

BSEE

Building Services & Environmental Engineer

- ▶ Print
- ▶ Digital
- ▶ Online
- ▶ Email



**Essential reading
for
building services
professionals**

BSEE – a must for UK building services professionals!

BSEE presents the perfect marketing vehicle to reach the manufacturers, buyers and specifiers you need. Whether it is traditional display advertising, or the many digital options including all the staple sites as well as direct mail and premier sponsorship opportunities – every month whether in print or online BSEE delivers a regular, targeted and receptive audience.

BSEE covers a diverse range of topics with a busy feature schedule throughout the year. It also provides a forum for debate with up to the minute news, opinion pieces and regular columns from leading industry experts, manufacturers and industry bodies.

In such a fast moving BSEE readers need to be on top of the latest news, products, regulations and directives all of which makes BSEE essential reading for all building services professionals!

BSEE Feature Schedule 2021/22

January

Boilers & Hot Water
Chillers & Refrigerant
Energy Management and Optimisation
Facilities Management
Renewables
FOCUS: Heating & Ventilation

February

Air Conditioning, Cooling & Ventilation
Boilers & Hot Water
Building Controls & Technology
Water Treatment, Pumps & Drainage
FOCUS: Smart Buildings

March

Air Source/Ground Source heat pumps and Heat Exchangers
Data Centres & Cable Management
Electrical Services
Heating & Ventilation
Maintenance and Refurbishment

April

Air Conditioning, Cooling, & Ventilation
Combined Heat & Power
Energy Management and Optimisation
Pumps, waste management & water treatment
FOCUS: Educational Services

May

Air Conditioning, Cooling & Ventilation
Boilers & Hot Water
Combined Heat & Power
Lighting & Lighting Controls
Pipes, Valves and Fittings
Networking, Data Management and Cyber Security

June

Air Source/Ground Source heat pumps and Heat Exchangers
Building Controls
Fire, Security & Safety
Maintenance, Refurbishment & Regeneration
Pumps, Waste Management & Water Treatment

July

Air Conditioning, Cooling, & Ventilation
Boilers & Hot Water
Building Controls & Technology
Renewables
FOCUS: Domestic & Residential Living

August

Chillers & Refrigerant
Data centres & Cable management
Energy Management & Optimisation
Heating & hot water
Lighting & Lighting Controls
FOCUS: Hotels & Leisure

September

Air Conditioning, Cooling & Ventilation
Air Source/Ground Source heat pumps & Heat Exchangers
Boilers & Hot Water
Data management, Communications & Security

October

Combined Heat & Power
Fire, Security & Safety
Pumps, Waste Management & Water Treatment
Pipes, valves & Fittings
FOCUS: Lighting & Lighting Controls

November

Boilers & Hot Water
Building Controls & Technology
Electrical Services
Product Review Of The Year
FOCUS: medical & healthcare

December

Air Conditioning, Cooling & Ventilation
Chilled Ceilings & Beams
Maintenance, Refurbishment & Regeneration
Pumps, Waste Management & Water Treatment
Pipes, Valves and Fittings

Word Count & Deadlines

A full page editorial 1000 - 1200 words 300 dpi high res images x 2
Optional author bio and thumbnail.

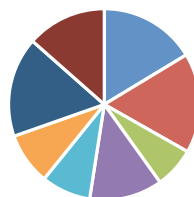
Half page 700 words one image

Deadline 5th month prior to publication



BSEE Readership Profile 2021/22

Area of Expertise



- Air Conditioning & Ventilation
 - Building Design commercial and residential
 - Health & Safety, security, fire & hazardous area
 - Boilers heating and hot water
- Building Controls & Controls
 - Energy Management
 - Water treatment, pipes, valves and fittings
 - Lighting & electrical services

Nature of Business



- Architect / Consultancy
 - Distributor/Agent
 - Industrial/Commercial/Residential User
 - Other
- Contracting Industrial/Commercial/Residential
 - Government, local authority
 - Manufacturer of Building Services Plant and Equipment

