



**Fire Industry Association**

Leading Excellence in Fire Since 1916

**Media Pack 2025**

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# WHO WE ARE

The Fire Industry Association (FIA) is Europe's largest fire protection trade association with 1,200+ members, dedicated to advancing fire safety. We support the industry through technical guidance, member representation, and professional development via expert training and networking events.

**1200+**

**Companies are members**

**150+**

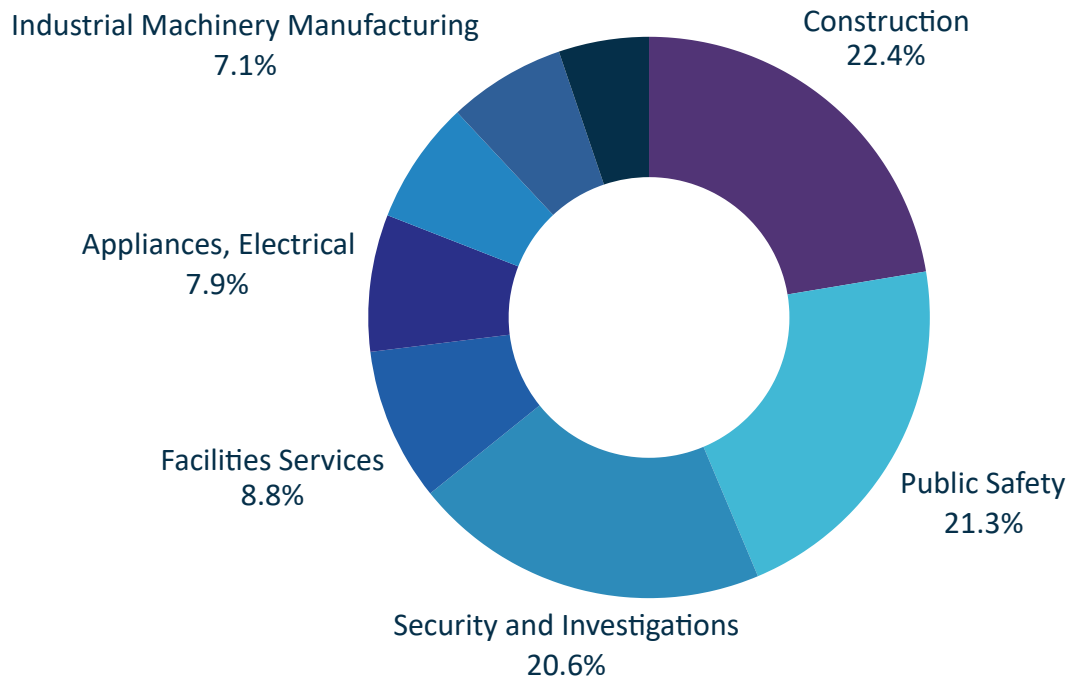
**Committees and working groups**

**250+**

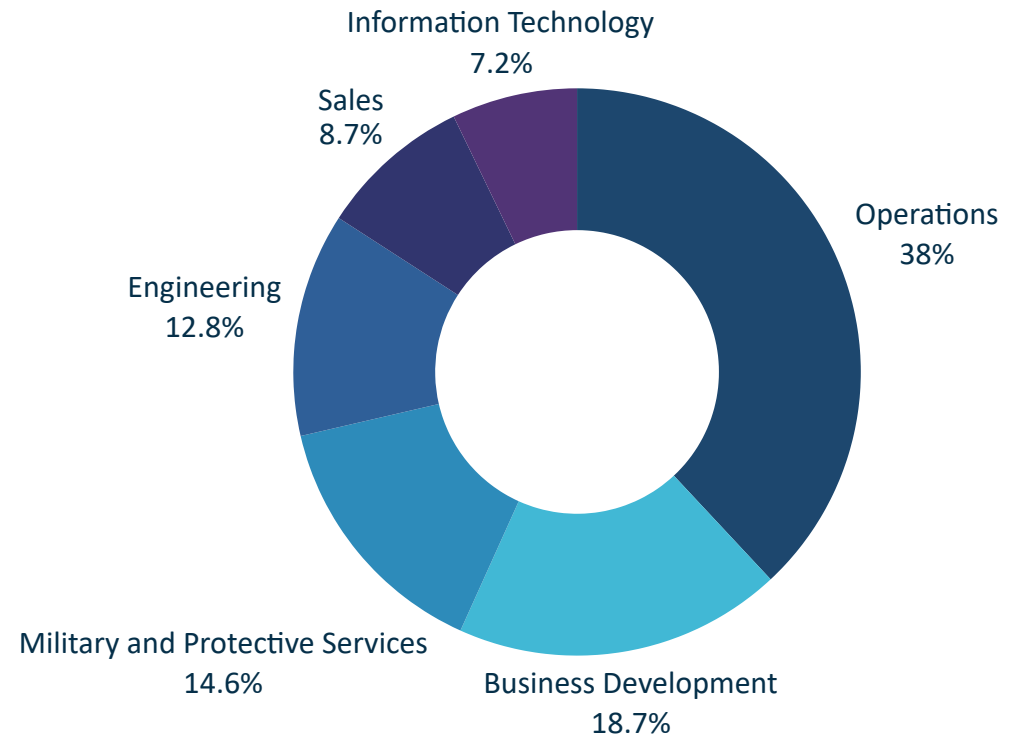
**Individual training courses**

# AUDIENCE OVERVIEW

## Industries



## Job Title



# THE BENEFITS



## *Targeted Audience*

The FIA attracts fire industry professionals across various sectors. Advertising ensures that your products or services reach an audience specifically focused on fire safety, maximising your chances of connecting with potential customers.



## *Credibility and Trust*

Advertising through the FIA adds credibility to your brand. Your target audience are likely to trust advertisements that appear in our publications and platforms, associating your brand with high standards and reliability.



## *Increased Brand Awareness*

Advertising with the FIA boosts brand visibility among key decision-makers in the fire safety industry, positioning your company as a trusted leader.

## KEY STATISTICS

**Total Monthly Reach = 87,300**



57,000 Social Media Followers



23,000 Website Users Per Month



7300 E-News Subscribers



12,000 Articles Read Per Month

# E-NEWSLETTER

## Target fire and safety professionals with personalised banner ads

Reaching thousands of fire safety professionals, the FIA Fortnightly E-Newsletter delivers key industry news, technical updates, and training opportunities.

- Animated adverts require a GIF File with a maximum size of 80kb.
- Please include a URL to direct traffic to your chosen landing page.
- Please see the pricing plan for the different advert positions.

