

# IFW

INDUSTRIAL  
FIRE  
WORLD



## Media Kit & Editorial Calendar

Industrial response involves events on a vastly greater scale than those typically addressed by other leading fire magazines. Only Industrial Fire World puts you in touch directly with emergency response teams through a circulation that has covered the United States and crossed the oceans for over 20 years. Industrial Fire World strives to present timely, reliable information to industrial fire and emergency response managers through a bimonthly magazine, an annual conference and a user-friendly Web site. These resources offer the means to achieve greater safety in industrial fire and emergency response.



With security-driven work environments of companies across the world, it is difficult to reach the managers who make decisions about purchasing products and acquiring services. IFW can unlock the gates and help you reach these individuals directly. We are the only circulation in the world that meets this need and focuses on this goal.

Industrial Fire World  
540 Graham Road / P.O. Box 9161 • College Station, Texas 77845/42  
PH: 979.690.7559 • FX: 979.690.7562  
[www.fireworld.com](http://www.fireworld.com) • [ind@fireworld.com](mailto:ind@fireworld.com)

ISSUE	CLOSING DATE	EDITORIAL HIGHLIGHTS	BONUS DISTRIBUTION
January/February	December 11, 2008	Personal Protective Gear	IFW Conference & Expo
March/April	February 6, 2009	Apparatus	IFW Conference & Expo NFPA Conference
May/June	April 6, 2009	Foam & Fire Suppression	
July/August	June 5, 2009	Electronics	FRI Conference TEEX Industrial Fire School
September/October	August 6, 2009	Training	
November/December	October 6, 2009	Major Incidents & Innovations	



## INDUSTRIAL FIRE WORLD MEETS YOUR GOALS

Are you introducing a new company?

- Combine a Spotlight Ad with a Web Link Service
- Run a Service Directory listing

Are you launching a new product?

- Select Resources on Call to combine advertising with a story
- Run Full Page or 1/2 Page advertisements in three or more issues of IFW magazine

Are you rebranding your company and product image?

- Let the Centerfold Special serve as your brochure for industrial emergency responders
- Run Full Page or 1/2 Page advertisements in three or more issues of IFW magazine

**FACT:** The Industrial Fire World marketing representatives can customize a marketing package that meets your unique goals and budget.

**FACT:** A PDF version of Industrial Fire World magazine is posted in its entirety at [www.fireworld.com](http://www.fireworld.com), which receives an average of 8,000 visitors a month.

**FACT:** Industrial Fire World is the only North American publication for over 20 years that specifically focuses on the needs and interests of industrial fire and emergency responders.

## CIRCULATION:

- Subscribers 26,000
- Pass Along Rate 182,000
- Web Site Visitors 8,000

### CATEGORY CONTACTS

#### Refinery/Plant (19%)

- LNG
- Refinery/Petrochemical
- Chemical
- Terminal

#### Material Manufacturing (11%)

- Construction
- Wood Paper Mill Industry
- Steel Industry
- Utilities (Electronic/Nuclear)
- Manufacturing
- Miner

#### Other (40%)

- Other
- General Industry
- Electronic
- Environmental

#### Transportation (2%)

- Transportation
- Airport

#### Education/Inspection (3%)

- Training
- Education
- Insurance
- Engineer/Consultant

#### Government Affiliation (20%)

- Fire Department
- Government
- Military
- EMS
- Hazmat
- Hospital
- Emergency Response

#### Fire Protection (4%)

- Sprinkler Company
- Fire Equipment Company
- Fire Protection System Company

#### Communications (1%)

- Advertiser
- Newspaper
- CEO/Marketing



### JOB TITLES

#### Corporate Management (6%)

- Vice President
- Administrative Personnel
- President/Owner
- Sales Director/Manager
- Plant Superintendent
- Administrative Assistant
- Marketing Director

#### Emergency Response

#### Managers & Chiefs (66%)

- Fire & Safety Manager
- Chief Deputy Battalion
- Manager/Director/Coordinator
- Assistant Chief
- Health & Safety
- Fire Marshal
- Rescue Personnel
- Fire Engineering Response Personnel
- Firefighter/Instructor