Primary job function



- Installer, specifier
 - Management
- end user
 - Project/Contracts Director/FM
 - Other
- Consulting Engineer

Contacts

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Advertisement Rates

Price per insertion excluding VAT:

Number of Insertions

Front cover & page of Advertorial

DPS

Full page

Half page

Quarter page

** All prices exclude VAT*

Per insertion

£2,550

£4,000

£2,050

£1,250

£1,075

Sizes

A3 Double Page Spread

A3 Full Page

A3 Half Page (Vertical)

A3 Half Page (Horizontal)

A3 Quarter Page

A3 Quarter Strip (horizontal)

Front Cover

Depth x Width

Bleed 386 x 566mm
Trim 380 x 560mm
Type area 357 x 543mm

Bleed 386 x 286mm
Trim 380 x 280mm
Type area 362 x 260mm

Bleed 386 x 141mm
Size 358 x 128mm

Size 175 x 260mm

Size 175 x 128mm

Size 86 x 260mm

Bleed 278 x 286
Trim 272 x 280mm

Classified Advertising

Advertorials 'What's New':

From £90 smallest size, one image up to 180 words.

Upgrade & include e-newsletter entry:

From £150, 800 words, four images and contact details

Classified entry:

From £550, per heading, per annum

Installation News:

Quarter page entry £175

Monthly E-newsletter deadline:

8th of the month for release 12th of the month.

Recruitment Advertising

Bespoke recruitment packages available with combined print and digital options starting from £500 per month

Call to discuss your individual requirements on 01622 699177

Or email: lframpton@datateam.co.uk

BSEE Digital

Online Advertising Opportunities

Prices are per month

Premium pop up site

POA

Premium peel back

POA

Top banner

£750

Carousel banner

£900

Headline banner

£750

MPU

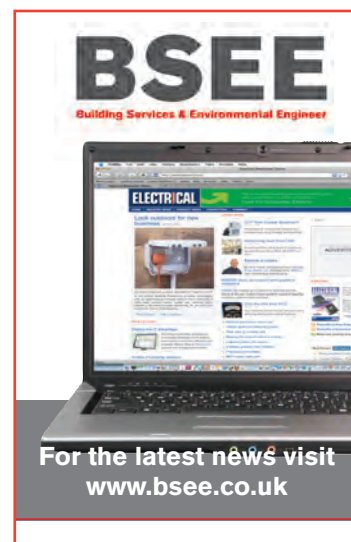
£800

Skyscraper

£750

Site takeover)

£1800



To view BSEE Website go to www.bsee.co.uk

BSEE is part of Datateam Business Media's Industrial Division which consists of a comprehensive portfolio of market-leading publications

BSEE Website Advert Specifications

All banner positions appear on all pages unless otherwise stated. Exclusive options are available on request. All dimensions are measured in pixels (width x height). All artwork must be supplied as either a static image or animated .gif file (recommended file size < 1 mb). We accept tags and HTML adverts. Flash is not supported.

Billboard: 970 x 250

Large rectangular position appearing above the website.

Leader: 970 x 90

Rectangular position that sits next to the logo above the main navbar.

Carousel: 1200 x 120

Large rectangular position that displays below the main navbar.

Sidescraper: 240 x 900 (600 x 200 for mobile insert)

Large vertical positions that fill the left and right panels outside the website. Will scroll with the website. On a mobile the Mobile Insert will display instead. This insert will be repeated down the homepage as well as above/below article pages.

Button: 120 x 90

Small box positions that appear down the left side of the website.

Skyscraper: 120 x 600

Long vertical position that appears down the left side of the website.

Headline Banner: 728 x 90

Rectangular position that displays above the headlines on the homepage. Will also appear in the middle of all articles.

MPU: 300 x 250

Boxed positions that appear down the right side of the website.

Floating Footer: 970 x 90

Long rectangular position that sticks to the footer of the browser window. Will scroll with the website.

Pop-out: 300 x 300

Boxed position that sticks to the left or right side of the browser window. Will scroll with the website.

