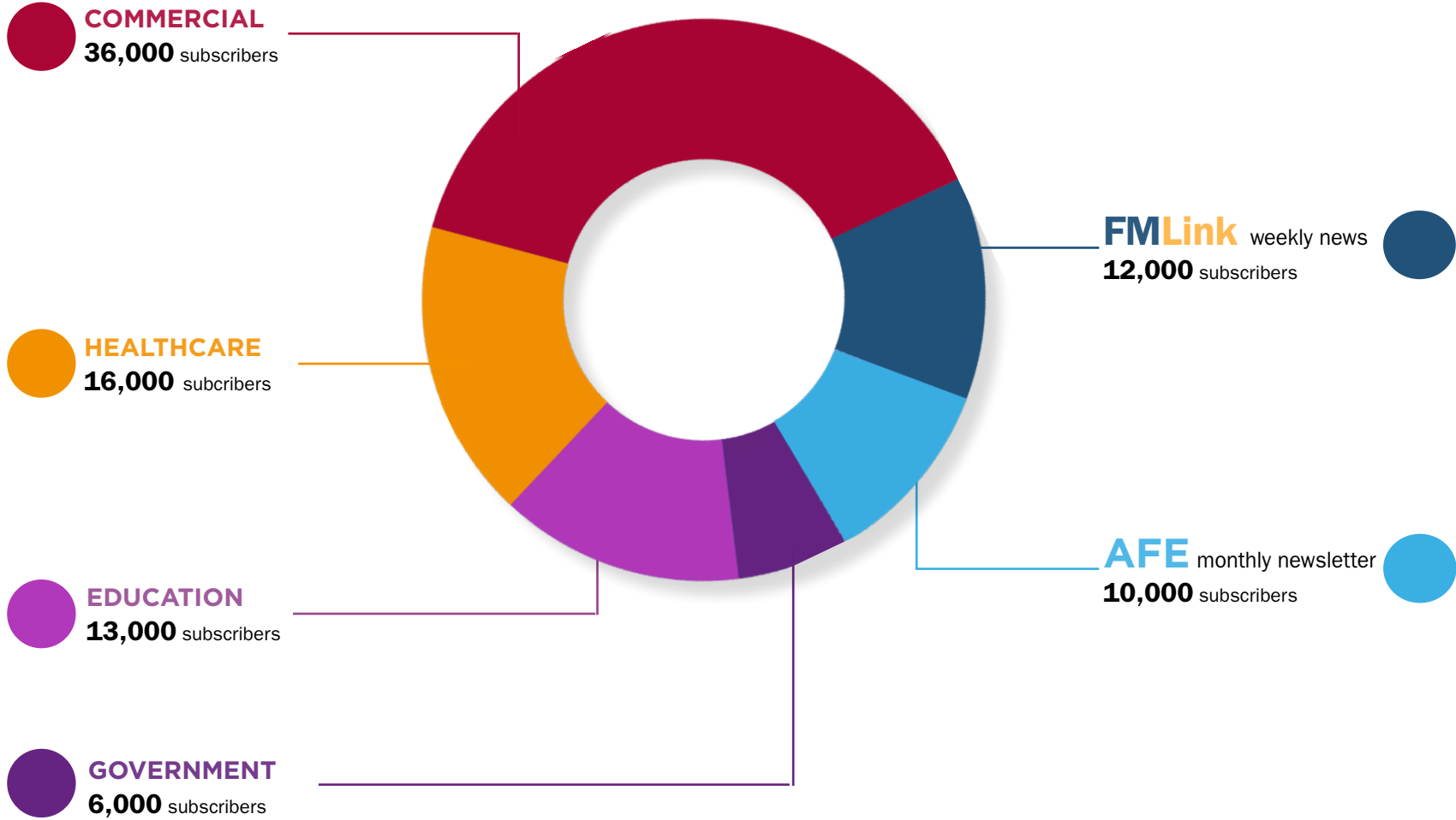
## INDUSTRY INSIGHTS TRAINING

- Help your sales team understand the FM and A&D roles
- Learn the FM and A&D decision-making process
- Acquire new business prospecting channels

# NEWSLETTER SUBSCRIBERS\*

## The McMorrow Reports

monthly newsletters

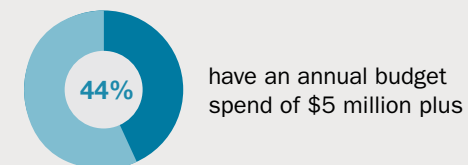
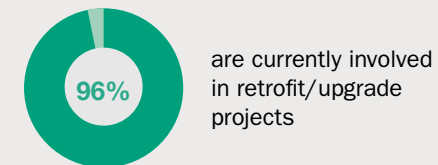


