

# APF

**ASIA  
PACIFIC  
FIRE  
MAGAZINE**

**REPORTING TO THE ASIA PACIFIC FIRE PROTECTION AND FIRE SERVICE INDUSTRY**

# MEDIA PACK 2015

To discuss advertising opportunities:

**Mark Seton**

Tel: +44 (0) 1935 426428

[mark.seton@mdmpublishing.com](mailto:mark.seton@mdmpublishing.com)

To discuss editorial opportunities:

**Neil Bibby**

Tel: +61 (0) 418 358 465

[neil.bibby@mdmpublishing.com](mailto:neil.bibby@mdmpublishing.com)

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## REPORTING TO THE ASIA PACIFIC FIRE PROTECTION AND FIRE SERVICE INDUSTRY

**Asia Pacific Fire Magazine** is the only fire industry magazine to focus its entire attention on the 16 key countries that make up the Asia Pacific Region. It is invaluable to readers and advertisers alike in that it covers every aspect of fire fighting, fire protection and rescue in a single title. From the reader's standpoint, it provides unique coverage that is 100% appropriate to the region; for the advertiser selling into the Asia Pacific economic powerhouse, it delivers a precisely targeted readership with no "wastage", ensuring the best return for your advertising spend.

### Unrivalled Readership

Extensive and on-going research over the past decade has enabled Asia Pacific Fire to pinpoint 7,000+ key decision-making professionals across the region. Unlike other fire titles that have a nominal circulation in the region, APF's entire readership is based in Asia Pacific, enabling the magazine to accurately – indeed, uniquely – reflect the region's fire safety marketplace.

With such a pin-point focus on the Asia Pacific region, it is hardly surprising that, from what readers report, each edition is read by three or four colleagues, delivering a total readership of more than 20,000. The result is that APF can justly lay claim to being the preferred reading of fire fighting and rescue professionals.

### With a Readership Comprising

- Fire Engineering Consultants, Building Services
- Specifiers and Architects
- Fire Safety Officers
- Standards, Certification and Approvals Organisations
- Fire Chiefs and Deputy Fire Chiefs
- Fire Fighting and Rescue Equipment and Procurement Officers
- Industrial, Commercial, Public Sector, Airport and Mass Transit Facility Managers
- Emergency Response Managers
- Disaster Recovery Managers
- Training Officers
- System Installers
- Contractors



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## WHAT DOES ASIA PACIFIC FIRE MAGAZINE OFFER YOU?

### Unrivalled Editorial

Although published in the UK, APF is a truly Asia Pacific title. The relevance of the editorial to the region, much of which is written by well-known experts in fire fighting, fire protection and rescue, setting the magazine apart from other titles that address either just one aspect of the market or direct much of their attention outside the region.

Every edition of the magazine contains the latest technical developments in applications, equipment, techniques and training to ensure its broad appeal. Care is also taken to reflect the particular fire protection, fire fighting and rescue challenges across the entire region.

The news pages ensure that readers are kept up to date on the latest products to come onto the Asia Pacific market, while Product Profiles deliver in-depth products reviews.

### Geographic Circulation

- Australia
- Hong Kong
- Indonesia
- Malaysia
- New Zealand
- Philippines
- Singapore
- Taiwan
- Brunei
- India
- Japan
- Myanmar
- Papua New Guinea
- People's Republic of China
- South Korea
- Thailand

### What does APF Magazine offer you?

- Reporting on fire protection, fire fighting and rescue throughout the Asia Pacific region.
- Targeted and carefully assessed readership comprising industry professionals, buyers and decision makers in the Asia Pacific region.
- Cost-effective advertising through print and online editions and newsletters.
- Respected, relevant and well-read editorial content produced in the region.
- The first choice of many "blue chip" advertisers.

