

MEDIA INFORMATION 2026

- Put your brand in front of the largest building services audience
- 27,800 readers (ABC Audited)
- Reach our audience with Email, Webinars, Print and Online media
- Over 20,000 verified personal emails for direct mail

01438 759000

modbs.co.uk

@MBS_magazine



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For over 21 years, I have relied on Modern Building Services as a key part of my marketing strategy. For product launches, advertising, and roundtables, the publication has consistently delivered exceptional results.

The team's professionalism and friendly manner, combined with a continuously updated and highly targeted circulation, make them an invaluable partner for my campaigns.

**Donna-Marie Smith,
Strategic Applied Marketing
Manager, Kooltech**

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.

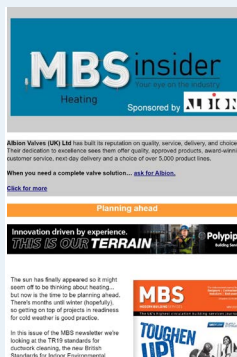
Our circulation is externally audited for accuracy so you know where your budget is being spent.

ROUTES TO MARKET WITH MBS

Display advertising



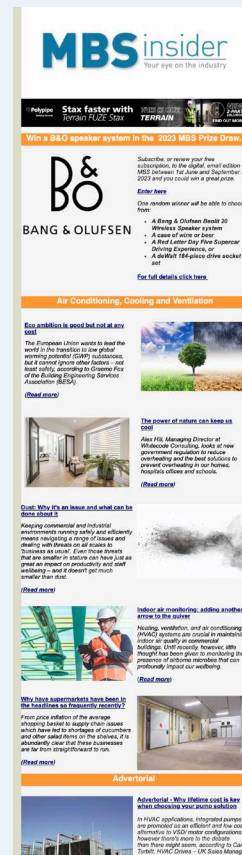
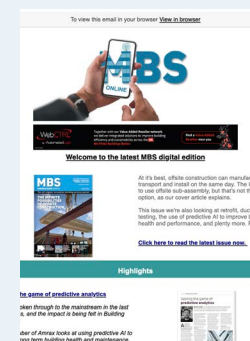
Sponsorships



Directories



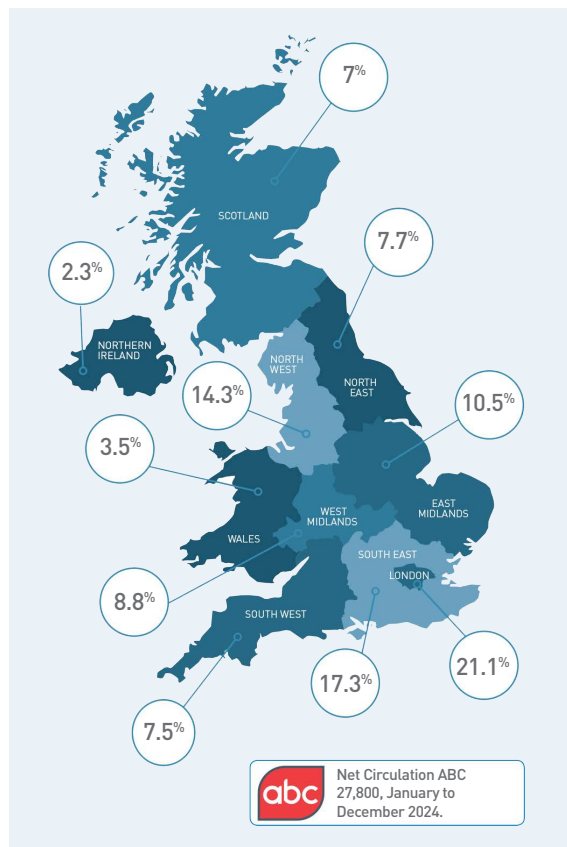
Online and email



Our readers – your potential buyers

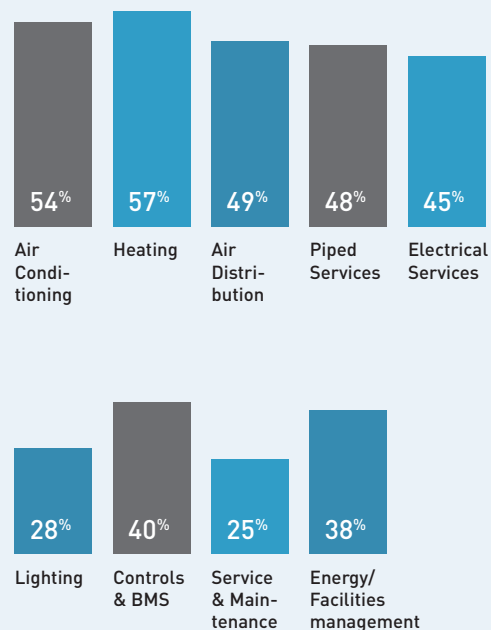
With the highest circulation of any M&E building services publication, and our reputation for highly-informed content, we put your message in front of the right people.

