

FIRE

SUPPORTING FIRE & EMERGENCY SINCE 1908

FIRE magazine media pack 2026

‘engage, inform, inspire’

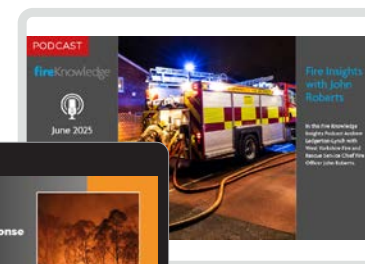
UK’s leading Fire and Rescue Service magazine

FIRE magazine keeps you up to date with key developments within the sector across ten issues a year.

Supporting the fire and emergency sector 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, digital and searchable across the website, 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.

News articles and selected features are available to all on the FIRE website but other resources such as access to webinar recordings, podcasts with leading sector figures and white papers are available to all subscribers.



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 with a number of awards.

Message from the Editor

For decades, our correspondents and contributors have been recognised for delivering bold, thought-provoking, and insightful coverage of the fire sector.

FIRE is the UK's only fully subscribed journal dedicated exclusively to the fire and rescue services. Award-winning and market-leading, it is trusted by chief fire officers and senior leaders across the country. With a carefully controlled circulation that reaches every key decision maker, *FIRE* is more than a publication - it is the sector's most respected voice and leading authority.



Andrew Chilvers,
***FIRE* magazine Editor**

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

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 Chilvers 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 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 Insights white paper contact Beverley Rees on 01273 434943 or email beverley.rees@fireknowledge.co.uk or Cathy Clark on +44 (0)7852 524076 or email cathy.clark@fireknowledge.co.uk for more information



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.



27 November 2026

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

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 present this awards for 2026 which will showcase the close global community of search and rescue responders and recognise individual, team and organisational excellence.



15 May 2026

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 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

Magazine advertising rates

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

Other Promotional Opportunities

Front covers, Magazine supplement, Bespoke Packages.
Prices and availability available on request

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 Beverley Rees for more information

Contact details

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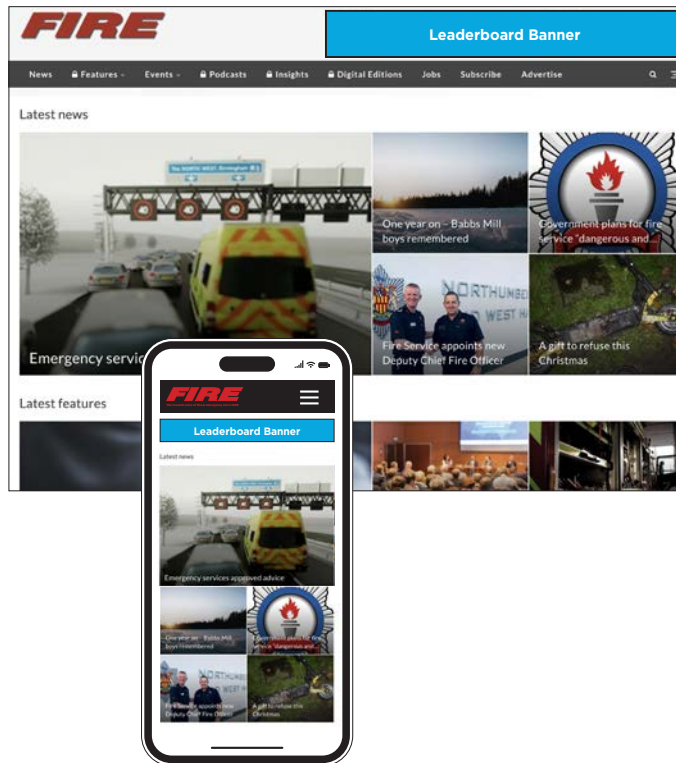
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fireKnowledge

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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

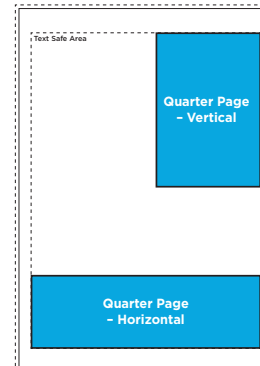
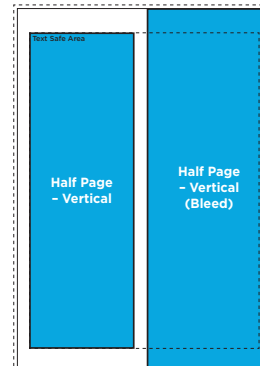
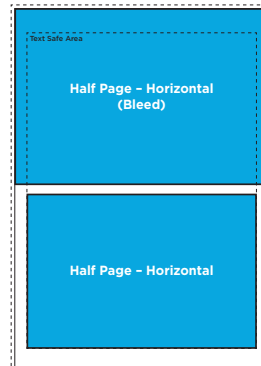
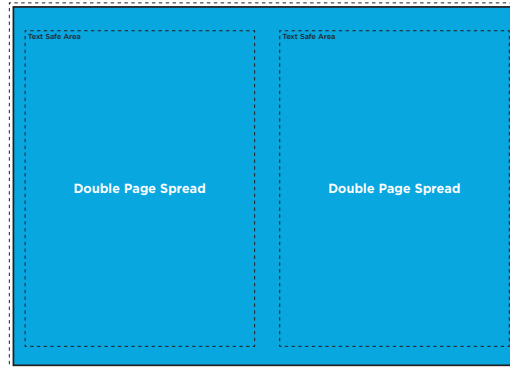
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 Trim size: depth 146mm x width 210mm
 Text safe area: depth 128mm x width 190mm

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 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
February 2026	20th January 2026
March 2026	20th February 2026
April 2026	20th March 2026
May 2026	20th April 2026
June 2026	20th May 2026
July/August 2026	20th June 2026
September 2026	20th August 2026
October 2026	20th September 2026
November 2026	20th October 2026
Dec 2026/Jan 2027	20th November 2026



We specialise in **Custom Graphic Design Solutions** to meet your needs.

Specialist areas of industry in our portfolio include Security, Emergency Services, Education, and the IT sectors.

Contact us on +44 (0)7742 65 75 35 info@adurview-creative.co.uk



FIRE magazine features 2026

Issue	Features
February	Personal Development and Training (Editorial deadline: January 16th)
March	Personal Protective Equipment, Training (Editorial deadline: February 13th)
April	Firefighting Technology (Editorial deadline: March 13th)
May	Technology & Innovation (Editorial deadline: April 16th)
June	Global Search & Rescue Awards (Editorial deadline: May 15th)
July/August	Climate Change, Technology & Innovation (Editorial deadline: June 17th)
September	Cloud-based mobilisation, communication and incident solutions (Editorial deadline: August 14th)
October	Emergency Services Show Roundup, PPE (Editorial deadline: September 15th)
November	Vehicles & Ancillary Equipment (Editorial deadline: October 14th)
December/ January	December/January Roundup of 2026, Excellence & Fire Emergency Awards (Editorial deadline: November 13th)

Advertising copy deadline is the 20th of the preceding month

Contact details

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