

FIRE

The trusted voice of fire & emergency since 1908

No. 1
in the
UK Fire
Sector

FIRE magazine media kit 2018

www.fire-magazine.com

About

FIRE magazine brings you the latest news, views, technological, legal and policy developments to affect the Fire and Rescue Service

FIRE magazine is NO. 1 title in UK Fire Sector

Readership

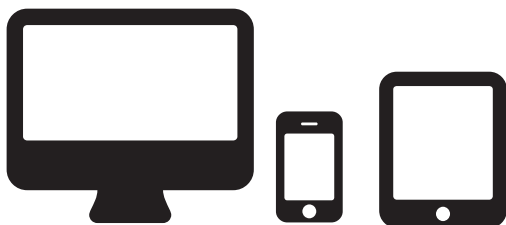
FIRE magazine features contributions from and is read by key thought leaders and decision makers across all aspects of the fire sector:

- The Fire Minister and Senior Civil Servants
- CFOA's presidential team and directors
- The Fire Service College
- Members of 50+ UK Fire and Rescue Services
- 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.

Digital presence

In addition to our sector leading printed magazine, **FIRE** has an established website, online suppliers guide, jobs board and weekly e-newsletter allowing you to reach the correct audience for your brand.



Targeted web adverts or emails, to ensure your message reaches the precise audience at the right time.

Weekly e-newsletters to entire **FIRE** database, allowing you to deliver your message directly to potential users' inboxes.



FIRE magazine has a strong social media presence with a combined following of nearly 11,000 contacts across social media channels on twitter, facebook and LinkedIn.



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Fire Sector

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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
Prices and availability available on request

Print advert specifications

DPS

Bleed: depth 303mm x width 426mm
Trim: depth 297mm x width 420mm
Type area: depth 261mm x width 400mm

Full Page

Bleed: depth 303mm x width 216mm
Trim: depth 297mm x width 210mm
Type area: depth 261mm x width 190mm

Half Page - Vertical

Bleed: depth 303mm x width 109mm
Trim: depth 297mm x width 103mm
Type area: depth 261mm x width 87mm

Half Page - Horizontal

Bleed: depth 152mm x width 216mm
Trim: depth 146mm x width 210mm
Type area: depth 128mm x width 190mm

Third Page - Vertical

Bleed: depth 303mm x width 78.5mm
Trim: depth 297mm x width 72.5mm
Type area: depth 261mm x width 65mm

Quarter - Vertical

Bleed: None needed
Type area: depth 128mm x width 87mm

Quarter - Horizontal

Bleed: None needed
Type area: depth 61mm x width 185mm

Website advertising

| Position | Price | Specification |
|---------------|----------|---------------|
| Banner advert | £750 p/m | 728 x 90 px |
| Tower advert | £600 p/m | 120 x 600 px |

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

Leaderboards need to be provided in two sizes: 728x90 for desktop and tablet and then 320x100 for mobile.
Also please note that for a Tower advert, we need your artwork in three different sizes: 120x600 for desktop, 728x90 for tablet and 320x100 for mobile.

Artwork

Artwork must be supplied prior to artwork/copy deadline by email to beverley.rees@pavpub.com as either pdf, jpeg or tiff files with all fonts and high-resolution images included. Minimum 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

| | |
|-----------------------|---------------------|
| March 2018 | 20th February 2018 |
| April 2018 | 20th April 2018 |
| May 2018 | 20th April 2018 |
| June 2018 | 20th May 2018 |
| July/August 2018 | 20th July 2018 |
| September 2018 | 20th August 2018 |
| October 2018 | 20th September 2018 |
| November 2018 | 20th October 2018 |
| December/January 2019 | 8th December 2018 |
| Feb 2019 | 20th January 2019 |

E-newsletter sponsorship

| | | |
|---|--|------|
| Monthly sponsorship of email newsletter | Includes 4 weekly newsletters with banner advert at top of the page and a press release in each newsletter | £650 |
|---|--|------|

Contact Beverley Rees for more personalised packages.

Job Adverts

Advertise ANY fire related job or course vacancies on our jobs board to the best jobseekers and candidates from across the emergency services sector with **FIRE**.

As a featured recruiter you will have access to our full CV database of jobseekers who will be directly emailed with your job if it fits their experience and preferences.

To recruit quickly and easily, simply send us your brief and we will do all the hard work for you.

Your job will also feature in our weekly e-bulletin which is sent to our database of all key emergency services contacts.

Online Job Adverts - £500 until job is filled.

Contact details

Beverley Rees

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