\*Audience Profile October 2022

# THE McMORROW REPORTS

- Founded in 2004 by Eileen McMorrow, former Editor-in-Chief of Facilities Design & Management magazine, with the mission to inform, educate, inspire, connect and empower the industry.
- A trusted source of facility management and design insights, it covers all the major news and industry events from FM and A&D perspectives.
- Monthly dedicated newsletters with content devoted to specialized sector audiences: Commercial, Healthcare, and Education & Government.
- Editorial reflects growing FM responsibilities as they evolve to meet the needs of changing workplaces. Emerging hybrid work trends complicate the management of workplace facilities, requiring space redesign, new technology, and product solutions.
- Design content is increasingly important to organizations and their facility executives. Competition for talent drives businesses and institutions to improve facilities, amenities and services to attract and retain employees.
- Helps manufacturers and service providers find new customers and exploit business opportunities that positively impact their sales and market position, ensuring a high return on their media investment.
- In addition to advertising and content dissemination, our team can help with advertorials, market research, white paper and research paper creation, sponsored events and more. We also have experts who can train your sales team to speak the language of facilities managers and help close the sale.

## The McMorrow Reports' Facilities Management Subscribers\*



# THE McMORROW REPORTS MONTHLY NEWSLETTERS

36,000+ qualified subscribers



September 2022

## 2022 FM research finds professional training boosts staff retention

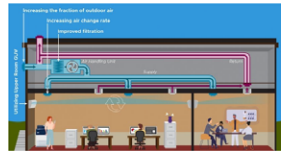
On a recent episode of the **FM Evolution** podcast, hosts Shawn Black of **CGP Maintenance & Construction Services** and Randy Olson of the **Professional Facility Management Institute (ProFMI)** were joined by Eileen McMorrow, founder of The McMorrow Reports Facility Management & Design Insights and editor-in-chief of **FMLink** to discuss the impact of the Covid-19 pandemic and the "Great Resignation" on the FM industry and the importance of professional training for staff retention.



One of the biggest questions asked in the past two surveys is if there was a "Great Resignation" in facilities management. What these reports found was that 66% of FM managers and staff had left or were considering leaving. However, they also found that the top three ways that organizations can retain FM professionals are through increased compensation benefits, opportunities for professional development and training, and offering opportunities for internal advancement. Furthermore, 54% of FM leaders say that they have open FM-related positions due to staff retirements.

[Read more . . .](#)

## How reliable and efficient are today's germicidal UV LEDs? DOE reports



The Covid-19 pandemic has put a spotlight on **germicidal ultraviolet (GUV)** radiation for air and surface disinfection. This technology area represents a growing opportunity to improve indoor air quality (IAQ) while saving energy over high-ventilation approaches. However, light-emitting diode (LED) GUV sources and fixtures available today have low efficiencies relative to visible LEDs or other UV sources (such as mercury lamps). Driven by demand for pandemic preparedness measures in buildings and good IAQ, many emerging GUV R&D activities target application effectiveness through increased source efficiency, improved fixture design, and enhanced reliability.

The **U.S. Department of Energy** has released two reports conducted by RTI International aimed at understanding the current state and viability of commercial ultraviolet (UV) LED products: one focusing on the construction and initial performance of commercially available UV LED components in radiometric and current-voltage tests, and the other focusing on the long-term performance and reliability of the same set of commercially available UV LEDs.

[Read more . . .](#)

## The next evolution of the facility condition assessment

**Facility condition assessments (FCAs)** are a key component of good facility management. They paint a picture of your facilities' current state as well as potential issues to plan and budget for. But



19,000+ qualified subscribers



September 2022

## AASHE Sustainable Campus Index highlights high-impact green initiatives

The **Sustainable Campus Index (SCI)**, an annual publication by the **Association for the Advancement of Sustainability in Higher Education (AASHE)**, recognizes top-performing colleges and universities overall and in 17 sustainability impact areas, as measured by the **Sustainability Tracking, Assessment & Rating System (STARS)**, a transparent, self-reporting framework for colleges and universities to measure their sustainability performance. The credits in STARS span the breadth of higher education sustainability and are organized into four categories: Academics, Engagement, Operations, and Planning & Administration. All reports are publicly accessible on the STARS website.



The **Sustainable Campus Index** also highlights innovative and high-impact initiatives from institutions that submitted STARS reports in the most recent calendar year. This year's Index introduces an International Top Performers list that recognizes the top-scoring institution in every country with at least one STARS-rated institution.

[Read more . . .](#)

## 5 steps to tackle deferred maintenance for government facilities



Every public sector building is unique and requires a strategic facilities management program to ensure it can meet its mission and its users' needs. Amidst competing priorities, pressure to work within budget constraints, and lack of access to qualified labor, government agencies across the board — from federal to state and local/municipal agencies — grapple with the challenge of runaway deferred maintenance.

