

**FPRM**

**FIRE RISK**  
MANAGEMENT

media information

**THE MARKET LEADING MAGAZINE FOR THE FIRE PROTECTION SECTOR**

## Welcome to Fire Risk Management

*Fire Risk Management* is the UK's only monthly print magazine targeting the fire protection sector.

Reaching 14,000 named fire industry professionals every month – all members of the Fire Protection Association (FPA) and the Institution of Fire Engineers (IFE) – our market-leading title offers the greatest exposure of its type in the UK.

Highly respected in the fire industry, *FRM* keeps decision-makers informed of the latest news and views, from new products and technical developments, to legislation and standards.

Each month, we bring our readership of influential fire professionals information and comment from the major trade associations, manufacturers and installers, Government, fire engineering consultants and fire services.

### Get your message across

We offer a full range of options to get your message to specifiers and end-users:

**Display advertising:** Build your brand and get your message in front of 14,000 avid readers every month

**Inserts:** Place your own targeted literature in the magazine and reach the widest audience of any UK fire publication

**Recruitment advertising:** Fill your vacancies quickly by reaching qualified fire professionals throughout the sector

**Products and contracts:** Launch new products or describe your latest projects

**Online:** Adverts in the printed magazine will also appear in our online editions at [frmjournal.com](http://frmjournal.com)  
We also offer opportunities for links, buttons and banners



Our strength of editorial means that readers use *FRM* as a constant source of reference, often keeping copies for many years. Every edition is also available to FPA and IFE members in an online archive at [frmjournal.com](http://frmjournal.com)

## Professional readership

As the only monthly print magazine for fire protection in the UK, *Fire Risk Management* reaches people with the power to buy or influence purchasing decisions.

Our readership is made up of the UK's most influential fire professionals. Some 14,000 copies of *FRM* are distributed each month to named individuals. And each copy is seen, on average, by at least two people – giving a pass-on readership of 28,000.

The magazine is sent to named individuals such as:

- Specifiers
- Procurement officers
- Fire consultants
- Fire engineers
- Surveyors and risk managers
- Architects
- Facilities managers
- Fire service managers

Our readership is targeted and relevant to any fire safety manufacturer or service provider looking to attract new business or promote their brand.

*FRM* is an excellent advertising vehicle, allowing our clients to target fire professionals who are not available through other titles

*Graham Scott, The Marketing Partnership - representing Vimpex, WAGNER UK and Fire Fighting Enterprises*

## Event profile

*Fire Risk Management* has a high-profile presence at a number of events on the UK fire calendar – giving extra exposure within the industry. It is distributed widely at International Firex, Fire & Rescue and the Firex roadshows, as well as at conferences, events and exhibitions run by the the National Association of Healthcare Fire Officers, the Chief Fire Officers' Association and fire trade associations.

*FRM* is also handed out to delegates attending FPA training courses, and at IFE events.



## Unrivalled content

*FRM* offers unrivalled content each month – a lively mix of news, views and authoritative features.

Topical issues are also discussed in regular contributions from leading fire trade organisations including the Fire Industry Association (FIA), the Association for Specialist Fire Protection (ASFP), the Passive Fire Protection Association (PFPF), the British Automatic Fire Sprinkler Association (BAFSA), and the Fire and Security Association (FSA).

Sections include:

### **News and current affairs**

A comprehensive round-up of the latest developments from the fire world.

### **Feature articles**

*FRM* is the leading source of editorial on fire safety, and our authoritative features are written by technically-minded professionals from across the industry. See our Editorial Programme for details of upcoming topics in 2010.

### **Trade News and Products & Contracts**

A vital source of market information, these pages contain the latest news from fire manufacturers, suppliers and installers.

### **Recruitment Advertising**

Looking to fill a new position? *FRM*'s recruitment pages list the latest job vacancies, including positions for fire engineers, safety managers, sales and service staff, and consultants.



