

# BSEE

**Building Services & Environmental Engineer**

- ▶ Print
- ▶ Digital
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**NET  
ZERO  
2050**

**Essential reading for building  
services professionals**

# BSEE – a must for UK building services professionals!

Achieving the government's Net Zero target by 2050 will require significant reduction in carbon emissions from buildings, with building services engineers expected to play a crucial role.

They need to look at optimising HVAC systems, improving insulation, incorporating renewables and introducing smart technologies to monitor energy use.

With a revamped features list for 2023/2024, BSEE plans to zone in on the important topics of this new era of decarbonisation. Along with the busy feature schedule, it also provides a platform for debate with up to the minute news, opinion pieces and regular columns from industry experts.

Whether it's traditional display advertising, the many digital options, or the Building Services Forum, BSEE is a perfect marketing vehicle to reach a key audience including buyers and specifiers.

Keeping a 'finger on the pulse' of all the latest developments in a rapidly changing industry, BSEE is essential reading for all building services professionals.

## BSEE Feature Schedule 2023/24

### January

Boilers & Hot Water  
Heat Networks  
Industrial and Commercial Heating  
Humidification and Dehumidification  
Battery Storage and Renewable Energy  
Underfloor Heating  
FOCUS: Domestic Heating and Ventilation

### February

Air Conditioning, Cooling & Ventilation  
Boilers & Hot Water  
Facilities Management  
Net Zero & Zero Carbon Buildings  
Water Treatment, Pumps, Drainage and Piped Services  
FOCUS: Smart Buildings, Building Controls,  
Green Building Solutions

### March

Air Source/Ground Source heat pumps & Heat Exchangers  
Data Centres & Cable Management  
Electrical Services  
Heating & Ventilation  
Installers View  
Maintenance and Refurbishment  
Retrofit and Sustainable Building Design  
Sustainability

### April

Air Conditioning, Cooling, & Ventilation  
Combined Heat & Power  
Construction/Off Site Construction & Prefabrication  
Energy Management, Optimisation and Sustainability  
Pumps, Waste-Management, Water Treatment and Piped Services  
FOCUS: Educational Services

### May

Air Conditioning, Cooling, Ventilation and Air Movement  
Boilers & Hot Water  
Combined Heat & Power  
Fluid Control Solutions  
Heat Recovery  
Lighting & Lighting Controls  
Networking, Data Management and Cyber Security  
Net Zero & Zero Carbon Buildings

### June

Air Source/Ground Source heat pumps & Heat Exchangers  
Building Controls  
Humidification and Dehumidification  
Maintenance, Refurbishment & Regeneration  
Safety, Security & Fire Protection  
Waste-to-Energy Solutions & Technologies

### July

Airconditioning, Cooling, Ventilation and Air Movement  
Boilers & Hot Water  
Building Management Systems  
Construction/Off Site Construction & Prefabrication  
Plumbing, Pipework, Valves and Fittings  
Renewables  
Underfloor Heating  
FOCUS: Domestic Product Showcase

### August

Chillers & Refrigerant  
Data centres & Cable management  
Heating & hot water  
Heat Networks  
Heat Pumps  
Indoor Air Quality  
Lighting & Lighting Controls  
FOCUS: Hotels & Leisure

### September

Air Conditioning, Air Movement, Cooling and Ventilation  
Air Source/Ground Source heat pumps & Heat Exchangers  
Boilers & Hot Water  
Data management, Communications & Security  
Heating – technologies & techniques  
Installers View  
Low Carbon Solutions

### October

Combined Heat & Power  
Hybrids & Alternative Fuel Sources  
Industrial and Commercial Heating  
Pumps, Waste Management & Water Treatment  
Plumbing, Pipework, Valves and Fittings  
Safety, Security & Fire Protection  
FOCUS: Lighting & Lighting Controls

### November

Boilers & Hot Water  
Building Controls & Technology  
Domestic Product Showcase  
Electrical Services  
End-to-End Technology & Solutions  
FOCUS: medical & healthcare

### December

Air Conditioning, Cooling & Ventilation  
Building Controls and Green Building Solutions  
Chilled Ceilings & Beams  
Maintenance, Refurbishment & Regeneration  
Pumps, Waste Management & Water Treatment  
Plumbing, Pipes, Valves and Fittings  
Retrofit and Sustainable Building Design

*Word Count & Deadlines*

*A full page editorial 1000 - 1200 words 300 dpi high res images x 2*

*Optional author bio and thumbnail.*

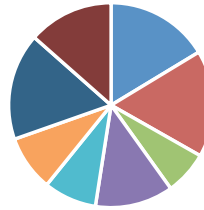
*Half page 700 words one image*

**Deadline 5th month prior to publication**

# BSEE Readership Profile 2023



## Area of Expertise



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

## Nature of Business



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

## Primary job function



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

## 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 - quarter page Product News:

£90, one image up to 250 words.

Or upgrade to include e-newsletter entry:

From £120, 800 words, four images and contact details

Classified entry:

From £550, per heading, per annum

Installation News:

Quarter page entry £175

Classified training section 125mm wide x 70mm deep:

Six months £550 and 12 months £750

## Digital Classified Advertising

E-newsletter entry only:

£90 - 800 words, 6 images, and hyperlinks

Weekly e-newsletter banner 600 x 80 pixels:

13 inserts £1200 / 26 inserts £2000 / 52 inserts £3000

E-newsletter button 120 x 120 pixels:

13 inserts £500 / 26 inserts £750 / 52 inserts £950

Monthly E-newsletter deadline:

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

Online BSEE directory:

Description under heading of your choice, company profile, micro site and links.  
Six month entry £650, 12 month entry £900

## 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

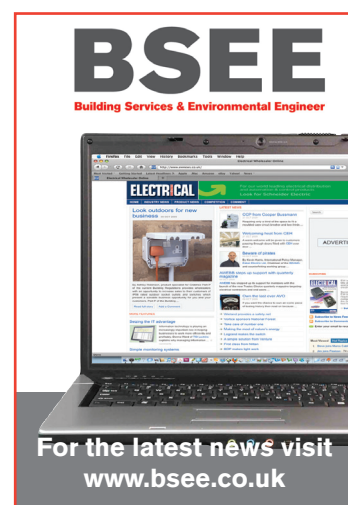
£800

Skyscraper

£750

Site takeover)

£1800



To view BSEE Website go to [www.bsee.co.uk](http://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.