Whether extensive deferred maintenance results from budget cuts, disruption due to the pandemic, or lack of resources, the time is now to handle deferred maintenance and put in place a strategic facilities management program tailored to the unique needs of the government. Getting a handle on years of deferred maintenance can seem like a daunting task. From knowing where to begin, prioritizing a seemingly unending list of tasks, and understanding the financial investment required, facilities teams may feel ill-equipped to tackle a list of long overdue maintenance tasks.

16,000+ qualified subscribers



September 2022

## GP PRO: Tips to make healthcare hand hygiene compliance easier

Earlier this year, **GP PRO**, a division of Georgia-Pacific helping to advance hygiene in healthcare and a wide range of other market segments, conducted proprietary research that found that just 39% of healthcare workers consistently comply with hand hygiene protocols primarily due to five common barriers.



In response to those findings, **GP PRO** is releasing several recommendations to help **infection preventionists** influence and improve healthcare hand hygiene compliance.

According to the **research** (PDF) from November 2021, the **five barriers healthcare workers face** include 1) emergencies that require immediate attention; 2) a busy workload; 3) broken, malfunctioning or empty hand sanitizer dispensers; 4) full hands; and 5) difficulty during the glove-on / glove-off process — all of which are general inconveniences related to the nature of their jobs.

Healthcare workers often find themselves between a rock and a hard place. The very work they do combined with the physical location of sanitizer dispensers impedes their ability to quickly and easily sanitize their hands and comply with best practices.

[Read more . . .](#)

## How ready are you for that next inspection?



Inspections are a critical component of the healthcare compliance process. Without a solid process for collecting and accessing facility data, your healthcare facility is at risk of not meeting standards and regulations. As a result, when inspection time comes, you're scrambling to locate and present information to inspectors.

**AkitaBox's** modern facility management tools keep all of your facility data in one place. You can more easily see potential risks before they emerge and confidently confirm your systems are in compliance. Learn **5 ways to win proactive healthcare facility management** so you can always be prepared for the next **improvisation**.

How confident are you that your facilities could pass an inspection today?

I'm confident we would pass with flying colors.

Select

We'd have to do a little scrambling to find all the information.

Select



# THE McMORROW REPORTS

## COMMERCIAL NEWSLETTER

- The commercial facilities sector embraces multiple building types, operating under a principle of public access—open to employees and often the general public. The Commercial segment addresses information needs in the office (corporate / developer /management), retail, hospitality, entertainment, and aviation sectors.
- The commercial facilities sector is a key component of the critical infrastructure. The Commercial Building Energy Consumption Survey estimates there were 5.9 million commercial buildings in the United States in 2018, or 96 billion square feet of floorspace<sup>(1)</sup>.
- The Inflation Reduction Act (IRA) will have an impact on the built environment due to the billion dollars it provides to help jurisdictions adopt and implement its advanced building codes, including a net zero energy code. The IRA offers incentives for retrofitting existing commercial building and for ramping up the manufacturing of products used to enable buildings to perform better — products like heat pumps and advanced sensors and controls<sup>(2)</sup>.
- The development of smart buildings is accelerated by rising real estate investment. A network that connects lighting, sensors, windows, doors, HVAC systems, and CCTVs in smart buildings has become an essential preventative maintenance activity in support of the smart buildings<sup>(3)</sup>.

FreeAxez has worked with The McMorrow Reports for many years. We have advertised in their newsletters, and they have assisted us with both content creation and customer relationship development. We are very happy with the results and look forward to a continued partnership.



**Earl Geertgens**  
President & CEO  
FreeAxez

## REACH

Monthly, The McMorrow Reports Commercial newsletter reaches **over 36,000 qualified subscribers** drawn from U.S. leading commercial building owners and managers, A&D firms, and building service providers. This includes:

- 20,000** facilities management professionals
- 9,000** architects and designers
- 3,000** engineers
- 2,000** administrative professionals

### Commercial Newsletter subscribers in:

#### Top 5 commercial A&D firms\*:

<b>Gensler</b> .....	584
<b>Perkins&amp;Will</b> .....	248
<b>HKS</b> .....	162
<b>PERKINS — EASTMAN</b> .....	34
<b>nbbj</b> .....	39

#### Top 5 commercial Property Management Firms\*\*:

<b>CBRE</b> .....	1,164
<b>CUSHMAN &amp; WAKEFIELD</b> .....	277
<b>JLL</b> .....	214
<b>Colliers</b> .....	125
<b>LINCOLN PROPERTY COMPANY</b> .....	62

<sup>(1)</sup> U.S. Energy Information Administration. <sup>(2)</sup> Cliff Majersik, Institute for Market Transformation, IMT.org.

<sup>(3)</sup> Facility Management Market Size, Share, Trends, Report 2022-2029, Fortune Business Insights.

