

Engage with the  
Middle East's  
leading fire and  
safety influencers

# The #1 multi-channel platform for fire professionals throughout the Middle East region

In a crowded fire media market, the Fire Middle  
East brand is respected, inspiring and influential

Media Pack 22/23

**FIRE**  
MIDDLE EAST

[www.firemiddleeastmag.com](http://www.firemiddleeastmag.com)





## 15 Years of FIRE Middle East

*The exclusive Regional Media Partner of Intersec Dubai since 2008.*

Fire Middle East Magazine, and its digital platforms, is the longest running market-leading 360-degree channel for the Middle East's fire and safety industry. Published quarterly we have a readership of over 42,000 professionals in fire related disciplines across the GCC and the Middle East region. 2023 marks the 15th anniversary of the launch of our print publication, Fire Middle East.

We are the established voice in the industry, bringing our readers expert content that is engaging and authoritative. We are proud to have the longest formal media relationship with Intersec Dubai. When the event first launched in 1999 Fire Middle East, as part of our sister magazine Security Middle East, was pronounced the exclusive Regional Media Partner of the show – a relationship which has continued ever since. No other fire title can boast such a long and successful record of delivering enlightening and educational content to the region's fire professionals. For over 15 years we have carved out a reputation as a trusted source of reference and we continue to evolve along with our readers, maintaining a record of being a publication of note.

This evolution has seen us launch video content to engage time-poor readers and to fill social media feeds with relevant information for today's tech-savvy audience.

We cover all of the key areas that are relevant to all individuals whose professional role encompasses the protection of life, buildings, infrastructure and investment, firefighters and the environment from the destructive forces of fire, Including, but not limited to: active & passive fire protection systems and equipment; firefighter PPE and tools; firefighting vehicles and techniques; detection and alarm technology; fire suppression materials and methods; education and training; history and innovation.

We regularly consider specific installations and case studies with regional and international relevance.



## 42,000+

**READ BY OVER 42,000  
FIRE & SAFETY PROFESSIONALS**

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.

The magazine is partnered with all the key trade shows and conferences in the region. This provides additional circulations at shows such as INTERSEC Dubai and Saudi Arabia; OFSEC Oman; and MILIPOL Qatar ensuring the highest level of engagement with decision-makers in the region.





## Our readers

*Fire Middle East magazine is the longest-standing print title dedicated to fire and safety professionals working in the Middle East and surrounding countries.*

Our readers are firefighters and Civil Defence officers, practitioners and professionals in the fire protection, firefighting and fire safety sectors from fire engineers through to designers and builders, facilities managers and owner occupiers. Each one of them responsible for keeping people, buildings and assets safe from fire.

They are actively seeking advice, knowledge and best practice examples and so are engaged with our expert content. If our readership only read Fire Middle East, their library of knowledge and understanding would increase every issue and the magazine remains an essential source of reference with the budget holders, C-level decision makers, key stakeholders, influencers and installers which are our target audience, as well as those working within a number of specialist sectors: transport, healthcare and utilities.

12,500+

Print circulation

24,000+

Website monthly  
page views

6,000+

Social reach

16,000+

Email subscribers

Readers are based throughout the Middle East region including the United Arab Emirates, Saudi Arabia, and GCC countries such as Qatar, Oman, Bahrain and Kuwait.

*Our readers hold high-level positions in a number of organisations including:*

- Abu Dhabi Ports
- Abu Dhabi Airports
- ADNOC
- Al Futtaim Element
- BP
- Civil Defence Departments
- Damac Properties
- DEWA
- Dubai Airports
- Dolphin Energy
- Dubai RTA
- Dubai Ports
- Emaar
- Emirates Safety Laboratory
- Emirates NBD
- Fire Consultancies
- Ministries of Interior
- NEOM
- Qatar Airways
- Qatar Petroleum
- Riyadh Airports
- SAFE
- Saudi Aramco
- Saudi Customs
- Shell
- SIRA
- Worley Engineering
- WSP Middle East
- ZATCA

2012

[www.firemiddleeastmag.com](http://www.firemiddleeastmag.com)  
is launched

2008

Fire Middle East separates from Security Middle East and becomes a standalone publication for the region's fire safety industry

