

Fire Times



**THE LEADING CHOICE
FOR ADVERTISING
THROUGHOUT THE
UK FIRE AND
RESCUE SECTOR**



MEDIA GUIDE 2018

CONTROLLED FREE CIRCULATION

Over 5000 copies of Fire Times are distributed every issue and results from a recent readership survey showed a 'pass on' circulation of 5 per issue. Subscription copies increase this distribution as well as our attendance at special events, such as major trade shows and conferences.

Fire Times has a high reputation within the industry both in the UK and the rest of the world. Whether your products and services are procured nationally, regionally or locally, Fire Times has the readership to ensure your sales message is reaching the people who can both make and influence buying decisions.

EDITORIAL CONTENT

The editorial content of Fire Times reflects the working practices of the modern fire and rescue service, with features including Urban Search and Rescue (USAR), Personal Protective Equipment (PPE), Vehicles, First Response, Civil Resilience issues including flooding and emergency planning and multi-agency incidents. Regular features include News, Product Information, Company Profiles, Prevention & Protection and Events within the fire and rescue service sector.

With Fire Times working closely with the Home Office, National Fire Chiefs Council (NFCC), AFOA, DFRMO and FIRESA, it is strategically positioned to give a completely independent view of both the current and future procurement plans for today's fire and rescue services.

Please send editorial contributions to Colin Robinson by E-mail: colinrobinson@mmcpublishings.co.uk

If you have any questions please call: +44 (0) 1273 453033 or mobile: 07971 594853.

WHY FIRE TIMES?

Fire Times is the leading trade and technical publication covering the UK fire and rescue service, it is the ONLY magazine sent free of charge to operational officers, buyers and specifiers of equipment, services and consumables in today's fire and rescue sector, in both the UK and Europe.

Fire Times is required reading for operational firefighters with purchasing or specifying responsibilities such as Training Officers, Communications Officers, Brigade Engineers, Transport Officers and General Rescue Personnel. Fire Times offers fire and rescue equipment suppliers and manufacturers the opportunity to

communicate their sales message to these top decision makers in many cost effective ways. It is vital that every opportunity is taken to place your sales message before prospective buyers – Fire Times is the ONLY magazine that can achieve this.

Fire Times is recognised by the industry as a powerful communication tool. With a presence at all the leading fire related conferences and exhibitions held, not only in the UK, but throughout Europe, an advertisement in Fire Times can only enhance your position in the fire and rescue marketplace and you can be assured that your sales message is being read and acted upon.

FIRE & RESCUE SERVICE WALLMAPS

The Fire and Rescue Service Wallmap listing all UK fire and rescue services HQ's and their contact details is published annually with the August/September issue of Fire Times. Digital copies ideal for presentations, quick reference and checking of details are now available as digital downloads via the Modern Media Communications website.

ADVERTISING

Flexible advertising options from Fire Times enable you to tailor your marketing spend accordingly – from a colour logo alongside your editorial at just £100, to our front cover package at £2350, opportunities exist to suit your budget:

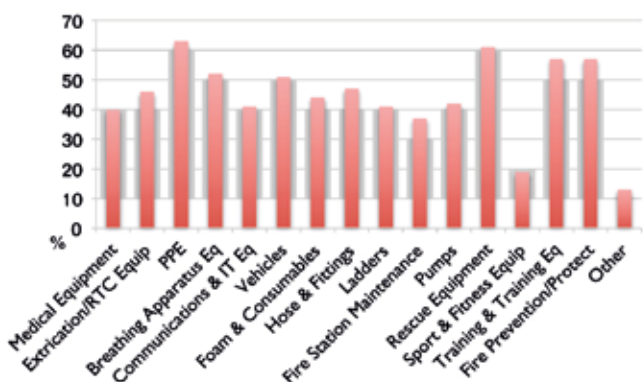
- Colour logo / photograph against editorial: £100
- Classified advertising: Single column (6cm wide) x 4cm (high) – minimum size £60

PROCUREMENT MANAGERS BUYERS GUIDE

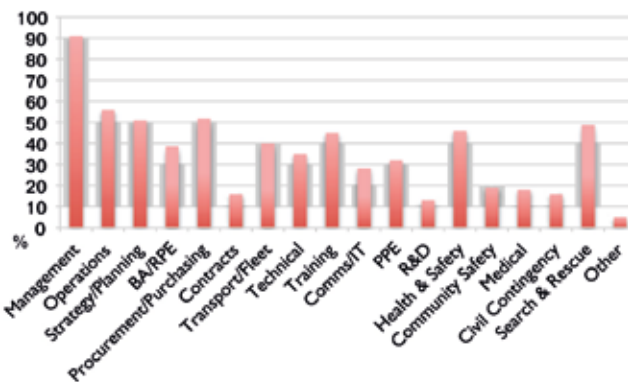
This Buyers Guide appears in every issue of Fire Times, offering economical targeted promotion on a regular basis. Simply select the heading that best describes your products/activities and provide us with your colour company logo together with full address and contact details. If a suitable heading is not already used we will introduce a new one:

- Your entry under 1 category (e.g. Helments) plus colour logo will appear in the next 6 issues of Fire Times for the total cost of £240.
- Select more than one heading to cover your entire product range, at just £140 per additional heading.
- As a new advertiser in this section you will also receive 6 issues of Fire Times free.

IN WHAT AREAS ARE OUR READERS INVOLVED IN PURCHASING DECISIONS?



WHAT ARE THE MAIN RESPONSIBILITIES OF OUR READERS?



