

IFFF

**INTERNATIONAL
FIRE
FIGHTER
MAGAZINE**

REPORTING TO MUNICIPAL, INDUSTRIAL AND FIRE TRAINING PROFESSIONALS

MEDIA PACK 2015

To discuss advertising opportunities:

Mark Bathard

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To discuss editorial opportunities:

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MDM
PUBLISHING LTD
WORLDWIDE MEDIA

IFF

INTERNATIONAL FIRE FIGHTER MAGAZINE



www.iffmag.com

REPORTING TO MUNICIPAL, INDUSTRIAL AND FIRE TRAINING PROFESSIONALS

International Fire Fighter Magazine is by far and away the leading international magazine for worldwide fire fighting, rescue and disaster management professionals. It is read and regularly referred to by senior municipal and industrial fire officers, industrial fire fighting organisations, disaster recovery and emergency response specialists, the world's premier fire and rescue training schools and colleges and most importantly firefighters.

IFF ensures that readers are kept informed on every aspect of fire and rescue, from new firefighting and extrication equipment to the latest thinking on USAR, confined space and CBRN rescue techniques. At the same time, IFF Magazine uniquely provides advertisers with a global and highly-focused opportunity to have an on-going dialogue with the industry's key opinion formers, decision makers and buyers.

Unrivalled Readership

As the role of the fire fighting professional has expanded and developed, and with natural and man-made disasters calling for new skills, better equipment and more extensive training, IFF has invested heavily in maintaining a global database that is second to none. Today, it has more than 7,200 qualified subscribers across the globe in 54 countries. These countries have been identified as having a large predominance of high-hazard industries, high fire risk environments, and with large or developing fire fighting and rescue infrastructures. With feedback suggesting that each edition of the magazine is seen by three or four readers, advertisers have the opportunity to be seen by upwards of 22,000 potential customers. Additionally, hard-copy editions of earlier magazines, or those archived on the www.iffmag.com website, are regularly revisited by readers, further boosting the impact of their advertising spend.

IFF is unique in its UK coverage with the magazine being sent to all:

- UK Chief Fire Officers
- UK Fire and Rescue Service Headquarters
- UK Fire Stations
- UK Airports
- Defence Fire and Rescue Service (DFRMO) locations

In addition to its print readership, the International Fire Fighter website www.iffmag.com currently has over 4000 registered subscribers, and this is increasing daily. Subscribers to the website are afforded full and free access to the current and archived editions of IFF magazine which gives our advertisers a substantial increase in readership at no extra cost.

Readership Demographic:

- Principal Fire Officers from Municipal and Industrial Organisations
- Fire and Rescue Professionals
- Fire and Rescue Equipment Procurement Officers
- Municipal and Industrial Fire Safety Officers
- Airport and Mass Transit Fire Chiefs
- Emergency Response Managers
- Disaster Recovery Specialists
- Training Officers
- Government Departments
- Key End Users

IFF stands apart from any other magazines in the fire fighting and rescue sector by providing advertisers with a powerful combination of worldwide reach, quality readership and respected editorial, ensuring the best possible return for their advertising spend.

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WHAT DOES INTERNATIONAL FIRE FIGHTER OFFER YOU?

Unsurpassed Editorial

International Fire Fighter Magazine is the magazine relied upon by fire fighting and rescue professionals to keep them up to date with the latest thinking, opinion, technical information, updates and news from around the world. A package not found elsewhere in any single publication.

The focus is on sharing information and knowledge with readers, so articles in each edition of the magazine are written by highly respected industry professionals. In this way, the magazine reflects the ever-changing and ever more complex environment in which fire fighting and rescue operations take place. To ensure the broadest possible coverage, each edition of IFF Magazine has dedicated editorial on applications, equipment, techniques and training as well as feature articles which looks at all aspects of fire and rescue life.

What does IFF Magazine offer you?