2014

Fire Middle East Magazine joins social media

2020

Fire Middle East webinars are launched, first of its kind for the region's industry

2021

Hosts its first online virtual exhibition during the height of the covid pandemic

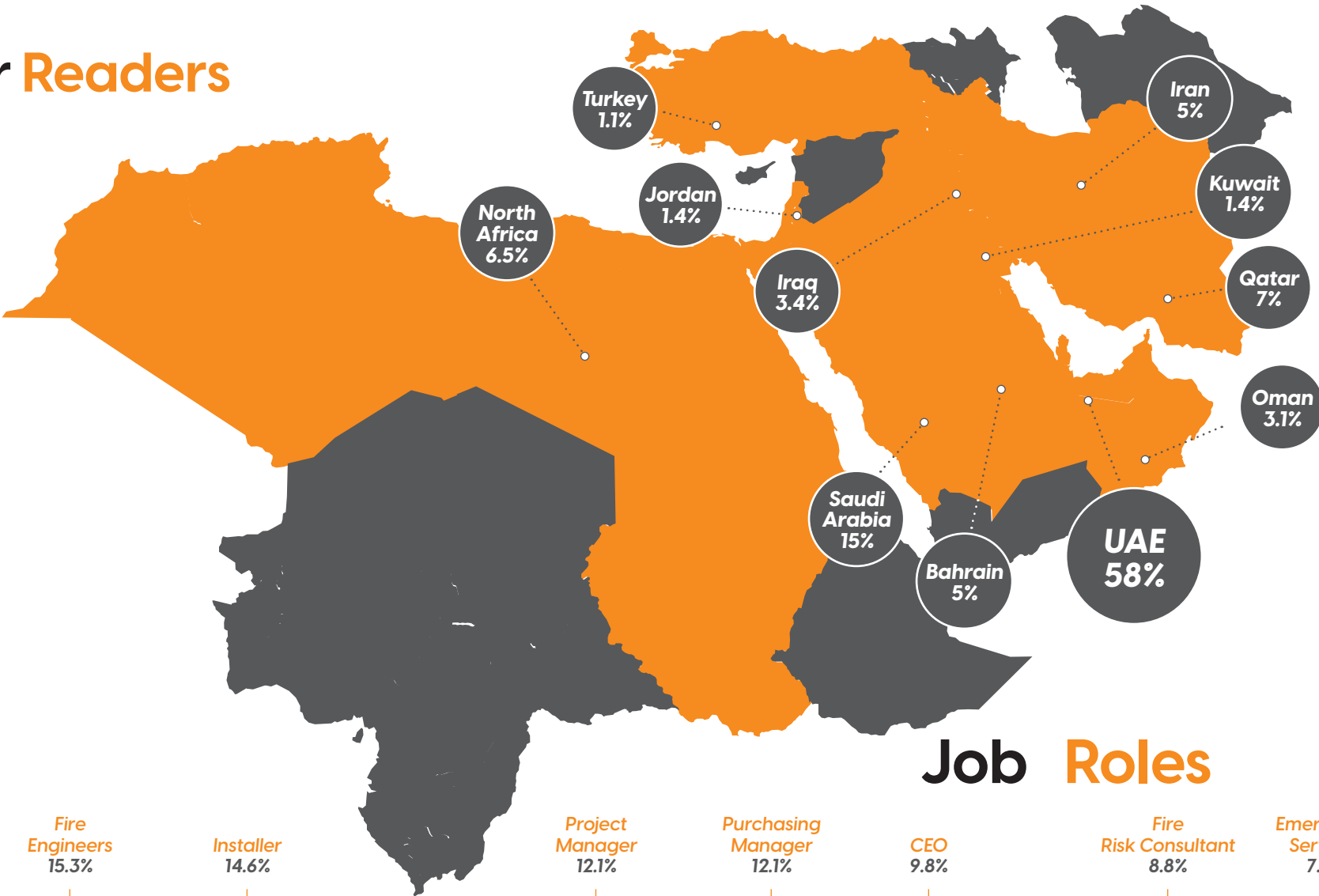
2021

50th issue published

2022

New website launch

# Our Readers



# Strategic Alliances

Fire Middle East holds 40+ strategic regional partners including key events and associations such as:

