

PEOPLE // SPACES // PRODUCTIVITY

FACILITY

PERSPECTIVES

MEDIA
KIT //

THE LEADING RESOURCE FOR FACILITIES MANAGEMENT IN AUSTRALASIA

A MESSAGE FROM THE CEO

Facilities management (FM) is one of Australia's fastest growing industries, employing approximately 200,000 people and contributing \$32 billion to our national economy. FM refers to the integration of people, places and processes, in order to further business objectives and maximise the wellbeing of building occupants.

While a facilities manager's work is often unseen (although COVID-19 has certainly put a spotlight on FM), they play a crucial role in ensuring that a property functions safely, efficiently, cost-effectively and sustainably – whether it's an office building, childcare centre, hospital, hotel, sports stadiums, residential or manufacturing facility. The FM industry is multi-skilled and diverse.

When COVID-19 hit, facilities managers had to think quickly and act decisively. Faced with rapidly changing challenges and demands, the industry worked tirelessly to ensure that Australia's critical facilities, from hospitals to supermarkets, continued to operate safely and smoothly. Buildings that stood empty or experienced low occupancy also required ongoing maintenance and updated safety procedures.

The pandemic pushed FM into the spotlight and recognition of this essential profession was elevated overnight. As we navigate life post COVID, facilities managers will continue to play an important role in keeping Australia's built environment safe, healthy and hygienic.

With increased focus on issues such as sustainability, compliance and quality of the indoor environment, the role of FM professionals will continue to become more prominent.

The Facility Management Association of Australia (FMA) is the peak national body for the FM industry. We represent the people and organisations who manage our built environment. Our flagship publication, *Facility Perspectives*, is sent to more than 2600 members across Australia, including facilities managers, asset managers, architects, designers, engineers, sustainability experts and other allied professionals.

Working with Executive Media, we offer you a unique opportunity to connect with your target audience through this widely read and respected magazine.

Nicholas Burt
FMA CEO



INDUSTRY AT A GLANCE

More than
\$32 BILLION
– market size

200,000 people employed

24,000 LinkedIn followers – and growing

30% of practitioners hold a **Diploma or an Advanced Diploma**; 85% of those who hold the Diploma of Facilities Management consider it to be relevant

Maintenance
83%

and

cleaning
74%
are the most sub-contracted services

FACILITY PERSPECTIVES

FM continues to be one of the fastest growing industries, despite the recent effects of COVID-19 to the Australian economy. The FM industry is expected to be worth nearly \$60 billion by 2023, almost a 100 per cent increase on its 2017 value of \$32 billion. Couple this with employment numbers of more than 200,000, FM is now one of Australia's major business sectors.

Facility Perspectives, the official publication of the FMA and FM industry, represents professionals in all aspects of the facilities industry. In the current COVID-19 climate, the FM industry is changing every single day and this high-quality publication keeps those in the industry up to date on the latest changes and innovations.

Before COVID-19 introduced itself to the world, this publication was a must-have in terms of the editorial content it provided to facilities

managers when it came to implementing innovative, energy-efficient initiatives within their organisations. Now, given the current climate, *Facility Perspectives* is a necessity for the arsenal of any facilities manager.

Each edition covers prominent industry topics and features informed articles provided by industry leaders and figureheads, especially as the FM industry continues to navigate its way through the pandemic.

If you're looking for a way to reach the lucrative FM industry, and be a part of COVID-19 fightback, *Facility Perspectives* is your vehicle of choice. We look forward to discussing an advertising package that will suit your needs and leverage this ever-growing sector.

Regular features in each edition

- FM industry news
- Portfolio groups and other committees: knowledge, advocacy et cetera
- Technology
- Green building
- Energy efficiency
- Education and training
- Aged care
- Residential FM
- Health care
- Safety and risk management
- Essential services/maintenance
- Security
- HVAC
- Diversity in FM
- The digitisation of FM
- The future of the workplace
- Compliance
- Government facilities



Special features

MARCH	JUNE	SEPTEMBER	DECEMBER
Schools and educational facilities Innovation Infrastructure	Accommodation and short-stay rentals FM opinions Global experiences (World FM Day)	Government facilities Office wellbeing Regulation and compliance	DECEMBER AWARDS EDITION Recreational facilities Design for operation Augmented reality



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Advertising Rates

Double Page Spread	\$5,950	Inside Front Cover	\$5,950
Full Page	\$3,450	Inside Back Cover	\$4,450
Half Page	\$2,450	Position Loading	+20%
Outside Back Cover	\$5,950		

Multi- booking discounts

Two editions	5%
Four editions	10%

Rates do not include GST or agency commission

Digital

Advertising is also available on the FMA website, and this can be packaged with print advertising. Ask for more information.

