

# OUR MEDIA PACKAGES

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**FIRE INDUSTRY ASSOCIATION**



**Fire Industry Association**

Leading Excellence in Fire Since 1916



# INTRODUCTION **ADVERTISE**

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## **Largest Trade Association in the UK and Europe dedicated to Fire Protection.**

The FIA is the largest fire protection trade association in the UK with over 1000 members. In order to provide vital information to our businesses, members, and key stakeholders, we publish a variety of publications throughout the year. Through advertising within these publications we get to offer great networking and marketing opportunities for our media clients, and assist in creating a space to provide valuable brand exposure for your campaigns and collaborations.



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## What is the Fire Industry Association?

The FIA is the largest trade association in the UK and Europe dedicated to fire protection with 1000+ members. Our objectives are to actively promote, improve, and perfect fire protection methods, devices, services, and apparatus. To accomplish this, we represent our members, provide technical support and guidance, as well as offer opportunities for professional advancement through our industry leading training and through networking at events.

**Become part of the FIA**

**1000+**

COMPANIES ARE MEMBERS

**250+**

INDIVIDUAL TRAINING COURSES

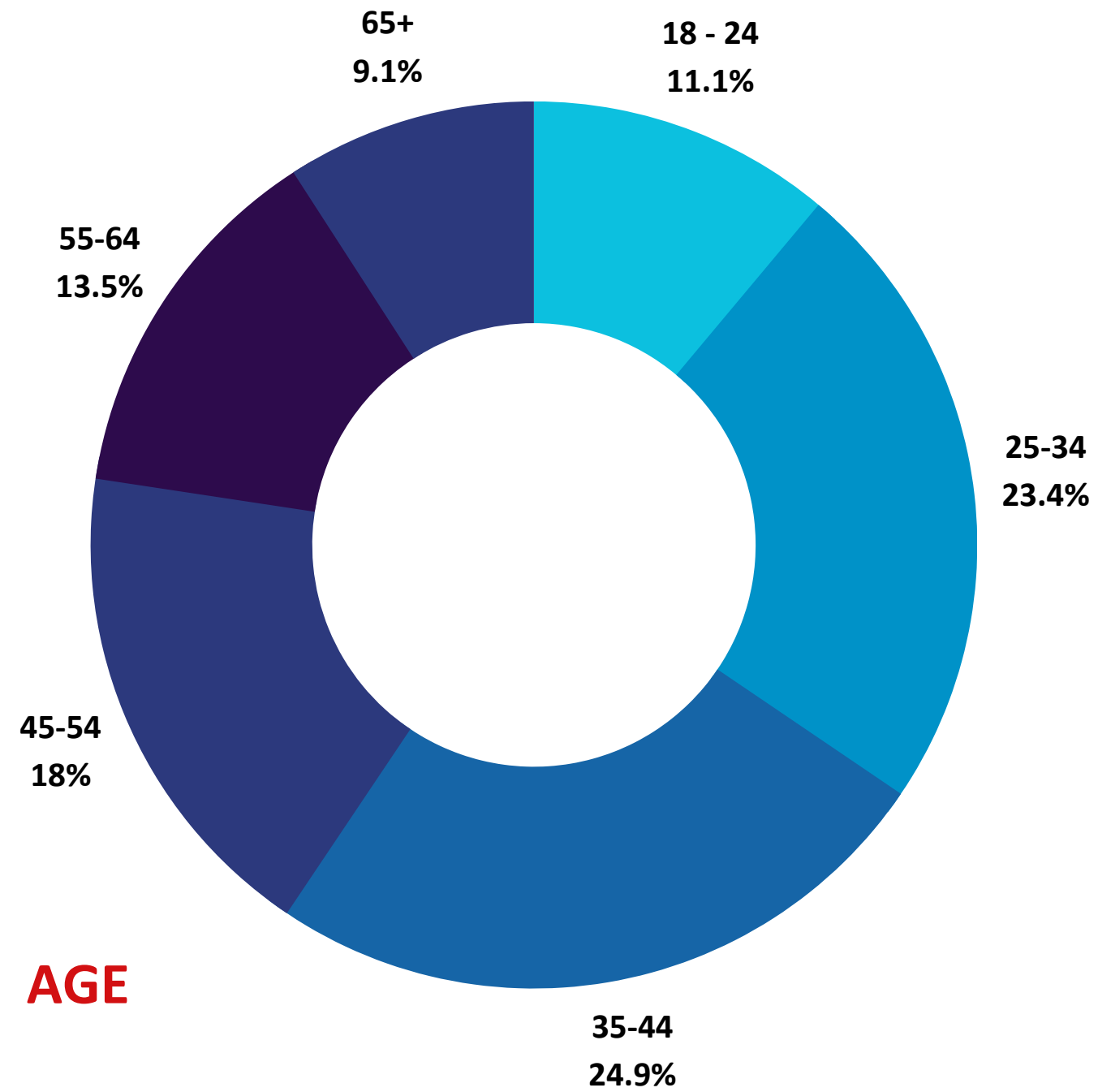
**150+**

COMMITTEES AND WORKING GROUPS

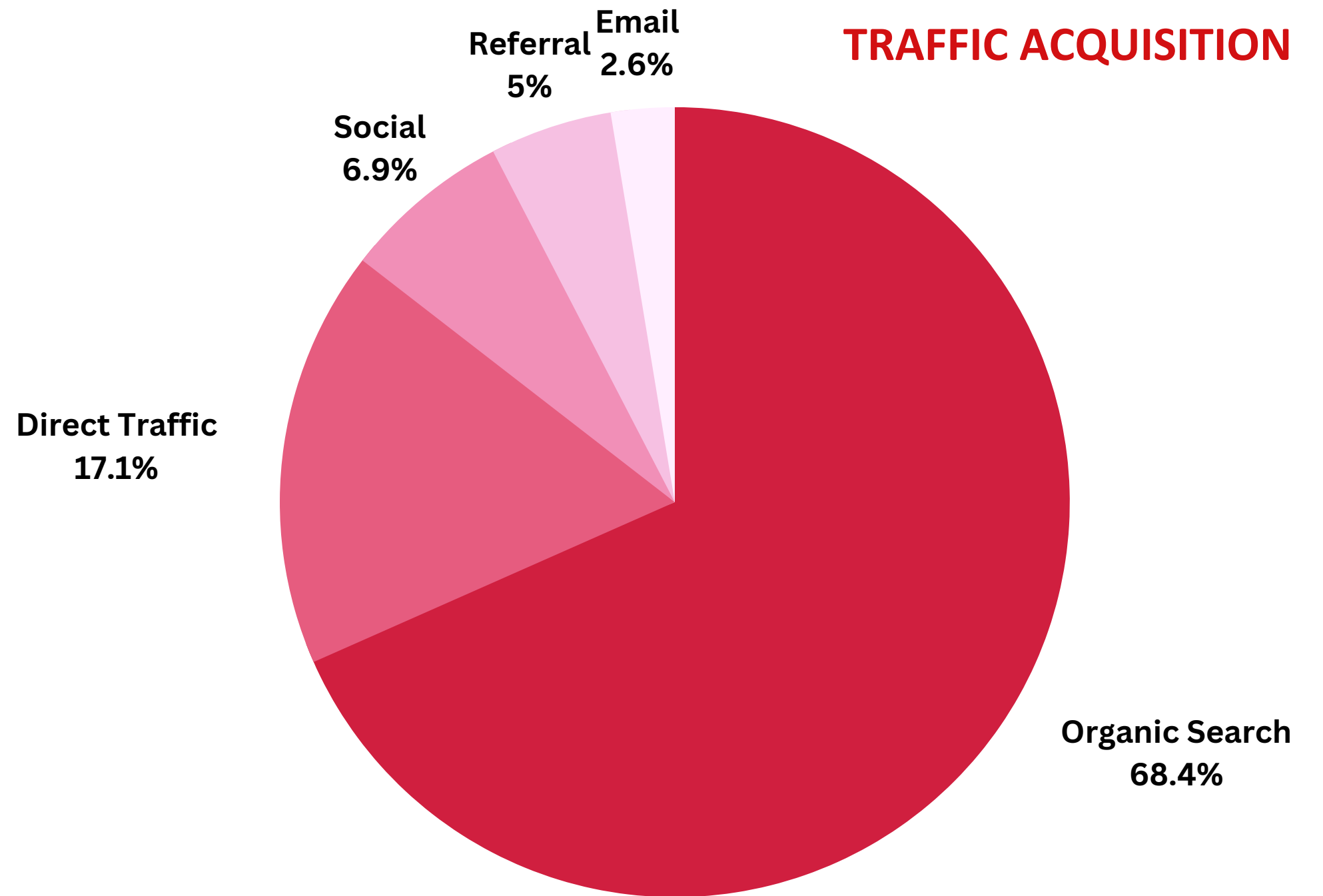


# OUR AUDIENCE

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**AGE**



**TRAFFIC ACQUISITION**



# OUR PUBLICATIONS

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Our industry-led communications are an excellent way to advertise your products and services - they are focused, cost-effective, and help drive your message and key attributes to our audience, as well as to get your business recognized by our key target audience. As of February 2023 the FIA has:



## **45,150 SOCIAL MEDIA FOLLOWERS**

Number combined with our Twitter, Facebook and LinkedIn social platform followings.



