Reach over 42,000* fire, rescue and safety professionals in the Middle East

THE MARKET

The Middle East region is one of the most buoyant, dynamic and viable markets in the world and protection from the risk of fire of the complex and iconic building developments in the region remains paramount to ensure the safety of the personnel, residents and visitors as well as protecting the considerable investments.

Municipal and regulatory authorities across the region are insisting on higher standards of fire safety in buildings, through fire safety engineering and passive & active protection.

To meet this demand, manufacturers must continue to develop technology and specialist applications providing effective and acceptable levels of safety and protection within advanced new conceptual buildings.

The Middle East therefore offers outstanding commercial opportunities for companies engaged in designing and supplying fire detection and alarm and a wide range of other fire safety applications including automatic fire suppression systems and passive protection solutions.

Alongside this, developers, architects, builders and fire engineers need to work closely with manufacturers, suppliers, consultants and insurers across the region in order to provide the very highest levels of fire safety and protection from the ravages of fire.

Fire brigades in the region embrace the technological advances which protect the firefighter and assist with emergency response. Companies supplying firefighting and rescue vehicles and the multiplicity of front-line equipment have never before had such a willing market to operate within.

FIRE Middle East magazine is the only independent publication which serves the wider fire community and provides a uniquely efficient and comprehensive marketing tool in the region.

THE READERS

FIRE Middle East has an ever growing and relevant audience and, on average, more than 13,500 copies are circulated, three times a year, in the following countries:

- Bahrain
- Egypt
- Iran
- Iraq
- Jordan
- Kuwait
- Lebanon
- Libya
- Morocco
- Nigeria
- Oman
- Qatar
- Saudi Arabia
- Syria
- The Sudan
- Turkey
- UAE
- Yemen

There is also a growing global readership who depend on FIRE Middle East for local information and intelligence. Our subscribers, all of whom have a role in the protection of life, property and the environment from fire, are to be found primarily in the following sectors:

- building design, construction and maintenance
- manufacturing and process industries
- government and municipal authorities
- rescue and paramedic services
- retail, hotels & leisure
- road, rail & marine transport
- airports
- civil defence
- fire departments
- installers & engineers
- oil and gas
- utilities

Our collaboration and media partnerships with numerous key trade events in the region enables us to grow and maintain a very fresh and up-to-date subscriber list to both print magazine and online services.
FIRE Middle East magazine is the leading voice of the fire protection, firefighting and rescue sectors across the region. Established 9 years ago, it remains the only dedicated fire magazine serving the GCC countries, the wider Middle East and North Africa. FIRE Middle East magazine aims to:

- increase knowledge of equipment
- assist understanding of hazards and risks
- identify best practice & standards for the fire safety professional
- focus on real-life fire & rescue situations
- establish and assimilate lessons learnt
- consider essential training and education
- provide updates on new technology and its applications
- network news from across the region

Through professionally written and informed articles on all matters pertaining to fire, the ultimate aim for FIRE Middle East is to play an impartial and informed role in the creation and maintenance of safe environments from fire around the fast-developing region for the benefit of government; commerce & industry; personnel; residents and visitors alike.

This is particularly important with the ever-increasing number of ultra-high-rise buildings and other major innovative construction developments in the Gulf countries. FIRE Middle East is the official fire publication for several high profile exhibitions and events in the region including Dubai’s annual Intersec exhibition and conference.

THE EDITORIAL

Editor, Wendy Otway, has been working within the fire industry for more than 20 years both in the UK, Europe and the Middle East. Her incisive knowledge of the subject and what matters to the people who read FIRE Middle East ensures that the editorial is always, fresh, original, up-to-date and most importantly accessible to the wide audience who depend on FIRE Middle East as an essential source of information and inspiration.

Regular contributors to the magazine include international fire safety engineers, rescue and firefighting practitioners, fire protection engineers and designers and professional experts in their chosen fields of fire and safety.

