



**Fire Industry Association**

Leading Excellence in Fire Since 1916

**MEDIA PACK**



Fire Industry Association

# The FIA and Advertising

## Media Pack Introduction

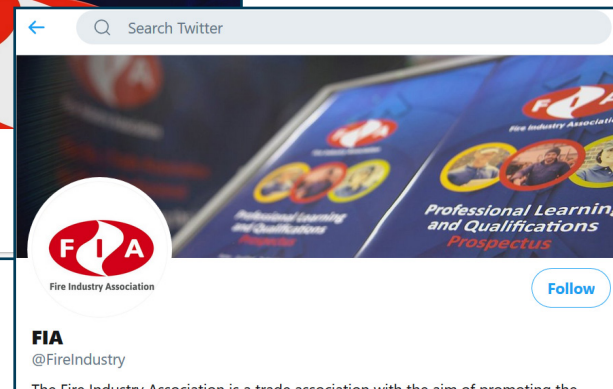
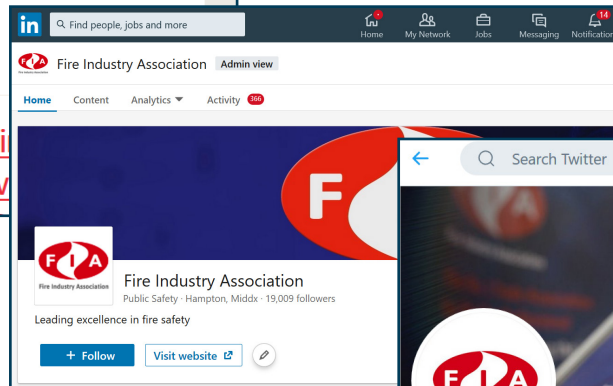
**FIA Focus** is the fortnightly e-zine of the Fire Industry Association which is the largest fire trade association not just in the UK but in Europe.

### WHAT'S NEWS

The FIA's first online CPD day proves to be a huge success

27 MARCH 2020

[Collation of detail regarding products and solutions w](#)



www.fia.uk.com

fia-team@fia.uk.com

020 3166 5002



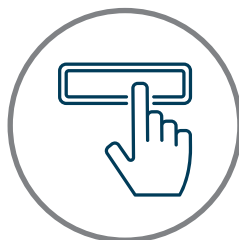
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# The FIA and Advertising

## Media Pack Introduction

**FIA Focus** Newsletter has 4,800 subscribers and is read by a wide range of influencers and decision makers across the fire safety industry and within a number of vertical markets.

As of January 2022 the FIA web site has:



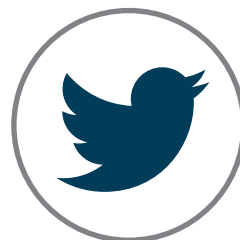
**6,000**  
Subscribers



**27,000**  
Web visitors  
per month



**10,000**  
Articles read  
each month



**7,000**  
Twitter  
followers



**30,220**  
LinkedIn  
followers

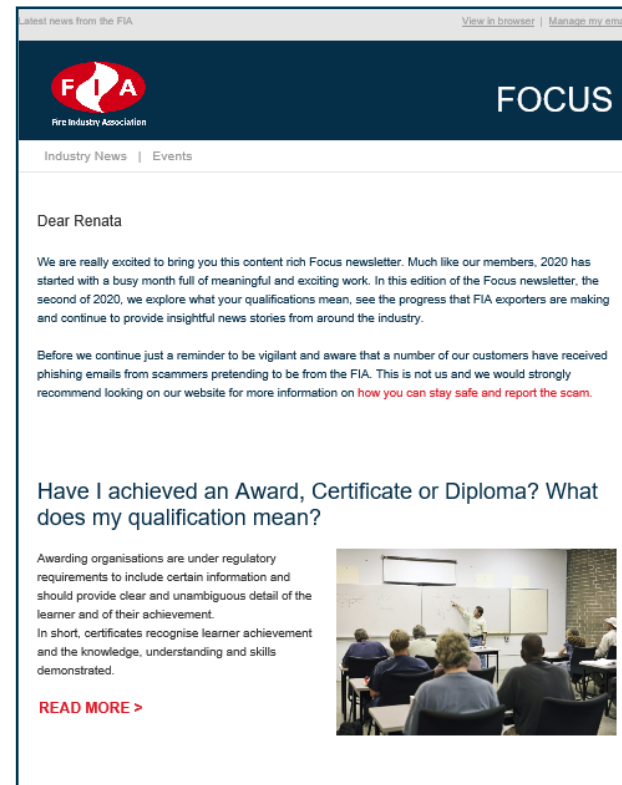


**1,300**  
Facebook  
followers

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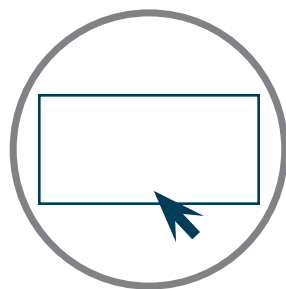
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## Placement Options



**200x100  
pixels**

Animated or static GIF  
Maximum file size of 80 kb  
Provide a link to a URL

### Display Advertisements

These positions are 200 pixels wide x 100 pixels deep and may be animated or static. Copy is to be provided in GIF format with a maximum file size of 80 kb and you should also provide a link to a URL. It is placed in the FIA Focus Newsletter.



**400  
words**

One image  
Provide a link to a URL

### Advertisement Feature

This is a promotional editorial or 'sponsored' article which may be up to 400 words in length and include one image; text should be in Word and the image as a jpeg (image size: 810px by 329px). The feature will appear in the Focus e-zine and also be placed on the FIA web site in the News section clearly labelled as 'Sponsored News'. A link to a URL landing page should be provided.



### Social Media

Both options (left) come with the additional option of a single social media push through each of the FIA Twitter, LinkedIn and Facebook accounts. Pricing for multiple pushes are available on application.

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[fia-team@fia.uk.com](mailto:fia-team@fia.uk.com)

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## Prices

Placement Type	FIA Member Cost for One Issue	FIA Member Cost for Two Issues	FIA Member Cost for Four Issues	FIA Member Cost for Eight Issues	FIA Member Cost for Twelve Issues	Non-FIA Member Cost for One Issue	Non-FIA Member Cost for Two Issues	Non-FIA Member Cost for Four Issues	Non-FIA Member Cost for Eight Issues	Non-FIA Member Cost for Twelve Issues
Display Advertisement	£200 + VAT	£340 + VAT	£600 + VAT	£1,040 + VAT	£1,320 + VAT	£400 + VAT	£680 + VAT	£1,200 + VAT	£2,080 + VAT	£2,640 + VAT
Advertisement Feature	£300 + VAT	£510 + VAT	£900 + VAT	£1,560 + VAT	£1,980 + VAT	£600 + VAT	£1,020 + VAT	£1,800 + VAT	£3,120 + VAT	£4,680 + VAT
Display Advertisement plus FIA social media push	£300 + VAT	£510 + VAT	£900 + VAT	£1,560 + VAT	£1,980 + VAT	£600 + VAT	£1,020 + VAT	£1,800 + VAT	£3,120 + VAT	£4,680 + VAT
Advertisement Feature plus FIA social media push	£450 + VAT	£765 + VAT	£1,350 + VAT	£2,340 + VAT	£2,970 + VAT	£900 + VAT	£1,530 + VAT	£2,700 + VAT	£4,680 + VAT	£5,940 + VAT
Discount	–	Prices above include 15% discount	Prices above include 25% discount	Prices above include 35% discount	Prices above include 45% discount	–	Prices above include 15% discount	Prices above include 25% discount	Prices above include 35% discount	Prices above include 45% discount

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## Content Guidance

By law, all Marketing and Advertising must be an accurate description of the product or service, legal, decent, truthful, honest and socially responsible. Advice on the regulations that define what advertisers can and cannot do may be found here

***[www.gov.uk/marketing-advertising-law/regulations-that-affect-advertising](http://www.gov.uk/marketing-advertising-law/regulations-that-affect-advertising)***

and there are also two advertising Codes of Practice that must be followed

***[www.gov.uk/marketing-advertising-law/advertising-codes-of-practice](http://www.gov.uk/marketing-advertising-law/advertising-codes-of-practice)***

Advice on describing your product or service accurately is here

***[www.gov.uk/marketing-advertising-law/describing-your-product](http://www.gov.uk/marketing-advertising-law/describing-your-product)***

and if you make a claim about your product, you must be able to prove what you say.