Exclusive Regional Media Partner

**intersec**

Proudly partnered with





# Job Roles





# FIRE

MIDDLE EAST

READ BY OVER 42,000  
FIRE AND SAFETY PROFESSIONALS

Detection & alarm systems

Firefighter PPE

Compliance, codes & standards

Active & passive fire protection

Firefighting vehicles & equipment

Fire safety engineering

Emerging technologies

Training & techniques

Fire Suppression



## About Us

### Our Content

Fire Middle East and its digital platforms' content 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 engineers; firefighting specialists; emergency responders; fire safety and protection professionals; manufacturers and designers; and experts in their chosen fields of fire and safety. Uniquely, Fire Middle East works closely with international professional associations such as the IFE, SFPE and the IFSM to ensure that our loyal readership is kept up-to-date with key decisions and developments which will effect them.

This allows us to ensure we are covering the topics that reflect our readers needs, and which ensures they're equipped with accurate information to support their job roles.

### Our Mission

We want to make a difference. Fire Middle East aims to play an interactive role in make the Middle East and surrounding countries a fire safe place for all those who work, rest and play therein.

Fire Middle East therefore offers outstanding commercial opportunities for companies engaged in designing and supplying fire detection and alarms, and the wide range of fire safety systems and equipment including automatic fire suppression systems and passive protection solutions. Companies who support the fire and rescue services in their battle to reduce the impact of the destructive forces of fire will also find an ideal billboard in the Fire Middle East media portfolio.

Our vision for the future is simple – to continue to be the most respected title and voice for the fire industry. To do this we will innovate and evolve to ensure we are meeting our audience's needs in the medium they want. We are at the forefront of the fire landscape and we are actively helping to shape the future of the industry.



# A multi-platform approach

## | ENGAGE, EDUCATE, INTERACT

Fire Middle East provides clients with a fully-integrated range of marketing solutions, which enable high quality engagement with top influencers and decision-makers in the region.

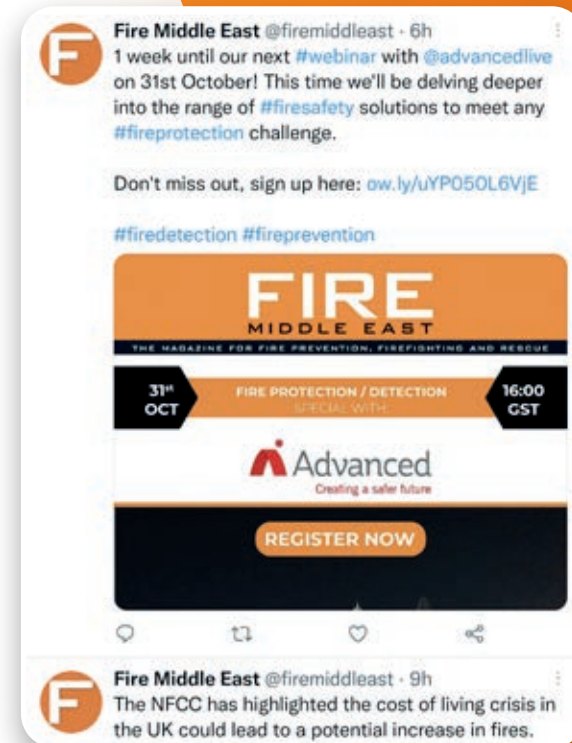
Using our dedicated digital, print and social media platforms to achieve your marketing goals in this buoyant region has never been so easy thanks to our 360° approach.