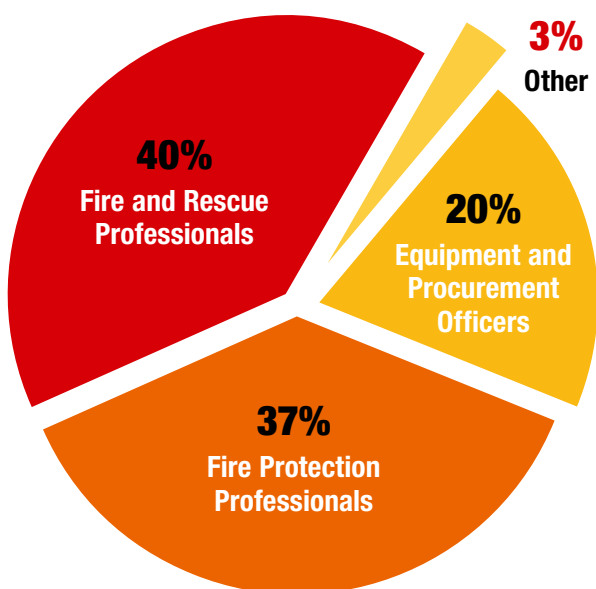
### When do we publish?

APF Magazine is published quarterly in January, April, July, October

### What are the deadlines?

March/April Issue:	21st February 2015
June/July Issue:	23rd May 2015
September/October Issue:	22nd August 2015
December/January Issue:	21st November 2014

### Demographic Profile



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## 2015 FEATURES SCHEDULE

### March/April

#### Regular Features

- NFPA Comment
- Bushfire CRC editorial feature
- News
- Product and Company profiles

#### Applications

- Special-hazard environments
- Disaster planning and response

#### Equipment

- Fire detection: Voice alarms and evacuation
- Fire suppression: Water-based suppression
- Firefighting and Rescue: What's new in PPE
- Rescue: Thermal imaging technology

#### Techniques

- Natural disaster rescue techniques
- Reducing the risk of fire

#### Training

- HazMat and CBRN training options
- Rescue training

#### Buyers Guides

- Helmets, boots and gloves

#### Show Preview / Product Showcase

- Secutech 2015
- Interschutz 2015

#### Expo Editions

- Interschutz 2015 – Hannover, Germany
- Secutech 2015 – Taipei, Taiwan

### June/July

#### Regular Features

- NFPA Comment
- Bushfire CRC editorial feature
- News
- Product and Company profiles

#### Applications

- High-rise protection and firefighting
- Mass transit protection

#### Equipment

- Fire suppression: Clean agents review
- Passive protection: Fire-rated cables
- Firefighting: Recent firefighting vehicle deliveries
- Rescue: RTA rescue

#### Techniques

- Emerging command and control techniques
- Special rescue techniques

#### Training

- USAR, collapse and confined space training
- Firefighter training

#### Buyers Guides

- Detection equipment

#### Show Preview / Product Showcase

- IFSEC Fire
- Fire and Disaster Asia 2015

#### Expo Editions

- Fire and Disaster Asia 2015 – Singapore

### September/October

#### Regular features

- NFPA Comment
- Bushfire CRC editorial feature
- News
- Product and Company profiles

#### Applications

- Tunnel fire protection and firefighting
- Wildfire / bushfire firefighting

#### Equipment

- Fire detection: Alarm technology and evacuation
- Fire suppression: What's new in firefighting foams
- Passive: Fire-rated paints and coatings
- Firefighting: Nozzles and monitors update

#### Techniques

- Firefighter communication
- PPV techniques

#### Training

- Fire Safety Training
- Training software and facilities

#### Buyers Guides

- Foam concentrates

#### Show Preview / Product Showcase

- Fire India 2015
- AFAC 2015

#### Expo Editions

- Fire India 2015 – New Delhi, India

### December/January

#### Regular features

- NFPA Comment
- Bushfire CRC editorial feature
- News
- Product and Company profiles

#### Applications

- Marine and offshore fire protection
- Petrochemical and storage tank protection

#### Equipment

- Fire detection: Detection technology options
- Fire suppression: Sustainable suppression
- Firefighting: PPE – helmets, gloves and boots
- Rescue: Hydraulic extrication and rescue tools

