

MEDIA INFORMATION 2025

- Put your brand in front
- of the largest building
- services audience
- 27,800 readers
- (ABC Audited)
- Target your digital marketing with our
- unique online tools
- Over 20,000 verified personal emails
- for direct mail
- Over 11,000 website visitors a month in 2024



MBS MEDIA INFORMATION CONTENTS

- Page 3
Introduction
- Page 4
Reader / circulation information
- Page 5
MBS Email Marketing - MBS eFocus,
MBS Insider, MBS Digital issue
- Page 6
Display rates and mechanical data
- Page 7
Front cover sponsorship
- Page 8
MBS Round Table sponsorship
- Page 9
Cost-effective marketing - Product
Review, Project Notebook, Training
& CPD Directory
- Page 10
MBS Online - banners, buttons, blogs,
white papers & hosting
- Pages 11-12
Editorial Programme and Production
Schedule
- Page 13
Contact information

MODERN BUILDING SERVICES AND YOUR BUSINESS

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

MBS offers advertisers and marketers the controlled circulation for the building services industry in the UK (27,800 ABC). Our circulation database has been developed over 20 years.

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.

And installers 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 influence on the specification and to ensure that the benefits of your (or your client's) product and brand are understood by all the professionals with influence.

Our circulation is externally audited for accuracy so you know where your budget is being spent.