Each issue carries in depth features, application stories and technical briefings written by recognised international experts in their chosen fields. Uniquely, FIRE Middle East works closely with international professional associations to ensure that our loyal readership is kept up-to-date with key decisions and developments which will effect them.

Regional and international news and views coupled with Industry and business updates from around the world guarantees that if our readership only read FIRE Middle East, their library of knowledge and understanding would increase by every issue and the magazine remains an essential source of reference from issue to issue.

Press releases, case studies and industry news are a vital part of the individuality of FIRE Middle East so please send them to editor@firemiddleeast.co.uk.

The editor welcomes generic articles and application stories for consideration, please call Wendy Otway on +44 1795 530111 or email your proposals to editor@firemiddleeast.co.uk.
Advertising with FIRE Middle East brings you closer to the market

ADVERTISING OPPORTUNITIES

FIRE Middle East provides a unique path to influential people across a number of key industry sectors throughout this region. Taking advantage of competitively priced advertising across our complete portfolio of print magazine, website, direct emails and our Interactive magazine will ensure your unique range of products reaches our dedicated audience via a multimedia platform.

We also aim to provide all of our clients with editorial opportunities in order to keep our extensive readership up to date with the latest innovations, knowledge and experiences in the region.

Advertising with FIRE Middle East brings you closer to the market, will help grow your business and ultimately deliver results.

ISSUE DEADLINES

APRIL 2020 ISSUE 45
Editorial copy: 16/03/20
Advertising booking deadline: 20/03/20

JULY 2020 ISSUE 46
Editorial copy: 15/06/20
Advertising booking deadline: 19/06/20

OCTOBER 2020 ISSUE 47
Editorial copy: 14/09/20
Advertising booking deadline: 18/09/20

JANUARY 2021 ISSUE 48
Editorial copy: 23/11/20
Advertising booking deadline: 27/11/20

FORWARD FEATURES LIST

APRIL 2020 ISSUE 45
Residential fire protection
Educational Facilities & student accommodation
Care homes
Retirement communities
Insiders’ View
Regional & International news
Industry news
Product profiles
In Case of Fire - application stories
Talking about...
Event round-up

JULY 2020 ISSUE 46
Construction site & machinery
High rise, mixed use buildings
Waste management
Recycling plants
Retirement communities
Insiders’ View
Regional & International news
Industry news
Product profiles
In Case of Fire - application stories
Talking about...
Event round-up

OCTOBER 2020 ISSUE 47
Hotels & leisure facilities
Shopping Malls
Factories
Theatres & cinemas
Insiders’ View
Regional & International news
Industry news
Product profiles
In Case of Fire - application stories
Talking about...
Event round-up

JANUARY 2021 ISSUE 48
Warehousing & logistics
Transport - land, sea and air
High value, secure buildings
Data centres
Insiders’ View
Regional & International news
Industry news
Product profiles
In Case of Fire - application stories
Talking about...
Event round-up
Whatever your online needs, FIRE Middle East magazine online has the solution

THE WEBSITE

Since the launch in January 2008 of www.firemiddleeastmagazine.com the magazine and website combined has firmly established itself as the most successfully integrated media platform in the GCC and Middle East region for fire and safety professionals. Following in the steps of its sister website www.securitymiddleeastmagazine.com, the FIRE Middle East magazine website continues to grow rapidly. With an average of 12,000 hits per month it confirms that our readers value both print magazine and website as an equally integral resource for fire professionals in the region.

As well as being able to read an online version of the print magazine, visitors can keep up-to-date with the latest news stories as well as access and contact key fire and safety product suppliers and distributors. Ranked No: 1 on Google, the website is well optimised and provides a range of branding and interactive services including – homepage web banner and buttons, online directory, product showcase and corporate videos.

SOCIAL MEDIA

As part of our drive to increase our social media presence we are offering all advertisers the chance to tweet news and product information via the Fire Middle East Twitter account. With a rapidly growing audience Twitter has become a key communication tool in today’s business world.