\*Building Design and Construction, August 2022. \*\*Commercial Property Executive Magazine, July 2022.

# THE McMORROW REPORTS

## EDUCATION & GOVERNMENT NEWSLETTER

- Combining the education and government sectors into one newsletter, provides a critical mass of subscribers and a greater value for advertisers. Issues are relevant to both sectors, and the products and services sourced by the specifiers often need to meet the same functional criteria.
- The content addresses the information needs of college, university, and government including federal and state agencies, military, and related A&D specifiers and engineers.
- There are 3,982\* colleges and universities in the U.S. In 2012, The Cato Institute estimated that the federal government owned 306,000 buildings and leased another 55,000 buildings for a total of 361,000 buildings.

The McMorrow Reports and Eileen McMorrow are well respected in this industry. We have worked with her for many years and advertise in the Education & Government newsletters to great effect.



**David Leigh**  
Marketing VP  
Bobrick Washroom

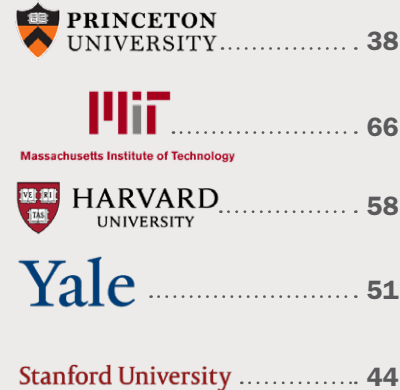
## REACH

Monthly, The McMorrow Reports Education & Government newsletter reaches **over 19,000 qualified subscribers** from leading U.S. colleges, universities, the federal government, and A&D firms that service these sectors. This includes:

- 10,000** facilities management professionals
- 3,500** architects and designers
- 3,000** engineers
- 2,000** administrative professionals

### Education & Government Newsletter subscribers in:

#### Best 5 universities\*:



#### U.S. Government Agencies\*\*:



# THE McMORROW REPORTS

## HEALTHCARE NEWSLETTER

- Healthcare facilities include centers for ambulatory, behavioral health, blood donation, dialysis, education, maternity, radiology, and urgent care, in addition to clinics, offices, hospice and nursing homes.
- 6,093 is the number of hospitals in the U.S., according to the American Hospitals Association 2022 Hospitals Survey. Each hospital operates additional facilities and buildings to deliver patient and administrative services.
- Healthcare infrastructure in the U.S. is well developed. Its upkeep represents a large component of the annual \$4 trillion spent on American healthcare. Institutions compete with quality facilities for patients, physicians and researchers in addition to clinical capability.

I have had the opportunity to work with Eileen closely as a juror at several interior design conferences and have been very impressed with her calm professional approach to this challenging task. I have also had the privilege of attending networking events she has organized which enable healthcare designers and manufacturers to discuss issues related to our industry. The McMorrow Reports newsletter is one that I look forward to receiving, and I am grateful she is able to provide such a valuable resource to the Healthcare Interior Design community.



**Teri Lura Bennet**  
RN, CID, CHID, IIDA,  
EDAC, NIHD  
Johns Hopkins  
Health System

## REACH

The Healthcare newsletter reaches **over 16,000 qualified subscribers** drawn from U.S. leading healthcare systems and A&D firms each month. This includes:





- 8,500** facilities management professionals
- 4,000** architects and designers
- 2,000** senior administrative professionals
- 1,500** engineers

### Healthcare Newsletter subscribers in :

#### Top 5 healthcare A&D firms\*:

	.....	612
<b>CANNONDESIGN</b>	.....	71
<b>HKS</b>	.....	162
 <b>Stantec</b>	.....	172
<b>Perkins&amp;Will</b>	.....	248

#### Healthcare Systems\*\*:

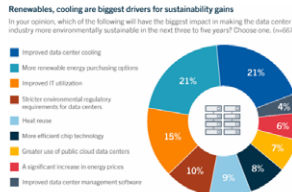
<b>VA</b>  U.S. Department of Veterans Affairs	.....	541
<b>HCA</b>  <b>Healthcare</b>	.....	451
 <b>CHS</b> Community Health Systems	.....	181
 <b>KAISER PERMANENTE</b>	.....	149
 <b>NewYork-Presbyterian</b>	.....	118

12,000+ qualified subscribers



**Uptime Institute's 2022 Global Data Center Survey reveals gains in resilience and reliability, but challenges with sustainability and outages**

Global digital infrastructure authority Uptime Institute has just announced the release of its 12th Annual Global Data Center Survey. The findings show an industry that is growing, dynamic and increasingly resilient, but still working to address increasing pressure for sustainability progress and reporting, continuing staffing shortages, supply chain delays, costly outages and other complex challenges.



