

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 25 years. Industrial Fire World strives to present timely, reliable information to industrial fire and emergency response managers through a quarterly magazine, an annual conference and an active 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 · ind@fireworld.com

ISSUE	CLOSING DATE	EDITORIAL HIGHLIGHTS
Summer	May 28, 2010	Electronics / Fire Detection Systems / Training & Rescue <i>**Bonus Distribution: TEEX Industrial School, FRI Conference</i>
Fall	August 27, 2010	Major Incidents / Innovation
Winter	November 22, 2010	Personal Protective Gear / Hazardous Materials / Dust Control
Spring	February 25, 2011	Apparatus / Fire Suppression <i>**Bonus Distributions: IFW Training & Exposition, NFPA Conference</i>



INDUSTRIAL FIRE WORLD MEETS YOUR GOALS

Are you introducing a new company?

- Combine a Spotlight Ad with a Web Link and Banner Ad
- 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: Industrial Fire World marketing representatives can customize a marketing package that meets your unique goals and budget.

FACT: Industrial Fire World magazine is posted in its entirety with hyperlinked ads at www.fireworld.com, which receives an average of 10,000 visitors a month.

FACT: Industrial Fire World features lessons learned from real incidents in every issue to draw emergency responders who need your products and services.

FACT: Industrial Fire World is the only North American publication for 25 years that specifically focuses on the needs and interests of industrial fire and emergency responders.

FACT: Industrial Fire World hosts an exposition and training event to give you face-to-face interaction with industrial emergency response managers.

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.

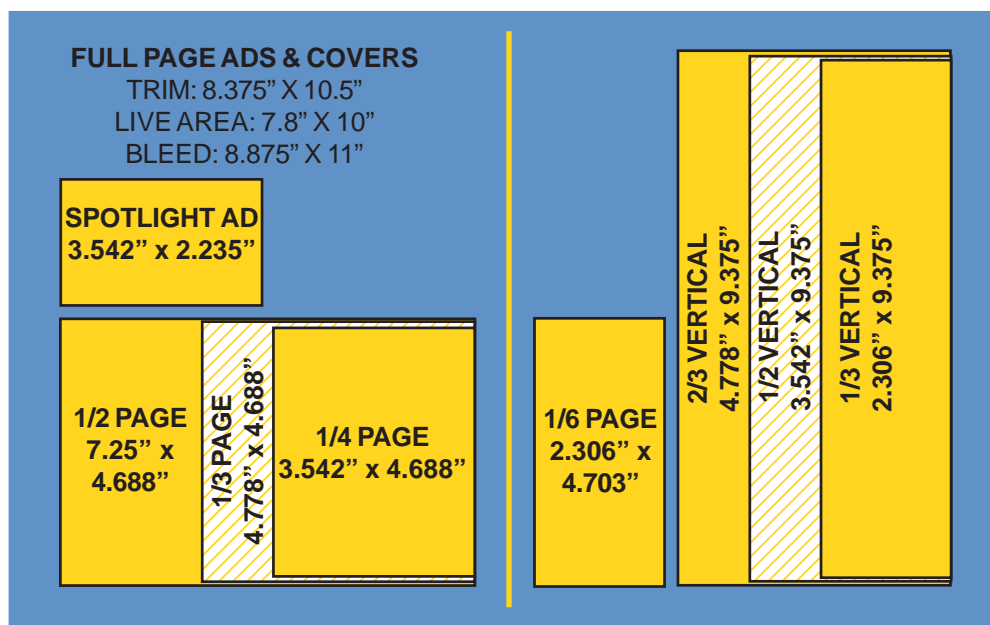
CANCELLATIONS

- ❖ 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



CIRCULATION:

- Subscribers 24,000
- Pass Along Rate 182,000
- Web Site Visitors 10,000

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%)

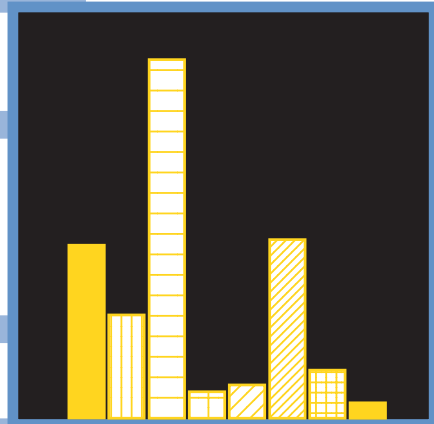
- Fire Department
- Government
- Military
- EMS
- Hazmat
- Hospital
- Emergency Response

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 Personne
- Fire Engineering f
- Firefighter/Instruc

Other (22%)

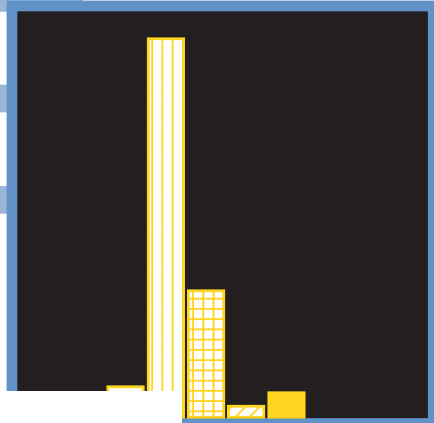
- EMS
- News/Editor
- Other

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



22,000 U.S. Mailings

- West Coast 1,948
- Central West 8,660
- Mid East 3,583
- East Coast 7,915



2,000 International Mailings

- 50-300*
- 25-49*
- Average of 18*

*Per Country

Print Advertising & Marketing Rates

FOUR COLOR

	1x	2-3x	4x
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	2-3x	4x
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	2-3x	4x
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	2-3x	4x
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	2-3x	4x
2 nd Cover	\$3,125	\$2,900	\$2,700
3 rd Cover	\$2,890	\$2,780	\$2,585
4 th 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	2-3x	4x
	\$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	2-3x	4x
	\$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: _____