## **32,000 WEBSITE VISITORS PER MONTH**

The number of uniquely identifiable users visiting our website.



## **6,100 SUBSCRIBERS TO OUR FOCUS E - NEWS**

Get all the latest update on news articles, events and content occurring at the time of the email being sent out.

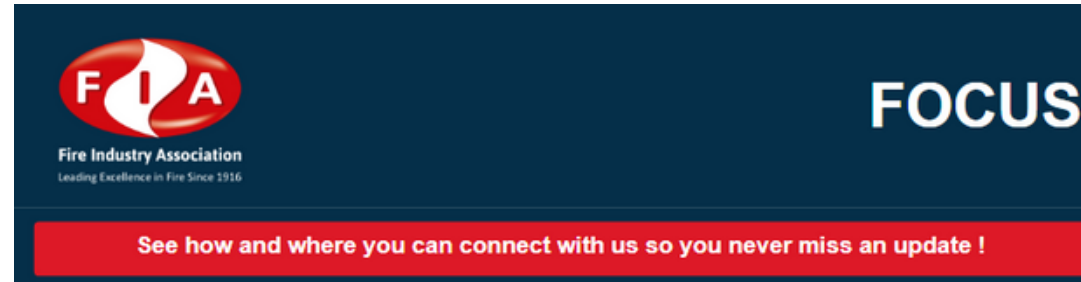


## **14,500 ARTICLES READ PER MONTH**

Highly useful communication tool that can be used to provide key insights to the industry.



# OUR PUBLICATIONS



CPD Certification Centre | Advertise with us | Latest Training Availability

Dear Renata

The FIA brings you our latest edition of Focus. This edition includes our latest reminder to **Attend our Watermist Roadshow in Scotland!** In addition to this, don't miss out on **attending Firex this year hosted at the Excel, London.** Furthermore, the **latest guidance on fire detection and alarm system in buildings with thatched roofs** has been curated.

THIS ADVERTISING SPACE CAN

The FIA Focus Newsletter is  
6000 Fire Safety Industry Ins  
that number grows daily.

**FIA Focus Newsletter**

that number grows daily.



## Fire Industry Association

Fire Industry Association | Leading Excellence in Fire Since 1916  
Public Safety · Hampton, Middlesex · 36,651 followers



Surriya & 12 other connections with you

✓ Following

Social Media

visit website

16 FEB 2023

How Does a Smoke Alarm provide you with Safety?  
16 FEB 2023

The FIA and BAFSA bring you the second of their 2023 Watermist Roadshows  
16 FEB 2023

Smoke exposure from intense fires linked to long-term respiratory and cardiovascular disease.  
15 FEB 2023

London mayor imposes second staircases in new blocks over 30m.  
15 FEB 2023

The FIA announces the FIM Expo happening in Nottingham June 2023.  
14 FEB 2023

FIA becomes a partner of the N  
13 FEB 2023

**News Article Advertisements**

## Our publications:

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. We feature industry-led publications in our News Articles to promote them to our members and audiences and help them keep up to date. Through our Social Media, we are able to spread industry-specific publications, documentation, and promote, improve, and perfect fire safety methods, devices, services, and apparatuses.



# ADVERTISING OPTIONS

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Our industry-led communications are an excellent way to advertise your products and services - they are focused, cost-effective, and help drive your message and key attributes to our audience, as well as to get your business recognized by our key target audience.



## FIA FOCUS NEWSLETTER BANNER FEATURE

These positions are 200 pixels wide x 100 pixels deep and may be animated or static. A GIF file with a maximum size of 80 kb should be provided, along with a URL link. The image appears in the FIA Focus newsletter.

**Note there is three different available sizes with different prices available for this.**



## SPONSORED ARTICLE

This is a promotional editorial or 'sponsored' article with up to 400 words and one image; Editorial Text should be sent in Word Format with an image - jpeg (810px by 329px). In addition to appearing in Focus, the sponsored news feature will also be posted on the FIA website in the News section clearly labelled 'Sponsored News'. A link to a URL landing page should be provided to direct traffic for your own exposure.



