

Advertising with FIRE Middle East brings you closer to the market



ADVERTISING OPPORTUNITIES

FIRE Middle East provides a unique path to influential people across a number of key industry sectors throughout this region. Taking advantage of competitively priced advertising across our complete portfolio of print magazine, website, direct emails and our Interactive magazine will ensure your unique range of products and services reaches our dedicated audience via a multimedia platform.

We also aim to provide all of our clients with editorial opportunities in order to keep our extensive readership up to date with the latest innovations, knowledge and experiences in the region.

Advertising with *FIRE Middle East* brings you closer to the market, will help grow your business and ultimately deliver results.

ISSUE DEADLINES

APRIL 2018 ISSUE 37

Editorial copy	30/03/18
Advertising booking deadline	30/03/18

JULY 2018 ISSUE 38

Editorial copy	29/06/18
Advertising booking deadline	06/07/18

OCTOBER 2018 ISSUE 39

Editorial copy	01/10/18
Advertising booking deadline	05/10/18

JANUARY 2019 ISSUE 40

Editorial copy	30/11/18
Advertising booking deadline	07/12/18

FORWARD FEATURES LIST

APRIL 2018 ISSUE 37

Mixed use developments
Manufacturing
Modern massive logistics buildings
Insiders' View
Regional & International news
Industry news
Product profiles
In Case of Fire - application stories
Professional briefings
Event round-up

JULY 2018 ISSUE 38

Hospitals
Laboratories
Natural disasters
Insiders' View
Regional & International news
Industry news
Product profiles
In Case of Fire - application stories
Professional briefings
Event round-up

OCTOBER 2018 ISSUE 39

Petrochem
Heavy industry
Offshore
Insiders' View
Regional & International news
Industry news
Product profiles
In Case of Fire - application stories
Professional briefings
Event round-up

JANUARY 2019 ISSUE 40

Marine
Aviation
Mass transit passenger hubs
Insiders' View
Regional & International news
Industry news
Product profiles
In Case of Fire - application stories
Professional briefings
Event round-up

Whatever your online needs, FIRE Middle East magazine online has the solution



THE WEBSITE

Since the launch in January 2008 of www.firemiddleeastmagazine.com the magazine and website combined has firmly established itself as the most successfully integrated media platform in the GCC and Middle East region for fire and safety professionals. Following in the steps of its sister website www.securitymiddleeastmagazine.com, the *FIRE Middle East* magazine website continues to grow rapidly. With an average of 12,000 hits per month it confirms that our readers value both print magazine and website as an equally integral resource for fire professionals in the region.

As well as being able to read an online version of the print magazine, visitors can keep up-to-date with the latest news stories as well as access and contact key fire and safety product suppliers and distributors. Ranked No. 1 on *Google*, the website is well optimised and provides a range of branding and interactive services including – homepage web banner and buttons, online directory, product showcase and corporate videos.

SOCIAL MEDIA

As part of our drive to increase our social media presence we are offering all advertisers the chance to tweet news and product information via the *Fire Middle East* Twitter account. With a rapidly growing audience Twitter has become a key communication tool in today's business world.

Whatever your online needs – *FIRE Middle East* magazine online has the solution.

TARGETED E-MAILS

To ensure *FIRE Middle East* magazine stays interactive with its readers, every month we email an ezine/newsletter to our 'opt in' database of over 40,000 senior advisors, buyers, installers, integrators and end-users. This email service allows advertisers to promote their latest products and services directly to our readers. This information is then hosted on our website for a further month to increase visibility.

If you are also interested in sending out a bespoke email directly to our readers then you can have access to our data base via the Solus Email service we offer. This email will be dedicated to your company, product and service with all links and traffic channelled back to you. Both Ezine and Solus emails are a very effective way to increase brand awareness, traffic and business.

THE INTERACTIVE MAGAZINE

FME and SME's fully interactive magazine, in association with Intersec and a number of other key trade shows in the region, is unique to the market and enables you to showcase your products and services directly to our subscribers and also all of our media partners members in a totally new format.