#### Techniques

- Decontamination techniques
- Aircraft evacuation techniques

#### Training

- Firefighter training
- Training simulators

#### Buyers Guides

- Hydraulic, extrication and rescue tools

#### Show Preview / Product Showcase

- Fire Asia 2016
- Fire Australia 2016

#### Expo Editions

- Fire Asia 2016 – Hong Kong
- Fire Australia 2016 – Gold Coast, QLD, Australia

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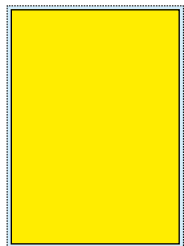
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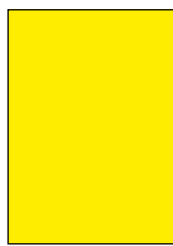
## PRINT ADVERTISEMENT RATE CARD

					
<b>COVERS:</b>	£2,250	€3,250	\$3,450	A \$4,550	S \$4,950
<b>FRONT COVER IMAGE</b>	£1,500	€2,195	\$2,300	A \$3,025	S \$3,300
<b>DOUBLE PAGE SPREAD:</b>	£2,975	€4,275	\$4,560	A \$5,995	S \$6,595
<b>FULL PAGE:</b>	£1,750	€2,525	\$2,685	A \$3,550	S \$3,850
<b>HALF PAGE:</b>	£1,175	€1,685	\$1,800	A \$2,375	S \$2,585
<b>QUARTER PAGE:</b>	£675	€975	\$1,050	A \$1,375	S \$1,495

### Cover/Full Page

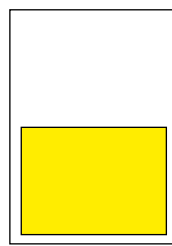


Full Page (with bleed)  
216mm x 303mm

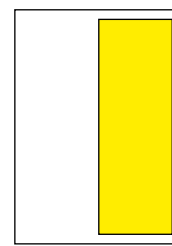


Full Page (no bleed)  
210mm x 297mm

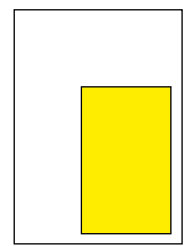
### Half Page



Half Page Landscape  
182mm x 128mm

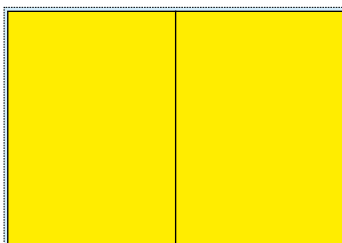


Half Page Vertical  
88mm x 266mm



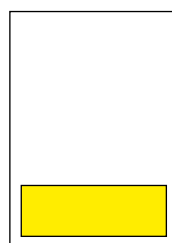
Half Page Island  
109mm x 175mm

### Double Page Spread

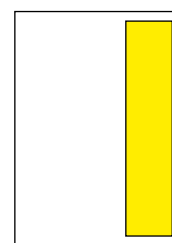


Double Page Spread (with bleed)  
426mm x 303mm

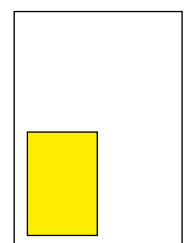
### Quarter Page



Quarter Page Horizontal  
182mm x 60mm



Quarter Page Vertical  
60mm x 266mm



Quarter Page Island  
88mm x 128mm

## ASIA PACIFIC FIRE WEBSITE

The Asia Pacific Fire website is the most exciting and user friendly internet experience available within the fire protection and fire safety industry, offering elegant designs and descriptive images. Exposure for advertisers is vitally important and registered users have free and unlimited access to all areas of the site to browse and interact with the high quality content, while casual visitors are afforded access to much of the content and are encouraged to register.

In the past twelve months our dedicated website management team has taken the site to whole new level by implementing an exhaustive Search Engine Optimisation (SEO) regime which includes linking campaigns with other industry leading websites as well as extensive social networking events.

The website continues to attract high visitor numbers, principally from qualified fire rescue personnel and fire safety professionals, and is currently averaging well in excess of 6,000 visits per month – this figure continues to grow month on month.