*FRM* is a vital source of information for our members, mixing important fire safety content with the latest moves from the fire trades

Graham Ellicott,  
Chief Executive Officer,  
Fire Industry Association

## 2010 Editorial Programme

January:

### **URBAN PROTECTION**

Building projects  
Evacuation  
Risk management  
Incident planning

February:

### **COMMUNITY SAFETY**

Residential safety  
Business resilience  
Protecting the vulnerable  
*Systems in action:* Detection

March:

### **STRUCTURAL SAFETY**

Design and construction  
Incident response  
*Systems in action:* Passive protection  
ISTSS Tunnel Symposium - preview

April:

### **SAFE AND SECURE**

Schools and education  
Arson and security  
Fire investigation  
*Systems in action:* Sprinklers  
European Fire Sprinkler Conference - preview

May:

### **HEALTH AND SAFETY**

Hospitals and healthcare  
Training and instruction  
*Systems in action:* Fire doors  
NAHFO Conference - preview

June:

### **SEARCH AND RESCUE**

Disaster management  
Personal protection  
*Systems in action:* Firefighting equipment  
Fire & Rescue Expo - preview

July:

### **ENGINEERING CHANGE**

Fire safety design  
Professional development  
Managing risk  
IFE Conference & Exhibition - preview

August:

### **BUSINESS PROTECTION**

Workplace safety  
Building management  
Fire and rescue resources  
Certification  
*Systems in action:* Evacuation aids

September:

### **OPERATIONAL DOCTRINE**

Emergency planning  
Fire service issues  
*Systems in action:* Alarm technology  
CFOA Annual Conference - preview

October:

### **INDUSTRIAL RISKS**

Hazardous materials  
Business continuity  
Firefighter welfare  
*Systems in action:* Suppression

November:

### **FIRE RESEARCH**

Smoke control  
Design solutions  
Human behaviour  
*Systems in action:* New technology

December:

### **MODERN LIVING**

Complex buildings  
Means of escape  
Risk assessment  
*Systems in action:* Emergency lighting

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## Advertising information

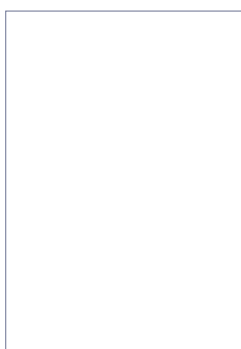
### Display ads

A range of display adverts can be placed in the journal to give your company maximum exposure.

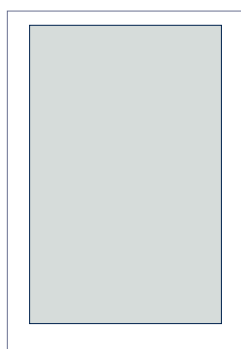
Advertisements can range in size from:  
2 page spreads; full page; half page; quarter page.

Quotes are available for:  
4 colours; spot colour; and mono.

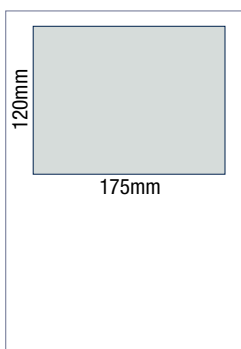
Special placement requests can be made for:  
inside front cover; inside back cover; outside back cover;  
right-hand positioning; or positioning within particular  
sections or features.



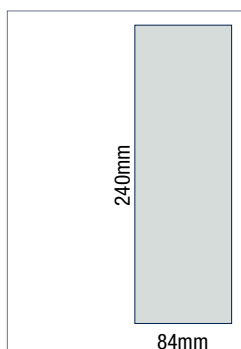
A4 bleed: 216mm x 303mm  
Trim size: 210mm x 297mm



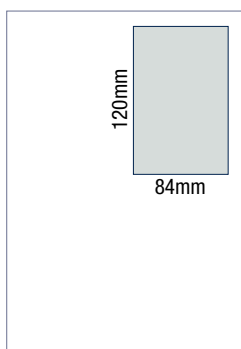
Type area: 175mm x 247mm



Half page horizontal



Half page vertical



Quarter page

### Inserts

Loose and bound inserts are also available at rates,  
according to size and weight

### Sponsorship

Special rates are available for sponsorship packages

## Contact the *FRM* team

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