

# FIRE

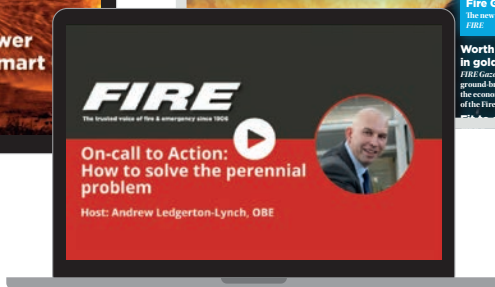
The trusted voice of fire & emergency since 1908

No. 1 in the  
UK Fire Sector

FIRE magazine media pack 2024

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

*'engage, inform, inspire'*



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

38,000 subscribers

## About

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

*FIRE* magazine keeps you up to date with key developments within the sector across four 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 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**

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

## *FIRE's Digital Service*

The digital service will begin in the new year with the launch of the *FIRE Gazette*, a regular update providing multi-media content for all personnel through video, podcasts and audio commentary.

The *FIRE Gazette* will focus on content that *FIRE* magazine excels in producing, from white papers offering deep dives and potential solutions to fire sector challenges, to investigative reports on key issues of the day. Contributions from fire sector leaders will be accompanied by audio commentary, and interviews with contributors will provide a high-level overview of contributions, to make sure all personnel can benefit from subscribing to *FIRE* magazine.

Subscribers will receive quarterly digital-only editions of *FIRE* magazine (March, June, September and December) and will have unlimited access to all articles, resources and all issues of the *FIRE Gazette* at [fire-magazine.com](http://fire-magazine.com)

## *FIRE Gazette*

The *FIRE Gazette* is a condensed version of *FIRE* magazine, containing all of the best bits, and will be sent out to all subscribers – 38,000 UK subscribers, 15,000 world-wide) by email on the months the magazine does not appear (January, February, April, July, August, October and November).

The *FIRE Gazette* differs from the magazine in being entirely multi-media driven, with audio and video links to articles to cater for the neurodiverse learning styles of fire and rescue personnel.

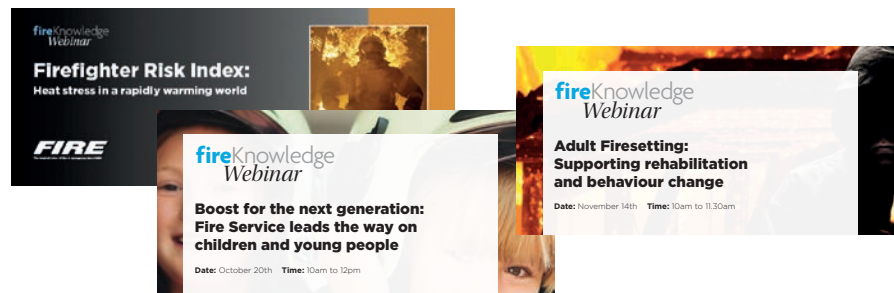
Subscribers will receive the digital *FIRE Gazette* – keeping personnel up to date with latest developments including podcasts, webinars, video and audio content, plus a rich seam of resources by our award-winning team of journalists including special investigations, Fire Knowledge Insights papers, and commentary.





## Webinars

*FIRE* magazine's webinars are free live and accessible to replay for subscribers providing in-depth analysis and expert insight on a wide range of fire sector issues from children and young people to recruiting and retaining on-call firefighters. The acclaimed Firefighter Risk Index series focuses on safety issues covering heat stress, decontamination, wildfire and resilience.



## Podcasts

*FIRE*'s podcasts are free to access with full length editions available exclusively to subscribers. Featuring fire sector experts and leaders, *FIRE* podcasts with Editor Andrew Ledgerton-Lynch cover everything from lithium-ion battery storage to the state of the fire nation.



## Insights

*FIRE* magazine is pleased to offer regular insights available exclusively to *FIRE* magazine subscribers. Offering expert analysis, Fire Knowledge Insights papers feature in-depth commentary on everything from fire sector technology and innovation to firefighter safety, culture and wellbeing.

Go to [www.fire-magazine.co.uk/insights](http://www.fire-magazine.co.uk/insights) to browse the digital editions, then click on an issue to sign in or subscribe. You can then view online and download your own copy.