If you have a new product you want to demonstrate, showcase, promote or if you simply want to educate the market about an event you're attending then this platform enables you to do just that. Plus all web traffic is channelled directly back to your own site allowing potential clients to get even further information about what your company has to offer. The Interactive magazine is emailed directly to over 200,000 industry professionals across the Middle East region. Visit our website to see the latest live and backdated issues www.firemiddleeast.co.uk.

2018 Advertising Rates

MAGAZINE ADVERTISING	MECHANICAL DATA	ONLINE ADVERTISING
<p>Special positions:</p> <ul style="list-style-type: none"> ■ Front cover: US\$ 6,000 (plus two pages inside) ■ Outside back cover: US\$ 3,500 ■ Inside front cover: US\$ 3,000 ■ Inside back cover: US\$ 3,000 <p>Space requirements:</p> <ul style="list-style-type: none"> ■ Double page spread: US\$ 4,500 ■ Full page: US\$ 2,500 ■ Half page: US\$ 1,500 ■ Quarter page: US\$ 800 ■ Advertorial (full page): US\$ 2,250 <p><i>Please contact the Advertising Sales Manager for more information.</i></p>	<p>Double page spread (DPS)</p> <ul style="list-style-type: none"> ■ Bleed 303mm(h) x 426mm(w) ■ Trim 297mm(h) x 420mm(w) <p>Full page</p> <ul style="list-style-type: none"> ■ Bleed 303mm(h) x 216mm(w) ■ Trim 297mm(h) x 210mm(w) ■ Type area 277mm(h) x 190mm(w) <p>Half page</p> <ul style="list-style-type: none"> ■ Horizontal 126mm(h) x 185mm(w) ■ Vertical 260mm(h) x 90mm(w) <p>Quarter page</p> <ul style="list-style-type: none"> ■ Vertical 126mm(h) x 90mm(w) <p>Digital artwork requirements</p> <ul style="list-style-type: none"> ■ Print ready PDF (300dpi, CMYK, fonts embedded) ■ QuarkXPress document (+ fonts & images supplied) ■ Adobe Illustrator EPS (fonts outlined, images embedded) ■ Jpeg, Tiff or EPS picture formats (300dpi, CMYK) <p><i>Files can be sent on CD-ROM or via email. Alternatively please call your local sales representative for details of our ftp site.</i></p>	<p>Homepage banner</p> <ul style="list-style-type: none"> ■ 3 months US\$ 1,590 ■ 6 months US\$ 2,290 ■ 12 months US\$ 3,600 <p>Expandable banner</p> <ul style="list-style-type: none"> ■ 1 month US\$ 1,500 <p>Homepage button</p> <ul style="list-style-type: none"> ■ 3 month US\$ 990 ■ 6 months US\$ 1,500 ■ 12 months US\$ 2,400 <p>Web banner on any other page</p> <ul style="list-style-type: none"> ■ 3 months US\$ 635 ■ 6 months US\$ 950 ■ 12 months US\$ 1,585 <p>Web button on any other page</p> <ul style="list-style-type: none"> ■ 3 months US\$ 500 ■ 6 months US\$ 750 ■ 12 months US\$ 1,250 <p>Solus emails* US\$ 1,440</p> <p>Group ezine* US\$ 720</p> <p>Directory listing (12 months) US\$ 800 Includes 3 images, text & links to your site.</p> <p><i>* Discounts for multiple bookings. Sponsorship opportunities, product launches, video hosting & priority positions are available upon request</i></p>
<p>INTERACTIVE MAGAZINE</p> <p>Special positions:</p> <ul style="list-style-type: none"> ■ Interactive product showcase: US\$ 1,330 ■ Full page advertisement: US\$ 890 ■ Video page: US\$ 560 ■ Front cover image: US\$ 1,430 <p><i>Please contact the Advertising Sales Manager for more information.</i></p>		

Contact us

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