Fire Industry Professionals are hungrier than ever before for information and resources specific to their areas of expertise. The APF website [www.apfmag.com](http://www.apfmag.com) provides a complete resource solution where visitors can learn, contribute, and download from, for teaching and training purposes.

**ISN'T IT TIME FOR YOU TO CONSIDER THE INDUSTRY'S MOST UPWARDLY MOVING WEBSITE AS PART OF YOUR MARKETING STRATEGY GOING FORWARD?**



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## WEBSITE CONTENT

### Articles

From the homepage of [www.apfmag.com](http://www.apfmag.com) subscribers and visitors are provided with access to in-depth feature articles taken from the pages of APF Magazine, in addition to articles which have been sourced exclusively for the website.

Whenever new articles are added to the website and alerts issued through our social networks and electronic newsletters we immediately see a spike in visitor numbers. If you have a feature article or white paper that you would like to be considered for publication on the website, or in the magazine, please contact our editorial team – they will be delighted to assist you.

### Latest News

Our editorial team post up to the minute, industry relevant, news stories from around the Asia Pacific as they happen which provides visitors with a comprehensive information resource from which to keep up to date with emerging stories. Product specific news in addition to personnel appointments and trade events are also featured – so if you are looking to expedite your marketing message, post your news on [www.apfmag.com](http://www.apfmag.com).

#### Cost per News item

£125 • €185 • US \$195 • A \$255 • S \$280

### Product and Technology Blogs

Product and Technology Blogs are also made available on the homepage and offer the opportunity to promote products, highlight case studies and introduce company profiles.

For a single one off cost, special Blogs and Top of page leaderboard advertisement packages are available which

give you a dedicated page. This is fully searchable and permanently archived at [www.apfmag.com](http://www.apfmag.com).

This area also offers visitors the facility to comment about your blog. These comments are monitored by our website team and any questions raised are then directed to you for a response.

This is an excellent way for you to interact directly with your customers. In busy times, we'd be happy to alert you of any questions, so that your sales team can respond.

#### Cost per Blog Article

£250 • €365 • US \$390 • A \$515 • S \$560

#### Cost per Blog Article and Advert

£350 • €510 • US \$545 • A \$715 • S \$785



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## WEBSITE CONTENT

### Banner Advertising

The flexibility that digital banner advertising affords you is incredible – [www.apfmag.com](http://www.apfmag.com) carries banner advertising on virtually every page linked to the URL (Uniform Resource Locator) address of your choice and we are also able to link these to specific pages from your website.

[www.apfmag.com](http://www.apfmag.com) carries both static and animated banners, depending on your preference, and we are able to change or update your advert copy instantly, as and when required, thus allowing you amazing flexibility in your marketing message.

Banner advertising is normally purchased for a minimum of one month, although we are able to offer bespoke packages to suit individual requirements.



We offer three different types of advertisement space:

**Top of Page  
Leaderboard**

**Right Hand  
Side Button**

**Run of Page  
Leaderboard**

### Video

Video offers a very powerful direct marketing message and [www.apfmag.com](http://www.apfmag.com) offers four video positions and a full archive section with unlimited video storage. The videos are linked from YouTube and give the opportunity to promote your marketing message using one of the most effective methods available. Videos normally stay on the website homepage for one month, or longer if requested, and are then moved to the video archive for future access at any time. The cost for a video is per month.

**Cost per Top of Page Leaderboard** 700 pixels x 90 pixels  
 £350 • €510 • US \$545 • A \$715 • S \$785

**Cost per Run of Page Leaderboard** 700 pixels x 90 pixels  
 £295 • €425 • US \$460 • A \$605 • S \$660

**Cost per Right Hand Side Button** 270 pixels x 90 pixels  
 £250 • €365 • US \$390 • A \$515 • S \$575

**Cost per Video**  
 £275 • €395 • US \$425 • A \$565 • S \$605

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## NEWSWIRES, SOCIAL MEDIA AND APPS

### Monthly E-Newsire

Registered users can select to receive the **Asia Pacific Fire** monthly E-Newsire which features a vast array of content. It includes a roundup of the months leading fire related news stories, plus the latest product news from the world's leading manufacturers. Access can be gained to feature articles from the latest issue of the magazine as well as the latest product blog and event information.