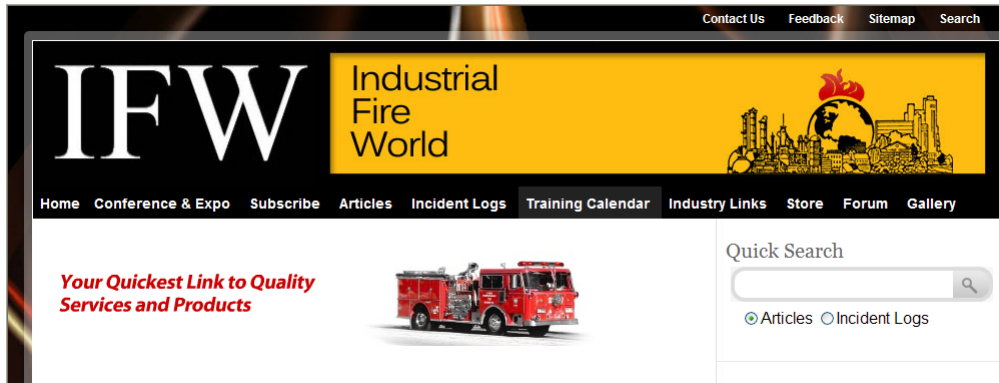
MAIL LIST RENTAL

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.

IFW Emergency Responder Training & Exposition

IFW has hosted a training conference and exposition for over 25 years to bring industrial emergency response managers face to face with companies like yours. Decision makers congregate to learn about the latest products and services designed to improve protection of people and property. Each exhibitor receives 25% off base advertising rates on ads 1/4 page and larger for the year. Contact kendra@fireworld.com to reserve your booth space and to reach emergency responders through IFW magazine and the IFW Web site.

Web Advertising & Marketing Rates



LINK WEB SITES

Link your company Web site from www.fireworld.com for only \$150 per year. Your logo and link will be placed on the sidebar rotation. Plus, your logo, link and a phrase to drive people to your Web site will be listed on the Industrial Links page. Email your URL, logo and phrase to ind@fireworld.com.

BANNER AD

IFW receives an average of 10,000 impressions per month at www.fireworld.com. Leave your mark for industrial emergency responders to follow by posting a banner ad at IFW. Banner ads require a minimum commitment of three months with payment made in full at start of contract.

Specifications

Resolution needs to be between 65 and 72 dpi. Static, flash and animated banner ads are permitted.

Home Page

	3 Months	6 Months
Tower Banner	\$750/month	\$600/month
Top 4 Banner	\$500/month	\$400/month
Square Banner	\$500/month	\$400/month

INDUSTRIAL FIRE WORLD MAGAZINE POWERED BY BLUETOAD

Industrial Fire World posts the magazine in its entirety at www.fireworld.com through BlueToad, Inc., an online digital publication company. All ads in the print version of IFW magazine are hyperlinked to the advertiser's URL and email address - putting readers directly in touch with you! Plus, advertisers are individually listed in a pull-down menu that sends users directly to a selected ad. Contact your IFW sales representative for pricing on other value-added online magazine advertising options:

- Video Stream
- Audio
- Flash
- Slide Show

Visit IFW 24/7...
www.fireworld.com



Top 4 Banner:
Positioned at the top of the home page
160w x 50h

Square Banner:
Positioned at the sides or bottom of the page
125w x 125h

Remember to include the following when submitting your contract:

1. Company URL where IFW should direct viewers (Hint: Product page instead of home page.)
2. Email address for a company sales contact
3. Company logo emailed to ind@fireworld.com

Tower Banner:
Positioned along the side of alternate pages (not available on home page)
120w x 600h

Advertising Contract

Please designate your selections for each issue:

Winter Issue 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	

Spring Issue 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	

Summer Issue 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	

Fall Issue 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: _____

Web Link

Start Month: _____ Year: _____

End Month: _____ Year: _____

Email URL, Phrase and Logo to ind@fireworld.com.

Banner Ad

Home Page:	Alternate Page:
<input type="checkbox"/> Long Banner	<input type="checkbox"/> Tower Banner
<input type="checkbox"/> Top 4 Banner	<input type="checkbox"/> Long Banner
<input type="checkbox"/> Square Banner	<input type="checkbox"/> Square Banner

Start Month: _____ Year: _____

End Month: _____ Year: _____

SALES CONTACT INFORMATION FOR PRINT & WEB VIEWERS

URL: _____

Email Address: _____

AD CONTRACT NET COST PER ISSUE OR MONTH ORDERED

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

CONTACT INFORMATION

Marketing Contact: _____

Name: _____

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: _____