

# FIRE

The trusted voice of fire & emergency since 1908

No. 1  
in the  
UK Fire  
Sector

FIRE magazine media pack 2023

[www.fire-magazine.com](http://www.fire-magazine.com)

*'engage, inform, inspire'*



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**fire**Knowledge

Fire Knowledge Ltd,  
Blue Sky Offices Shoreham, 25 Cecil Pashley Way,  
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[www.fire-magazine.com](http://www.fire-magazine.com)

50,000 subscribers

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## About

### UK's leading Fire and Rescue Service magazine

*FIRE* magazine keeps you up to date with key developments within the sector across ten issues a year.

The trusted voice of fire and emergency since 1908, *FIRE* magazine brings you all the latest news, views, technological, legal and policy developments to affect the Fire and Rescue Service. It campaigns to improve public and firefighter safety by informing, educating, challenging and supporting fire sector progress.

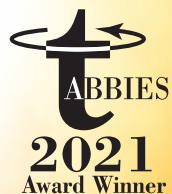
Available in print and digital format, *FIRE* magazine is the UK's only fully subscribed fire journal and is read by key thought leaders and decision makers across all aspects of the fire sector.

### Coronavirus Journalism Excellence - Best Comment winner

*FIRE* magazine's white paper, *Coronavirus: A Five-Step Reset for Fire and Emergency Leaders*, under the headline 'A new architecture for society', was awarded the *Press Gazette's* Coronavirus Journalism Excellence Best Comment - Specialist Media.

### Major international award recognition

*FIRE* magazine has won the Editor's Column Silver Award 2021 at the coveted *Tabbies* - the world's premier business publications award



## Message from the Editor

"As the journalism excellence award highlights, our correspondents and contributors provide thought provoking but impartial coverage and offer real insight into the direction the fire sector is heading

"The only fully subscribed journal for fire and rescue services with a controlled circulation that reaches all of the key decision makers, *FIRE* is the award-winning, market-leading choice of chief fire officers and leaders across the UK"

**Andrew Ledgerton-Lynch, *FIRE* magazine Editor & Managing Director**



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# **FIRE**

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## Editorial Authority and Trust

*FIRE* is the trusted voice of the UK fire sector, a position it has maintained for over 100 years. This reputation has been built on a tradition of high journalistic standards, providing readers with comprehensive, independent, serious coverage of all aspects of fire and rescue management.

### **Thought leadership**

In addition to our coverage of ongoing developments in practice, doctrine and training, *FIRE* encourages the expression of diverse points of view from respected sector commentators. *FIRE* provides a forum for different viewpoints from leading figures, regular columnists and specialist guest writers.

### **All you need is *FIRE***

The only fully subscribed journal for fire and rescue services with a controlled circulation that reaches all of the key decision makers, *FIRE* is the award-winning, market-leading choice of chief fire officers and leaders across the UK.

*FIRE* is widely regarded in the publishing industry as one of the UK's top specialist titles and is one of the world's longest running fire service magazines.

Highly valued by fire personnel around the globe in offering incisive comment and analysis and the highest standard of journalism excellence, *FIRE* has been recognised during the global pandemic in winning the *Press Gazette's* Coronavirus Journalism Excellence Award for Best Comment.

**Fifty thousand reasons why so many decision makers read and rely on *FIRE* magazine...**

- Editorial authority and trust
- Support for best practice
- Award-winning journalism
- Latest in thought leadership
- Campaigning on key issues
- A leading role in industry initiatives
- Wide industry reach
- Valuable tool for personal development



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**50,000 subscribers**



## Readership

FIRE magazine features contributions from and is read by key thought leaders and decision makers across all aspects of the fire sector:

- Members of 50+ UK Fire and Rescue Services
- Overseas fully-subscribed circulation of 17,000
- The Fire Minister and Senior Civil Servants
- CFOA's presidential team and directors
- The Fire Service College
- The Fire Sector Federation
- The Institution of Fire Engineers
- Joint Emergency Services Interoperability Programme Principles and wider blue light service leaders.

As such, your brand will benefit from an increased profile with people who make a major difference to how the Fire and Rescue Service operates across the UK and abroad.

*"FIRE provides a fantastic way to share what is happening in the Fire and Rescue Service beyond Suffolk. Every member of our service, regardless of their role, is now able to access a hard copy or digital version of FIRE.*

*"I want Suffolk colleagues to use the wide variety of Fire Service articles to help them grow and develop in their current and future roles"*

**NFCC Chair (former Suffolk CFO)  
Mark Hardingham**

## Reach

### MAGAZINE

Print and digital format  
10 issues per year  
Fully subscribed circulation  
50,000

### WEBSITE

News updated daily  
Average monthly unique  
users 5,851  
Average monthly  
pageviews 9,790

### SOCIAL MEDIA

Twitter 11,700 followers  
Facebook 1,450 likes

### EMAIL COMMUNICATIONS

Newsletter published  
monthly  
1,158 newsletter subscribers

## Events

### Excellence in Fire & Emergency Awards

Every year emergency service chiefs, their teams and services, suppliers and industry supporters get together at the prestigious One Great George Street, London, to recognise and celebrate the achievements of the fire and emergency services. The Excellence in Fire & Emergency Awards applaud innovative working practices, influential leadership, forward-thinking projects and commitment to the values of the fire and emergency services.