The E-Newsire is emailed directly to our registered users who have signed up for this service which gives a highly concentrated and relevant readership and are also archived on our website for future reference.

The E-Newsire offers the advertiser opportunities to run product and company news at a cost effective rate as well as offering specific banner advertising in a product which is currently being sent to over 3,000 users per month – this figure continues to grow month on month.

#### Cost per Monthly E-Newsire Press Release

£125 • €180 • US \$ 195 • A \$260 • S \$280

#### Cost per Top of Page Leaderboard

£275 • €395 • US \$ 430 • A \$560 • S \$605

#### Cost per Right Hand Side Button

£225 • €325 • US \$ 350 • A \$455 • S \$495

### iTunes and Android Apps

Readers and subscribers are now able to read the latest issue of APF magazine on their Smart Phone or Tablet, by using the free, easy to download App from *iTunes* or *Google Play*.

Users get the latest issue and the complete back catalogue



of APF magazine directly to their handset. Notifications are sent when the latest issue is available and this will soon be enhanced with access to additional App only articles, videos via YouTube, Product Blogs and much more.

The Apps will give advertisers the opportunity of splash screen advertising as well as the ability to publish complete product catalogues, traditional and unique animated advertisements and videos sponsorship. It's the next step in your digital media marketing plan.

### Social Media

Social media has totally changed the way in which the fire industry communicates and shares information.

Research shows that in today's world one out of every twenty online visits is to a social networking website.

APF magazine can be found on *Facebook*, *LinkedIn*, *Twitter* and *Google+*. All the latest news, feature articles, blogs and videos from [www.apfmag.com](http://www.apfmag.com) are regularly posted on our social media pages and therefore go directly into the live feeds of our followers.

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## TECHNICAL REQUIREMENTS

### APF MAGAZINE ADVERTISEMENT REQUIREMENTS

- When supplying a Full Page advertisement with bleed please ensure that any type is at least 5mm from the trim.
- Please email high resolution PDFs to [mark.seton@mdmpublishing.com](mailto:mark.seton@mdmpublishing.com)

### WEBSITE AND E-NEWSWIRE MEDIA REQUIREMENTS

#### Text

- All text should be supplied as an unformatted Word document and be accompanied by a company/product logo and image.

#### Images

- Images should be minimum size of 700 pixels x 500 pixels and be a minimum of 300 dots per inch. Images must be correctly licensed for your use and evidence of copyright provided.

#### Video

- We are able to host videos from both YouTube and Vimeo with the relevant embed code.
- For copyright and security purposes, where there is a need to allow domain access to your video, please add the following domains to your settings;

<a href="http://mdmpublishing.com">mdmpublishing.com</a>	<a href="http://www.mdmpublishing.com">www.mdmpublishing.com</a>
<a href="http://ifpmag.com">ifpmag.com</a>	<a href="http://www.ifpmag.com">www.ifpmag.com</a>
<a href="http://apfmag.com">apfmag.com</a>	<a href="http://www.apfmag.com">www.apfmag.com</a>
<a href="http://iffmag.com">iffmag.com</a>	<a href="http://www.iffmag.com">www.iffmag.com</a>

#### Video Files

The following video files can be inserted into our website;

- MP4
- WebM
- Ogg

If a video file is supplied, please check the chart below to ensure that the web browser supports the video format.

Browser	MP4	WebM	Ogg
Internet Explorer	✓	✗	✗
Chrome	✓	✓	✓
Firefox 21 Upwards	✓	✓	✓
Safari	✓	✗	✗
Opera	✗	✓	✓

Videos must be correctly licensed for your use and evidence of copyright provided.

#### Leaderboard and Right Hand Side Button

- Leaderboard sizes are 700 pixels x 90 pixels.
- Right Hand Side Buttons are 270 pixels x 90 pixels.