Figures based on regular readership surveys.

EDITORIAL PROGRAMME 2018

DECEMBER 2017 / JANUARY 2018

FEATURES

PPE, RPE/BA Equipment, Marine Fire Safety, New Innovations and Product Developments

Issue will be distributed at:

- Ambition 2018, EPRR EXPO from 6-7 March 2018 at Olympia, London

EDITORIAL COPY DEADLINE

15 December

ADVERTISING COPY DEADLINE

11 January

FEBRUARY / MARCH 2018

FEATURES

Communications/IT, Inland Water Rescue/Flooding, Foam/Pumps/Hose/Nozzles, New Innovations & Product Developments

Issue will be distributed at:

- BAPCO 2018 from 20–21 March 2018 at the RICOH Arena, Coventry
- UK Firefighters Sailing Challenge from 7–10 May 2018 at Port Solent

EDITORIAL COPY DEADLINE

27 February

ADVERTISING COPY DEADLINE

9 March

APRIL / MAY 2018

FEATURES

Vehicles and Ancillary Equipment, Hazardous Materials/Transportation, UAVs/Drones, New Innovations & Product Developments

Issue will be distributed at:

- Hazmat 2018 Conference from 23–24 May 2018 at the Crowne Plaza, Stratford-Upon-Avon
- Transport Officers Group (TOG) Conference/Exhibition 2018 (Date and venue to be advised)

EDITORIAL COPY DEADLINE

19 April

ADVERTISING COPY DEADLINE

4 May

JUNE / JULY 2018

FEATURES

Extrication, Specialist Rescue Including Trench/Line/Rope Rescue/Confined Space, Thermal Imaging Cameras, New Innovations and Product Developments

Issue will be distributed at:

- UKRO Rescue Challenge 2018 from 27–29 September at the Roald Dahl Plaza, Cardiff Bay

EDITORIAL COPY DEADLINE

28 June

ADVERTISING COPY DEADLINE

13 July

AUGUST / SEPTEMBER 2018

FEATURES

Emergency Services 2018 Show Issue, Medical/First Response, Rural/Wildland Firefighting, New Innovations and Product Developments. Issue will include an updated 'Fire & Rescue' Services Wallmap 2018

Issue will be distributed at:

- Emergency Services Show 2018 from 19–20 September 2018 at the NEC Birmingham

EDITORIAL COPY DEADLINE

3 August

ADVERTISING COPY DEADLINE

21 August

OCTOBER / NOVEMBER 2018

FEATURES

Animal Rescue, Training – Development Of Staff, Urban Search & Rescue, New Innovations & Product Developments

EDITORIAL COPY DEADLINE

30 October

ADVERTISING COPY DEADLINE

9 November

- In each issue will be published the 'Procurement Managers Reference Guide' – a comprehensive directory featuring equipment and services used in the fire and rescue sector
- Various supplements focusing on individual companies and associations published throughout the year
- Additional copies published and distributed at all major related events throughout the year

DISPLAY ADVERTISING

PLEASE RESERVE INSERTIONS AS MARKED IN THE FOLLOWING 2018 ISSUE(S):

DECEMBER/JANUARY FEBRUARY/MARCH APRIL/MAY JUNE/JULY AUGUST/SEPTEMBER OCTOBER/NOVEMBER

COSTS:	1 insertion	3 Insertions	6 Insertions
Front Cover Plus Editorial Page	£2410	£2338	£2214
Inside Front Cover	£1668	£1458	£1303
Inside Back Cover	£1555	£1353	£1166
Back Cover	£1900	£1744	£1441
One Page Full Colour	£1493	£1370	£1219
Half Page Full Colour	£772	£643	£561
Quarter Page Full Colour	£489	£396	£334
Eighth Page Full Colour	£355	£270	£212

Where applicable VAT will be added on all advertisements.

ADVERT SIZES AND TYPE AREA

- ◆ Single Page A4 type area: 265mm x 185mm wide
- ◆ Full Bleed Page A4: 303mm x 216mm wide
(Trims to 297mm x 210mm wide, allows 3mm bleed on all edges)
- ◆ Half Page Horizontal: 128mm x 185mm wide
- ◆ Half Page Vertical: 265mm x 87mm wide
- ◆ Quarter Page: 128mm x 87mm wide
- ◆ Eighth Page: 62mm x 87mm wide

SUPPLIED FILES:

- ◆ Finished Artwork: JPEG, TIFF, EPS or PDF
- ◆ Software: InDesign, Photoshop and Illustrator up to Adobe CC
- ◆ Resolution: 300dpi
- ◆ Colour: CMYK (converting from RGB may result in some colour loss)

ADVERTISEMENT COPY DUE DATE IS THREE WEEKS PRIOR TO PUBLICATION DATE

Standard artwork charges will be made for advertisement copy which does not conform to the above specification.

We will be pleased to quote costs to produce your printing material.

Company Name:

Address: Postcode

Tel: Fax:

Email:

Name: Signature:

- I wish to advertise in your classified advertisement section.....
- Please contact me for editorial to be included in Fire Times.....
- Please send me your media details and current issue.....
- Please send me details on the 'Procurement Manager's.....
- Buyer's Guide' published in every issue
- Please contact me regarding the fire related wall maps
- published during 2018
- Please contact me regarding a subscription

Please return for the attention of:
Colin Robinson, Fire Times
E-mail: colinrobinson@mmcpublishations.co.uk
Please send your editorial and photographs to:
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