"The global digital infrastructure sector continues to enjoy strong growth and expansion, despite the many obstacles operators are facing today," said Andy Lawrence, executive director of Research, Uptime Institute Intelligence. "We've seen the industry invest in increased resiliency and reliability, but there's still work to be done when it comes to improving efficiency, environmental sustainability, outage prevention, staffing pipelines and more."

Read more . . .

**NBI's game-changing model code will help cut emissions in existing buildings**



New Buildings Institute (NBI) has released the *Existing Building Decarbonization Code*, a new way for jurisdictions to reduce carbon emissions and meet climate action plan goals and interconnected goals around public health and equity. The need to address existing building stock is immense, notes NBI, with 5.9 million existing commercial buildings in the U.S. comprising 97 billion square feet. New construction represents less than 2% of building activity in any given year, leaving a vast opportunity to update technologies in the current building stock. By requiring existing buildings to be more energy efficient, cities could cut about 30% of all urban emissions by 2050.

NBI's February 2020 release of the *Building Decarbonization Code* provided the first off-the-shelf solution for jurisdictions to transform energy codes into decarbonization codes for new buildings. Expanding where that document left off, the new *Existing Building Decarbonization Code* adds provisions specifically for existing buildings. The new model language covers both residential and commercial buildings, including all-electric and mix-fuel energy use pathways.

WEEKLY MONTHLY

10,000+ qualified subscribers



**10 tips to help prevent dust explosions, from Goodway Technologies**

As part of June's National Safety Month, innovative maintenance solutions provider Goodway Technologies reminded plant and facilities managers and engineers of the importance of understanding the risk of dust explosions and fires in the work environment. The combusive power of airborne particles, such as dust, is astounding and can be a threat to a number of different industries, says the company.



**OSHA's Combustible Dust: An Explosion Hazard** resource notes that "a wide variety of materials that can be explosive in dust form exist in many industries," including "food (e.g., candy, sugar, spice, starch, flour, feed), grain, tobacco, plastics, wood, paper, pulp, rubber, pesticides, pharmaceuticals, dyes, coal, metals (e.g., aluminum, chromium, iron, magnesium, and zinc). These materials are used in a wide range of industries and processes, such as agriculture, chemical manufacturing, pharmaceutical production, furniture, textiles, fossil fuel power generation, recycling operations, and metal working and processing which includes additive manufacturing and 3D printing."

Read more . . .

**ACG guideline tackles effective building systems commissioning**



The Associated Air Balance Council (AABC) Commissioning Group (ACG) recently announced the release of the *ACG Building Systems Commissioning Guideline*. The new digital publication, organized by specific types of building systems, offers insight and strategies from experienced commissioning providers on a variety of topics, and is designed to help providers execute the ASHRAE Standard 202 commissioning process effectively and efficiently — while overcoming common challenges encountered in both design and field settings.

Jim Magee, CxA, EMP, ACG Guideline Committee chair, pointed out, "The ACG Building Systems Commissioning Guideline is a major leap forward, not only in its depth and breadth of information, but also in offering providers actionable guidance on implementation. The new edition tackles the what, when, who, and most importantly, the how."

The *ACG Commissioning Guideline* was first published by AABC in 2002 and then updated and republished three years later by the newly independent AABC Commissioning Group (ACG).

Read more . . .

**International Energy Agency study: Renewable power is set to reach record levels worldwide in 2022 despite higher costs and supply chain delays**

New capacity for generating electricity from solar, wind and other renewables increased to a record level worldwide in 2021 and will grow further this year as governments increasingly seek to take advantage of renewable power's energy security and climate benefits, according to the International Energy Agency's (IEA) latest report.

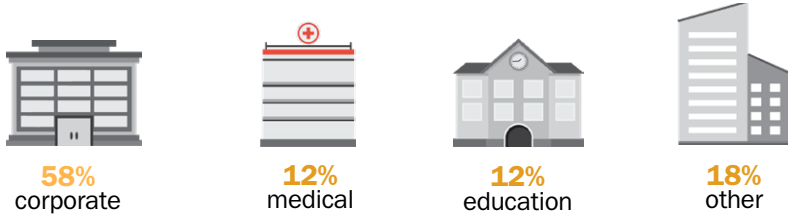
The world added a record 295 gigawatts of new renewable power capacity in 2021, overcoming supply chain challenges, construction delays and high raw material prices, according to the *Renewable Energy Market Update*. Global capacity additions are expected to rise this year to 320 gigawatts — equivalent to an amount that would come close to meeting the entire electricity demand of Germany or



