

# I F P

**INTERNATIONAL  
FIRE  
PROTECTION  
MAGAZINE**

**THE GLOBAL VOICE FOR PASSIVE AND ACTIVE FIRE PROTECTION**

# **MEDIA PACK 2015**

To discuss advertising opportunities:

**Dave Staddon**

Tel: +44 (0) 1935 426428

[dave.staddon@mdmpublishing.com](mailto:dave.staddon@mdmpublishing.com)

To discuss editorial opportunities:

**Duncan White**

Tel: +44 (0) 1935 426428

[duncan.white@mdmpublishing.com](mailto:duncan.white@mdmpublishing.com)

**MDM**  
PUBLISHING LTD  
WORLDWIDE MEDIA

## REPORTING GLOBALLY ON ACTIVE AND PASSIVE FIRE PROTECTION

**International Fire Protection Magazine** is a truly international magazine dedicated to fire safety and fire protection, providing detailed global coverage of both the active and passive fire protection markets. It provides readers with the very latest news and developments in the marketplace, while providing advertisers with unrivalled opportunities to promote their products and services to the industry's leading decision makers and influencers.

### Unrivalled Readership

The magazine's first-class database of qualified subscribers is continually growing and currently the magazine is delivered to over 7150 approved subscribers in 52 countries. This is being constantly updated and refined to ensure we deliver our advertisers the world's most extensive database of key decision makers and qualified fire protection professionals. Feedback from our subscribers clearly indicates that, on

average, each issue is read by three or four people, resulting in IFP being seen by more than 20,000 industry professionals.

In addition to its print readership, the IFP website [www.ifpmag.com](http://www.ifpmag.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 IFP magazine which gives our advertisers a substantial increase in readership at no extra cost.

### Readership Demographic

- Fire Engineering Consultants and Specifiers
- Mechanical and Electrical Consultants
- Architects
- Building Services Engineers
- Fire Safety Officers
- Standards, Certification and Approvals Organisations
- Fire Service Chiefs and Deputies
- Industrial, Commercial and Public Sector  
Facility Managers
- Airport and Mass Transit Facility Managers
- Risk Assessors
- Government Departments
- Emergency Response Specialists
- System Installers
- Fire Protection Contractors
- Electrical Contractors
- Key End Users

The geographic coverage and subscriber profile of International Fire Protection Magazine is unrivalled internationally and is what sets it apart from other magazines. This is what makes the magazine the first choice, in many cases the only choice, for the industry's 'blue-chip' advertisers.



To discuss advertising opportunities:  
**Dave Staddon**  
 Tel: +44 (0) 1935 426428  
[dave.staddon@mdmpublishing.com](mailto:dave.staddon@mdmpublishing.com)

To discuss editorial opportunities:  
**Duncan White**  
 Tel: +44 (0) 1935 426428  
[duncan.white@mdmpublishing.com](mailto:duncan.white@mdmpublishing.com)

**MDM**  
 PUBLISHING LTD  
 WORLDWIDE MEDIA

## WHAT DOES INTERNATIONAL FIRE PROTECTION OFFER YOU?

### Unsurpassed Editorial

**International Fire Protection Magazine** is consistently providing the latest technical information, product updates and news, sharing this information with its readers which keeps them abreast of the latest products, codes and standards, techniques and developments in the international market.

Every issue features specialist articles which focus on applications written by world renowned specialists in fire protection or fire prevention which provides greater scope for advertisers and increased interest for readers. In addition there are dedicated sections which explore new and emerging technology, new thinking, enhanced techniques and training.

The News pages ensure that readers are kept up to date with the latest products to come onto the market, while Product and Company Profiles deliver in-depth information about specific manufacturers and their products.

### What does IFP Magazine offer you?

- Unique global coverage of the active and passive fire protection markets.
- Targeted and carefully assessed readership comprising industry professionals, buyers and decision makers.
- 'Value for Money' advertising through print and online editions and newsletters.
- Respected, relevant and well-read editorial features.
- The first choice for many 'blue-chip' advertisers.

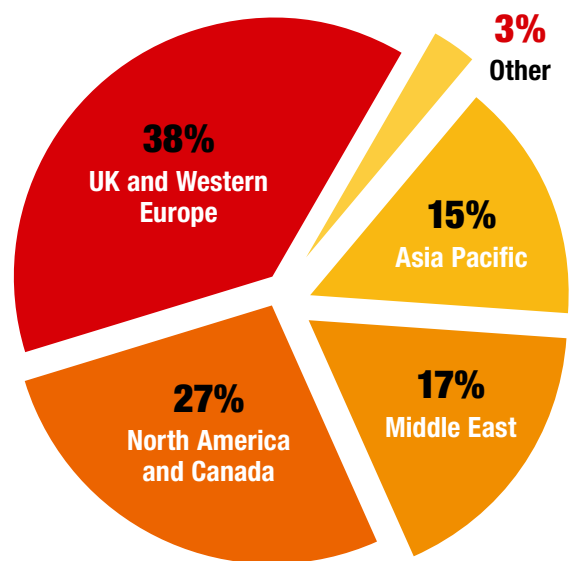
### When do we publish?