REGIONAL BREAKDOWN



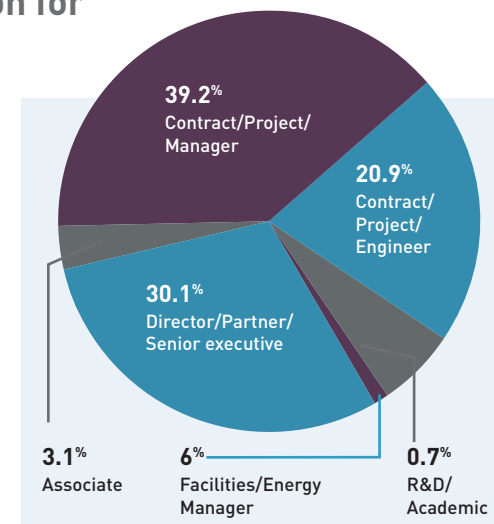
AREA OF INTEREST

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



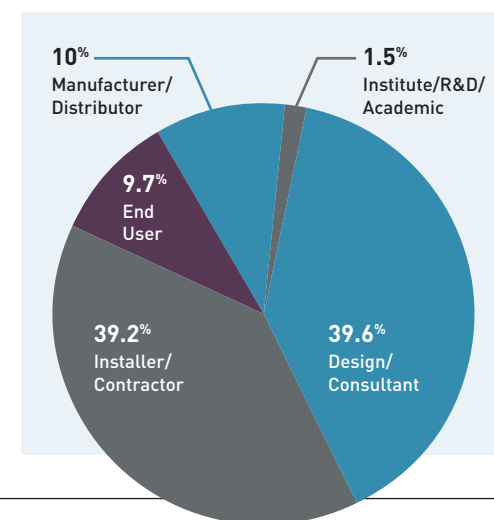
SENIORITY (readership job function)

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



MARKET SECTOR (who our readers work for)

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

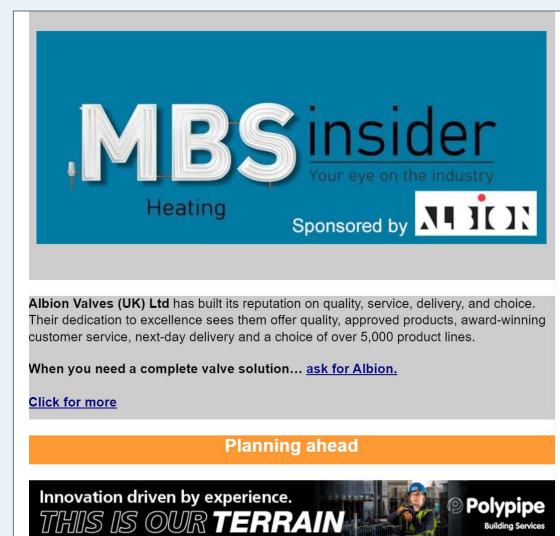
This editorial email is sent to our readers twice a month. We update over 20,000 of our readers on what's hot in news, and highlight our most popular features.

Rates

Sponsorship: **£950**

Top banner: **£800**

Middle banner: **£650**



MBSinsider
Your eye on the industry
Heating
Sponsored by **AIJ**

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.

Rates: £2,800



MBSefocus
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

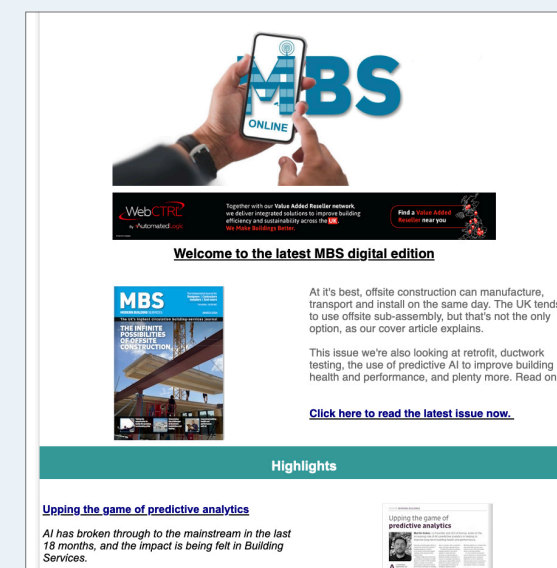
MBS Digital Issue

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.