#### Other (22%)

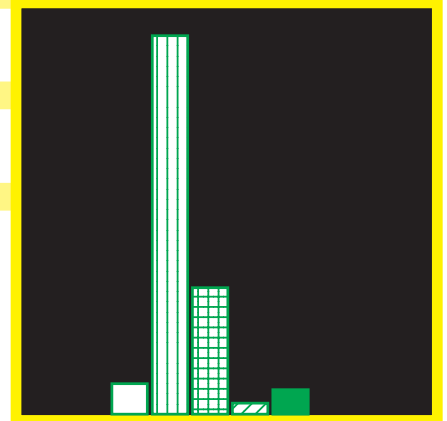
- EMS
- News/Editor
- Other

#### Agency (1%)

- Planning Council
- DPS/State Police
- Environmental Specialist

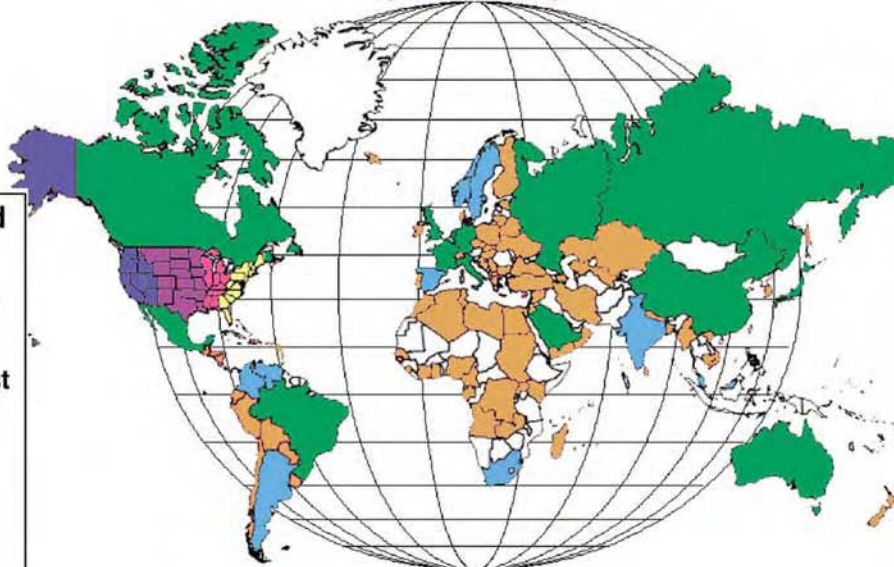
#### Professional Service (5%)

- Fire Protection Engineer
- Loss Prevention
- Hazmat Specialist
- College/University Training Center
- Engineer
- Consultant
- Maintenance Manager



24,000 Mailed in the U.S.:

- West Coast 2,237
- Central West 9,319
- Mid East 3,648
- East Coast 8,837



2,000 Mailed Internationally:

- 50 - 300\*
- 25 - 49\*
- Average of 23\*
- \* Per Country

# Terms & Conditions

## CONTRACT & COPY REGULATIONS

- ❖ The publication of an advertisement in Industrial Fire World does not constitute, nor shall it be interpreted as, an endorsement of the product or service by Industrial Fire World. The publisher reserves the right to reject any advertising material which is not in keeping with the publication's standards. Advertisers and their agencies assume responsibility for any and all content of their advertisements. Industrial Fire World is not responsible for any copy errors, and materials will be printed as received. A signed contract authorizes Industrial Fire World to contact the advertiser by fax or e-mail.
- ❖ Please make special arrangements if your material will be late.
- ❖ Exhibitors at the Industrial Fire World Emergency Responder Conference and Exposition receive a 25% discount on base rates for display advertisements of 1/4 page or larger.
- ❖ The prices indicated on all invoices are "net" and do NOT include any agency discounts. The publisher reserves the right to hold the advertising agency jointly responsible for payments due to the publisher. Any contract not fulfilled will be fully payable by the inserter. Payment is due to Industrial Fire World within 30 days of the invoice date. If payment is not received in 30 days, all discounts from the rate card price will be null and void at which time the entire amount becomes payable with 1.5% per month interest after 30 days.