- Reporting worldwide to professionals in municipal and industrial fire and rescue services
- Targeted and carefully assessed readership comprising professional fire fighters, buyers and decision makers
- 'Value for Money' cost effective advertising through print, online editions and newsletters
- Respected, relevant and well read editorial content
- The first choice of many 'blue chip' advertisers

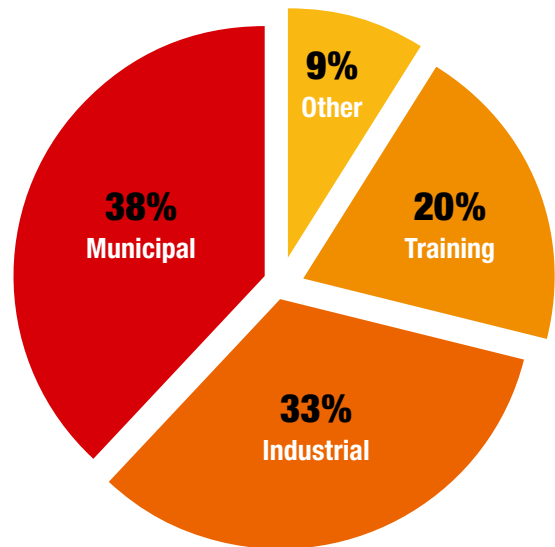
When do we publish?

IFF Magazine is published quarterly in March, June, September and December.

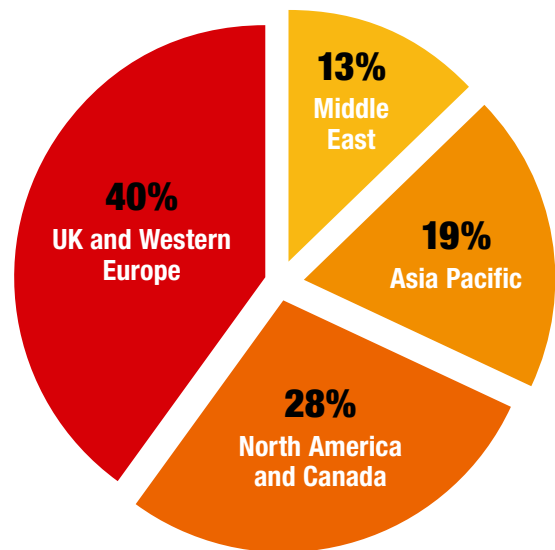
What are the deadlines?

March Issue:	25th January 2015
June Issue:	26th April 2015
September Issue:	26th July 2015
December Issue:	26th October 2015

Reader Profile



Demographic Profile



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2015 FEATURES SCHEDULE

March

Regular Features

- IFF Comment
- News
- Product and Company Profiles

Applications

- Mass Transit Firefighting
- Petrochemical and Storage Tank Firefighting
- Natural Disaster Preparedness

Equipment

- Breathing Apparatus
- Thermal Imaging Cameras
- PPE: Protective Clothing

Techniques

- Vehicle Extrication
- High Line Rescue

Training

- Heavy Rescue
- Training Software and Facilities

Buyers Guide

- Helmets, Gloves and Boots

Show Preview / Product Showcase

- Fire Department Instructors Conference (FDIC)
- Interschutz 2015

Expo Editions

- FDIC – Indianapolis, USA

June

Regular Features

- IFF Comment
- News
- Product and Company Profiles

Applications

- Marine and Shipboard Firefighting
- Explosion and Spillage Response
- High Rise Firefighting

Equipment

- Portable Gas Detection
- Hoses and Nozzles
- Foam Concentrate and Hardware

Techniques

- Decontamination
- Breathing Apparatus Search and Rescue

Training

- CBRN
- Water Rescue

Buyers Guide

- Positive Pressure Ventilation (PPV) Equipment

Show Preview / Product Showcase

- Interschutz 2015
- Fire Rescue International (IChiefs)

Expo Editions

- Interschutz 2015 – Hannover, Germany
- Firex – London, UK
- NFPA – Chicago, USA

September

Regular Features

- IFF Comment
- News
- Product and Company Profiles

Applications

- Urban Search and Rescue (USAR)
- LPG and LNG Firefighting
- Wildland Firefighting

Equipment

- High Rise Evacuation
- Decontamination
- Ladders and Access

Techniques

- Structural Collapse Rescue
- Aircraft Rescue and Evacuation

Training

- Firefighter Fitness
- Hazardous Materials

Buyers Guide

- Thermal Imaging Cameras

Show Preview / Product Showcase

- Emergency Services Show
- A+A

Expo Editions

- Emergency Services Show – Birmingham, UK
- A+A – Dusseldorf, Germany
- Fire Rescue International (IChiefs) – Atlanta, USA

December

Regular Features

- IFF Comment
- News
- Product and Company Profiles

Applications

- Hazardous Materials Incidents
- Offshore Firefighting
- Contingency Planning

Equipment

- Fixed and Portable Pumps
- Firefighting Vehicles
- Portable Lighting and Torches