Rates

Sponsorship: **£950**

Masthead banner: **£800 per month**



MBS
ONLINE

WebCTRL
Automated

Together with our Value Added Reseller network, we deliver integrated solutions to improve building efficiency and sustainability across the UK.

Find a Value Added Reseller near you

Welcome to the latest MBS digital edition

MBS
THE INFINITE POSSIBILITIES 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.

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.

Webinars

Webinars allow you to share expertise, foster engagement and build authority with an engaged audience, making them a great mechanism to position your company as a thought leader and develop business contacts.

MBS offers a limited number of webinar slots through the year. Based on your presentation, our editorial team will work with you to host the event and moderate audience interaction and questions.

We run a 3-week campaign to promote your webinar, composed of 2x solus emails to our entire database of over 27,000 UK-Based Building Services professionals and social media, designed to put you in front of people directly interested in what you have to say.

We also offer a service to write up your presentation as an article in a future issue of MBS.

Webinar: £6000

One-page article: £2200

Two page article: £3500



Front cover sponsorship

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



The CSA has enjoyed a highly effective partnership with MBS to promote the importance of commissioning and contributing to the increase in the association's membership.

Julie Parker
Company Secretary
CSA

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.



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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, our editor could select your news for the **Projects Notebook** and **Product Review**. Each story carries a Reader Reply number so interested potential buyers can find you easily.

Rate
£150 per insertion

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

Allied Telesis will be exhibiting at Smart Buildings Show, 9th-10th October, ExCel, London, showcasing products and technologies providing IoT and SDN-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/gb/en

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 monoblock 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 3.96 at W55. The units are manufactured with an inverter driven scroll compressor which enables modulation down to 10%, helping to improve efficiency still further.

www.baxi.co.uk



Fujitsu launches new 'soft black' wall mount

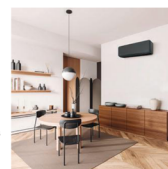
Fujitsu General Air Conditioning UK has added a new 'soft black' version to its AIRSTAGE wall mount range that can be connected to split and multi-split systems.

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 multipath 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 louvre 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/



WHAT'S NEW

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 XP 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-hub/idronicsuk/



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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.