**To sponsor a webinar, podcast or Fire Knowledge Insight white paper contact Cathy Clark for more information**



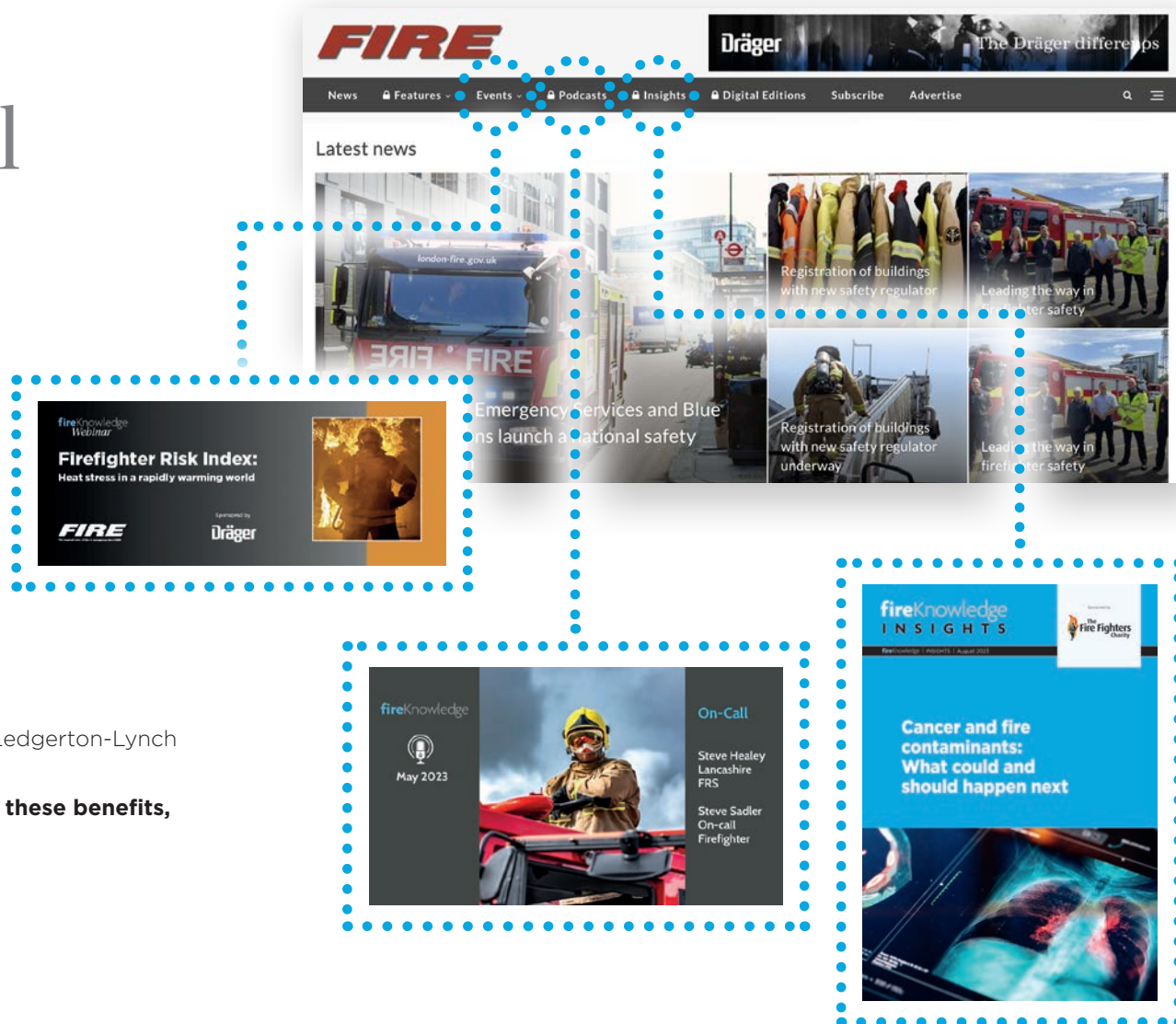
# *FIRE* magazine's multi-media digital resource

This exciting 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!**



# Meet our Editorial Contributors

**Informing, engaging and inspiring...**

## Senior Correspondent Tony Prosser



Tony served 30 years in the Fire and Rescue Service in Wales, Thames Valley and West Midlands Fire Service including 23 years in tactical and strategic command roles. In recent times, Tony introduced the University of Wolverhampton Fire and Rescue Degrees programmes in 2010 and is a course leader. He is also a joint director of Artemis Training and Development Limited, which specialises in FRS incident command training in the UK.

Tony has co-authored *Fire and Incident Command: A practitioner's guide* and *The Grenfell Tower Fire: Benign neglect and the road to an avoidable tragedy*.

Tony is a Fellow of the Institution of Fire Engineers and is *FIRE*'s longest serving active correspondent, having contributed since 2003.