Whatever your online needs – FIRE Middle East magazine online has the solution.

TARGETED E-MAILS

To ensure FIRE Middle East magazine stays interactive with its readers, every month we email an ezine/newsletter to our ‘opt in’ database of over 40,000 senior advisors, buyers, installers, integrators and end-users. This email service allows advertisers to promote their latest products and services directly to our readers. This information is then hosted on our website for a further month to increase visibility.

If you are also interested in sending out a bespoke email directly to our readers then you can have access to our data base via the Solus Email service we offer. This email will be dedicated to your company, product and service with all links and traffic channelled back to you. Both Ezine and Solus emails are a very effective way to increase brand awareness, traffic and business.

THE INTERACTIVE MAGAZINE

FME and SME’s fully interactive magazine, in association with Intersec and a number of other key trade shows in the region, is unique to the market and enables you to showcase your products and services directly to our subscribers and also all of our media partners members in a totally new format.

If you have a new product you want to demonstrate, showcase, promote or if you simply want to educate the market about an event you’re attending then this platform enables you to do just that. Plus all web traffic is channelled directly back to your own site allowing potential clients to get even further information about what your company has to offer. The Interactive magazine is emailed directly to over 200,000 industry professionals across the Middle East region. Visit our website to see the latest live and backdated issues www.firemiddleeast.co.uk.
## 2020 Advertising Rates

### Magazine Advertising

**Special positions:**
- Front cover: US$ 6,000 (plus two pages inside)
- Outside back cover: US$ 3,500
- Inside front cover: US$ 3,000
- Inside back cover: US$ 3,000

**Space requirements:**
- Double page spread: US$ 4,500
- Full page: US$ 2,500
- Half page: US$ 1,500
- Quarter page: US$ 800
- Advertorial (full page): US$ 2,250

Please contact the Advertising Sales Manager for more information.

### Online Advertising

**Homepage banner**
- 3 months: US$ 1,590
- 6 months: US$ 2,290
- 12 months: US$ 3,600

**Expandable banner**
- 1 month: US$ 1,500

**Homepage button**
- 3 months: US$ 990
- 6 months: US$ 1,500
- 12 months: US$ 2,400

**Web banner on any other page**
- 3 months: US$ 635
- 6 months: US$ 950
- 12 months: US$ 1,585

**Web button on any other page**
- 3 months: US$ 500
- 6 months: US$ 750
- 12 months: US$ 1,250

**Solus emails**
- US$ 1,440

**Group ezine**
- US$ 720

**Directory listing (12 months)**
- US$ 800

Includes 3 images, text & links to your site.

* Discounts for multiple bookings. Sponsorship opportunities, product launches, video hosting & priority positions are available upon request.

### Mechanical Data

**Double page spread (DPS)**
- Bleed: 303mm(h) x 426mm(w)
- Trim: 297mm(h) x 420mm(w)

**Full page**
- Bleed: 303mm(h) x 216mm(w)
- Trim: 297mm(h) x 210mm(w)
- Type area: 277mm(h) x 190mm(w)

**Half page**
- Horizontal: 126mm(h) x 185mm(w)
- Vertical: 260mm(h) x 90mm(w)

**Quarter page**
- Vertical: 126mm(h) x 90mm(w)

**Digital artwork requirements**
- Print ready PDF (300dpi, CMYK, fonts embedded)
- QuarkXPress document (+ fonts & images supplied)
- Adobe Illustrator EPS (fonts outlined, images embedded)
- Jpeg, Tiff or EPS picture formats (300dpi, CMYK)

Files can be sent on CD-ROM or via email. Alternatively please call your local sales representative for details of our ftp site.

### Interactive Magazine

**Special positions:**
- Interactive product showcase: US$ 1,330
- Full page advertisement: US$ 890
- Video page: US$ 560
- Front cover image: US$ 1,430

Please contact the Advertising Sales Manager for more information.

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