ROUTES TO MARKET WITH MBS

Display advertising

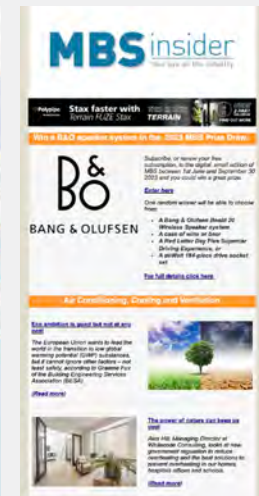


Sponsorships



Directories

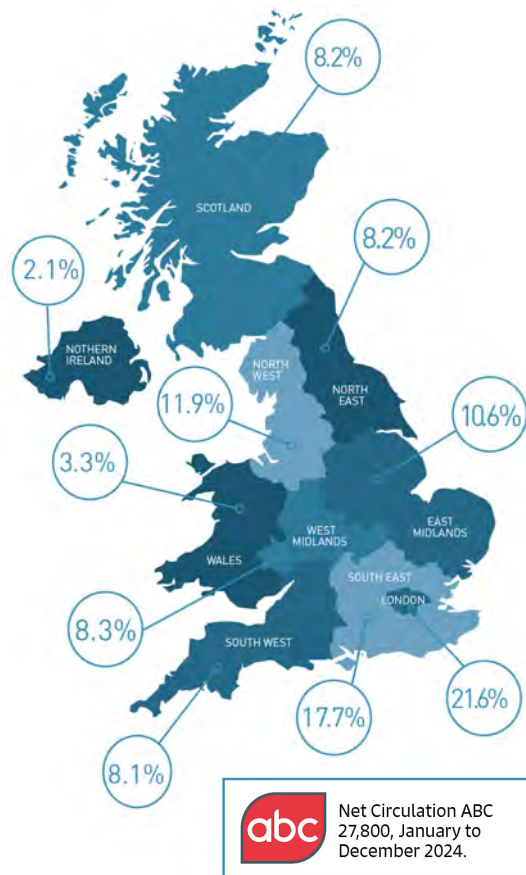
Online and email



OUR READERS – YOUR POTENTIAL BUYERS

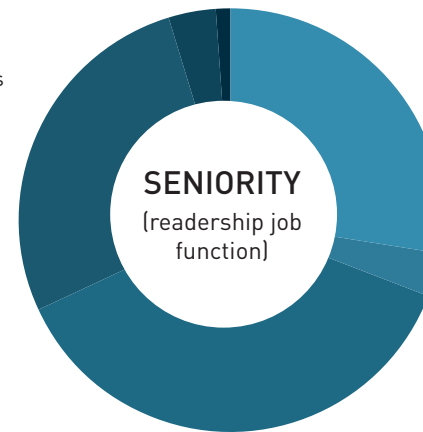
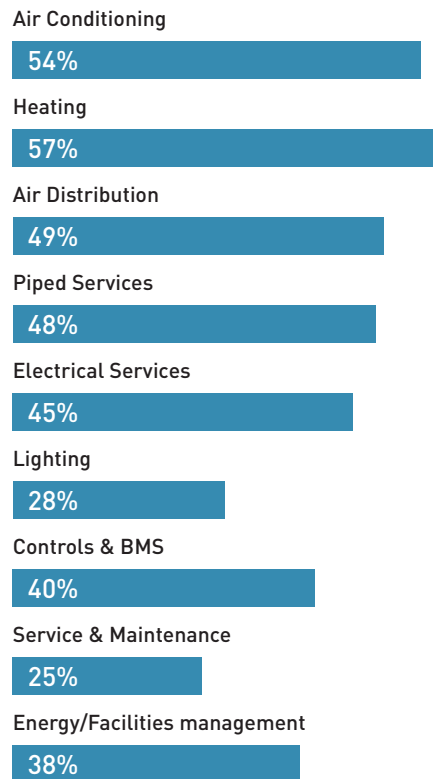
With the highest circulation of any M&E building services publication, and our reputation for highly-informed content, we put your message in front of the right people.

REGIONAL BREAKDOWN

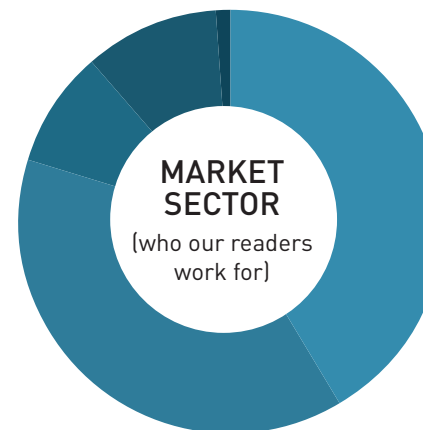
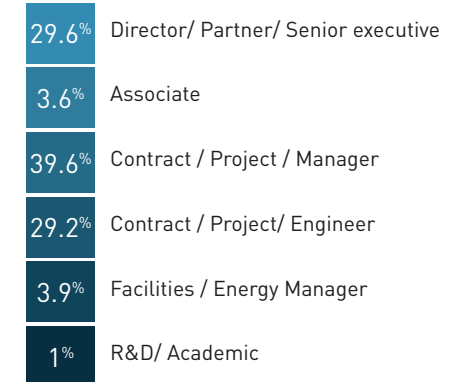


AREA OF INTEREST

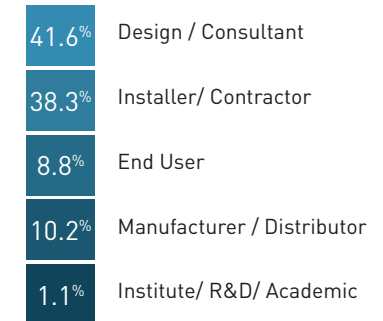
Our audience includes M&E, Commissioning, Controls and BMS, Hard FM and Energy management, and both site and remote maintenance professionals.



MBS targets a professional, white collar audience of managerial level and higher.



Our readers cover the entire industry from design and specification, through installation and commissioning to maintenance, refurbishment and management.



MBS EMAIL MARKETING

Harness the power of digital marketing with our targeted online and email audience.

MBS Insider

This editorial email is sent to our readers twice a month.


We update over 20,000 of our readers on what's hot in news, and highlight our most popular features.

Rates:

Sponsorship: £950

Top banner: £800

Middle banner: £650



MBS insider
Heating
Sponsored by **ALBION**

Albion Valves (UK) Ltd has built its reputation on quality, service, delivery, and choice. Their dedication to excellence sees them offer quality, approved products, award-winning customer service, next-day delivery and a choice of over 5,000 product lines.