Website banner advertisement: \$550 per month – minimum of three months.

We accept 580 x 133px JPEG images only

Special High Impact Corporate Packages

Two very special Corporate Profile packages are available for *Facility Perspectives* clients.

The first option will provide clients with a double-page article specifically written about their company by renowned journalists. The second provides not only this double page exclusive feature but also an additional full-page advertisement (3 pages in total).

These corporate profiles will be unique. Unlike typical profiles that summarise basic background information, our profiles will have a strong focus on your company's strategic direction, how your company got to where it is, how it will get to the next key steps in its journey and, of course, a focus on your important products or services relevant to the worldwide audience.

Our profiles will tell a more sophisticated story about your company's evolution, management, operational progress and the innovative, adaptive key products and services that you provide. The profiles will be distinguished by engaging, crisp writing that

draws readers into a compelling story that encourages them to share the information with their peers.

This is how they work.

We will contact you, or a person nominated by you, to collect information through interviews and their own research, to compile a professional 1000-word profile on your company. They will collect any relevant images or data and then have the final product edited, subedited, proofread and designed into a double-page spread feature with images, which will then be submitted to you for appraisal and final approval.

The beauty of this corporate profile is that we will do most of the work, and our journalist, working with your team, will provide a fresh and vibrant view of your company, and its products and services, to a most relevant worldwide audience.

In a nutshell – they will ensure that you stand out from the crowd!

RATES

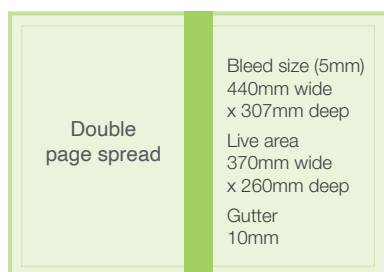
- **Option 1: Double Page Spread 1000-word profile - \$7,450 + GST**
- **Option 2: Double Page Spread 1000-word profile PLUS your full-page advertisement - \$8,950 + GST**

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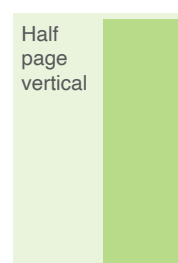
Advert dimensions (width x height)



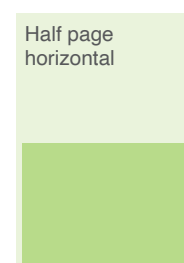
420mm x 297mm
+ 5mm bleed



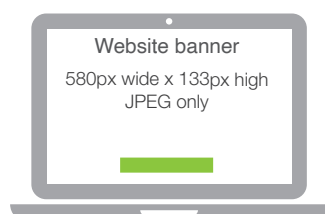
210mm x 297mm
+ 5mm bleed



85mm x 260mm



177mm x 125mm



Editorial word counts

Page size	Word count	Images
Full page	450 words (+/- 10%)	1-2 high res (300dpi)
½ page	200 words (+/- 10%)	1 high res (300dpi)

File types accepted:

- Advertisements must be supplied as press-ready high-resolution (300DPI) PDF files.
- Editorial must be supplied as a Microsoft Word file, not in the body of an email or PDF.
- Images to be supplied as high-resolution (300DPI) JPG or TIFF files. Images must not be embedded in Microsoft Word documents.
- Headshots should be supplied with an additional supporting image for editorial bookings.
- Material placed outside the live area could appear incorrectly placed and it is recommended all critical content sits within this area.
- If running heading or banner type across the gutter of a double page spread, please allow for image loss in the spine (approx 5mm gutter).

We do not accept:

- Photos, illustrations and logos as RGB pictures, JPEG compression, or embedded in Word documents.
- Images obtained from, or created for, websites.
- Software such as Corel Draw, Publisher, Microsoft Office applications; these files must be converted to PDFs.
- Spot colours (all colours to be CMYK). Executive Media will not take responsibility for any supplied spot colours appearing different in print.

Please note: printed colours may vary from how they appear on screen. Executive Media takes no responsibility for any colour discrepancy between screen and print outcomes.