# FMLINK WEEKLY NEWS DIGEST

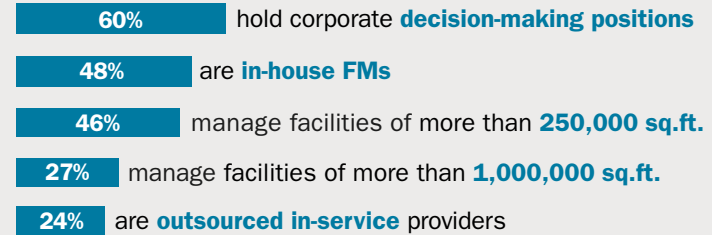
- Delivers the latest facility management news directly to the inboxes of facility decision makers weekly.
- Covers industry news, research, resources, and conferences, providing expert insights with articles addressing the concerns of facilities management, building operations/engineering, and A&D professionals in the commercial, education, healthcare and government sectors.
- Features in-depth articles including many that are curated from field experts and leading publications. Contributors include AFE, ASHRAE, BOMI, FMJournal, fnPrime, IFMA, ISSA, the U.S. Green Building Council, and sustainability organizations.
- Offers clearly defined newsletter reach with an inexpensive CPI and discounts for multiple insertions.
- Geo-targeting ability reaches specific audiences by country or region.

## Types of facilities managed:



## REACH

Reaches over **12,000 qualified opt-in subscribers** on a weekly basis. Subscriber data shows that:

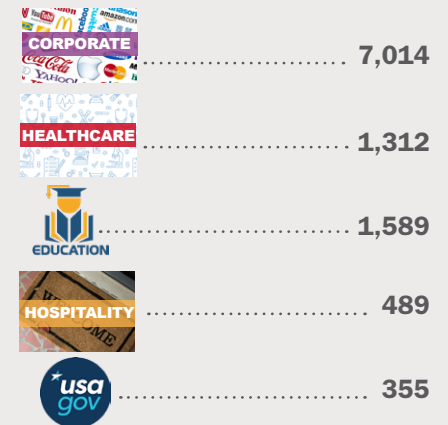


## Weekly News Digest subscribers in:

### Top 5 Integrated Facilities Management Services Suppliers\*



### Segments :



# FMLINK WEBSITE

- Founded in 1995 by Peter Kimmel, AIA, IFMA Fellow and a former FM, the comprehensive FMLink.com website supports facilities managers and the FM profession with informative updates about companies and organizations, products and services, events, and resources.
- Daily posting ensures that returning website visitors find fresh, newsworthy articles on salient industry issues.
- Articles appear under building type, and deal with all aspects of building systems; furnishings and interiors; maintenance and operations; planning; safety and health; software and technology; and sustainability.
- News categories include industry developments; surveys and trends' reports; new products and services; technical publications and guides; regulations and government updates; associations and organizations; and contract awards.
- Website visitors arrive via topical organic search\*.
- Website architecture enables topic-specific traffic that targets visitors by interest with contextual advertising. For example, a CMMS software ad would appear alongside software and technology articles.
- Guaranteed website ad impressions from qualified visitors presents a clearly defined value.
- Ad tracking and analytics from Google Ad Manager and Constant Contact to verify engagement and ROI.

Information found on FMLink.com is pertinent, credible and valuable to FM professionals and the industry as a whole, with:

**300,000+**  
unique visitors per year

**100**  
essential FM topics

**35,000+**  
pages of content

**10,000** backlinks  
to FMLink as a resource

The screenshot displays the FMLink website interface. On the left is a dark navigation sidebar with categories like 'FM TOPICS', 'NEWS', 'EVENTS', 'ARTICLES', 'RESOURCES', 'DIRECTORIES', 'ADS & PRESS', and 'SPECIAL OFFERS'. The main content area features a 'TODAY'S TOP NEWS' section with several articles, including one about Armstrong's ceiling-mounted filtration unit and another about EPA's ethylene oxide (EtO) emissions. Below this is a 'FEATURED ARTICLES' section with a highlighted article about New York City Schools navigating the pandemic. At the bottom, there is a 'SPONSORS' section listing companies like Ecolab, HON, and Teklon.