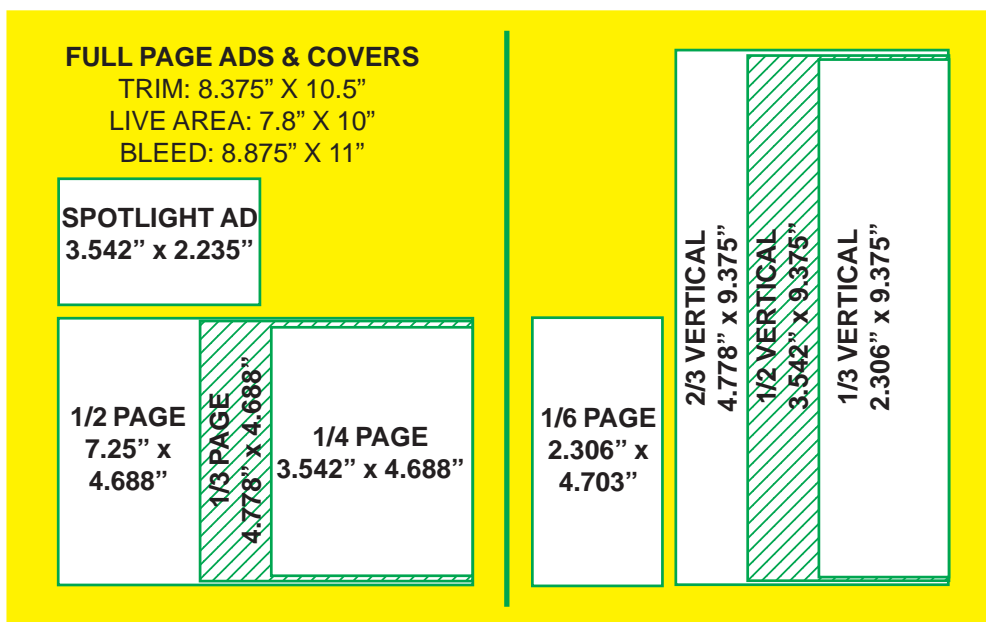
## CANCELLATIONS

- ❖ A contract may be cancelled 30 days prior to material due date. A discounted rate is given for signing a contract with multiple insertions. If one or more insertions are cancelled on a signed contract, a revocation of all previous discounts will be taken. For example, if a company only fulfills two out of three ads to run, they must pay Industrial Fire World any discounts given on the first two ads.

## DIGITAL SPECIFICATIONS

- ❖ Industrial Fire World only accepts display advertising in the following formats — **TIFF** (Tagged Image File Format), **JPEG** (Joint Picture Expert Group) or **PDF** (Portable Document Format). **All linked materials such as photographs, images or fonts must be included with advertising information.**
- ❖ Images must be scanned at a minimum of 300 dpi (dots per inch). Other formats must be approved by our printer one week in advance. Additional charges may be incurred by the advertiser if printer-imposed changes are necessary. Likewise, any changes requested by the advertiser after submitting ad material will involve additional costs.
- ❖ Industrial Fire World reserves the right to refuse advertising submitted in unusual or substandard publishing formats.

# Mechanical Specifications



# Advertising & Marketing Rates

## FOUR COLOR

	1x	3x	6x
Full Page	\$2,825	\$2,525	\$2,425
2/3 Page	\$2,525	\$2,275	\$2,150
1/2 Page	\$2,175	\$2,075	\$1,975
1/3 Page	\$1,900	\$1,825	\$1,775
1/4 Page	\$1,725	\$1,625	\$1,570
1/6 Page	\$1,550	\$1,500	\$1,460

## TWO COLOR

	1x	3x	6x
Full Page	\$2,650	\$2,350	\$2,250
2/3 Page	\$2,350	\$2,100	\$1,975
1/2 Page	\$2,000	\$1,900	\$1,800
1/3 Page	\$1,725	\$1,650	\$1,600
1/4 Page	\$1,550	\$1,450	\$1,395
1/6 Page	\$1,375	\$1,325	\$1,285

## ONE COLOR

	1x	3x	6x
Full Page	\$2,535	\$2,235	\$2,135
2/3 Page	\$2,235	\$1,985	\$1,860
1/2 Page	\$1,885	\$1,785	\$1,685
1/3 Page	\$1,610	\$1,535	\$1,485
1/4 Page	\$1,435	\$1,335	\$1,280
1/6 Page	\$1,260	\$1,210	\$1,170

## BLACK & WHITE RATES

	1x	3x	6x
Full Page	\$2,050	\$1,750	\$1,650
2/3 Page	\$1,750	\$1,500	\$1,375
1/2 Page	\$1,400	\$1,300	\$1,200
1/3 Page	\$1,125	\$1,050	\$1,000
1/4 Page	\$950	\$850	\$795
1/6 Page	\$775	\$725	\$685

## COVER POSITION

	1x	3x	6x
2 <sup>nd</sup> Cover	\$3,125	\$2,900	\$2,700
3 <sup>rd</sup> Cover	\$2,890	\$2,780	\$2,585
4 <sup>th</sup> Cover	\$3,290	\$3,130	\$2,840

Only available in 4-color processing. Cover orders are noncancelable.