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

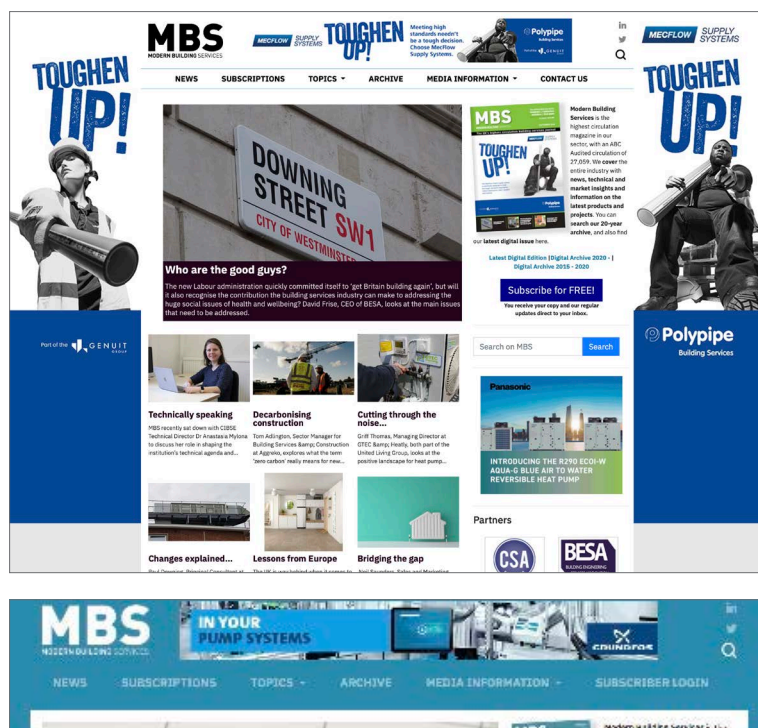
MBS TRAINING DIRECTORY

AEME Ltd Course: Fire & Smoke Control Damper Inspection, Testing & Installation Course. This one-day course is designed to ensure that designers are fully compliant with the Building Regulations, Part O (2019) requirements, and the relevant standards. The course is designed to ensure that designers are fully compliant with the Building Regulations, Part O (2019) requirements, and the relevant standards. The course is designed to ensure that designers are fully compliant with the Building Regulations, Part O (2019) requirements, and the relevant standards.	AEME Ltd Course: Kitchen Extract Cleaning Compliance. This one-day course is designed to ensure that designers are fully compliant with the Building Regulations, Part O (2019) requirements, and the relevant standards. The course is designed to ensure that designers are fully compliant with the Building Regulations, Part O (2019) requirements, and the relevant standards. The course is designed to ensure that designers are fully compliant with the Building Regulations, Part O (2019) requirements, and the relevant standards.
GPS AIR Course: CIBSE has approved a course offered by GPS AIR. The course is designed to ensure that designers are fully compliant with the Building Regulations, Part O (2019) requirements, and the relevant standards. The course is designed to ensure that designers are fully compliant with the Building Regulations, Part O (2019) requirements, and the relevant standards.	ENWA Water Technology Course: The importance of effective filtration and water treatment for heating and cooling systems. The course is designed to ensure that designers are fully compliant with the Building Regulations, Part O (2019) requirements, and the relevant standards. The course is designed to ensure that designers are fully compliant with the Building Regulations, Part O (2019) requirements, and the relevant standards.
KEEP MOVING FORWARD WITH ALTECNIC The course is designed to ensure that designers are fully compliant with the Building Regulations, Part O (2019) requirements, and the relevant standards. The course is designed to ensure that designers are fully compliant with the Building Regulations, Part O (2019) requirements, and the relevant standards.	WIN A Bang & Olufsen speaker system which is one of the many prizes up for grabs - in the MBS subscriber prize draw 2022. To enter, visit: www.modbs.co.uk/subs.php or for more details give us a ring on 01438 759000.

MBS online marketing: banners, buttons, blogs

Quick hits to drive online awareness and engagement

- 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.



BANNER RATES

Masthead banner

Seen on every page visited. Maximum 3 rotations.

Rate

£800 per month
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
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

Editorial programme 2026

In 2026, 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.



Modern Building Services reaches the largest and broadest audience in the entire UK Building Services Sector

ABC 2025

January

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

February

- Air conditioning, cooling & ventilation
- Net Zero, Renewables & Sustainability (solar PV, biomass, cool roofs, modular construction etc)
- Electrical Focus (UPS, circuit protection, wiring & cabling, cable management etc)

March

- Heating: Technologies & Techniques
- Commissioning
- Lighting & Lighting Controls

April

- Smart Buildings
- Vertical Focus: Education & Leisure
- Piped services, pumps & water

May

- Air conditioning, cooling & ventilation
- Installer's View
- Net Zero, Renewables & Sustainability (solar PV, biomass, cool roofs, modular construction etc)

June

- Heating: Technologies & Techniques
- Vertical Focus: Retail & Offices
- Fire & Security

July/August

- Smart Buildings
- Maintenance & Refurbishment
- Piped services, pumps & water
- Electrical Focus (UPS, circuit protection, wiring & cabling, cable management etc)

September

- Air conditioning, cooling & ventilation
- Net Zero, Renewables & Sustainability (solar PV, biomass, cool roofs, modular construction etc)
- Installer's View

October

- Heating: Technologies & Techniques
- Lighting & Lighting Controls
- Vertical Focus: Data Centres & Hospitals

November

- Smart Buildings
- Electrical Focus (UPS, circuit protection, wiring & cabling, cable management etc)
- Commissioning

December/January

- Piped services, pumps & water
- Maintenance & Refurbishment
- Review of the Year and looking ahead

15%

of MBS readers read no other industry publication

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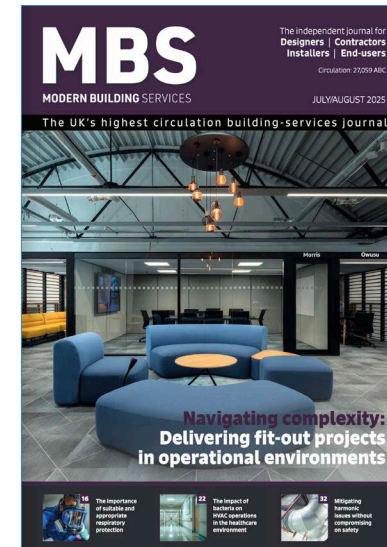
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