

MEANS OF ESCAPE

Fire Safety News | Innovation | Suppliers

“ We have been working with Means of Escape for a number of years now, as a powerful and successful way to communicate with the industry. ”



MEDIA PACK & RATES

Setting the Standard...



Means of Escape
helps the fire safety
industry get heard!

Since 2001, our platform has served as a space to deliver your voice straight to your peers; bringing you a stronger market presence, and valuable exposure.

We have the experience and commitment to help you conquer the unique challenges within our broad and varied industry.

We look forward to working together.

A New Presence...

“The Centre Point of The Fire Safety Industry Since 2001.”

Means of Escape connects the global fire safety industry. With over **10,000 industry professionals**, including **influencers, specifiers, enforcers** and **buyers** as registered members and visitors, we have become the industry’s leading marketing platform.

With its origins in print, Means of Escape has been working at the heart of the fire safety industry for 19 years. What began as a monthly magazine is today as a full digital platform, spanning desktop, mobile, social and email. We are proud to count a high proportion of the top industry figures as readers alongside leadership organisations, such as the FIA, as sponsors and contributors.

Whether you are entering the market or looking to expand your exposure and drive traffic, we are here to support you!

“ Means of Escape is an excellent online magazine and essential reading for everyone in the industry. The team are a pleasure to deal with and we’ve always had fantastic response to our new product releases and case studies. ”



“ Means of Escape is a key platform for communicating with prospects and our customers. Working closely with them for 10 years we receive analytics reports to show how well the website is doing and also how our page and articles are performing. ”



Be in Front...

Means of Escape Audience Profile

Fire Protection Maintenance & Suppliers of Equipment (Senior Decision Makers):

- ✓ Fire extinguishers
- ✓ Fire alarms
- ✓ Emergency lighting
- ✓ Passive fire protection
- ✓ Fire doors and fire shutters
- ✓ Sprinkler and watermist systems

Fire Protection Managers (End user, service procurement and specifiers):

- ✓ Hospital Fire Officers
- ✓ Rail Industry fire engineers
- ✓ University Fire Officers
- ✓ Local Authority Approved Inspectors
- ✓ Building Regulations & Planning Officers
- ✓ Social Housing Managers
- ✓ Organisation Property Managers

Premises and Facilities Managers (Specifiers and Service Providers):

- ✓ Fire safety consultants
- ✓ Fire engineers
- ✓ Fire risk assessors and surveyors
- ✓ Loss prevention council
- ✓ Nationwide FM companies including Mitie, Amey, Carillion

Local & National Fire & Rescue Service:

- ✓ Nationwide database for every fire authority in the UK

Our Audience

- ✓ Looking to be kept up-to-date with the latest industry news.
- ✓ Receive news alerts.
- ✓ Quick access to supplier.
- ✓ Guidance.

Reach Out...

We are **fully responsive** across devices to offer the **most effective user experience**, we pride ourselves on the breadth, depth and quality of our content, guides and features.

Our reach is unrivalled; today Means of Escape spans **desktop, mobile, social** and **email** with a combined reach of over **15,000** industry professionals a week.



Over **14,000** website sessions



Over **12,900** unique users



Over **50** articles published a month



Reaching over **4,500** industry professionals on LinkedIn & Twitter



Reaching over **10,000** industry professionals each month

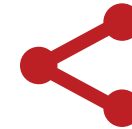
We reach over
15,000
professionals
each month
by



