

FIRE

The trusted voice of fire & emergency since 1908

No. 1
in the
UK Fire
Sector

FIRE magazine media kit 2019

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

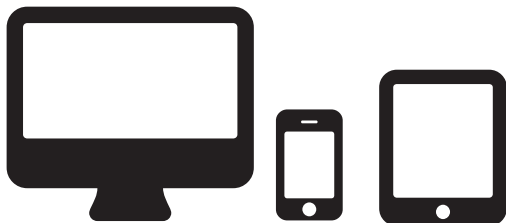
FIRE magazine features contributions from and is read by key thought leaders and decision makers across all aspects of the fire sector:

- 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 and jobs board allowing you to reach the correct audience for your brand.



We can offer targeted web adverts to ensure your message reaches the precise audience at the right time.



FIRE magazine has a strong social media presence with a combined following of nearly 13,000 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.
Tower adverts are only available as desktop (120x600) - and not available for tablet or 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

December/January 2019 8th December 2018

Feb 2019 20th January 2019

March 2019 20th February 2019

April 2019 20th March 2019

May 2019 20th April 2019

June 2019 20th May 2019

July/August 2019 20th July 2019

September 2019 20th August 2019

October 2019 20th September 2019

November 2019 20th October 2019

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.

Online Job Adverts - £300 until job is filled.

Contact details

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