

FIRE AND RESCUE INTERNATIONAL



2021

rate card

Reach the decision makers within the southern African fire, rescue and emergency services!

Fire and Rescue International (FRI) is an independent technical magazine that has fire management and suppression, rescue, emergency services and incident management as its core focus. The magazine strives to keep a balance between the various sectors that it serves so that each area of expertise is covered on a monthly basis. By doing so, the magazine has become a sought-after publication to which the decision makers in this close-knit industry have subscribed.

The main objective of this niche market journal is to raise awareness of new technology, local and international, in depth research projects, legislation and relate industry news and events to our readers. The magazine not only creates an active marketing platform for suppliers to the fire fighting (structural, industrial, ARFF, wildland and forest, petrochemical and marine fires) technical rescue (USAR), high-altitude rescue, mountain search and rescue, EMS, Hazmat and incident management industries but also acts as a communication forum for this close-knit fraternity, bridging the gap between the urban-wildfire interface and addressing the challenges of the urban-industrial interface.

Editorial content

As the authoritative magazine serving the professional fire, rescue, incident management and emergency medical industries, editorial content provides readers with hands-on operational articles written by the best of the best in the industry. FRI's well-respected contributors add to the magazine's informative collection of articles such as profiles of fire services EMS/ambulance services, industry organisations, training centres and the people making a difference.



Readership profile

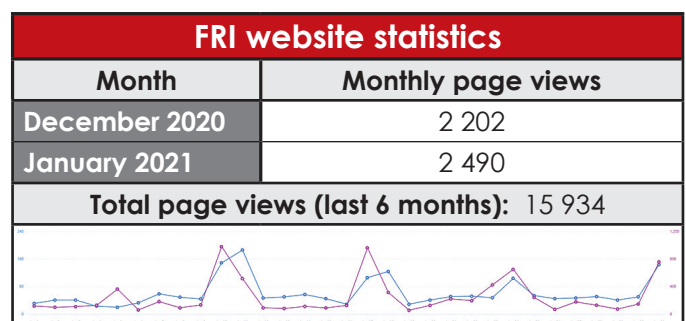
Fire and Rescue International boasts an impressive readership profile that includes:

- All national and provincial fire services and offices of CoGTA
- All fire departments including metros, district and local municipalities
- National, provincial and regional fire protection associations (FPAs)
- Chief fire officers
- Fire station commanders
- Metro rescue
- Fire and rescue managers for mines
- Airport fire and rescue (ARFF) chiefs
- National Ports Authority (NPA) fire and rescue chiefs
- All NSRI stations
- Eskom fire chiefs and SHEQ managers
- Transnet fire chiefs and SHEQ managers
- Petrochemical fire chiefs and SHEQ managers
- Industrial fire chiefs and SHEQ managers
- Mines fire chiefs and SHEQ managers
- Technical rescue (USAR)
- Wilderness search and rescue (WSAR)
- High-altitude rescue
- Hazmat agencies
- Mountain search and rescue services (MSAR)
- SAESI members
- SANDF fire brigades and training centres
- SAAF fire brigades and training centres
- SAPS fire brigades and training centres

- Provincial, metro, municipal and private emergency medicine and ambulance companies
- All South African Private Ambulance and Emergency Services Association (SAPAESA) members
- Municipal procurement officers
- National, provincial and regional disaster managers
- Mayors
- Municipal and environmental managers
- Fire engineers
- Fire Detection Installers Association (FDIA)
- Automatic Sprinkler Inspection Bureau (ASIB)
- Department of Forestry and Fisheries (DAFF)
- Relevant members of LG SETA and QCTO
- Forestry fire managers (silvicultural managers) and fire bosses
- National and private game parks' fire managers and environmental officers (including SANParks and Cape Nature)
- Working on Fire (national and international)
- Forestry contractors
- Farming cooperatives and associations
- Advisory forums such as the National Disaster Management Centre Advisory Forum and the National Veld and Forest Fire Advisory Forum.

Dynamic online platforms

Fire and Rescue International also offers dynamic **ONLINE** platforms, which include our website, weekly newsletter and a monthly product newsletter. These platforms allow for very cost effective advertising with the added benefit of hotlinks direct to your website and the visual advantage of videos, showcasing your products in action!



Proudly serving those who serve

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Fire and Rescue International magazine offers you 9 500 copies to our digital subscriber base!

Magazine advertising rates

Advert size	One issue	Three issues (per issue)	Six issues (per issue)
Full page advert	R 14 690	R 13 510	R 12 485
Half page advert	R 10 280	R 9 465	R 8 740
Quarter page advert	R 6 175	R 5 675	R 5 245
One third page	R 6 825	R 6 305	R 5 825
One sixth page	R 3 420	R 3 145	R 2 905
One eighth page	R 2 930	R 2 700	R 2 495
Double page advert	R 22 850	R 21 025	R 19 425

All rates quoted exclude VAT and are per insertion.
Advertising material must be supplied in high resolution (300dpi) tiff, pdf, EPS or jpg file format.
Production charges will be levied on all incomplete material supplied.*

Standard sizes

Full page	(Height)	(Width)	Double page	(Height)	(Width)
Trim:	297mm	x 210mm	Trim:	297mm	x 420mm
Type area:	267mm	x 180mm	Type area:	267mm	x 390mm
Bleed:	303mm	x 216mm	Bleed:	303mm	x 426mm

Half page	(Height)	(Width)	Quarter page	(Height)	(Width)
Horizontal	130mm	x 180mm	Horizontal	62mm	x 180mm
Vertical	267mm	x 86mm	Vertical	130mm	x 86mm

Third page	(Height)	(Width)
Horizontal	86mm	x 180mm
Vertical	267mm	x 55mm

Technical specifications

Resolution: 300 dpi
Colour: CMYK (process colours)
File format: tiff, EPS, jpg format or print optimised PDF
Fonts: All fonts must be embedded or converted to curves /paths
Photographs: High resolution in jpg

* Production charges

Complete material supplied electronically (CD or email): no charge

Authors corrections: will be charged according to the corrections

Incomplete material: production charge

Full page:	R 1 750
Half page:	R 1 030
Quarter page:	R 600
Double page:	R 3 065

All text, photographs, logos and basic layout must be supplied
Complete material will be supplied to client for use elsewhere.

FRI Digital

FRI Newsletter: Weekly (9500 subscribers)		
Banner advert	1 newsletter	R1 700
Banner advert	12 per annum	R1 360
Banner advert	24 per annum	R1 130
Banner advert	48 per annum	R910
All banner adverts are hotlinked to your website		
Rates quoted are excl VAT, per insertion and invoiced monthly		

FRI Product News: Monthly (9500 subscribers)		
Product/news write up (300 words plus 2 photos)	1 month	R2 250
Video/YouTube upload		R200 each
All banner adverts and product write ups can be hotlinked to your website		
Rates quoted are excl VAT, per insertion and invoiced monthly		

Website

FRI Website	
Annual advert	R13 540
6 months	R8 505
3 months	R5 670
All adverts are hotlinked to your website	
Rates quoted are excl VAT	
Web adverts are invoiced annually in advance	

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