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

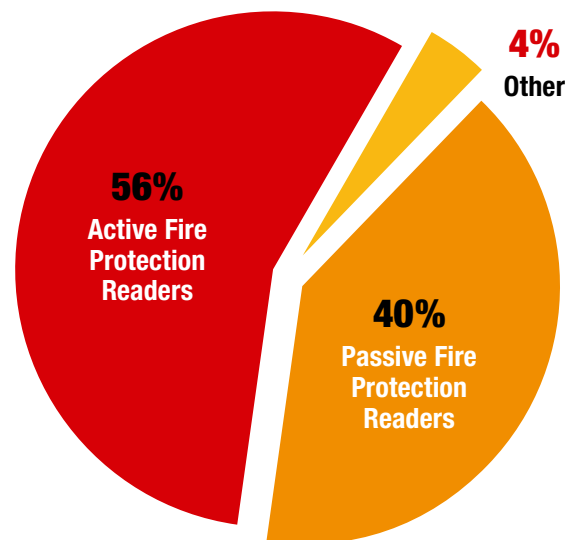
### What are the deadlines?

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

### Geographic Profile



### Demographic Profile



To discuss advertising opportunities:

**Dave Staddon**

Tel: +44 (0) 1935 426428

[dave.staddon@mdmpublishing.com](mailto:dave.staddon@mdmpublishing.com)

To discuss editorial opportunities:

**Duncan White**

Tel: +44 (0) 1935 426428

[duncan.white@mdmpublishing.com](mailto:duncan.white@mdmpublishing.com)

## 2015 FEATURES SCHEDULE

### March

#### Regular Features

- NFPA Comment
- News
- Product and Company Profiles

#### Applications

- Public Access and Multi-Use Buildings
- Environments with 'Special Needs'
- High Hazard Areas

#### Technology & Innovation

- Fire Safety Teamwork
- High-Rise Evacuation
- New Technology, Innovation, Codes and Standards

#### Active Fire Protection

- Fire Detection: Intrinsic Safety
- Fire Suppression: Ensuring Sustainability
- Fire System Testing, Inspection and Maintenance

#### Passive Fire Protection

- Protecting Steelwork
- Fire Rated Glass and Glazing Systems
- Minimising Fire Spread

#### Buyers Guide

- Detection Equipment

#### Show Preview / Product Showcase

- Interschutz 2015

#### Expo Editions

- Interschutz 2015 – Hannover, Germany
- Fire Department Instructors Conference (FDIC) – Indianapolis, USA

### June

#### Regular Features

- NFPA Comment
- News
- Product and Company Profiles

#### Applications

- Timber Buildings
- Commercial Kitchens
- Marine and Offshore Environments

#### Technology & Innovation

- Third Party Assurance
- Fire Engineering vs. Prescribed Fire Protection
- New Technology, Innovation, Codes and Standards

#### Active Fire Protection

- Fire Detection: Aspirating Smoke Detection
- Fire Suppression: Sprinklers and Water Mist
- Evacuation Planning

#### Passive Fire Protection

- Fire Rated Cabling
- Fire Safety Training
- Maintaining Passive Protection

#### Buyers Guide

- Emergency Lighting and Signs

#### Show Preview / Product Showcase

- Interschutz 2015
- NFPA 2015

#### Expo Editions

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

### September

#### Regular Features

- NFPA Comment
- News
- Product and Company Profiles

#### Applications

- Road and Rail Tunnels
- Petrochemical Facilities
- Historic Buildings

#### Technology & Innovation

- Engineered Fire Safety Solutions
- Emergency Planning and Disaster Preparedness
- New Technology, Innovation, Codes and Standards

#### Active Fire Protection

- Fire Detection: Voice Alarms
- Fire Suppression: Clean Agents
- False Alarm Reduction

#### Passive Fire Protection

- Fire Stopping, Seals and Dampers
- Intumescent Coatings
- Designing for Fire Safety

#### Buyers Guide

- Foam Concentrates

#### Show Preview / Product Showcase

- Fire India 2015

#### Expo Editions

- Fire India 2015 – New Delhi, India
- Emergency Services Show – Birmingham, UK

### December

#### Regular Features

- NFPA Comment
- News
- Product and Company Profiles

#### Applications

- Airports and Ferry Terminals
- Business Critical Assets
- Mass Transit Infrastructure

#### Technology & Innovation

- High Rise Safety
- Reducing the Risk of Fire
- New Technology, Innovation, Codes and Standards

#### Active Fire Protection

- Fire Detection: Control and Alarm Panels
- Fire Detection: Video and CCTV
- Fire Suppression: Selecting the Right Agent

#### Passive Fire Protection

- Maintaining Compartmentation Integrity
- Building Boards and Cladding
- The Role of the Passive Protection Installer

#### Buyers Guide

- Alarms and Alarm Panels

#### Show Preview / Product Showcase

- Intersec 2016

#### Expo Editions

- Intersec 2016 – Dubai, UAE

To discuss advertising opportunities:

**Dave Staddon**

Tel: +44 (0) 1935 426428

dave.staddon@mdmpublishing.com






To discuss editorial opportunities:

