



Fire Industry Association

Leading Excellence in Fire Since 1916

Media Pack 2025

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THE FIRE INDUSTRY ASSOCIATION

The Fire Industry Association (FIA) is the largest trade association in Europe dedicated to fire protection with 1200+ members. Our objectives are to actively promote, improve, and perfect fire protection methods, devices, services, and apparatus. This is achieved through the representation of our members, contributing to the industry by providing technical support and guidance, as well as offering opportunities for professional advancement through our industry leading training and networking at events.

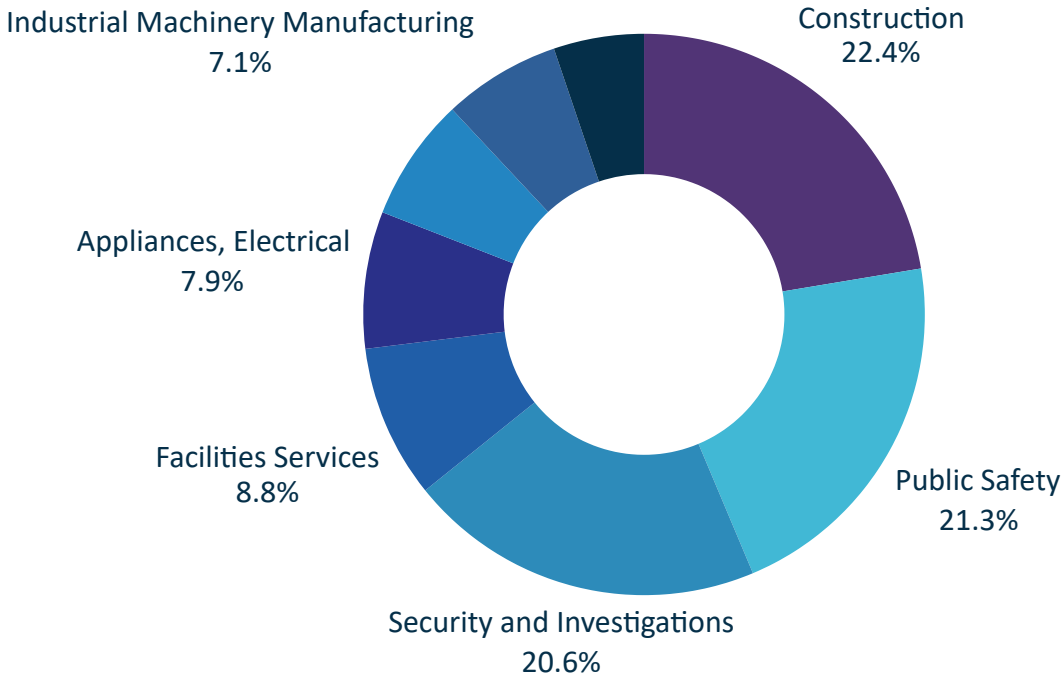
1200+ companies are members

250+ individual training courses

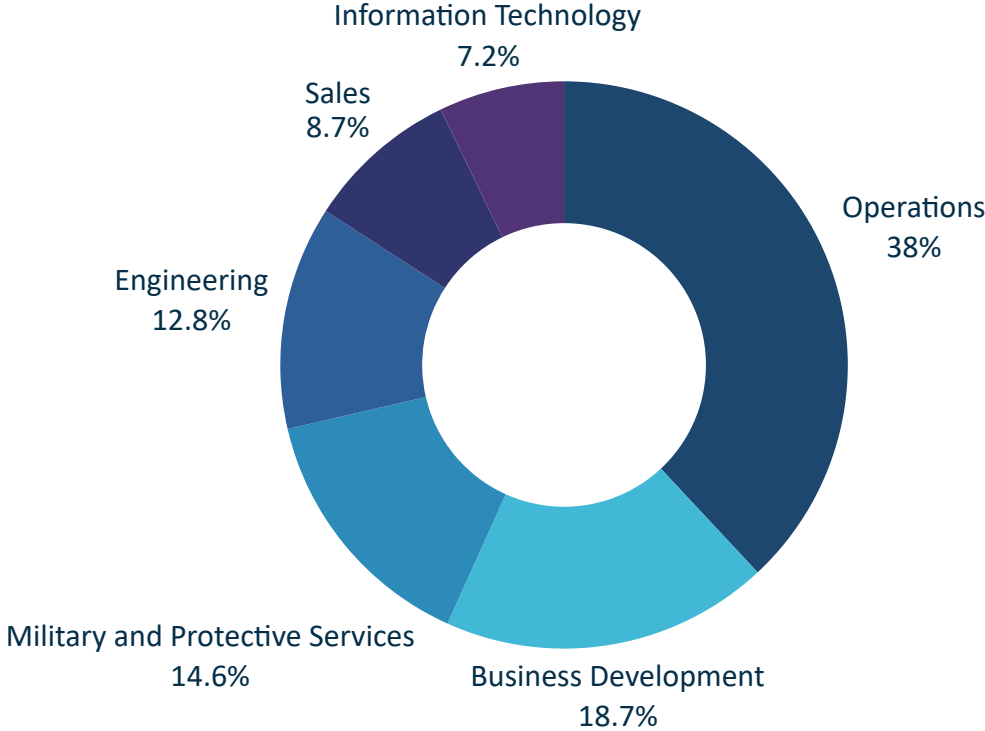
150+ committees and working groups

AUDIENCE OVERVIEW

Industries



Job Title



KEY STATISTICS

The FIA industry-led communications are an excellent way to advertise your products and services - they are focused, cost-effective, and help drive your message and key attributes to a targetted audience. As of December 2024 the FIA has:



57,000 Social Media Followers



23,000 Website Users Per Month



7300 E-News Subscribers



12,000 Articles Read Per Month

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.

ADVERTISING OPTIONS ONLINE

FIA Focus E-Newsletter

Showcase your brand to a targeted audience of fire safety professionals with our advertising options in the FIA Focus e-newsletter. Choose from static or animated advertisements (600px by 200px), designed to make an impact in our widely circulated publication. For animated adverts please send a GIF File with a maximum size of 80kb. Along with your file please include a URL to direct traffic to your chosen landing page. Please see the pricing plan for the different advert positions.