### Ad Placements

Refer to newsletter image for corresponding placement

- 1 Spotlight Focus Feature
- 2 Centre Focus Feature
- 3 Standard Focus Feature

7,300  
Subscribers

29%  
Average Open  
Rate

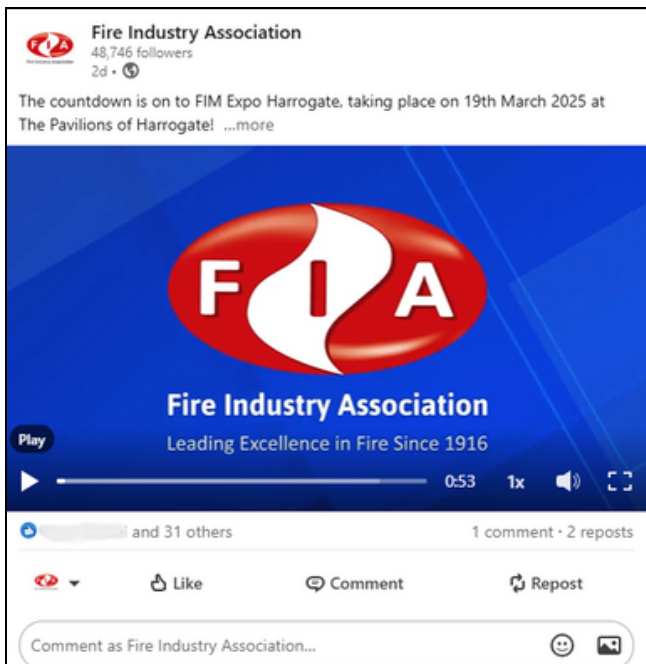




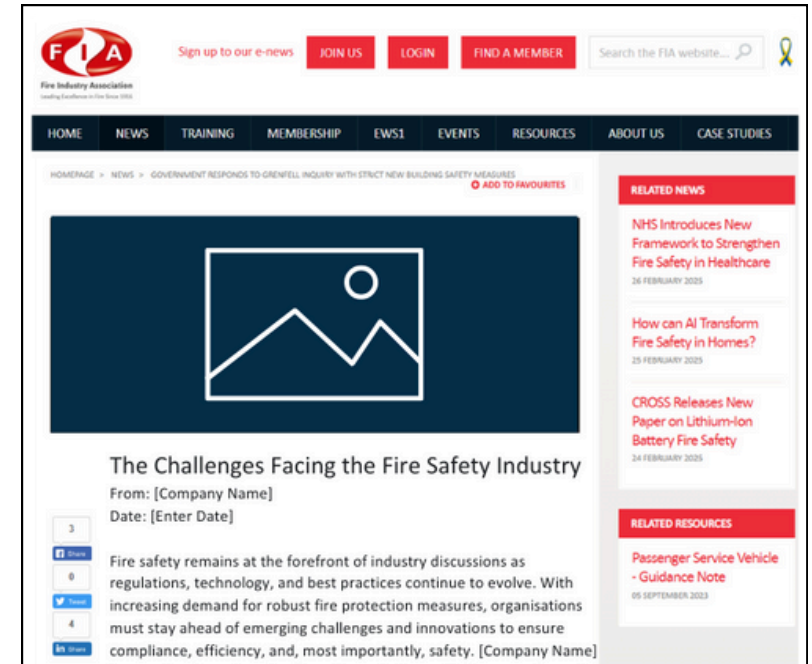
# FEATURED ARTICLE + SOCIAL

Boost your brand's visibility with a featured article on the FIA website, reaching a vast audience of fire safety professionals every month. Our website is a trusted industry resource, ensuring your message is seen by key decision-makers.

But that's not all; your article will also be amplified on LinkedIn, where we have a highly engaged following of over 48,000 industry professionals.



12K  
Articles Read Per  
Month



The article can include up to 400 words of editorial text (submitted in Word format) and one image (JPEG, 810px x 329px). It will be labelled as a 'Featured Article' and must include a URL to direct traffic to your chosen landing page.



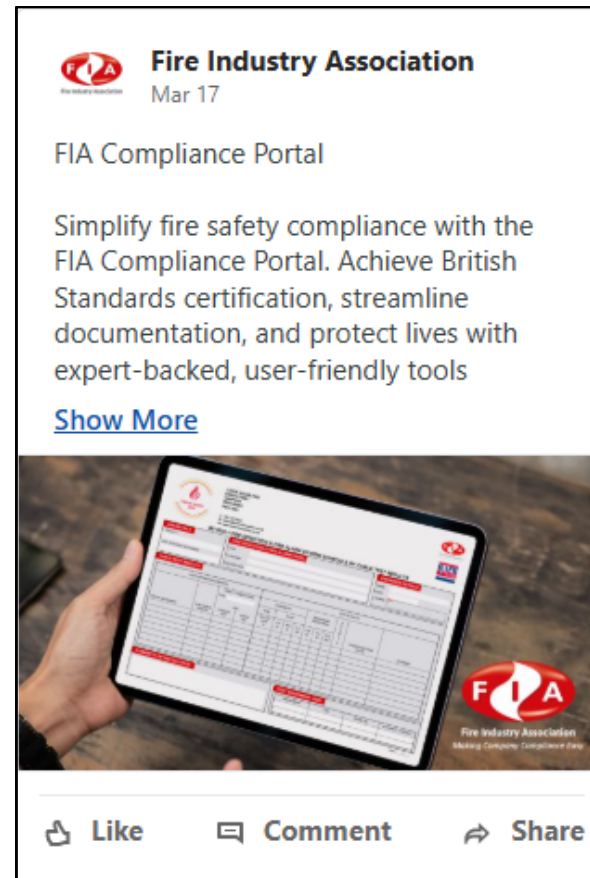
# SOCIAL POST - LINKEDIN



The FIA's LinkedIn network offers a powerful platform to reach over 48,000 industry professionals, including key decision-makers across fire safety, facilities management, and regulatory sectors.

