

FIRE & RISK MANAGEMENT



MEDIA OPPORTUNITIES



The FRM difference

- Independent and authoritative
- Trusted by the industry
- Established thought leader
- Valued by paying subscribers and members
- Regular, timely issues and content
- International recognition

Looking to reach fire safety professionals?

Fire & Risk Management is the market-leading journal for all fire market sectors. Published 10 times a year, it is highly respected in the industry, and goes out to subscribers and members of the UK's national fire safety organisation – the Fire Protection Association.

Reaching a targeted audience of over 3,000 industry professionals, with a lively mix of news, views and in-depth features, we drive debate and discussion. A dedicated website and e-newsletter coverage offer exposure to get you or your client noticed.

Each issue offers:

- News, prosecutions and current affairs
- Feature focus articles and opinions
- The latest fire jobs

Our key aim is to keep our readership of fire safety specialists up-to-date with the developments and concerns in the market.

“FRM features first class editorial that encourages debate and discussion, and offers an exceptional advertising opportunity for addressing the fire safety sector.”

Aston Bowles, Marketing & Communications Manager, Advanced

Membership profiles



With a membership covering 90% of the UK's commercial insurance market, RISC Authority (Risk Insight Strategy and Control Authority) is the focal point for research, standards setting, resource provision, training and lobbying, in pursuit of raising resilience standards within the business community.



Fire Protection Association is the UK's national fire safety organisation, working to identify and draw attention to the dangers of fire and the means by which potential for loss is kept to a minimum. Since 1946 we have attained an unrivalled reputation for quality of work and expertise in research, consultancy, training and auditing.

Get your message across

Our readers are key decision-makers and practitioners seeking products, services and opportunities providing ever-increasing levels of protection. FRM provides industry updates and product innovations to help inform and influence decisions to buy either in print or online.

Attract new business, promote your brand, or recruit for a new position - we offer a full range of options to help get your message across to specifiers and end-users.

- Display advertising
- Web advertising
- Recruitment advertising
- Newsletter banner advertising
- Inserts
- Advertorials
- Editorial opportunities

Online

Many of our regular sections – news, prosecutions and jobs – are free to view, while the latest articles and issue archives are available to view in member-only areas. The site attracts a select and highly targeted audience of over 2,000 unique users per month, and we offer a range of online advertising options.

E-newsletters

FPA produces a fortnightly e-campaign, reaching 18,000+ recipients who have actively subscribed – its open and click-through rate is one of the best in the industry. The e-shot is sent to members, who receive the current issue plus the latest news, events, jobs and promotions.

“FRM is a highly regarded and valued source of information, helping our Aviva risk surveying and underwriting teams to stay abreast of emerging risks, protection technologies and the latest industry developments.”

Allister Smith, Property Risk Manager, Commercial Underwriting and Pricing, Aviva



Media packages

FRM provides unrivalled live editorial coverage from industry events, including FIREX International and FPA's annual flagship conference, the Fire Sector Summit. This includes extensive preview guides distributed at the events, live social media coverage and news reports.

To complement our coverage, we offer a range of media packages ideally suited for companies wishing to communicate with our members via a variety of media.

	Premium	Advanced	Standard
Stand at the Fire Sector Summit	✓	✓	✓
Speaker opportunity at FPA Firex theatre	✓	✓	
Workshop sponsorship at the Summit	✓		
Full page advertisement in the Summit event guide	✓		
Full or half page adverts in FRM	5 full or 10 half	4 full or 8 half	3 full or 6 half
Table-top stand at three annual member networking days	✓	✓	
One feature/article in FRM	✓		
50% discount on recruitment advertising	✓		
FRM web banner advertising	for 2 months	for 2 months	for 1 month
E-newsletter banner advertising	for 4 issues	for 3 issues	for 2 issues
	£12,000 pa	£9,000 pa	£6,000 pa