# AFE NEWSLETTER

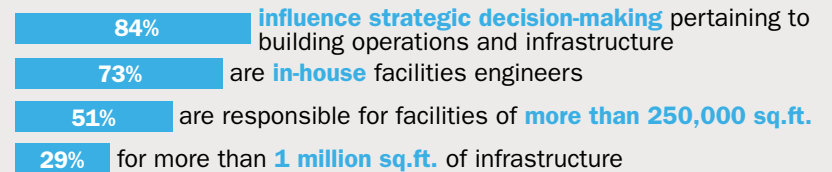
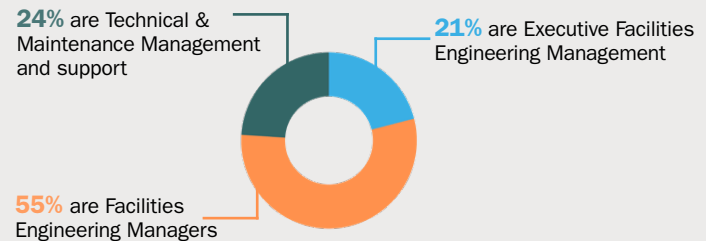
- The official newsletter of the Association for Facilities Engineering, a member-based association that provides education and certification opportunities for professionals who maintain, manage and secure the built environment.
- Reaches facilities engineering professionals within the commercial, manufacturing, education, healthcare and government segments through one monthly publication.
- Publishes engaging content pertinent to facilities engineering in the form of industry news, case studies, white papers, reports and articles, products and AFE-specific news and events.
- Covers a broad range of relevant topics including access control and security, building management controls, building systems, CMMS, energy efficiency, FM software, digital twins, HVAC equipment, indoor air quality (IAQ), IoT sensors, IWMS, lighting controls, regulatory issues, robots and drones, safety and health, smart buildings, sustainability, testing, water management and more.
- Furnishes unique and effective avenues for content marketing that allow marketers to publish and promote their existing white papers, case studies, eBooks and webinars. By sharing their content with a broader audience, companies leverage other marketing investments and position themselves as knowledge providers.
- Offers geo-targeting of ads and content pinpointing states or regions for a more defined reach.
- Provides a standard Constant Contact analytics report verifying engagement and ROI. DCIM ad tracking is also available.

## REACH

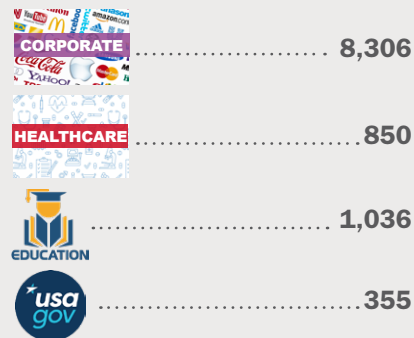
On a monthly basis, over **10,000 opt-in subscribers**, including **8,000 professional engineers** within the built environment worldwide, receive the Association for Facilities Engineering newsletter.

Among the subscribers there are 6,800 AFE members; 4,600 of those members are AFE-credentialed facilities engineers.

### Subscriber data indicates:



### AFE monthly newsletter subscribers in segments\* :



# RATE CARD



## DELIVERABLES: METRICS & INSIGHTS

- Verified granular exposure to qualified audiences
- Clients know in detail who sees their ads or sponsored content



## NEWSLETTERS

	monthly	weekly	both
	<b>THE MCMORROW REPORTS</b>	<b>FMLINK**</b>	<b>AFE</b>
Billboard*	\$3,000	n/a	n/a
Leaderboard* (website super leaderboard)	n/a	\$1,500	\$2,000
Super Skyscraper*	\$2,500	\$1,250	\$1,500
Square Tile/Medium Rectangle (best for video)	\$2,000	\$1,000	\$1,000
White Paper or Case Study Feature	\$2,000	\$1,000	\$1,500
Product or Service Feature	\$1,750	\$950	\$1,250
Micro Site	n/a	n/a	n/a
Lead Poll (ad or feature cost in any newsletter plus)	\$1,250	\$1,250	\$1,250
Newsletter or 5 Second Website Homepage Takeover	\$10,000	\$3,500	\$4,500

\*Client Specified Top Position +10% Premium  
 \*\*20% discount for 3+.

## WEBSITES

CPM & annual cost		
<b>THE MCMORROW REPORTS</b>	<b>FMLINK</b>	<b>FMLINK &amp; THE MCMORROW REPORTS</b>
n/a	n/a	n/a
n/a	\$65/M*	n/a
n/a	\$65/M*	n/a
n/a	\$65/M*	n/a
\$1,000 p.a.	\$1,200 p.a.	\$1,800 p.a.
\$750 p.a.	\$1,000 p.a.	\$1,400 p.a.
n/a	\$6,000 p.a.	n/a
n/a	n/a	n/a
\$200***	\$900***	\$1,000***

Targeted placement \$100 CPM.  
 \*Run-Of-Site. \*\*\*Per Day. p.a.: per annum.

## CUSTOM CONTENT

Article Sponsor (800 words)	\$6,000
Thought-Leadership Feature (1,000 words)	\$6,500

## WHITE PAPER

Custom White Paper 12-week process	\$20,000
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## INDUSTRY INSIGHTS TRAINING

Help your sales team understand and reach our audience	from \$8,500
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## DIRECT EMAIL

<b>Direct Email Marketing</b> Reach thousands of decision-makers and influencers directly in their inbox with a custom message.	<b>\$500 CPM</b> \$5,000 min. order (10,000 Recipients)
<b>Custom Q&amp;A Advertorial Email</b> Have your messaging created by our editorial team with your marketing team's input and then delivered to your target customers.	<b>\$6,000</b> (Includes a send to a targeted list of 10,000 recipients, any over 10,000 at \$500 CPM)