When you need a complete valve solution... [ask for Albion.](#)

[Click for more](#)

Planning ahead

Innovation driven by experience.
THIS IS OUR TERRAIN

Polypipe
Building Services

MBS eFocus

Design your own email and let us send it to over 20,000 of our active readers.

We use our MBS eFocus header, so that our readers know it comes from a known and trusted source - reducing the 'spam' factor.

These emails have proved highly successful for our clients, and we ensure maximum impact by restricting our MBS eFocus mailings to only three each month.

Rate: £2,800



MBS efocus
Latest news from MBS Journal industry suppliers and experts

BAXI

The NHS is a significant energy consumer, estimated to account for 4-5% of the UK's total carbon footprint

MBS Digital Issue


Every month, we send an email to our entire database to make them aware the issue is published online.

That's over 20,000 dedicated emails.

Rate:

Sponsorship: £950

Masthead banner: £800 per month



MBS ONLINE

Web: [www.modbs.co.uk](#) Together with our Value Added Reader network, we deliver integrated content to ensure building efficiency and sustainability across the UK. [Find a Value Added Reader near you](#)

Welcome to the latest MBS digital edition

MBS
The benefits of offsite construction

At it's best, offsite construction can manufacture, transport and install on the same day. The UK tends to use offsite sub-assembly, but that's not the only option, as our cover article explains.

This issue we're also looking at retrofit, ductwork testing, the use of predictive AI to improve building health and performance, and plenty more. Read on!

[Click here to read the latest issue now.](#)

Highlights

Upping the game of predictive analytics

AI has broken through to the mainstream in the last 18 months, and the impact is being felt in Building Services.

Upping the game of predictive analytics

AI has broken through to the mainstream in the last 18 months, and the impact is being felt in Building Services.

DISPLAY ADVERTISING

Display advertising gives you the greatest impact for your brand, and at MBS we offer a range of opportunities.



DISPLAY ADVERTISING RATES

| Format | 1 issue |
|--------------------|---------|
| Double Page Spread | £5,080 |
| Full Page | £2,995 |
| Half Page | £1,797 |
| Quarter Page | £1,009 |

PREMIUM POSITION SURCHARGE

Inside Front/
Inside Back
+ 15%

Outside Back
+20%

DISPLAY MECHANICAL DATA (H X W)

| Advert Size | Bleed | Type | Trim |
|-------------------------------|-----------|-----------|-----------|
| Double Page Spread | 303 x 426 | 270 x 390 | 297 x 420 |
| Full Page | 303 x 216 | 270 x 186 | 297 x 210 |
| Half Page Vertical | 303 x 105 | 270 x 90 | 297 x 102 |
| Half Page Horizontal | 150 x 216 | 130 x 186 | 147 x 210 |
| Quarter Page Portrait | | 130 x 90 | |
| Quarter Page Horizontal Strip | 83 x 216 | 65 x 186 | 80 x 210 |

MORE

UK building services professionals than any other publication.

OVER 90%

of our readers have been involved in purchasing or specifying decisions.

Please send Pass4Press PDF's to Anne Mead-Green
Anne@portico.uk.com

LOOSE AND BOUND-IN INSERTS

A cost efficient way of promoting and circulating your company's literature to our entire circulation.

Rates on application.

FRONT COVER SPONSORSHIP

MBS front cover sponsorship associates your brand with prestigious building projects.



This is our premium communications medium which is used to dramatically raise corporate and product profile.

For examples of past front covers and content page details, please go to our digital issues archive at www.modbs.co.uk

Rates on application.

THE PACKAGE INCLUDES THE FOLLOWING:

Front Cover Photograph, together with a single company logo and strapline.

A reproduction of the front cover placed on the Comment page, together with 90 words of text and a reader enquiry number. Package can also include a page of advertorial about the front cover image.



MBS ROUND TABLE – BE A STRONG VOICE IN THE INDUSTRY

The MBS Round Table is an opportunity to co-host a lively debate with MBS, and to be seen as thought leaders in the industry.