## Features Editor Lorna King



Lorna is a freelance writer who has been contributing to *FIRE* magazine since 2020. Her specialist area is primarily health, fitness and wellbeing and her varied content is keenly focussed on inspirational stories within the Fire and Rescue Service. She has explored themes of personal resilience, extreme endurance challenges and the scientific monitoring of contaminants, as well as offering

professional health and fitness advice tailored to our firefighters.

Lorna's mixed British and Indian ethnicity has also inspired her to write for *FIRE* about equality, diversity and inclusion. She will continue to follow and welcome any news in this key area from fire and rescue services across the UK.

As Features Editor for *FIRE*, Lorna is continually searching for engaging and inspiring stories of personal growth and development throughout the service.

## Communications Correspondent Andrew Chilvers



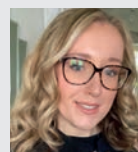
Andrew started his career on the *Middle East Economic Digest* at Emap during the first Gulf War. He later worked at the *Financial Times* and for Daily Mail Group as Night

Duty Editor at Teletext.

He also worked abroad for many years in Hong Kong on the *South China Morning Post* and in Vietnam as an editor and foreign correspondent for Australian Consolidated Press. Back in Europe he joined the *Warsaw Business Journal* as Managing Editor, also overseeing its sister publications in Prague and Budapest.

On his return to the UK, Andrew was Editorial Director at former *FIRE* magazine owner Pavilion Publishing where he first worked with the *FIRE* team.

## Fire and Rescue Correspondent Sophie Whitfield



Sophie leads communications for Surrey Fire and Rescue Service and has worked within this industry since 2016. Her work particularly focuses on reputational management, crisis and change

communications. As *FIRE* magazine's Fire and Rescue Correspondent, Sophie liaises with communications teams throughout the country to enable more industry-led news and sector learnings to be shared.

## Science and Technology Correspondent Dr Dave Sloggett



Dr Dave Sloggett has a long career in science and technology at the forefront of exploiting new technologies in operational situations. He led teams deploying ANPR in the 1980s, built solutions using machine learning techniques in the 1990s and developed new ideas for sensor-processing systems. Since 2010 he has been at the forefront of Oxford University's attempts to exploit innovations in the field of AI and machine learning as a Visiting Fellow.

## Fire Sector Comment

Featuring Her Majesty's Chief Inspector of Constabulary and Fire and Rescue Services Andy Cooke

Chair of the National Fire Chiefs Council Mark Hardingham

Chief Executive of the Institution of Fire Engineers Steve Hamm

plus many more



# 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 15,000
- 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 digital version of FIRE."*

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

# Reach

## MAGAZINE

More than

**38,000**  
fully subscribed  
circulation

## WEBSITE

**9,790**  
Average monthly  
page views

## SOCIAL MEDIA

**11,700**  
followers

**1,450**  
likes

**1,000**  
members

## EMAIL COMMUNICATIONS

**1,158**  
newsletter  
subscribers



## 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.

## 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 digital 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**



# 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*

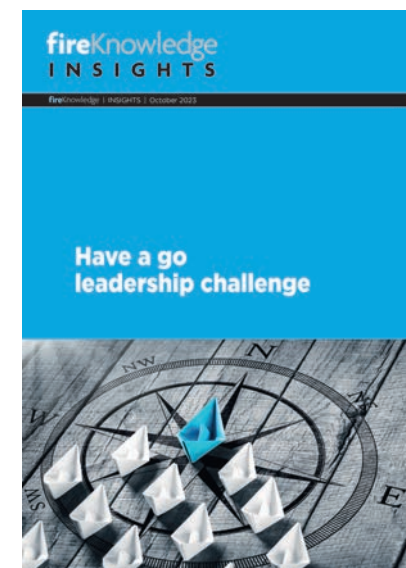
The only fully subscribed journal for fire and rescue services with a controlled circulation that reaches all of the key decision makers, *FIRE* is the award-winning, market-leading choice of chief fire officers and leaders across the UK.

*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.

### Thirty-eight 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



## Award Ceremonies

### **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.



6 December 2024

*"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 is 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



# Award Ceremonies

## **Global Search & Rescue Excellence Awards**

Fire Knowledge, the publisher of *FIRE* magazine and organiser of the Excellence in Fire & Emergency Awards, in partnership with the Institute of Search and Technical Rescue, is pleased to introduce this brand-new awards for 2024 which will showcase the close global community of search and rescue responders and recognise individual, team and organisational excellence.

The Global Search & Rescue Excellence Awards recognise and celebrates the achievements of search and rescue teams, volunteers, organisations and suppliers who work so tirelessly to ensure we can respond in someone's moment of need.