## SOCIAL MEDIA EXPOSURE

Both options above come with the additional option of a single social media push through each of our social media channels. Pricing for multiple pushes is available on application.



# THE BENEFITS

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## Promotion

When advertising with the FIA,, you will be credited with the benefit of brand exposure but also through marketing to our powerful database and social media reach.



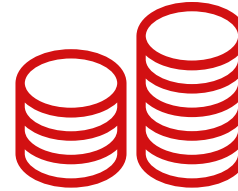
## Gain Insights

You can learn a lot from advertising with ourselves, including, industry trends or business ideas. We also provide analytics within our post marketing feedback.



## Opportunity

Advertising with the FIA provides your company with the perfect opportunity to strengthen your brand image and promote your products and services.



## Investment

Our advertising packages provide businesses with excellent exposure, which typically results in a great return on investment (ROI). You can be assured advertising will put your business front and centre in peoples minds.



## Credibility

Associating your brand with the FIA provides peace of mind for your customers. The FIA brand is widely respected as a mark of quality and excellence. Sponsoring one of our events legitimizes your message.



## Audience

The FIA reaches a large, high quality audience. Advertising can help your company make connections that would otherwise have been proved difficult to achieve.

# NEWSLETTER PLACEMENT OPTIONS

Our industry-led communications are an excellent way to advertise your products and services. We offer different placement options within our FIA Focus Feature.



## FIA FOCUS NEWSLETTER BANNER FEATURE

These positions are 200 pixels wide x 100 pixels deep and may be animated or static. A GIF file with a maximum size of 80 kb should be provided, along with a URL link. The image appears in the FIA Focus newsletter.



## SPOTLIGHT FEATURE

This advertising space is classed as our Spotlight Feature. You can place your advertisement here so that our readers can see your products and services first.



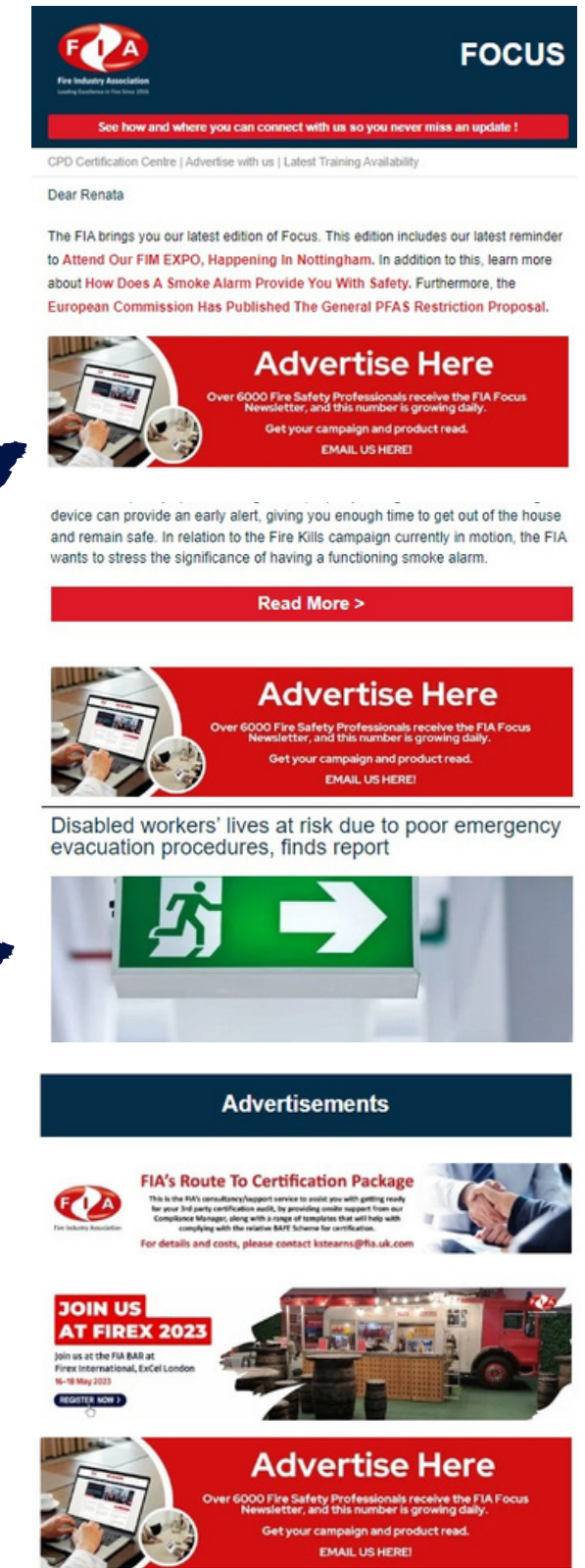
## CENTRE FEATURE

This advertising space is classed as our Centre Feature. You can place your advertisement here so that our readers can see your products and services in between our news stories.