**Łukasz Warachowski**  
**EnSafe Chair**

*"We recommend Fire Middle East Magazine to anyone who would like to get noticed in the Middle East markets."*

**Bettina McDowell**  
**General Manager, International Water Mist Association**

*"We work with Fire Middle East because this region is of great value to us and vice versa. FME's bespoke packages are great to become visible on all channels."*



## Our Flagship Print Magazine Is Brought Together By Multiple Channels:

A Mix Of Daily Updates

Weekly Bulletins, Interviews, Product Reviews And Market Updates

Monthly Webinars, HTMLs To Our Subscribers

Quarterly Print Magazines

**1 Million+**  
Social Media Impressions Per Year

**40,000+**  
Audience Across All Platforms

**1,000+**  
Webinar Attendees

**200,000+**  
Unique Website Visits Per Year



# Editorial Focus 2023

Leading industry experts  
and global voices of authority  
regularly write for the magazine



With well-informed, and often thought-provoking contributions, every issue of Fire Middle East is packed with indepth and knowledgeable commentary. It is our intention to provide insightful, reliable and truly valuable content that covers the topics important to our readers.

Our editorial team is always keen to hear from industry figures who would like to propose new topics to cover or who would like to put forward feature ideas in order to create dynamic thought leadership content to engage with influencers in the Middle East.

Using contextual messaging within the editorial environment of the publication - and across our full 360-degree suite of digital and social media platforms - we can work with you to develop your idea, presentation and delivery of your message.

# Editorial Support



# In Case of Fire

With new and emerging threats and staying in touch with technological product advancement being very much a part of our readers' remit the In Case of Fire section includes features written by leading experts that deliver insights and analysis, expert knowledge and practical application solutions to ensure readers have up-to-date information to support their job function





# Hear from our Partners

“MSA Bristol has been supplying high-quality firefighting PPE to customers in the Middle East for 40 years. By working with Fire Middle East, we continue to consistently reach prospective customers and raise our profile in the region.

**Roger Startin**  
Managing Director, MSA Bristol



“Fire Middle East Magazine’s professional multi-channel platform provides a good mix of solutions to help TLX engage with readers and customers throughout the region. Whether we are discussing industry trends, our participation in industry events, or promoting new products, FME has been an excellent media partner to help us reach our marketing goals.

**Janella VanRens**  
Director of Marketing,  
TLX Technologies



“Milipol Qatar has been proud to collaborate with Fire Middle East media for several years. As press partner, Fire Middle East is part of the event success thanks to the professionalism and the quality of its readers including all international key players of the fire safety industry.

**Vanessa Galvez**  
Milipol Exhibitions



“We have been collaborating with Fire Middle East for many years and will continue to work together on future projects as they are such a professional media partner.

**Federica Rossi**  
Marketing Manager, inim



## 2023 / 24

EDITORIAL TOPICS

	APRIL	JULY	OCTOBER	JANUARY
THEMES	Warehouses Fire & the Environment Multi-use Malls	Ports & Shipping Data Centres Car Parks	Offshore Tunnels & Confined Spaces Multi-use Malls	High Hazard Site Hotels and Resorts Road & Rail
FIREFIGHTER OPERATIONS	Decontamination	Thermal Imaging	Decontamination	Command & Control
FIREFIGHTER PPE	Uniforms	Boots & Gloves	BA	Health & Safety
FIRE FIGHTING	Rescue Tools	Foam	Hoses & Nozzles	Hazard Lights
DETECTION & ALARMS	Emergency Lighting	Voice Alarms	Smoke & Flame	Video
ACTIVE FIRE PROTECTION	Foam	Nitrogen	Water Mist	Deluge
PASSIVE FIRE PROTECTION	Cladding	Paints & Coatings	Glass	Compartmentation
EVENTS	Firex International	intersec Saudi	Ofsec Oman & Adipecc	intersec Dubai

### INCLUDED IN EVERY ISSUE

Regional & International News	Industry Insights	On the Market Latest Products	In Case of Fire Application Stories
Talking About The FME Interview	Company Profile	Compliance, Codes & Testing	Professional Organisation News



# Online

Reaching every corner of our readership is made easy via our multi-channel online platforms.

With complete flexibility we can create bespoke campaigns based on your own timelines, target regions and budgets.

Using a 360-degree approach via our website, html emails, social networks and e-newsletters, we will guarantee your message is seen by the widest possible audience across the Middle East and sales leads are channelled directly back to you.