### Why sponsor the Excellence in Fire & Emergency Awards?

- Have your brand aligned with one of the most prestigious awards ceremonies in the fire and emergency services
- Attend the event itself and be there to celebrate the achievements of the fire and rescue services
- Network with fire services and other organisations at the awards ceremony and lunch
- Have your company logo on all the promotional material before and after the event
- Show your support for best practice within the fire and emergency services

### Briefings and training events

Fire Knowledge runs a series of high-level strategic fire briefings and training courses for the fire and rescue sector, offering unique sponsorship opportunities.

*“The fire and rescue services and its dedicated and talented personnel play an outstanding role in ensuring public safety in this country in terms of both prevention and emergency response.*

*“The FIA and its FIRESA Council are proud to support the Excellence in Fire & Emergency Awards which highlight the achievements of those individuals and teams at the very pinnacle of this vital public service”*

FIA

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## Leave a lasting impression with *Fire Knowledge*

*Fire Knowledge* is a bespoke individual fire industry supplier journal, circulated with *FIRE* magazine to over 50,000 digital subscribers

Maximise your coverage and reach with a year's worth of editorials and advertisements in *FIRE* magazine, and at the end of the year, your content will be collated and issued as a standalone edition – *Fire Knowledge* – offering unique fire industry insight

This bespoke package is designed to meet your needs so we offer a flexible approach to however you would like to represent your company, whether that be through company profiles, technology focuses, interviews, thought leadership pieces and advertising across the ten issues of *FIRE* magazine throughout the year.

Your own bespoke issue of *Fire Knowledge* is bound to leave a lasting impression across the fire sector.

### The ultimate advertising solution for the fire sector

What you'll get with *Fire Knowledge*:

- Bespoke individual fire industry supplier edition
- A year's worth of editorials and advertisements in *FIRE* magazine
- Generate your own copy or work alongside our award-winning correspondents
- Reach over 50,000 fire and rescue personnel
- Flexible, tailor-made solutions to suit your advertising needs



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50,000 subscribers



## Print advertising rates

Insertions	DPS	OBC	IBC	IFC	Full Page	½ Page	⅓ Page	¼ Page
1	1,995	1,895	1,850	1,850	1,795	1,150	POA	500

## Other Promotional Opportunities

Flip Covers, Front covers, Gatefolds, Magazine supplement, Bespoke Packages. Prices and availability available on request

## Website advertising

Position	Price	Specification
Leaderboard	£750 p/m	728 x 90 for desktop and tablet, 320 x 100 for mobile
Skyscraper	£600 p/m	120 x 600 for desktop and 728 x 90 for tablet

There are a number of other digital options available, please contact Beverley Rees for more information

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## Print advert specifications

### DPS

Bleed size: depth 303mm x width 426mm

Trim size: depth 297mm x width 420mm

Text safe area: depth 261mm x width 400mm

### Full Page

Bleed size: depth 303mm x width 216mm

Trim size: depth 297mm x width 210mm

Text safe area: depth 261mm x width 190mm

### Half Page - Vertical

Bleed size: depth 303mm x width 109mm

Trim size: depth 297mm x width 103mm

Text safe area: depth 261mm x width 87mm

### Half Page - Horizontal

Bleed size: depth 152mm x width 216mm

Trim size: depth 146mm x width 210mm

Text safe area: depth 128mm x width 190mm

### Third Page - Vertical

Bleed size: depth 303mm x width 78.5mm

Trim size: depth 297mm x width 72.5mm

Text safe area: depth 261mm x width 65mm

### Quarter - Vertical

Size: depth 128mm x width 87mm

Bleed: None needed

### Quarter - Horizontal

Size: depth 61mm x width 185mm

Bleed: None needed

## Artwork

Artwork must be supplied prior to artwork/copy deadline by email to [beverley.rees@fireknowledge.co.uk](mailto:beverley.rees@fireknowledge.co.uk) as either Press Quality pdf or jpeg files with all fonts and high-resolution images included.

Minimum image resolution is 300dpi and it must be prepared for CMYK.

**Bleed ads must have a 3mm bleed added to all sides.**

Issue	Artwork/Copy deadlines
December/January 2023	13th December 2022
Feb 2023	20th January 2023
March 2023	20th February 2023
April 2023	20th March 2023
May 2023	20th April 2023
June 2023	20th May 2023
July/August 2023	20th July 2023
September 2023	20th August 2023
October 2023	20th September 2023
November 2023	20th October 2023

## Forward features 2023

Issue	Features
December/January	Roundup of 2022/Excellence in Fire & Emergency Awards
February	Personal Protective Equipment
March	Smoke Alarms and Sprinklers
April	Technology & Innovation
May	Training
June	Personal Protective Equipment
July/August	Climate Change
September	Emergency Services Show Roundup
October	Personal Protective Equipment
November	Vehicles & Ancillary Equipment
December/January	Roundup of 2023/Excellence in Fire & Emergency Awards

**Advertising copy deadline is the 20th of the preceding month**

**Editorial Deadline is the 15th of the preceding month.**



### Contact details

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