

FIRE

The trusted voice of fire & emergency since 1908

No. 1
in the
UK Fire
Sector

FIRE magazine media kit 2020

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
- CFO'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 and online suppliers guide allowing you to reach the correct audience for your brand.

NO COMPROMISE NEEDED

The new Xenon range of firefighter protective clothing.

Only the unique 'free movement' cut of the new Xenon range delivers maximum comfort with minimum bulk. Inspired by premium outdoor equipment and available in specific male and female designs.

BALLYCLARE

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.



FIRE Focus on Emergency Services Show

The trusted voice of fire & emergency since 1908

September 2019

New publisher for FIRE magazine

fireKnowledge

Why is it so hard to be good?

Fire risk dilemma: Postcode lottery or national standards?

Bristol Uniforms - suited for the job

FIRE Focus on Training & Development

The trusted voice of fire & emergency since 1908

April 2019

Service unites to show its worth

Lincolnshire leads the way

Primetech delivers technology when you need it most

MultiNet DIMENSION

MultiPod

www.fire-magazine.com



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

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

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

Artwork

Artwork must be supplied prior to artwork/copy deadline by email to 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 2020 13th December 2019

Feb 2020 20th January 2020

March 2020 20th February 2020

April 2020 20th March 2020

May 2020 20th April 2020

June 2020 20th May 2020

July/August 2020 20th July 2020

September 2020 20th August 2020

October 2020 20th September 2020

November 2020 20th October 2020

Contact details

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fireKnowledge

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