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## Content Guidance

Advertising to consumers is covered by 'The Consumer Protection From Unfair Trading Regulations' and prevents advertisers from including false or deceptive messages or leaving out important information.

Advertising to businesses is covered by 'The Business Protection From Misleading Marketing Regulations' and prevents the use of misleading comparisons with competitors that includes using a competitor's logo or trade mark [or something very similar] and comparing your product with a competitor's product that is not the same.

The applicable Code of Practice for non-broadcast media is the CAP non-broadcast code which may be found here

***[www.asa.org.uk/codes-and-rulings/advertising-codes/non-broadcast-code.html](http://www.asa.org.uk/codes-and-rulings/advertising-codes/non-broadcast-code.html)***

In submitting advertising copy to the FIA, the advertiser guarantees that its content is in compliance with all applicable Regulations and Codes of Practice.



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## Content Guidance

The FIA has sole discretion in determining which advertisements will be accepted for publication. The FIA reserves the right to discontinue the advert for any reason, at the sole discretion of the FIA. Should that occur FIA will be under no obligation to justify that decision, although the FIA may offer the option for the advertiser to amend their advert if appropriate. Also, the FIA may reject or delay content in the interest of alignment with current marketing themes and to ensure balance, again at its discretion. The acceptance and presence of any advertisement on the FIA web site and/or electronic communication does not imply endorsement of the advertising company or its products.



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## Content Guidance

The FIA will not adjudicate in any cases where the content of an advertisement is disputed. Should this situation arise, the complainant is advised to contact the company responsible for the advertisement and/or the Advertising Standards Authority [ASA]. The complainant should, however, inform the FIA indicating the nature of their complaint and the FIA may withdraw the advertisement in question pending the outcome of the dispute [with credit returned for any outstanding placement].

Any company in breach of advertising Regulations and Codes of Practice may be suspended from applying for advertising space for a period to be determined by the FIA.

As you'll see elsewhere in the Media Pack, there are two categories of advertising from which to select, a choice of single or multiple placements and pricing that depends on whether you are an FIA member or a non-member.



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## Content Guidance

Some specific guidance arising from the Regulations and Codes are given as follows:

Advertisements must not be controversial, slanderous or be perceived to be an attack on any other company.

Advertisements must not mislead the consumer by omitting material information and must not mislead by presenting content in an unclear, unintelligible, ambiguous or untimely manner.

Prior to submitting an advertisement for publication, the originating company must hold documentary evidence to prove claims that consumers are likely to regard as objective and that are capable of objective substantiation; the ASA may regard claims as misleading in the absence of adequate evidence.



Claims featured in advertisements must not exaggerate the value, accuracy, scientific validity or practical usefulness of the product; claims that have not been independently substantiated must not mislead consumers.

Prices quoted in advertisements must include non-optional taxes, duties, fees and charges that apply to all or most buyers; VAT-exclusive prices may be given if all those to whom the price claim is clearly addressed pay no VAT or can recover VAT although this must be accompanied by a prominent statement of the amount or rate of VAT payable. Also, you must not describe an element of a package as 'free' if that element is included in the package price unless consumers are likely to regard it as an additional benefit.

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## Placement of and Payment for Advertisements

- 1** Copy must be submitted by e-mail to [fia-team@fia.uk.com](mailto:fia-team@fia.uk.com), whereupon it will be reviewed by our Marketing Team.
- 2** Acceptance of the advertisement will normally be made in writing to the incoming e-mail address within two working days.
- 3** Once accepted and the placement terms fully agreed, the advertiser will be asked to sign a formal contract.
- 4** On receipt of the signed contract, the FIA will raise an invoice usually within five working days for payment to be received within 30 days.
- 5** The contract will result in placement of the advertisement under the agreed terms and no refund will be given should the advertiser wish subsequently to cancel.

Given that advertising space in the Focus e-zine is limited, preference may be given at the FIA's discretion to first time advertisers over those requesting frequent placements except when taking the package of four issues in which case all four placements will be guaranteed except when taking any of the multiple placement packages in which case all multiple placements will be guaranteed. All placements for multiple placement packages must be completed within one year of the initial placement.

With Focus being issued every other Wednesday, advertisements and features should be received on the Monday the week before the intended publication day.

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