Advertising rates

Standard print display

Full page: £1,450

Half page: £750

Quarter page: £500

Recruitment advertising

Full page: £1,900

Half page: £1,100

Quarter page: £700

Online only: £700

Inserts: Weighing up to 50g: £950 • Items weighing above 50g: POA

FRMJournal.com

Wallpaper: £1,000 per month

Skyscraper/MPU/banner:

£500 per month

FPA fortnightly e-newsletter

Banner opportunities:

Headline banner: £700 (covers two issues)

Feature banner: £500 (covers two issues)

Contact the FRM sales team

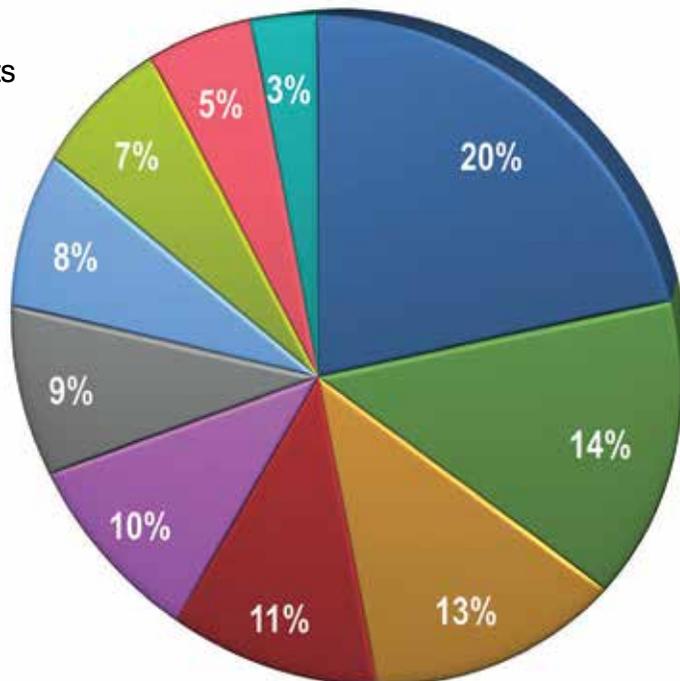
Email: advertising@thefpa.co.uk • Tel: 01608 812 537

Highlights of our last readership survey

 <p>72% keep copies for future reference</p>	 <p>60% are involved in specifying/purchasing fire safety products and services</p>	 <p>50% of people pass their copy to someone else</p>	
 <p>49% prefer to read their posted hard copy</p>	 <p>32% purchased a product or service after seeing it advertised in FRM</p>	 <p>15% read it online and in print</p>	 <p>20% applied for a job advertised inside</p>

Our readers are a diverse group of influencers and decision-makers concerned with all aspects of fire, property protection, and business resilience in all types of environments.

- RISC Authority members (commercial insurers)
- Fire safety consultants, risk assessors and specifiers
- Manufacturing, construction and engineering
- Fire and rescue services/government bodies
- Leisure/retail/recreational
- Education
- Healthcare and NHS estates
- Housing trusts/associations
- Industry/defence
- Other



Editorial programme 2018

February

DISRUPTIVE TECHNOLOGY

Firefighter safety
Incident preparedness
Building planning

March

COMPETENCY

Sharing knowledge
Third party certification
Risk assessments

April

HAZARDS

Hazard management
Operational challenges
Hazardous materials

May

PROTECTION

Compartmentation
Protection systems
Fire doors/glazing

June

GRENFELL: ONE YEAR ON

Community safety
Fire spread
FIREX preview

July/August

DIFFERENT BUILDINGS

Public/complex buildings
RISCAuthority Seminar
FIREX review

September

CLIMATE CHANGE

Wildfire/forest fires
Floods and water supplies
Legislative issues

October

FIRE SERVICES

Resources
Fire appliances
Policy

November

RECYCLING/WASTE

Waste management
Sustainability risks
RISCAuthority Seminar

December/January

TECHNOLOGY RESPONSE

Modelling
High risk areas
Fire Sector Summit

Contact the FRM editorial team

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