## SOCIAL MEDIA (10K FOLLOWERS)

Post sponsorship	per post \$250
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## DIRECT PRINT MAIL

<b>DIRECT PRINT MAIL</b> Creative production, printing + mailing available	from \$10,000
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## CONFERENCE & TRADE SHOW MARKETING

Conference Media Partner & Trade Show Promotion	from \$5,000
Conference Match-ups	from \$5,000

Payment Terms: Net 30 days  
 Credit Card Payments: +3% surcharge  
 Direct Deposit: No surcharge



# SPECIFICATIONS

## ADVERTISING CREATIVE MATERIALS & QUESTIONS

Please send all ad creative materials and URLs to:

**Apolline Andrieu-Delille**, Media Director  
[apolline.andrieudelille@mcmorrowreports.com](mailto:apolline.andrieudelille@mcmorrowreports.com)

**Michael Walsh**, Publisher  
[michael.walsh@mcmorrowreports.com](mailto:michael.walsh@mcmorrowreports.com)  
(973) 885-8283

## EDITORIAL CONTENT

Please send all editorial content to:

**Janet Stroud**, Editor  
[edit@fmlink.com](mailto:edit@fmlink.com)  
[editorial@mcmorrowreports.com](mailto:editorial@mcmorrowreports.com)

CREATIVE SPECS: [Click here](#)

## DIGITAL NEWSLETTER & WEB ADVERTISING SPECS

Ad Type	Ad unit Name	Ad Dimensions width x height (dp***)	Min size Newsletter Aspect ratio
Horizontal	Billboard	1000 x 250	4:1
Horizontal	Leaderboard	728 x 90	1:1
Vertical	Super Skyscraper	300 x 600	1:2
Vertical	Square Tile	300 x 300	1:1
Vertical	Medium Rectangle	300 x 250	1:1
Micro Site	Webpage	-	-
White Paper / Case Study	Webpage	-	-
Product or Service Feature	Webpage	-	-

[Click here](#) to get more details on the standard IAB ad units

## PRODUCTION REQUIREMENTS FOR DIGITAL ADS

Advertising creative/graphics must be supplied:

- two weeks before publication
- in digital format to exact sizes as specified above
- as png or jpg files below 4 MB. Please be advised, flash/swf or gif files are acceptable only for website ads (Max. 3 loops allowed in an animated gif). But click-through data cannot be provided in this format. Also ensure that the swf file has a functional link to your landing page.

## PRODUCT OR CASE STUDY FEATURE

- +/- 125 words of copy (product feature)
- +/- 200 words of copy (case study)
- Low-resolution static visual, .png or .jpg and not more than 100 KB, typically around 300 x 250 pixels.
- A URL to where the client wants to direct the viewer. Advertiser also can anchor the URL to content on our website.

## BONUSES

- All newsletter and website advertisers receive a one-year Gold Listing in the Fmlink FM Directory
- White Paper / Case Study website advertisers can supply multiple links to landing pages or websites.
- Micro-sites, White Papers and Case Studies receive periodic promotions in the Fmlink and McMorrow Reports newsletters.

## DIRECT EMAIL PROMOTIONS

Client supplies content formatted for HTML delivery to selected segments of our database to reach from 1,000 to 48,000 subscribers. HTML design should be no wider than 600 pixels, with all external links fully functional. All images must reside on a publicly accessible web server.

## WHITE PAPER

Objective, researched white paper that responds to a specific issue, with a research bibliography, website links, and sponsor identity information.

## CUSTOM NEWSLETTER

Our team can help yours create a custom targeted e-newsletter to reach your clients and/or segments of our subscriber database.

## OTHER OPTIONS

- Direct email campaigns to promote products and services.
- Conference and trade show marketing:
  - Conference and trade show promotion
  - Conference partner media
  - Conference match-ups
- Industry Insights Training: Help your sales team understand and reach our audience.
- Social Media: Support for client information dissemination (Twitter, Facebook and LinkedIn)
- Direct Print Mail: Creative production, printing and mailing available.

# ADVERTISING PARTNERS

Our facilities management technology sector client was a start-up eager to raise awareness of its dynamic Spatial Intelligence Platform as employees returned to the office.

They wanted to connect with real estate and facilities decision-makers seeking a robust and reliable solution for occupancy and usage data. The McMorro Reports and Fmlink covered all issues related to work from home, return to office, and workplace solutions that FM departments need. Across the range of segments they address, we knew their digital publications and websites could grow brand awareness and business for our client's technology.



**Andrew Urbain**  
 Director of Client Strategy  
 Avani Media



# LET OUR MEDIA BRANDS HELP GROW YOUR BUSINESS



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**Michael Walsh**  
**Janet Stroud**  
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**Kathy Harrigan**  
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