The event celebrates those from around the world who have shown unstinting dedication to the search and rescue community and for teams and individuals who have really made a difference.



### **Why sponsor the Global Search & Rescue Excellence Awards?**

- Be part of the inaugural annual awards from *FIRE* magazine and have your brand aligned with one of the most prestigious awards ceremonies in the fire and emergency services
- You can attend the event itself and be there to celebrate the achievements of the international search 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 international search and rescue services

*"From our own experience, we know that the activities of search and technical rescue are often undertaken through a selfless devotion to duty. Those choosing to work or volunteer in these activities do so for the good of others and rarely seek recognition for their actions. Therefore holding an event that recognises the outstanding contribution of individuals, teams and organisations, who often risk their own lives and comforts for the good of others is invaluable and one in which we are delighted to be a partner."*

**David O'Neill MBE, Operations Director of the Institute of Search and Technical Rescue**



# Leave a lasting impression with *Fire Knowledge*

*Fire Knowledge* is a bespoke individual fire industry supplier journal, circulated with *FIRE* magazine to over 38,000 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 four 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 38,000 fire and rescue personnel
- Flexible, tailor-made solutions to suit your advertising needs





## Magazine advertising rates

Insertions	DPS	Full Page	½ Page	¼ Page
1	£1,000	£700	£500	£300

Print copy available on request

## Fire Gazette advertising rates

Insertions	Front Cover	Back Cover
1	£700	£500

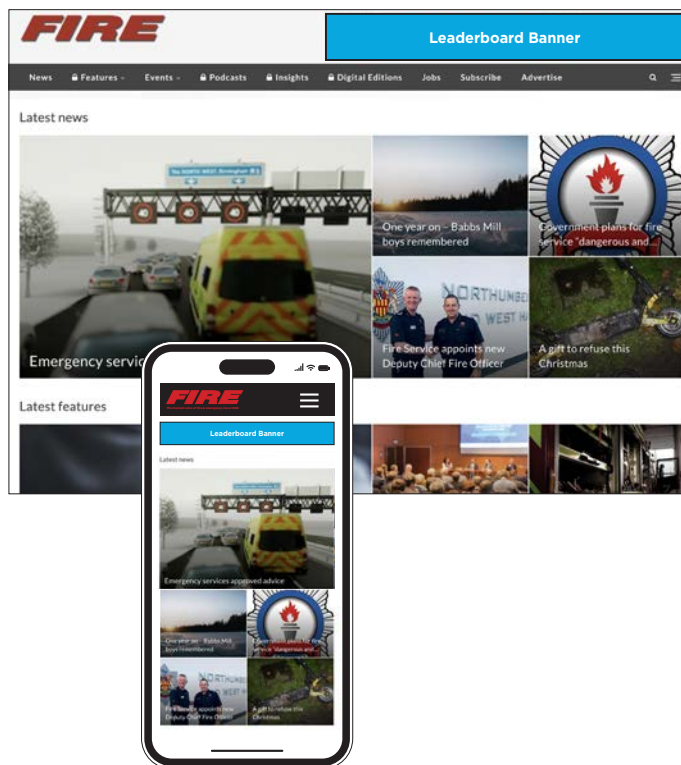
## Webinar, Podcast and Insights rates

Webinars	£4,000
Podcasts	£400
Insights	£600

## Website advertising rates

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

There are a number of other digital options available, please contact Cathy Clark for more information



## Contact details

### EDITORIAL

**Andrew Ledgerton-Lynch OBE, Editor**

**T:** +44 (0)1273 434951

**E:** andrew.lynch@fireknowledge.co.uk

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### ADVERTISING

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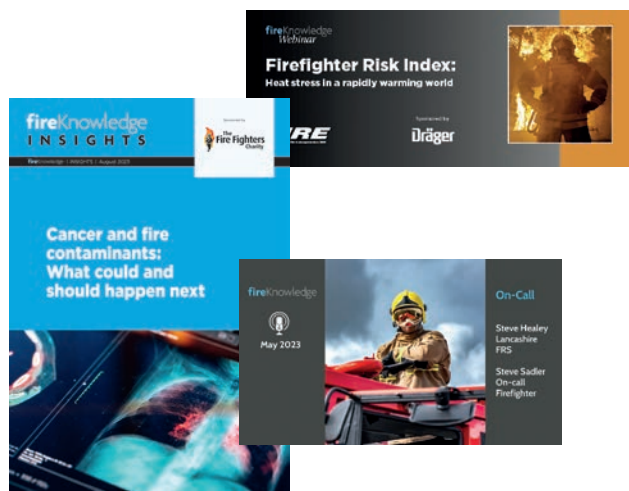
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**fireKnowledge**