Advertising through our channel ensures your message is seen by the right audience, whether promoting products, services, or industry insights, leveraging the FIA's LinkedIn presence enhances brand credibility and helps drive engagement.

For a social post, we require 50-100 words along with a correctly sized LinkedIn image (1200 x 600 pixels) to ensure optimal visibility and engagement.



48,500+  
Followers

100K+

Average LinkedIn  
Impressions

# FIA OFFICE SCREENS

Maximise your brand's visibility by showcasing your ad on the two FIA office screens, reaching a high footfall of industry professionals and visitors throughout the year. Your ad will be displayed simultaneously on both screens, ensuring maximum impact.

With a 30-second video shown on a rolling basis throughout the day, this is a powerful opportunity to engage your target audience in a dynamic and high-traffic environment.

## Video Requirements

- HD (1920 x 1080 pixels, 16:9 aspect ratio) – Standard for most big screens
- File Format: MP4 (preferred) or MOV
- 30-Second Video: Keep it concise and impactful
- Text Size: Use large, bold fonts for readability from a distance
- No Sound: No audio available - Include caption overlay



# ONLINE PRICING PLAN\*

Placement Type	FIA Member One Issue	FIA Member Two Issues	FIA Member Three Issues	Non-FIA Member One Issue	Non-FIA Member Two Issues	Non-FIA Member Three Issues
Spotlight Focus Feature	£400	£720	£960	£700	£1,260	£1,680
Centre Focus Feature	£345	£615	£825	£600	£1,080	£1,440
Standard Focus Feature	£285	£515	£685	£500	£900	£1,200
Featured Article + Social Ad	£860	£1,545	£2,060	£1,500	£2,700	£3,600
Social Media Post - LinkedIn	£570	£1,025	£1,365	£995	£1,790	£2,390
FIA Hampton & Northwich Screens	£200	£360	£480	£320	£640	£960

Please note that all prices quoted are exclusive of VAT. VAT will be added at the applicable rate.\*



# ADVERTISING OPTIONS - EVENTS

The FIA offers advertising opportunities throughout the year, allowing members to sponsor events, enhancing visibility and engagement within the fire industry.



## Annual Lunch

Take advantage of the opportunity to sponsor the FIA Annual Lunch, attended by over 500 industry leaders. With a range of sponsorship options available, this allows you to showcase your brand to key decision-makers.

## Fire Safety Exhibitions

Sponsoring the Fire Safety Exhibitions offers a prime opportunity to showcase your brand to industry leaders. With exhibitors and CPD-accredited conferences featuring keynote speakers and panel discussions, it's an ideal platform to network and enhance brand visibility.

To sponsor an FIA event or to find out about the upcoming opportunities email: [Events@fia.uk.com](mailto:Events@fia.uk.com)

# TERMS & CONDITIONS

All advertising copy must be submitted via email to [marketing@fia.uk.com](mailto:marketing@fia.uk.com), where it will be reviewed by the FIA Marketing Team. Advertisements are typically accepted within two working days, after which placement terms will be confirmed, and the advertiser will be required to sign a formal contract. Upon receipt of the signed contract, the FIA will issue an invoice, generally within five working days, with payment due within 30 days.

Once agreed, the contract guarantees placement under the specified terms, and no refunds will be issued for cancellations. As Focus is published every other Wednesday, advertisements and features must be received by the Monday of the preceding week. Advertising space is limited, and first-time advertisers may be prioritised at the FIA's discretion over repeat requests, except for multiple placement packages, which guarantee all agreed placements. All Multiple placement packages are required to be scheduled within one year of the initial booking.

The FIA reserves the sole discretion to determine which advertisements are accepted for publication and retains the right to discontinue any advert at any time for any reason. Content may be rejected or delayed to align with current marketing themes or to maintain a balanced and cohesive schedule.

