

# FACILITYCLEANING

## DECISIONS™

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## Audience Profile

**FACILITY CLEANING DECISIONS** is a B2B multi-channel brand serving the needs of in-house cleaning management professionals working in schools/universities, medical facilities, commercial offices and retail, government, hospitality and industrial markets.

The **FACILITY CLEANING DECISIONS AUDIENCE** includes Facilities and Building Maintenance Directors, Managers, and Supervisors, as well as Custodial , Housekeeping and Environmental Services Directors, Managers and Supervisors.

## Executive Summary

### Multi-channel brand audience reach:

	Average Audience Reach
FACILITY CLEANING DECISIONS Magazine Audience	35,500
CleanLink FCD Insider Daily eNewsletter Audience	30,000
Website – CleanLink.com (average monthly users)	110,000

### FACILITY CLEANING DECISIONS Magazine Audience

6 Issues per year

Largest Facility Cleaning Manager reach in the industry

81,650 Total Readers per copy -includes pass along readership

The Facility Cleaning Decisions audience has an average of 18 years of experience in facility management

The Facility Cleaning Decisions audience is responsible for an average of 19 buildings and 1M Sq Ft

The Facility Cleaning Decisions audience has an average of 29 people on their cleaning staff

76% of readers take purchasing action after seeing an ad in Facility Cleaning Decisions

Readers spend an average of 47 minutes with each issue

BUSINESS AND INDUSTRY	Magazine Audience Reach
Educational Buildings	12,888
Medical Buildings	9,321
Commercial Buildings	4,308
Government Buildings	4,038
Industrial Buildings	1,736
Hospitality Buildings	1,728
Retail Buildings	1,481
<b>MAGAZINE AUDIENCE</b>	<b>35,500</b>

\*All data contained in this report is the publisher's own data, including the 2023 Signet Readership Study