MBS will work with you as our sponsor to devise an appropriate subject for the discussion, which is chaired by us, with you as our co-host. We will also assist with identifying interesting guests. The resulting three-page article appears in MBS.

BRINGING THE INDUSTRY TOGETHER TO DISCUSS THE TOPICS THAT MATTER

FULL sponsorship package, covering editorial, advertising and online coverage of your event.

THE SPONSORSHIP PACKAGE INCLUDES:

- Participation of a delegate at the MBS Round Table.
- Acknowledgment as sponsor at the event and within MBS.
- MBS Round Table article published within the magazine and online.
- Promotion via social media
- Full page advertisement placed strategically within MBS.

Rate: Price on application

ROUND TABLE

Who's who on the panel

Neil Thomas, Chairman of the British Fire Protection Association (BFPA), Chairman of the Fire Protection Association (FPA) and Chairman of the Fire Protection Association (FPA) and Chairman of the Fire Protection Association (FPA).

Andrew Parfitt, Associate Director (MBS), MBS.

Matthew Ryan, Managing Director (MBS), MBS.

Stuart Water, Senior Engineer (MBS), MBS.

CE marking

CE marking is a requirement for all products placed on the market in the EU. It is a declaration by the manufacturer that the product meets the requirements of the relevant EU directives. For fire alarm systems, CE marking is required for all components that are part of the system, including the control panel, the sounders, the detectors and the interconnecting cables.

NO SMOKE WITHOUT FIRE

Smoke control can be an essential part of the life safety systems in buildings, yet there is evidence that suggests systems are of variable quality. Can a new British Standard help to improve industry practices and save lives? MBS convened a roundtable to look at how BS 7344 Part 8 can make a difference, as **Andrew Parfitt** reports.

"Smoke ventilation is not identified and assessed as much as we would like as part of fire risk assessment."

Matthew Ryan

Competence

Competence is a key requirement for anyone involved in the design, installation, commissioning and maintenance of fire alarm systems. It is a requirement that is often overlooked, but it is essential for the safe and effective operation of these systems.

CE marking

CE marking is a requirement for all products placed on the market in the EU. It is a declaration by the manufacturer that the product meets the requirements of the relevant EU directives. For fire alarm systems, CE marking is required for all components that are part of the system, including the control panel, the sounders, the detectors and the interconnecting cables.

COST-EFFECTIVE MARKETING

MBS offers promotional ideas for all budgets

WHAT'S NEW

If you have a press release about a new product, an update to your technology or a project where your equipment has been used, it can be included in our What's New section, and will appear in both print and digital editions of the magazine, and in our email newsletter.

Rate: £150 per insertion

WHAT'S NEW

Allied Telesis to showcase smart networking solutions at Smart Buildings Show 2024

Allied Telesis will be exhibiting at Smart Buildings Show, 19th-20th October, CoCo, London, showcasing products and technologies providing IoT and SD-WAN-enabled solutions for enterprise, government, education and critical infrastructure customers.

Visitors to stand D18 will be able to learn about Allied Telesis' portfolio of products, technologies and managed services for smart buildings.

Allied Telesis' managed services division delivers customised, state-of-the-art IoT solutions at the edge, empowering innovation. Improving process agility and helping build a competitive advantage for customers globally.

Allied Telesis will be showcasing its end-to-end range of solutions, optimised for enterprise customers focused on high availability as well as options for customers who want the same look and feel but with a more attractive price point.

Also on the stand will be industrial solutions that are ideal for usage in lift shafts, risers and roof spaces without the need for conditioned air and wireless and security solutions with the same look and feel as the rest of the portfolio so that the customer/integrator only needs a single interface across the building/campus.

www.alliedtelesis.com/igb/en

Altecnic releases heat pump focused issue of Idronics UK

Altecnic has launched the sixth issue of its technical journal, Idronics UK. This latest edition focuses on heat pump systems, providing essential information on air-to-water heat pump design, advice on componentry and relevant updates for the industry.