Techniques

- Confined Space Rescue
- Water Rescue

Training

- Wildland Firefighting
- Fire Investigation

Buyers Guide

- Hydraulic Extrication and Rescue Tools

Show Preview / Product Showcase

- Intersec 2016

Expo Editions

- Intersec – Dubai, UAE

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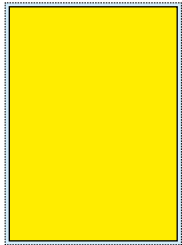
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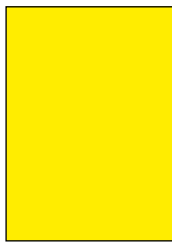
PRINT ADVERTISEMENT RATE CARD

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

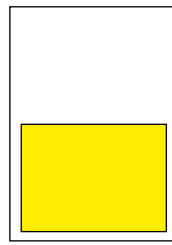
Cover/Full Page



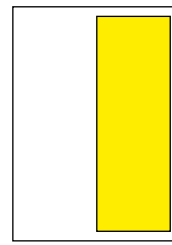
Full Page (with bleed)
216mm x 303mm



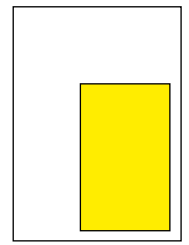
Full Page (no bleed)
210mm x 297mm



Half Page Landscape
182mm x 128mm



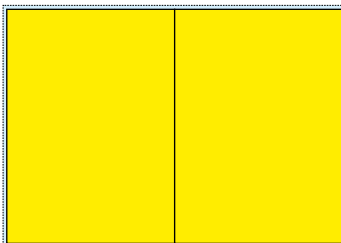
Half Page Vertical
88mm x 266mm



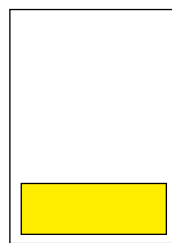
Half Page Island
109mm x 175mm

Half Page

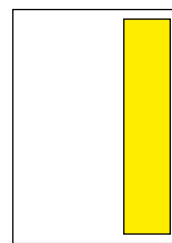
Double Page Spread



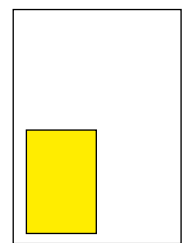
Double Page Spread (with bleed)
426mm x 303mm



Quarter Page Horizontal
182mm x 60mm



Quarter Page Vertical
60mm x 266mm



Quarter Page Island
88mm x 128mm

Quarter Page

IFF

INTERNATIONAL FIRE FIGHTER MAGAZINE



www.iffmag.com

INTERNATIONAL FIRE FIGHTER WEBSITE

The International Fire Fighter Magazine website

is the most exciting and user friendly internet experience available within the fire and rescue 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 professionals, and is currently averaging well in excess of 6,000 visits per month and this figure continues to grow month on month.

Fire and Rescue Professionals are hungrier than ever before for information and resources specific to their areas of expertise. The IFF website www.iffmag.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.iffmag.com subscribers and visitors are provided with access to in-depth feature articles taken from the pages of IFF 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 world 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.iffmag.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.iffmag.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



WEBSITE CONTENT

Banner Advertising

The flexibility that digital banner advertising affords you is incredible – www.iffmag.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.iffmag.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**

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

Video

Video offers a very powerful direct marketing message and www.iffmag.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 Video

£275 • €395 • US \$425 • A \$565 • S \$605

NEWSWIRES, SOCIAL MEDIA AND APPS

Monthly E-NewsWire

Registered users can select to receive the **International Fire Fighter** monthly E-NewsWire 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-NewsWire 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-NewsWire 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-NewsWire 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 IFF 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 IFF 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.

IFF magazine can be found on *Facebook*, *LinkedIn*, *Twitter* and *Google+*. All the latest news, feature articles, blogs and videos from www.iffmag.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

IFF 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.bathard@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;

mdmpublishing.com	www.mdmpublishing.com
ifpmag.com	www.ifpmag.com
apfmag.com	www.apfmag.com
iffmag.com	www.iffmag.com

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	✓	X	X
Chrome	✓	✓	✓
Firefox 21 Upwards	✓	✓	✓
Safari	✓	X	X
Opera	X	✓	✓

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.