

# IFW

Industrial  
Fire  
World



## Media Kit & Editorial Calendar

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)

Industrial Fire World has it -  
others do not...

- ❖ Over 25 years of delivering news across the U.S. and the world to industrial emergency responders through a quarterly magazine, an active Web site and an annual conference.
- ❖ Focus on reaching leadership positions in industry who are typically unreachable behind locked gates.
- ❖ Delivery of latest issues and historical lessons through print media, Web and person-to-person.
- ❖ Worldwide leading expert David White shares his vast knowledge about industrial fire challenges and resources.
- ❖ IFW works with you to make your company's vision a reality and to provide the best product and services information to readers.



# 2011-2012 Editorial Calendar

	CLOSING DATE	EDITORIAL FOCUS	PRIMARY PRODUCT FEATURES	SECONDARY PRODUCT FEATURES
FALL 2011	September 1, 2011	<ul style="list-style-type: none"> <li>Major Incidents</li> <li>Innovation</li> </ul>	<ul style="list-style-type: none"> <li>Command Post Vehicles</li> <li>Rescue Tools &amp; Equipment</li> <li>New Products</li> </ul>	<ul style="list-style-type: none"> <li>Personal Protection</li> <li>Electronics</li> </ul>
WINTER 2012	November 1, 2011	<ul style="list-style-type: none"> <li>Personal Protective Gear</li> <li>Hazardous Materials</li> <li>Dust Control</li> </ul>	<ul style="list-style-type: none"> <li>PPE &amp; SCBA</li> <li>Hazmat Resources</li> <li>Sensing Equipment</li> </ul>	<ul style="list-style-type: none"> <li>Fire Suppression</li> <li>Tools &amp; Equipment</li> </ul>
SPRING 2012	March 1, 2012	<ul style="list-style-type: none"> <li>Apparatus</li> <li>Fire Suppression</li> </ul>	<ul style="list-style-type: none"> <li>Trucks &amp; Accessories</li> <li>Foam</li> <li>CAFS</li> </ul>	<ul style="list-style-type: none"> <li>Personal Protection</li> <li>Fire Suppression</li> </ul>
Bonus Distribution: NFPA Conference & Expo				
SUMMER 2012	June 1, 2012	<ul style="list-style-type: none"> <li>Electronics</li> <li>Fire Detection Systems</li> </ul>	<ul style="list-style-type: none"> <li>Warning Systems</li> <li>Sensing Equipment</li> <li>Training</li> <li>Rescue</li> </ul>	<ul style="list-style-type: none"> <li>Apparatus</li> <li>Electronics</li> </ul>
Bonus Distribution: TEEEX Industrial School, FRI Conference				
FALL 2012	September 3, 2012	<ul style="list-style-type: none"> <li>Major Incidents</li> <li>Innovation</li> </ul>	<ul style="list-style-type: none"> <li>Rescue Tools &amp; Equipment</li> <li>Computer Equipment &amp; Programs</li> <li>Communication Devices</li> <li>New Products</li> </ul>	<ul style="list-style-type: none"> <li>Tools &amp; Equipment</li> <li>Apparatus</li> </ul>

## DESCRIPTION OF SECONDARY PRODUCT FEATURES

### Personal Protection

Stories and columns regularly address personal protection to include self-contained breathing apparatus (SCBA), training, personal protective equipment (PPE), work wear, PPE accessories, safety and rescue.

### Apparatus

New apparatus are delivered, maintained and updated in industrial facilities throughout the year. Accessories and components on trucks, command post vehicles, ATVs and ambulances make vehicles unique to each company.

### Fire Suppression

From signaling a problem to extinguishing the flames, IFW stories reveal what may help the reader prepare for an incident on his turf. Warning systems, sensing equipment, foam, fire extinguishing agents, compressed air foam systems and related fire suppression equipment and resources are addressed throughout the year.

### Electronics

Radio systems, communication devices, computer equipment and programs, lights, security equipment and other devices requiring batteries, electricity or an electrical charge are addressed in the pages of IFW magazine through features and product stories.

### Tools & Equipment

Hand tools, power tools, pumps, hose, monitors, nozzles and other equipment are unique to the industrial side of emergency response due to the demand, size and scope that they are expected to cover.

## COLUMNISTS

### EMS Corner

- William R. Kerney, College of Southern Nevada
- Sherrie Wilson, Emergency Management Resources

### Focus on Hazmat

- John S. Townsend, Ph.D.