The lead editorial offers detailed guidance on the design of efficient air-to-water heat pump systems. With the use of detailed diagrams, critical aspects such as system layout, component selection and performance optimisation are all discussed. Readers will benefit from expert advice on overcoming common challenges and maximising the benefits of air-to-water heat pump technology.

Throughout the new edition are a range of practical instructions for installing key components of heat pump systems. This includes step-by-step installation guides and technical focus pieces for anti-freeze valves and the Caleffi X2 dirt and air heat pump filter, both crucial for maintaining system integrity and performance.

Also included in the latest edition of Idronics UK is a range of information on Altecnic's extended product offering for heat pump solutions.

www.altecnic.co.uk/technical-fish/idronicsuk/

Baxi launches Auriga HP+ R290 (propane) high temperature commercial heat pump

Baxi has announced the arrival of its Auriga HP+ R290 (propane) high temperature air-to-water microchiller heat pump range.

The new Baxi Auriga HP+ is a natural refrigerant air source heat pump (ASHP) with excellent low Global Warming Potential (GWP) of 1 for a lower environmental impact and improved efficiency and sustainability. Capable of delivering high flow temperatures up to 80°C, the Auriga HP+ is the perfect solution for a range of demanding applications.

Easily integrated into existing heating systems, the Auriga HP+ provides greater options to overcome retrofit challenges. Its ability to achieve higher flow temperatures makes it equally suited to delivering low-carbon domestic hot water (DHW) requirements across a range of applications, from commercial buildings to heat networks and district heating schemes.

The new Auriga HP+ offers extremely high efficiencies, delivering Seasonal Coefficient of Performance (SCoP) scores of up to 5.17 at W35 and 3.36 at W55. The units are manufactured with an inverter driven scroll compressor which enables modulation down to 13%, helping to improve efficiency still further.

www.baxi.co.uk

Fujitsu launches new 'soft black' wall mount

Fujitsu General Air Conditioning UK has added a new 'soft black' version to its AIRSTAGE wall mount range that can be connected to split and multi-split systems.

Operating on lower GWP R32 refrigerant and available in capacities from 2 to 4.2kW, the new unit has a compact chassis depth of just 220mm thanks to the design of its high density microchiller heat exchanger.

Built-in Wi-Fi capability makes it controllable via the AIRSTAGE Mobile App, with service and maintenance improved due to refrigerant cycle data being displayed on a compatible wired controller.

Cooling is available between -10°C and 50°C, with heating from -15°C. The large inverter design enables the unit to achieve a Seasonal Energy Efficiency Ratio (SEER) of up to 8.4 in heating mode and a Seasonal Coefficient of Performance (SCoP) of 4.6 for cooling.

The large cross-flow fan aids efficiency and ensures effective airflow, which is achieved with quiet operating levels as low as 20dB(A) in cooling. A 20m pipe length and 10m elevation is possible on all models, which are pre-charged for 15m of pipework. This removes the potential additional installation cost of refrigerant charges on site.

www.fujitsu-general.com/uk/

MODERN BUILDING SERVICES SEPTEMBER 2024 13

TRAINING & CPD DIRECTORY

If your company offers training courses, CPD-accredited seminars, or lunch-and-learns, the MBS Training Directory is the place to let our readers know about it. Entry includes title and short details of your course as well as contact details for bookings.