desktop



mobile



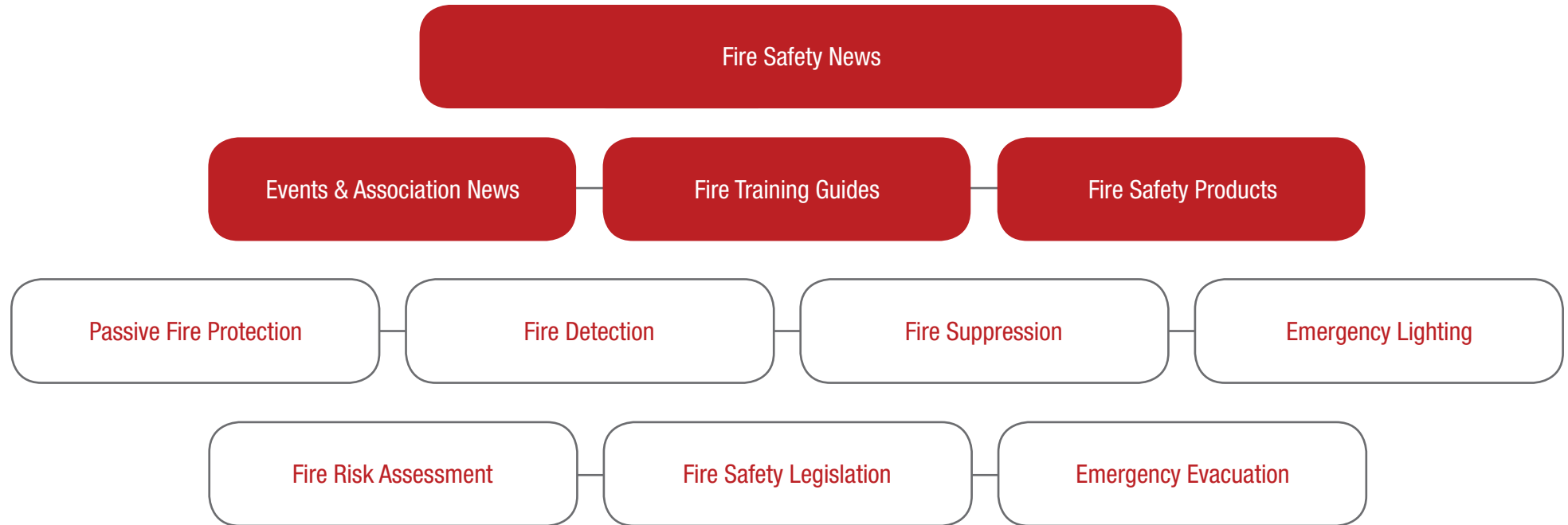
social



email

Topical & Relevant...

Content Sections:



Register Your Interest For Our Editorial Specials:

January	Fire Prevention & Fire Risk Assessments	May	Fire Safety Training	September	Fire Door Safety Week and Fire Confinement
February	Means of Escape & Emergency Evacuation	June	Fire Safety for High Rise Residential Buildings	October	Student Fire Safety
March	Fire Detection	July	Fire Suppression	November	Electrical Fire Safety
April	Fire Safety in Commercial Buildings	August	Building Security and Access Control	December	Innovation- Future of Fire Safety

Best Value...

We are able to offer a multitude of promotional, sponsorship or advertising opportunities to choose from.

Whether your objectives are sales, publicity and exposure, or even a product launch, our expert marketing team are on hand to recommend the best promotion, package or value plans across our platform.

Annual Value Plans

Talk to our marketing team about what you are trying to achieve and we can shape a package for you and for any term.

- ✓ Visibility of your product or service
- ✓ Traffic to your website
- ✓ Gain awareness of or launch a new product
- ✓ Build enquiries
- ✓ Discounts for 12 month packages.

Annual Value Plans

Entry Level Bundle

“General Reach”

- ✓ Product & supplier directory entry (year)
- ✓ 6 x Homepage featured monthly articles
- ✓ 6 x Section leaderboard ads (2 week)
- ✓ 6 x Newsletter email inclusion.

VALUE **£2,425 + VAT**

SPECIAL PRICE: **£1,680 + VAT PER YEAR**
(or £140 + VAT PER MONTH)

Standard Bundle

“Multiple Touch Points”

- ✓ Platinum product & supplier directory entry
- ✓ 6 x Homepage featured monthly articles
- ✓ 6 x Homepage MPU ads (1 month)
- ✓ 6 x Newsletter email inclusion
- ✓ 2 Dedicated email advertising.

VALUE **£3,000 + VAT**

SPECIAL PRICE: **£2,400 + VAT PER YEAR**
(or £200 + VAT PER MONTH)

Advanced Bundle

“High Industry Visibility”

- ✓ Platinum product & supply directory entry
- ✓ 6 x Homepage MPU ads (1 month).
- ✓ 6 x Dedicated emails
- ✓ 1 x Premium sponsored features.
- ✓ 6 x Homepage featured monthly articles
- ✓ Social media marketing for 6 months.

VALUE **£3,990 + VAT**

SPECIAL PRICE: **£3,600 + VAT PER YEAR**
(or £300 + VAT PER MONTH)

Emails...

Reach 10,000 industry professionals including influencers, specifier, enforcers and buyers.

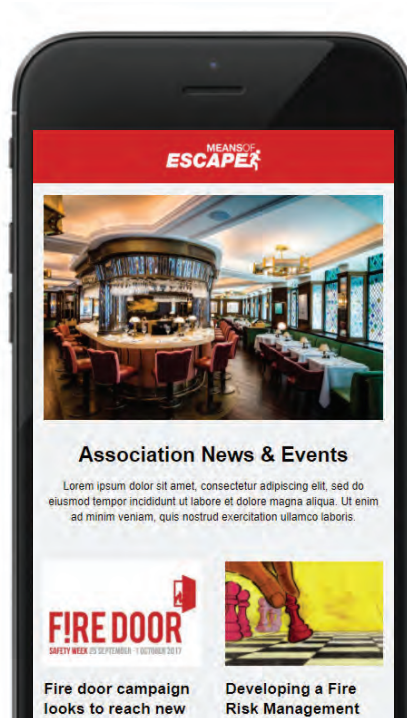
Newsletter



Our traditional newsletter. By offering a smaller newsletter, it will allow your article to have a larger presence and gain more exposure.