With all online products complete transparency is provided ensuring we can analyse the ROI in great detail.



## Website

Updated daily with breaking industry news firemiddleeastmag.com is No.1 on all major search engines.

Providing industry news, product information, interviews, events and much more our website has become the go-to information source for fire safety professionals.

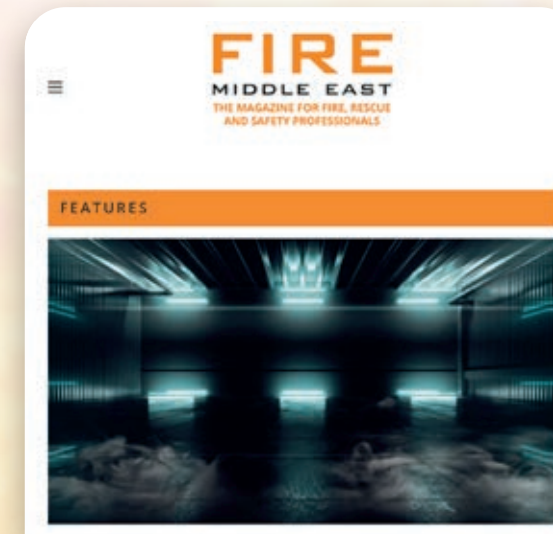
## Videos

Video content has become a key tool to engage and educate.

Short videos can be used across our entire digital, email and social platforms while longer videos can be hosted directly on our website for all to see.

TARGET  
**16,000+**  
READERS

in our member-only audience:



## Email Direct Marketing

Being the longest established fire safety title in the region, we have built up a dedicated member community over the last 24 years.

With over 12,500+ opt in contacts, our html email service offers you a chance to directly reach this audience who are actively seeking the latest technological developments in the industry.

## E-Newsletters

Our monthly newsletters provide a platform to engage with our member audience with the latest product information, market trends and insights.

With an opt-in readership of over 12,500+ and a wider database including Intersec visitors of 40,000, our established e-newsletter offers a very cost-effective way to interact with the market.

- Average open rate of **19%**
- Choice of **group or solus emails** including Intersec visitor database
- Email campaigns include **detailed digital reporting**
- Calculate your exact ROI with **analysis tools**
- Group e-newsletters: **£560**
- Dedicated solus e-newsletters: **£1,120**
- Discounts available for series booking



# Webinars | Fireside Chats Interviews | EXPO Live

## Webinars

Fire Middle East's sponsored webinar platform can provide you with an unrivalled platform to communicate with some of the Middle East's most senior and influential fire safety industry professionals. This exciting opportunity affords your organisation the chance to share your industry expertise directly with your target audience.

### Services Include:

- Choice of date and topic
- Pre-event branding and marketing across all Fire Middle East platforms
- Participation in a live 45-minute interactive webinar
- Post-event exposure hosted online and across the Fire Middle East platforms
- Presentations available for on-demand viewing
- Details of all delegates captured

[www.firemiddleeastmag.com](http://www.firemiddleeastmag.com)

- Engage directly with the region's leading buyers and decision-makers
- Share your expert industry knowledge, insights and trends
- Position your company at the forefront of our growing community
- Present your innovative products and technology
- Deliver a return on investment and achieve your marketing goals
- Gain an average 100+ registrations per session
- In 2022 over \$1m + of contracts were converted through a Fire Middle East webinar

## Sponsor Cost

1 Webinar	£6,000
2 Webinars	£10,000
3 Webinars	£14,000

## EXPO Live @intersec

Ensure your investment and exposure to the Middle East market is maximised with a fully integrated package, with the launch of Fire Middle East's EXPO Live.

This new initiative enables you to capture live content from your company's own thought leaders during Intersec Dubai and have them streamed across our 360-degree platform in the days, weeks and months after the exhibition.

### Editorial Support:

Editorial support will help create impactful content showcasing your company's brand, products and people.

With call to actions and lead generation tools, EXPO Live will position your organisation at the heart of Intersec Dubai 2023 and promote it directly to decision-makers across the Middle East.