Rates:

1 issue £125; 6 issues £115 each; 12 issues £100 each

MBS TRAINING DIRECTORY

| | |
|---|--|
| <p>AEME Ltd</p> <p>Course: Fire & Domestic Control Damper Installation, Testing & Maintenance Course</p> <p>This one day course covers the practical aspects of damper installation and maintenance. It includes a practical session on the installation and testing of fire and domestic control dampers. The course is accredited by the AEME (Approved Training Organisation).</p> <p>To book, go to the event page on the MBS Training Directory.</p> | <p>AEME Ltd</p> <p>Course: Electrical Control Damper Compliance</p> <p>This one day course is designed to ensure that electrical control dampers comply with the BS 5839-8 & BS 5839-9 regulations, and provides the necessary knowledge and skills to ensure compliance with the regulations. The course is accredited by the AEME (Approved Training Organisation).</p> <p>To book, go to the event page on the MBS Training Directory.</p> |
| <p>GPS AIR</p> <p>Course: CBSE has approved a course offered by GPS.</p> <p>Headport Spotter Installation (HPSI) as an advanced HPSI solution, for construction professional development (CPD) credit.</p> <p>HPSI is a complex, low energy, self-heating technology that allows for a wide range of applications. It is designed to be used in a variety of environments, from high altitude to low altitude. The system is designed to be used in a variety of environments, from high altitude to low altitude. The system is designed to be used in a variety of environments, from high altitude to low altitude.</p> <p>To learn more, visit www.gps.com</p> | <p>ENWA Water Technology</p> <p>Course: The importance of effective filtration and water treatment for heating and cooling systems</p> <p>The removal of particles and other quality issues from water is a key requirement for the efficient operation of heating and cooling systems. This course provides the necessary knowledge and skills to ensure that water is treated effectively and efficiently. The course is accredited by the CPD (Continuing Professional Development).</p> <p>To learn more, visit www.enwa.com</p> |
| <p>KEEP MOVING FORWARD WITH ALTECNIC</p> <p>Course: CPD Accredited Seminar</p> <p>Altecnic is a leading provider of heat pump solutions. This seminar provides the necessary knowledge and skills to ensure that heat pump systems are installed and maintained correctly. The seminar is accredited by the CPD (Continuing Professional Development).</p> <p>To book, visit www.altecnic.co.uk</p> | <p>WIN a Bang & Olufsen speaker system</p> <p>Which is one of the many prizes on for sale in the MBS subscriber prize draw 2024.</p> <p>To enter, visit www.modbs.co.uk/bos.php or for more details give us a ring on 01438 759000</p> |

MBS ONLINE MARKETING: BANNERS, BUTTONS, BLOGS

Quick hits to drive online awareness and engagement

BANNER RATES

Masthead banner

Seen on every page visited.
Maximum 3 rotations

Rate: £800 per month
Rate for 3 to 12 months: £661 per month

Body banner

Front page of website only. One banner per slot

Rate: £400 per month

MPU button

The button is seen on every page visited.
Maximum 3 rotations

Rate: £550 per month
Rate for 3 to 12 months: £473 per month

Banner: 728 x 90 pixels
Button: 300 x 250 Pixels
File size: No more than 1mb

SITE TAKEOVER

Rate: £1500

SPONSORED BLOGS

Our sponsored blogs combine great content with a promotional message to attract an audience and keep them engaged with your brand.

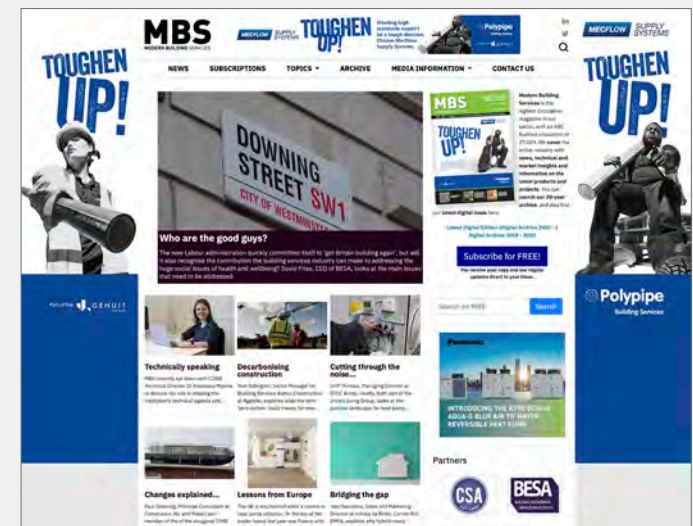
Includes link from our email newsletter.

