

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

'engage, inform, inspire'



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fireKnowledge

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www.fire-magazine.com

50,000 subscribers

FIRE

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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 OBE,
***FIRE* magazine Editor & Publisher**



"Excellent webinar, one of the most informative I have been on for a very long time, thank you"

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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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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."

**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

www.fire-magazine.com

50,000 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

FIRE

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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



www.fire-magazine.com

50,000 subscribers



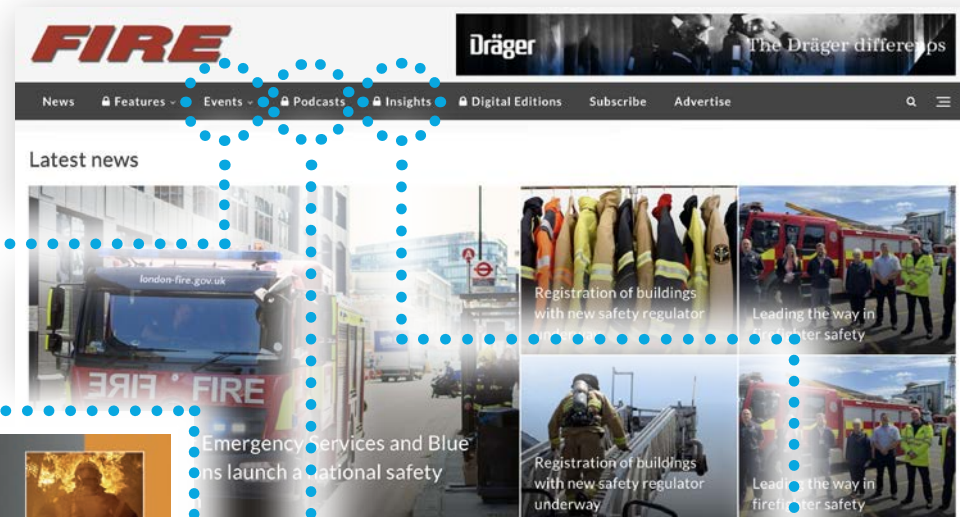
We're delighted to announce a brand-new website for *FIRE* magazine

This exciting new website provides useful content, analysis, digital resources, and much more to support all fire professionals with their professional development. News articles and selected resources are available for all to explore on the new *FIRE* magazine website. All other content will only be available to *FIRE* magazine subscribers.

Subscribers get exclusive benefits, including:

- *FIRE* magazine features in one place, searchable by author, category and keywords
- Digital resources such as white papers and digital issues
- Author commentary
- Webinar recordings on key industry topics
- Regular podcasts and conversations from Editor Andrew Ledgerton-Lynch OBE with leading fire sector figures

If you're not yet a subscriber but want to have access to all these benefits, subscribe today!



Measurable results

We provide detailed analytics and performance reports to track the impact of your advertising campaign. You will have access to key metrics such as impressions, click-through rates, and engagement levels, allowing you to evaluate the effectiveness of your investment.

Print & Digital Magazine

FIRE magazine offers a unique platform to showcase your products and services to a targeted audience – *FIRE* provides readers with high quality content focused on the latest trends, innovations and insights in the fire sector.

Interviews, podcasts and webinars with leading Fire and Rescue Service leaders means fire-magazine.com is the go-to resource for all fire personnel and the subscription journal of choice for the majority of UK fire and rescue services and a growing list of international organisations.

Multi-Channel Promotion

In addition to the print edition, our magazine maintains a robust online presence through our website, social media platforms, and email newsletters. Your advertisement will be featured across these channels, maximizing your reach and visibility.

Testimonial

“Having worked in the UK fire sector for almost 35 years and subsequently launching my own company, the importance of being able to access and showcase our solution and our thinking behind it was vital to the growth and success of iTrackPPE.

I was fortunate to have previously worked with *FIRE* Magazine and it is through this relationship I told them about my post-retirement plans to start iTrackPPE.

From this point onwards the team have been nothing but supportive, flexible and generous with their time and resources, which has assisted me in multiple ways.

Their knowledge and expertise in how and where to focus available investment into marketing, brand awareness and ‘thought leadership’ articles have been invaluable and definitely guided iTrackPPE as a company in raising our profile and establishing us as a recognised and trusted brand.

The reality of starting a company is quite daunting, with cashflow being a constant balancing act. It presents a dilemma of where and when is the best time to invest in marketing?

However, this is one aspect of growing iTrackPPE that has not been an issue, because as soon as I shared my idea to create the company, the *FIRE* Magazine team provided me with a bespoke package outlining the type and focus point of each individual article and advertisement.

Alongside this they offered a payment plan which recognised the challenges of cashflow within a startup SME and allowed us to move from pre revenue to trading before being invoiced.

Fourteen months on we’ve secured our first 5-year contract with Capita Business Solutions providing the Fire Service College with RFID enabled asset management of their PPE, operational equipment and breathing apparatus.

FIRE Magazine’s international reach has resulted in us finalising agreements in new territories with well-established international suppliers in the Middle East, New Zealand and Australia to sell iTrackPPE.

These opportunities being directly related to us having a presence in the *FIRE* and *Fire International* magazines.

Without the level of support and investment from the *FIRE* Magazine, iTrackPPE would have struggled to realise the level of marketing and brand awareness we’ve achieved.”

iTrack PPE



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

Contact details

Beverley Rees

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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 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 2024	13th December 2023
Feb 2024	20th January 2024
March 2024	20th February 2024
April 2024	20th March 2024
May 2024	20th April 2024
June 2024	20th May 2024
July/August 2024	20th July 2024
September 2024	20th August 2024
October 2024	20th September 2024
November 2024	20th October 2024



Forward features 2024

Issue	Features
December/January	Roundup of 2023/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 2024/Excellence in Fire & Emergency Awards

Advertising copy deadline is the 20th of the preceding month

Editorial Deadline is the 15th of the preceding month.

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