



For more information:

Eileen McMorrow

eileen.mcmorrow@mcmorrowreports.com

973.509.7277

The McMorrow Reports acquires web pioneer FMLink

New York & Washington, D.C.--January 5, 2021--FMLink Group, LLC, a leading independent digital magazine and resource for facilities managers, has been acquired by The McMorrow Reports, another independent digital resource reaching 50,000+ professionals working in facilities management, design, and planning for commercial built environments.

Since 1996, facilities managers and related professionals in the built environment have been visiting FMLink.com when it arrived as the first website for North American facilities managers. Its founder Peter S. Kimmel, a Fellow of the International Facility Management Association (IFMA), recognized the need for facilities managers to find news, product solutions, education resources, upcoming conferences and trade shows, and general facility management information on the web. Myriad monthly facilities trade magazines were serving the market, but FMLink began providing daily content. Kimmel has been instrumental in its growth into a dominant global digital resource with more than 500,000 unique website visitors annually. The FMLink Group also publishes a general weekly newsletter and four topical rotating newsletters for Furniture, Furnishings & Interiors; Operations & Maintenance; Software & Technology; and Sustainability.

McMorrow Report, LLC, is the publisher of [The McMorrow Reports Facility Management & Design Insights](http://TheMcMorrowReports.com), a digital platform dedicated to elevating the facility management profession since 2004, reaching a North American audience and more than 50,000 subscribers to its newsletters. Its site focuses on the designed and built environments in airports; commercial/office; healthcare; higher education and government, with rotating weekly newsletters serving those vertical markets in the profession. Eileen McMorrow, editor-in-chief and founder of McMorrow Report, LLC, began working with Peter Kimmel in 1989, when he was the expert contributing editor on Computer-Aided Facility Management (CAFM), and she was the managing editor at *FACILITIES Design & Management* magazine. In 1995, they collaborated in the start-up days of FMLink.com and always connected at facility management conferences.

“The facilities management profession consists of digitally savvy professionals who spend their days solving problems for their companies, organizations, hospitals or institutions while conducting long-term

planning for the future of where and how people will perform their work even now where work is largely something you do and not a place you go,” says McMorrow. “The time is ideal to bring FMLink.com into the McMorrow Reports’ brand and to share our collective internet traffic, newsletter subscribers, partners, clients, and further develop the services and reach offered by both brands.”

McMorrow, along with McMorrow Reports’ Publisher Michael Walsh, are enormously impressed by the depth and breadth of the 25 years of archived content that FMLink will continue to offer the profession. Further recognition is due to Peter Kimmel, an industry pioneer who helped manufacturers, service firms, and professional associations to understand that over time, facilities professionals, engineers, architects and designers were working online all day never far from a computer, and today, never without their mobile devices, seeking information and answers at a click.

“Although FMLink’s online traffic and newsletter readership have always been high, McMorrow Reports’ large mailing list and in-depth coverage of the verticals provide the readers with a much more comprehensive total package that they will find valuable in their work,” says Kimmel, a six-time winner of the IFMA Author of the Year Award, beginning in 1985 and most recently in 2020 with his e-book on reopening buildings safely due to the pandemic. In addition, he was the founding President of IFMA’s Capital Chapter in Washington, DC. Kimmel also says, “The new year will enable both organizations to take advantage of their complementary strengths and add features that will greatly enhance the experience for both professionals and those who wish to reach them.”

“FMLink is a perfect addition to The McMorrow Reports. In combination, we offer more content to our readers and a greater audience reach for sponsors and advertisers,” says Michael Walsh, publisher of The McMorrow Reports.

The McMorrow Reports and FMLink enjoy relationships with industry manufacturers, service providers and conferences and trade shows serving facility management and related professions. The McMorrow Reports will engage the expertise of Kimmel as the visionary for FMLink.com and as a strategic account manager engaging clients in the combined enterprise.

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