## STANDARD FEATURE

This advertising space is classed as our Standard Feature. You can place your advertisement here so that our readers can see your products and services at the end of the e-mail.





# PRICING PLAN

Please look at our pricing packages available for advertising.

Placement Type	FIA Member Cost for One Issue	FIA Member Cost for Two Issues	FIA Member Cost for Four Issue	FIA Member Cost for Six 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 Six Issues
Spotlight Focus Feature	£300 + VAT	£510 + VAT	£900 + VAT	£1170 + VAT	£600 + VAT	£1020 + VAT	£1800 + VAT	£2340 + VAT
Centre Focus Feature	£250 + VAT	£425 + VAT	£750 + VAT	£975 + VAT	£500 + VAT	£850 + VAT	£1500 + VAT	£1950 + VAT
Standard Focus Feature	£200 + VAT	£340 + VAT	£600 + VAT	£780 + VAT	£400 + VAT	£680 + VAT	£1200 + VAT	£1560 + VAT
Sponsored Article	£400 + VAT	£680 + VAT	£1200 + VAT	£1560 + VAT	£800 + VAT	£1360 + VAT	£2400 + VAT	£3120 + VAT
Spotlight Focus Feature + Social Ad	£400 + VAT	£680 + VAT	£1200 + VAT	£1560 + VAT	£800 + VAT	£1360 + VAT	£2400 + VAT	£3120 + VAT
Centre Focus Feature + Social Ad	£350 + VAT	£595 + VAT	£1050 + VAT	£1365 + VAT	£700 + VAT	£1190 + VAT	£2100 + VAT	£2730 + VAT
Standard Focus Feature + Social Ad	£300 + VAT	£510 + VAT	£900 + VAT	£1170 + VAT	£600 + VAT	£1020 + VAT	£1800 + VAT	£2340 + VAT
Sponsored Article + Social Ad	£500 + VAT	£850 + VAT	£1500 + VAT	£1950 + VAT	£1000 + VAT	£1700 + VAT	£3000 + VAT	£3900 + VAT
Benefit	-	Prices above include 15% discount	Prices above include 25% discount	Prices above include 35% discount	-	Prices above include 15% discount	Prices above include 25% discount	Prices above include 35% discount

# IMPORTANT NOTICES

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01

Copy must be submitted by e-mail to [marketing@fia.uk.com](mailto:marketing@fia.uk.com) where upon it will be reviewed by our Marketing Team.

02

Acceptance of the advertisement will normally be made in writing to the incoming e-mail address within two working days.

03

Once accepted and the placement terms fully agreed, the advertiser will be asked to sign a formal contract.

04

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.

05

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**



# CONTENT GUIDANCE

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

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.

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.

# CONTENT GUIDANCE

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

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.

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.



# CONTENT GUIDANCE

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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.

# MEDIA PACKAGE FORM

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Please note all acknowledgements of your Company will be generated from the following Information.

Company Name: .....

Contact Name: .....

Address: .....

Postcode: .....

Telephone: .....

Email: .....

Website Address for Hyperlinks: .....

Contact Telephone Number, if different from above: .....

Onsite Event Contact Name, Email and Telephone Number: .....

What Package Would You like? .....

What type of Media is your advertisement? .....

The FIA will need a high-res (print ready) version of your company logo and advert if applicable in jpeg or eps format. Please email this to [marketing@fia.uk.com](mailto:marketing@fia.uk.com) once you Media Package has been confirmed.

An invoice will be issued upon receipt of this form. If you require a Purchase Order number to be stated on the invoice, please let us know when you return the booking form.

Payment terms are 30 days from date of the invoice.

Please complete this page, agree to the Terms and Conditions on p13-14,

and return by email to [marketing@fia.uk.com](mailto:marketing@fia.uk.com)

**Alternatively print, sign and return by post to Tudor House, Kingsway Business Park, Oldfield Road, Hampton TW12 2HD**



# OUR CONTACT

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## Get in Touch

Please use the following contact options to get in touch with us.

### Address

Tudor House, Kingsway Business Park,  
Oldfield Road, Hampton, Middlesex,  
TW12 2HD

### Phone

020 3166 5002

### Email

marketing@fia.uk.com

### Website

www.fia.uk.com