Sponsored Article

Submit a sponsored article to feature on the FIA News page. 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 'Sponsored Article' and must include a URL to direct traffic to your chosen landing page. This article will be shared on the FIA social media platforms.

Social Media

Both of the above options come with the additional option of a single social media post through each of our social media channels.

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

ONLINE PRICING PLAN*

Placement Type	FIA Member Cost for One Issue	FIA Member Cost for Two Issues	FIA Member Cost for Three Issues	Non-FIA Member Cost for One Issue	Non-FIA Member Cost for Two Issues	Non-FIA Member Cost for Three Issues
Spotlight Focus Feature	£300	£510	£765	£765	£1,020	£1,530
Centre Focus Feature	£250	£425	£638	£638	£850	£1,275
Standard Focus Feature	£200	£340	£510	£510	£680	£1,020
Sponsored Article	£400	£680	£1,020	£1,020	£1,360	£2,040
Spotlight Focus Feature + Social Ad	£400	£680	£1,020	£1,020	£1,360	£2,040
Centre Focus Feature + Social Ad	£350	£595	£893	£893	£1,190	£1,785
Standard Focus Feature + Social Ad	£300	£510	£765	£765	£1,020	£1,530
Sponsored Article + Social Ad	£500	£850	£1,275	£1,275	£1,700	£2,550

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

TERMS & CONDITIONS

All advertising copy must be submitted via email to 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

Company Name.....

Contact Name.....

Email.....

Contact Telephone Number.....

Media Package Requested.....

Please complete this page to agree to the Terms and Conditions on page 8.

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 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.

CONTACT US



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Marketing@fia.uk.com



020 3166 5002



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