**Duncan White**

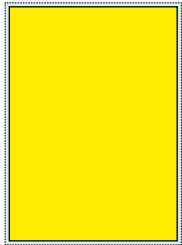
Tel: +44 (0) 1935 426428

duncan.white@mdmpublishing.com

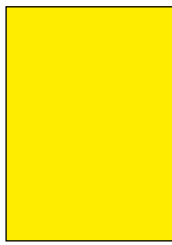
## PRINT ADVERTISEMENT RATE CARD

					
<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

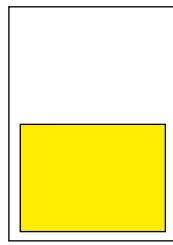
### Cover/Full Page



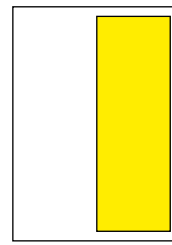
Full Page (with bleed)  
216mm x 303mm



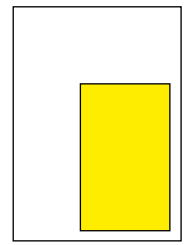
Full Page (no bleed)  
210mm x 297mm



Half Page Landscape  
182mm x 128mm



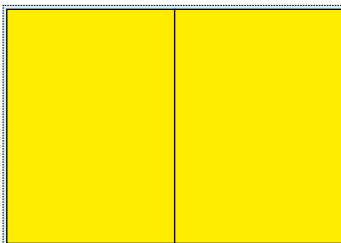
Half Page Vertical  
88mm x 266mm



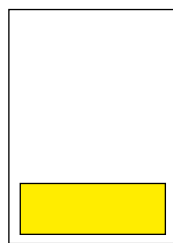
Half Page Island  
109mm x 175mm

### Half Page

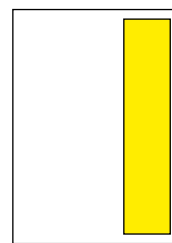
### Double Page Spread



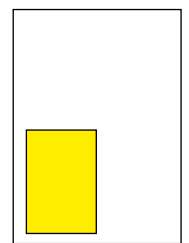
Double Page Spread (with bleed)  
426mm x 303mm



Quarter Page Horizontal  
182mm x 60mm



Quarter Page Vertical  
60mm x 266mm



Quarter Page Island  
88mm x 128mm

### Quarter Page

# IFP

# INTERNATIONAL FIRE PROTECTION MAGAZINE

     
[www.ifpmag.com](http://www.ifpmag.com)

## INTERNATIONAL FIRE PROTECTION WEBSITE

### The International Fire Protection Magazine 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 safety professionals, and is currently averaging well in excess of 6,000 visits per month – this figure continues to grow month on month.

Fire Safety Professionals are hungrier than ever before for information and resources specific to their areas of expertise. The IFP website [www.ifpmag.com](http://www.ifpmag.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?**



To discuss advertising opportunities:  
**Dave Staddon**  
Tel: +44 (0) 1935 426428  
[dave.staddon@mdmpublishing.com](mailto:dave.staddon@mdmpublishing.com)

To discuss editorial opportunities:  
**Duncan White**  
Tel: +44 (0) 1935 426428  
[duncan.white@mdmpublishing.com](mailto:duncan.white@mdmpublishing.com)

**MDM**  
PUBLISHING LTD  
WORLDWIDE MEDIA

## WEBSITE CONTENT

### Articles

From the homepage of [www.ifpmag.com](http://www.ifpmag.com) subscribers and visitors are provided with access to in-depth feature articles taken from the pages of IFP 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.ifpmag.com](http://www.ifpmag.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.ifpmag.com](http://www.ifpmag.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



To discuss advertising opportunities:

**Dave Staddon**

Tel: +44 (0) 1935 426428

[dave.staddon@mdmpublishing.com](mailto:dave.staddon@mdmpublishing.com)

To discuss editorial opportunities:

**Duncan White**

Tel: +44 (0) 1935 426428

[duncan.white@mdmpublishing.com](mailto:duncan.white@mdmpublishing.com)

**MDM**  
PUBLISHING LTD  
WORLDWIDE MEDIA

## WEBSITE CONTENT

### Banner Advertising

The flexibility that digital banner advertising affords you is incredible – [www.ifpmag.com](http://www.ifpmag.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.ifpmag.com](http://www.ifpmag.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.

**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



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.ifpmag.com](http://www.ifpmag.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-Newsire

Registered users can select to receive the **International Fire Protection** 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 IFP 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 IFP 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.

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

To discuss advertising opportunities:

**Dave Staddon**

Tel: +44 (0) 1935 426428

[dave.staddon@mdmpublishing.com](mailto:dave.staddon@mdmpublishing.com)

To discuss editorial opportunities:

**Duncan White**

Tel: +44 (0) 1935 426428

[duncan.white@mdmpublishing.com](mailto:duncan.white@mdmpublishing.com)

## TECHNICAL REQUIREMENTS

### IFP 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 [dave.staddon@mdmpublishing.com](mailto:dave.staddon@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.