The acceptance and display of any advertisement on the FIA website or electronic communications does not constitute endorsement of the advertiser or their products. The FIA will not mediate disputes regarding advertisement content. Complainants should contact the advertiser directly and/or the Advertising Standards Authority (ASA). However, the FIA requests notification of the complaint, including its nature, and may temporarily withdraw the advertisement pending resolution. If the advertisement is withdrawn, credit will be issued for any remaining placements. Any company in breach of advertising Regulations and Codes of Practice may be suspended from applying for advertising space for a period to be determined by the FIA.

# ADVERTISING GUIDANCE AND COMPLIANCE

Advertisements must adhere to strict standards to ensure fairness, accuracy, and professionalism. They must not be controversial, slanderous, or perceived as an attack on any other company. Furthermore, advertisements must not mislead consumers by omitting key information or presenting content in an unclear, unintelligible, ambiguous, or untimely manner.

Before submitting an advertisement for publication, the originating company must hold documentary evidence to substantiate any claims likely to be perceived as objective. These claims must be capable of objective validation. Inadequate evidence may lead to the Advertising Standards Authority (ASA) deeming such claims misleading. Additionally, claims must not exaggerate the value, accuracy, scientific validity, or practical usefulness of a product. Any unsubstantiated claims must avoid misleading consumers.

Price quotations in advertisements must include all non-optional taxes, duties, fees, and charges applicable to most buyers. VAT-exclusive prices may be displayed only if the intended audience does not pay VAT or can recover it, provided this is accompanied by a prominent statement indicating the VAT rate or amount payable.

Descriptions of elements within a package as “free” are only permissible if consumers are likely to perceive them as additional benefits. This ensures transparency and prevents misleading interpretations of package pricing. These guidelines are designed to promote ethical advertising practices, ensuring consumers receive accurate and fair representations of products and services.

# ADVERTISING GUIDANCE AND COMPLIANCE

All marketing and advertising must comply with legal requirements, including being accurate, truthful, honest, decent, and socially responsible. Advertisers can find detailed guidance on relevant regulations at: <https://www.gov.uk/marketing-advertising-law/regulations-that-affect-advertising>.

Additionally, two essential Codes of Practice must be followed, outlined here: <https://www.gov.uk/marketing-advertising-law/advertising-codes-of-practice>.

For advice on accurately describing products or services, visit: <https://www.gov.uk/marketing-advertising-law/describing-your-product>. It is important to note that any claims made about a product must be substantiated.

Advertising to consumers is governed by The Consumer Protection from Unfair Trading Regulations. This legislation prohibits false or deceptive messages and the omission of critical information, ensuring consumers receive fair and honest representations of products and services. Advertising to businesses is governed by The Business Protection from Misleading Marketing Regulations, which ensures fair comparisons. These regulations forbid the misuse of competitors' logos or trademarks and prevent unfair comparisons with dissimilar products.

The CAP Non-Broadcast Code, applicable to non-broadcast media, provides further guidance and can be accessed here: <https://www.asa.org.uk/codes-and-rulings/advertising-codes.html>.

By submitting advertising copy to the FIA, advertisers confirm that their content adheres to all relevant regulations and Codes of Practice. Non-compliance may result in the rejection or removal of advertisements.



# MEDIA PACK AGREEMENT

The FIA will require a high-resolution version of your company logo, and advert (if applicable), in either JPEG or EPS format. Please email these to [marketing@fia.uk.com](mailto:marketing@fia.uk.com) once your Media Package has been confirmed.

An invoice will be issued upon receipt of the booking form. If you need a Purchase Order number included on the invoice, kindly inform us when submitting the booking form. Payment terms are 30 days from the date of the invoice.

**Please complete this form to agree to the Terms and Conditions.**

# CONTACT US



## Fire Industry Association

Leading Excellence in Fire Since 1916



[Marketing@fia.uk.com](mailto:Marketing@fia.uk.com)



020 3166 5002



Tudor House, Kingsway Business  
Park, Oldfield Road  
Hampton, Middlesex, TW12 2HD