### Risk Assessment

- John A. Frank, XL GAPS
- Jeff Roberts, XL GAPS

## 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.

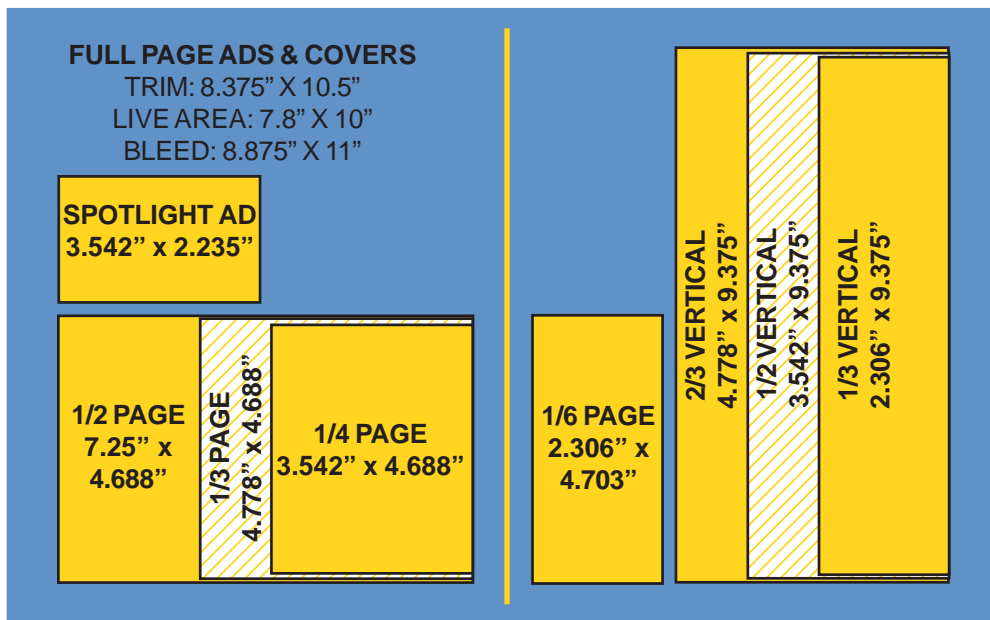
## CANCELLATIONS

- ❖ 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).
- ❖ 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



## IFW CIRCULATION:

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

## COMPETITORS' INDUSTRIAL CIRCULATION:

- Fire Engineering 809
- FireRescue 517
- Fire Apparatus 69
- Fire Chief 529

### 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%)

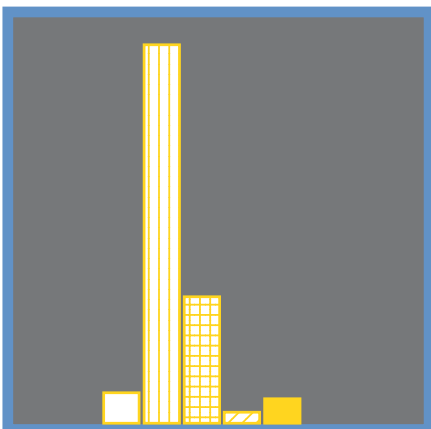
- Fire Department
- Government
- Military
- EMS
- Hazmat
- Hospital
- Emergency Response

#### 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



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

## 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 <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	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](mailto:kendra@fireworld.com) to reserve your booth space and to reach emergency responders through IFW magazine and the IFW Web site.

## 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 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](mailto:ind@fireworld.com).

## BANNER AD

IFW receives an average of 10,000 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. 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

### Alternate Pages

	3 Months	6 Months
Tower Banner	\$500/month	\$400/month
Top 4 Banner	\$325/month	\$275/month
Square Banner	\$325/month	\$275/month

## BUYERS GUIDE

The online IFW Buyers Guide is always available to emergency responders needing products and services. List your company and specific product information for only \$XXX per listing.

## EBLAST MARKETING

Rent the IFW email list to reach hundreds of people who have requested to receive information from Industrial Fire World. Provide IFW with the text and images that you would like to use for your eblast, and IFW will compose and send the message. Otherwise, you can provide a developed HTML message for IFW to use in sending the eblast. IFW uses ConstantContact email marketing, so any attachments to the message need to be PDF format. The cost for this service is \$XXX.

## INDUSTRIAL FIRE WORLD MAGAZINE POWERED BY BLUETOAD

Industrial Fire World posts the magazine in its entirety at [www.fireworld.com](http://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



**Top 4 Banner:  
Positioned at the  
top of the 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](mailto:ind@fireworld.com)

**Tower Banner:  
Positioned  
along the side  
120w x 600h**

The screenshot shows the IFW website homepage. At the top, there are logos for TFX, Elegance, and RIPA Conference & Expo. The main header features the IFW logo and the text 'Industrial Fire World'. Below the header is a navigation menu with links: Home, Conference & Expo, Subscribe, Archives, Incident Logs, Training Calendar, Industry Links, Jobs, Store, and Gallery. A central banner reads 'Your Quickest Link to Quality Services and Products' with an image of a fire truck. On the right, there is a 'Site Search' box and a 'Featured Industry Link' section with a logo for 'M'.

# Advertising Contract

## CONTACT INFORMATION

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

## BILLING ADDRESS Same

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): \_\_\_\_\_  
 Date: \_\_\_\_\_  
 P.O. No. (If applicable): \_\_\_\_\_

## DESIGNATE YOUR SELECTIONS FOR EACH ISSUE:

Issue	Year	Ad Size/Type	Color	Run Article	Net Cost

## Notes:

## AD CONTRACT NET COST PER ISSUE OR MONTH ORDERED

Insertion Ad: \$ \_\_\_\_\_  
 Spotlight Ad: \$ \_\_\_\_\_  
 Classified Ad: \$ \_\_\_\_\_  
 Resources on Call: \$ \_\_\_\_\_  
 Centerfold Special: \$ \_\_\_\_\_  
 Web Link: \$ \_\_\_\_\_  
 Banner Ad: \$ \_\_\_\_\_  
 Buyers Guide: \$ \_\_\_\_\_  
 E-Blast Marketing: \$ \_\_\_\_\_  
**TOTAL:** \$ \_\_\_\_\_

*Talk to your IFW ad representative to break down payments on a monthly basis for bundled print and Web marketing.*

Start Month/Year: \_\_\_\_\_ End Month/Year: \_\_\_\_\_  
 Start Month/Year: \_\_\_\_\_ End Month/Year: \_\_\_\_\_  
 Start Month/Year: \_\_\_\_\_ End Month/Year: \_\_\_\_\_  
 Preferred Send Date: \_\_\_\_\_