Fire Knowledge Ltd,  
Blue Sky Offices Shoreham, 25 Cecil Pashley Way,  
Shoreham-by-Sea, BN43 5FF [www.fireknowledge.co.uk](http://www.fireknowledge.co.uk)



## Magazine 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

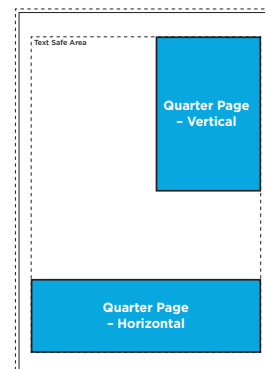
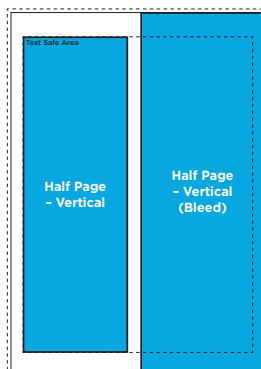
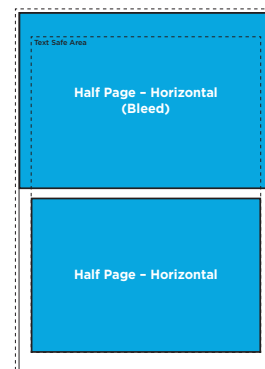
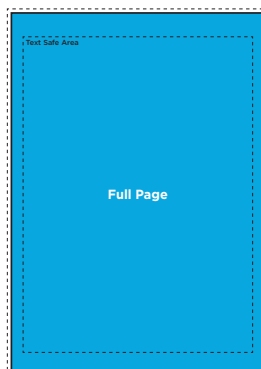
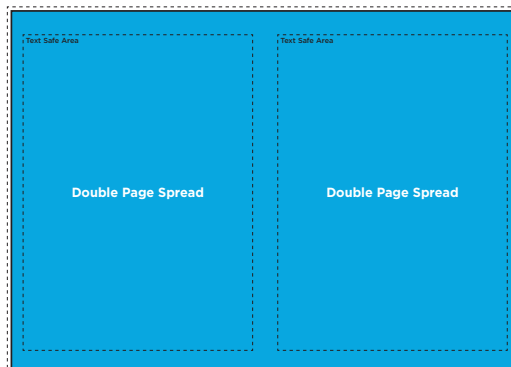
Bleed size: depth 152mm x width 216mm  
Trim size: depth 146mm x width 210mm  
Text safe area: depth 128mm x width 190mm

### Quarter - Vertical

Size: depth 128mm x width 87mm  
Bleed: None needed

### Quarter - Horizontal

Size: depth 61mm x width 190mm  
Bleed: None needed



## Artwork

Artwork must be supplied prior to artwork/copy deadline by email to [cathy.clark@fireknowledge.co.uk](mailto:cathy.clark@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
<b>March 2024</b>	20th February 2024
<b>June 2024</b>	20th May 2024
<b>September 2024</b>	20th August 2024
<b>December 2024</b>	20th October 2024

## Design Service

*FIRE* is launching a new design and artwork service. Our team of experienced graphic designers combine creativity with commercial insight to design and produce successful communications.

We work closely with you to make sure we understand your requirements and develop satisfying solutions. Whatever your project needs, we would love to discuss it with you.

Contact: Tony Pitt at Pavpub Creative:  
[Tony.Pitt@pavpub.com](mailto:Tony.Pitt@pavpub.com)

## *FIRE* magazine features 2024

Issue	Features
September	Emergency Services Show Roundup, PPE
December	Vehicles & Ancillary Equipment, Technology & Innovation, Excellence in Fire & Emergency Awards

## *FIRE Gazette* features to May 2024

Issue	Features
August	Fire Knowledge Insights White Paper: Mental Health Support <b>Special Investigation:</b> Artificial Intelligence in the FRS
October	Fire Knowledge Insights White Paper: Cloud-based mobilisation, communication and incident solutions <b>Special Investigation:</b> Thematic Reviews – topics for investigation
November	Fire Knowledge Insights White Paper: Fire Reform: The Future of Fire and Rescue <b>Special Investigation:</b> Fire Performance and Compliance Software

### Contact details

#### EDITORIAL

**Andrew Ledgerton-Lynch OBE, Editor**

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**fire**Knowledge

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Blue Sky Offices Shoreham, 25 Cecil Pashley Way,  
Shoreham-by-Sea, BN43 5FF [www.fireknowledge.co.uk](http://www.fireknowledge.co.uk)

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

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