Top Landscape Banner	£150
Top Feature (incl Subject)	£150
Featured (Pos. 2 or 3)	£100
Mid Landscape Banner	£75

NewsFlash (AD-HOC)



A much smaller email, the Newsflash will be concise, thought-provoking and an effective way to engage our readers.

Top Feature (P1 or P2)	£150
Top Landscape Banner	£150
Top Landscape Banner	£150
Featured (P3 or P4)	£100

Focus (SCHEDULED)



An email that does what is says on the tin - a focus on your company! A dedicated email that can include your company's full branding plus, links to relevant articles that you may have published with us.

Fully Sponsor Branded	✓
Upto 5 features	✓
Includes design	✓
Bespoke format	POA
Cost	£250

Regular open rates over 22%

Regular click-through rates over 15%

We take great pride in our email marketing and enjoy a strong monthly sign-up rate.

“All our emails offer a superb user experience, reflected in their open and click rates”.

Join Our Verified Supplier Listing...

Our verified supplier listings offer you the opportunity to join a select list of supply, maintain, installation and manufacturers of suitably competent and accredited supplier.

Annual Platinum Package	
Company Name	✓
Telephone Number	✓
Email Address	✓
Address	✓
Contact Number & Position	✓
100 Word Description	✓
Unlimited Categories & 5 Tags	✓
Dedicated Page	✓
Logo	✓
Website Link	✓
YouTube Feed	✓
Twitter Feed	✓
Blog Feed	✓
Related Articles Link	✓
Reporting	✓
£250 PER YEAR	

“Our visitors need competent and accredited suppliers. Join over 300 other fire safety product or service suppliers on our directory.”

- ✓ Simple to get started.
- ✓ Quick and easy to search.
- ✓ Easy to upgrade.



Banner Display Advertising...

Below is a range of our ad spaces, sizes and costs available.

Banner Advert - 728 x 250 pixels

Banner Advert Double - 728 x 500 pixels

Right Side Advert Double
300 x 250 pixels

Right Side Advert
150 x 250 pixels

HOME PAGE:

Banner Advert Heading 728 x 250 pixels (on every page of the website)	£150 Per Month
Banner Advert Middle 728 x 250 pixels	£100 Per Month
Banner Advert Bottom 728 x 250 pixels	£50 Per Month

Right Side Advert 150 x 250 pixels (on every page of the website)	£75 Per Month
Right Side Advert Double 300 x 250 pixels (on every page of the website)	£100 Per Month

CONTENT SECTIONS & PAGES:

Banner Advert Top 728 x 250 pixels	£75 Per Month
Banner Advert Bottom 728 x 250 pixels	£50 Per Month
Banner Advert Double 728 x 500 pixels	£80 Per Month

Special Feature Promotions

Feature Promotion Package (month residency on homepage)

Guaranteed to reach at least 10,000 industry professionals, this is a great way to put your brand, products or service expressly in directly in front of the industry. The feature is frontpage positioned and offers links to 3 on-site articles and a branded banner space linked to your site. Your feature will be promoted through a dedicated email and our newsletter.

Homepage positioned	✓
3 Articles	✓
Off-site banner link	✓
Dedicated email	✓
Newsletter push	✓
	£900

Or, Super Feature Promotion Package (month residency on homepage)

As above but 5 articles and splash/above the fold position.

Homepage above positioned	✓
5 Articles	✓
Off-site banner link	✓
Dedicated email	✓
Newsletter push	✓
Social media marketing	✓
	£1,500



Content Marketing

We offer a range of innovative content marketing solutions to suit all budgets. Posts and articles will also remain listed and available for 12 months following should you wish.

#1 Navigation Promoted Stories (desktop only)

Offering desktop site-wide visibility, whether as a featured article on relevant content section, or sections if relevant, our promoted stories offer a strong level of reader focus.

Navigation Promoted Story	
Per Week	£100
+ Inclusion On Newsletter	£50

#2 Homepage Featured

Take centre stage and become our main featured article (above fold) in week 1 with reduced homepage (below fold) inclusion on week 2. Includes the relevant sub-section featured space, inclusion and a top feature on our email.

Navigation Promoted Story	
2 Week Placement	£250
Includes a top feature on Newsletter	



Social

The Means of Escape platform extend across social media, including Facebook, Twitter and LinkedIn.



Social

Increase your social media following, through our support on our Facebook, Twitter and LinkedIn platforms with thousands of followers”.

Additional bespoke content created by us, to be posted across all our platforms for 5 posts on our platforms per week.

£100 per month
£1000 per year +VAT.



Contacting Us

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