### Contact our team today to begin building your campaign:

**Ryan Bickerton**  
[ryan@firemiddleeast.co.uk](mailto:ryan@firemiddleeast.co.uk)  
**+44 (0) 1752 265 802**

Shared with our audience of  
40,000+ leading decision-makers  
in the region via:

- Vox Pop videos live from your stand
- 10-minute interview with your chosen executive, filmed in the Fire Middle East studio
- Product demonstrations filmed on your stand
- All captured video content will be edited and delivered across our multi-channel platform during and after the event.
- Fireside chat hosted on our homepage for 1 month
- 1x Direct email promoting your fireside chat and product clips
- 4x Vox Pops shared on social media throughout February & March
- Full page advert in the January 2023 Intersec show edition of the magazine
- 3-month inclusion on our monthly e-newsletters with links to your coverage
- All content hosted on a dedicated EXPO Live webpage and on our

## Fully Integrated Package

**Cost** £4,500



# Social Media

*The importance of including social media in your business's marketing mix has never been more important.*

With billions of active users for potential advertising audiences, social media platforms like LinkedIn and Twitter can significantly improve traffic to your website, enhance lead generation, give you access to decision makers, progress your organisation's visibility, facilitate interaction with industry communities and offer a place to spark thought provoking conversations amongst our online community.



**3,500+** LinkedIn Followers in the Middle East



**2,350+** Twitter Followers



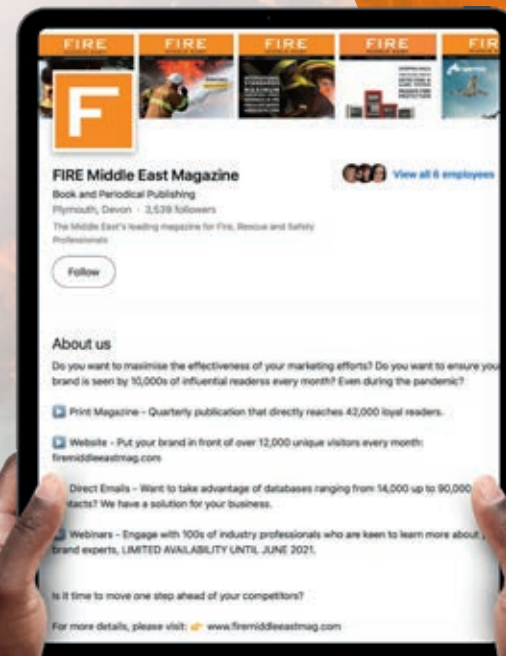
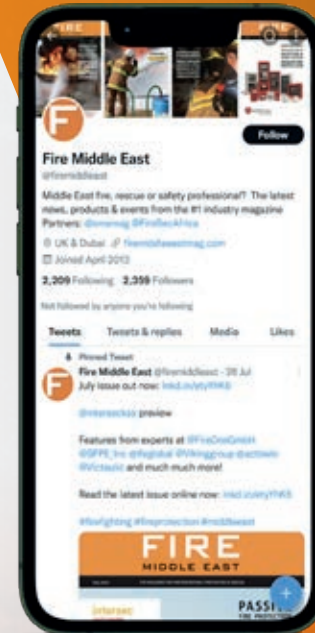
**Fire Middle East Website:**  
**24k Page Impressions** a Month



**1,000,000+** Social Media impressions in 2022



**16,000+** Email Subscribers



According to Statista ...

**35.1%**

of social media users, use social media platforms to stay abreast of the news

**29.5%**

use social media to see what's being talked about

**26.3%**

use social media when making buying decisions.

**147 Minutes**

As of 2022, the average daily social media usage for global users was 147 minutes a day – up from 145 minutes in 2021. (Statista)

**79%**

A July 2021 survey from Statista among B2B marketers, found that 79% agreed that LinkedIn produced the best marketing results.

**74%**

According to Renderforest, 74% of social media consumers share video content from brands.





# Ad Rates

Our print and digital platforms are trusted by hundreds of advertisers

With a 14-year history in the region and an ever-evolving choice of platforms for reaching your target audience, our advertisers can take advantage of the reputation we've already established in the fire and safety sector.