## CLASSIFIED RATES

### Non-Display Ads (Charge Per Word)

1x	3x	6x
\$1.50	\$1.25	\$1.00

### Display Ads (Charge Per Inch)

At \$115 per inch, display ads have borders, logos or pictures. Receive a 15% discount for two or more insertions in consecutive issues.

## SPOTLIGHT AD

1x	3x	6x
\$500	\$400	\$300

Launch your IFW advertising campaign for less than 1¢ per contact. Sample the effects of advertising with IFW with this 1/8 page ad to feature products and services. Plus, this option includes free color!

## RESOURCES ON CALL

Ad Size	Story Size	Rate/Issue
Full Page	Full Page	\$2,545
1/2 Page	1/2 Page	\$2,020
Spotlight (1/8 Page)	1/4 Page	\$400

## CENTERFOLD SPECIAL

Place your ad in the heart of IFW magazine. Readers can easily remove this section of the magazine for handy access now or in the future. This piece is printed on cover stock paper and is the only place in the magazine where you receive 4, 4-color pages of advertising for the low price of \$5,000.

## INDUSTRIAL SERVICE DIRECTORY

Emergency response managers turn to the Service Directory featured in every issue to find your products and services when they need them. The cost is \$375 per listing per year for 4 lines and a logo, and a new category can be added as requested. Additional lines are \$40 per line. Reaching about 26,000 professionals each issue, the cost to you is .02¢ per contact. Category options include:

- Compressed Air Testing & Certification
- Consulting/Training
- Electronic Technology
- Fire Apparatus
- Fire Apparatus Hardware
- Fire Fighting & Hazard Control
- Fire Protection
- Fire Protective Coatings
- Foam
- Foam Equipment
- Foam Pumps
- Foam Testing
- Hard Suction Hose
- Hazmat Emergency Response Equipment
- High Flow Booms
- Hose/Hose Couplings
- Hotels
- Incentives/Awards/Gifts
- Hose/LDH Equipment
- Monitors
- Nozzles
- Protective Clothing
- Rescue Equipment – Confined Space
- SCBA
- Training
- Other: \_\_\_\_\_

## MAIL LIST RENTAL

Reach specific categories, titles, regions and zip codes of IFW readers by renting our mailing list. A contract mailing house processes the mailing since we never release our mailing list. Let IFW know the weight and dimensions of the items you want to mail, and Admail will provide an estimated mailing cost. Our fee is \$100 per 1,000 names. (This price does not include mail handling fees or postage. Postage and processing are paid directly to Admail.) Contact IFW to request mailing list criteria.

## LINK WEB SITES

Link your company Web site from [www.fireworld.com](http://www.fireworld.com) for only \$150 per year. Your logo and link will be placed on the sidebar. Plus, your logo, link and a phrase to drive people to your Web site will be listed on the Industrial Links page. Send an electronic graphic of your logo to [ind@fireworld.com](mailto:ind@fireworld.com).

## BANNER AD

IFW receives an average of 8,000 impressions per month at [www.fireworld.com](http://www.fireworld.com). Leave your mark for industrial emergency responders to follow by posting a banner ad at IFW for only \$250 per month. Banner ads need to follow professional requirements including a static image under 35K.

# Advertising Contract & Insertion Order

Please designate your selections for each issue:

## January/February 20\_\_\_\_

Ad Size:	Color:
<input type="checkbox"/> Full Page	<input type="checkbox"/> 4-Color <input type="checkbox"/> 1-Color
<input type="checkbox"/> 2/3 Page	<input type="checkbox"/> 2-Color <input type="checkbox"/> B&W
<input type="checkbox"/> 1/2 Page	Interested in Article Inclusion:
<input type="checkbox"/> 1/3 Page	<input type="checkbox"/> Yes
<input type="checkbox"/> 1/4 Page	<input type="checkbox"/> No
<input type="checkbox"/> 1/6 Page	Cost: \$ _____
<input type="checkbox"/> Spotlight Ad	

## March/April 20\_\_\_\_

Ad Size:	Color:
<input type="checkbox"/> Full Page	<input type="checkbox"/> 4-Color <input type="checkbox"/> 1-Color
<input type="checkbox"/> 2/3 Page	<input type="checkbox"/> 2-Color <input type="checkbox"/> B&W
<input type="checkbox"/> 1/2 Page	Interested in Article Inclusion:
<input type="checkbox"/> 1/3 Page	<input type="checkbox"/> Yes
<input type="checkbox"/> 1/4 Page	<input type="checkbox"/> No
<input type="checkbox"/> 1/6 Page	Cost: \$ _____
<input type="checkbox"/> Spotlight Ad	