Blog Rate: £750 per month

WHITE PAPER HOSTING

MBS can host your White Paper with a direct link from the home page of our popular website, and include a link from our regular MBS Insider Newsletter.

Rate: £750 per month



KEY FACTS

- Over 11,000 unique visitors per month in 2024.
- The largest online archive of building services content in the UK.
- Consistently high search engine rankings.

EDITORIAL PROGRAMME 2025

In 2025, MBS will continue to cover the industry as broadly as possible, with a focus on delivering intelligent, useful and interesting features for our readers. MBS covers the industry as it is, but with a careful eye on future developments to ensure our readers are ahead of the trends.



December/January

- Working buildings – maintenance, operation and refurbishment
- Vertical Focus: Data centres, hospitals and offices
- Review of the Year and looking ahead

February

- Smart Buildings
- Heating – technologies and techniques
- Security

March

- Air conditioning, cooling and ventilation
- Lighting and Lighting Controls
- Commissioning

April

- Piped services, pumps and water
- Working Buildings – maintenance, operation and refurbishment
- Vertical Focus – education and leisure

May

- Installer's View
- Electrical Services
- Smart Buildings

June

- Heating – technologies and techniques
- Vertical Focus – Retail and offices
- Solar PV

July/August

- Air conditioning, cooling and ventilation
- Working Buildings – maintenance, operation and refurbishment
- Electrical Services
- Piped services, pumps and water

September

- Solar PV
- Vertical Focus – Data centres and hospitals
- Installer's View

October

- Lighting and Lighting Controls
- Smart Buildings
- Renewable Technology

November

- Air conditioning, cooling and ventilation
- Commissioning
- Modular Buildings

December/January

- Heating – technologies and techniques
- Working Buildings – maintenance, operation and refurbishment
- Review of the Year and looking ahead

15%

of MBS readers read no other industry publication

OVER
80% OF
READERS
HAVE MADE A
PURCHASING
DECISION BASED
ON MBS
CONTENT

THE LARGEST

online archive of Building Services content in the UK

B2B success means establishing a high level of brand awareness and maintaining it. Editorial and advertising combined can play a major role in achieving this.

Editorial supported with advertising is

65%

more likely to generate direct response.

Production schedule 2025

| Edition | Deadline | Delivery |
|------------------------|---------------------|-----------------------------|
| December 24/January 25 | November 29th 2024 | Monday 30th December 2024 |
| February 2025 | December 31st 2024 | Monday 3rd February 2025 |
| March 2025 | January 31st 2025 | Monday 3rd March 2025 |
| April 2025 | February 28th 2025 | Thursday 3rd April 2025 |
| May 2025 | March 31st 2025 | Tuesday 6th May 2025 |
| June 2025 | April 30th 2025 | Tuesday 3rd June 2025 |
| July 2025 | May 31st 2025 | Friday 4th July 2025 |
| August 2025 | June 20th 2025 | Monday 4th August 2025 |
| September 2025 | July 31st 2025 | Thursday 2nd September 2025 |
| October 2025 | August 31st 2025 | Thursday 2nd October 2025 |
| November 2025 | September 30th 2025 | Tuesday 4th November 2025 |
| December 2025 | November 28th 2025 | Tuesday 30th December 2025 |

CONTACT INFORMATION

ADVERTISING AND SPONSORSHIP

Anne Mead-Green

Mob: 07930 058515

Email: anne@portico.uk.com

EDITORIAL

Tracey Rushton-Thorpe: Editor

Office: 01733 308992

Email: editorial@portico.uk.com

CIRCULATION & SUBSCRIPTIONS

David Wade

Office: 01438 759000

Mob: 0796 7973821

Email: dwade@portico.uk.com



Portico Publishing Ltd,
Manor Farm offices,
54 Doncaster Road,
Harlington,
Doncaster,
DN5 7JB
01438 759000

MBS
MODERN BUILDING SERVICES