## > Print Magazine (GBP)

Special Positions:	Space Requirements:
Front cover ..... £ 4,670 (plus two pages inside)	Double page spread ..... £ 3,500
Outside back cover ..... £ 2,720	Full page ..... £ 1,950
Inside front cover ..... £ 2,340	Half page ..... £ 1,170
Inside back cover ..... £ 2,340	Quarter page ..... £ 630

## > Online Advertising (GBP)

Homepage Banner	Web Banner: Any Other Page
3 months ..... £ 1,240	3 months ..... £ 500
6 months ..... £ 1,780	6 months ..... £ 740
12 months ..... £ 2,800	12 months ..... £ 1,240
Expandable Banner	Web Button: Any Other Page
1 month ..... £ 1,170	3 months ..... £ 390
	6 months ..... £ 590
	12 months ..... £ 980
Homepage Button	Directory Listing ..... £630
3 months ..... £ 770	Includes 3 images, text & links to your site
6 months ..... £ 1,170	
12 months ..... £ 1,870	

## > Social Media (GBP)

Social Media Campaign  
Weekly Posts on all platforms

1 month .....	£ 1,000
2 months .....	£ 1,750
3 months .....	£ 2,200

## > E-Mails (GBP)

Group ezine .....	£ 560
Solus emails .....	£ 1,120

## > Webinars (GBP)

Complete Webinar Campaign

(3-month marketing campaign with live webinar delivery)	
1 webinar .....	£ 6,000
2 webinars .....	£ 10,000
3 webinars .....	£14,000
Digital Fireside .....	£7,500
Chat/Interview	

# Ad Packages

## Platinum Package

- x4 issues of Fire Middle East print
- DPS editorial interview with your CEO
- Product review in x3 issues of Fire Middle East print
- 12 months company profile online
- 12 month home page button
- EXPO Live package at a trade show of your choice
- x6 slot on our monthly e-newsletter
- 12 months social media coverage
- A Fire side chat webinar package
- x3 html direct emails

£16,750 (Rate card £29,500)

## Silver Package

- x4 issues of Fire Middle East print
- Product review in x2 issues of Fire Middle East print
- 12 months company profile online
- 6 months home page button
- EXPO Live package at a trade show of your choice
- x4 slot on our monthly e-newsletter
- 6 months social media coverage
- x2 html direct emails

£10,000 (Rate card £19,250)

## Gold Package

- x4 issues of Fire Middle East print
- DPS editorial interview with your CEO
- Product review in x1 issues of Fire Middle East print
- 12 months company profile online
- 9 month home page button
- EXPO Live package at a trade show of your choice
- x4 slot on our monthly e-newsletter
- 12 months social media coverage
- x2 html direct emails

£13,500 (Rate card £24,500)

## Digital Package

- 12 month home page button
- 12 month social media campaign
- Digital LIVE for intersec Dubai 2023
- x6 e-newsletters for product showcasing
- x1 Webinar
- x3 html direct email

£10,000 (Rate card £25k)



# Contacts

## **PUBLISHED BY**

MDC Middle East

Mike Dingle

+44(O)1752 267330

mike@firemiddleeast.co.uk

## **EDITOR**

Wendy Otway

+44 (O)1795 530111

editor@firemiddleeast.co.uk

## **DIGITAL EDITOR**

Cora Lydon

Cora.lydon@firemiddleeast.co.uk

## **ART EDITOR**

Paul Buckley

+44 (O)1484 660090

paul@riasca.co

**Reach the  
Middle East's  
Leaders of Today**

## **ADVERTISING**

### **Commercial Director**

Ryan Bickerton

+44 1752 265802

ryan@firemiddleeast.co.uk

### **Worldwide Advertising Manager**

Gareth Driscoll

+44 1752 260603

gareth@firemiddleeast.co.uk

### **Account Manager**

Rahul Vara

+44 1752 604352

rahul@firemiddleeast.co.uk

**FIRE**  
MIDDLE EAST

READ BY OVER 42,000  
FIRE AND SAFETY PROFESSIONALS

[www.firemiddleeastmag.com](http://www.firemiddleeastmag.com)