## May/June 20\_\_\_\_

Ad Size:	Color:
<input type="checkbox"/> Full Page	<input type="checkbox"/> 4-Color <input type="checkbox"/> 1-Color
<input type="checkbox"/> 2/3 Page	<input type="checkbox"/> 2-Color <input type="checkbox"/> B&W
<input type="checkbox"/> 1/2 Page	Interested in Article Inclusion:
<input type="checkbox"/> 1/3 Page	<input type="checkbox"/> Yes
<input type="checkbox"/> 1/4 Page	<input type="checkbox"/> No
<input type="checkbox"/> 1/6 Page	Cost: \$ _____
<input type="checkbox"/> Spotlight Ad	

## July/August 20\_\_\_\_

Ad Size:	Color:
<input type="checkbox"/> Full Page	<input type="checkbox"/> 4-Color <input type="checkbox"/> 1-Color
<input type="checkbox"/> 2/3 Page	<input type="checkbox"/> 2-Color <input type="checkbox"/> B&W
<input type="checkbox"/> 1/2 Page	Interested in Article Inclusion:
<input type="checkbox"/> 1/3 Page	<input type="checkbox"/> Yes
<input type="checkbox"/> 1/4 Page	<input type="checkbox"/> No
<input type="checkbox"/> 1/6 Page	Cost: \$ _____
<input type="checkbox"/> Spotlight Ad	

## September/October 20\_\_\_\_

Ad Size:	Color:
<input type="checkbox"/> Full Page	<input type="checkbox"/> 4-Color <input type="checkbox"/> 1-Color
<input type="checkbox"/> 2/3 Page	<input type="checkbox"/> 2-Color <input type="checkbox"/> B&W
<input type="checkbox"/> 1/2 Page	Interested in Article Inclusion:
<input type="checkbox"/> 1/3 Page	<input type="checkbox"/> Yes
<input type="checkbox"/> 1/4 Page	<input type="checkbox"/> No
<input type="checkbox"/> 1/6 Page	Cost: \$ _____
<input type="checkbox"/> Spotlight Ad	

## November/December 20\_\_\_\_

Ad Size:	Color:
<input type="checkbox"/> Full Page	<input type="checkbox"/> 4-Color <input type="checkbox"/> 1-Color
<input type="checkbox"/> 2/3 Page	<input type="checkbox"/> 2-Color <input type="checkbox"/> B&W
<input type="checkbox"/> 1/2 Page	Interested in Article Inclusion:
<input type="checkbox"/> 1/3 Page	<input type="checkbox"/> Yes
<input type="checkbox"/> 1/4 Page	<input type="checkbox"/> No
<input type="checkbox"/> 1/6 Page	Cost: \$ _____
<input type="checkbox"/> Spotlight Ad	

### Classified Ad

Words/Inches: \_\_\_\_\_  
 Cost: \$ \_\_\_\_\_

### Industrial Service Directory

Category: \_\_\_\_\_  
 Category: \_\_\_\_\_

## AD CONTRACT NET COST PER ISSUE ORDERED

Insertion Ad:	\$ _____
Spotlight Ad:	\$ _____
Classified Ad:	\$ _____
Resources on Call:	\$ _____
Centerfold Special:	\$ _____
Industrial Service Directory:	\$ _____
Web Link:	\$ _____
Banner Ad:	\$ _____
<b>TOTAL:</b>	<b>\$ _____</b>

## CONTACT INFORMATION

Marketing Contact: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_  
 City: \_\_\_\_\_  
 State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Country: \_\_\_\_\_

## BILLING ADDRESS

Name: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_  
 State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Country: \_\_\_\_\_

**Total Ad Cost: \$ \_\_\_\_\_ Per Issue Ordered (NET PRICE)**

*I understand that by signing below, the designated company has given me authority to place and purchase advertisement(s) with Industrial Fire World. I have read all details regarding this contract as outlined in the IFW media kit. I understand that this signature is acknowledgement that advertisements will be placed as is and unedited by IFW staff. I also agree to pay all invoices within 30 days after receipt. **If the signed company fails to meet this deadline, ALL DISCOUNTS WILL BE NULL AND VOID at which time the entire amount becomes payable. If the balance becomes 30 days past due, a 1.5% interest/penalty charge will be added every month on the adjusted balance until full payment is received.** By signing this legally binding contract, the designated company accepts responsibility for payment in full of invoices pertaining to the fulfillment of this contract.*

Signature: \_\_\_\_\_  
 Name (Please print): \_\_\_\_\_  
 P.O. No. (If applicable): \_\_\_\_\_  
 Date: \_\_\_\_\_