

# FIRE AND RESCUE INTERNATIONAL



2025

rate card

## Reach the decision makers within the southern African fire, rescue and emergency services!

Fire and Rescue International (FRI) is an independent technical magazine that has fire management and suppression, rescue, emergency services and incident management as its core focus. The magazine strives to keep a balance between the various sectors that it serves so that each area of expertise is covered on a bi-monthly basis. By doing so, the magazine has become a sought-after publication to which the decision makers in this close-knit industry have subscribed.

The main objective of this niche market journal is to raise awareness of new technology, local and international, in depth research projects, legislation and relate industry news and events to our readers. The magazine not only creates an active marketing platform for suppliers to the fire fighting (structural, industrial, ARFF, wildland and forest, petrochemical and marine fires) technical rescue (USAR), high-altitude rescue, mountain search and rescue, EMS, Hazmat and incident management industries but also acts as a communication forum for this close-knit fraternity, bridging the gap between the urban-wildfire interface and addressing the challenges of the urban-industrial interface.

### Editorial content

As the authoritative magazine serving the professional fire, rescue, incident management and emergency medical industries, editorial content provides readers with hands-on operational articles written by the best of the best in the industry. FRI's well-respected contributors add to the magazine's informative collection of articles such as profiles of fire services EMS/ambulance services, industry organisations, training centres and the people making a difference.

### Readership profile

**Fire and Rescue International boasts an impressive readership profile that includes:**

- All national and provincial fire services and offices of CoGTA
- All fire departments including metros, district and local municipalities
- National, provincial and regional fire protection associations (FPAs)
- Chief fire officers
- Fire station commanders
- Metro rescue
- Fire and rescue managers for mines
- Airport fire and rescue (ARFF) chiefs
- National Ports Authority (NPA) fire and rescue chiefs
- All NSRI stations
- Eskom fire chiefs and SHEQ managers
- Transnet fire chiefs and SHEQ managers
- Petrochemical fire chiefs and SHEQ managers
- Industrial fire chiefs and SHEQ managers
- Mines fire chiefs and SHEQ managers
- Technical rescue (USAR)
- Wilderness search and rescue (WSAR)
- High-altitude rescue
- Hazmat agencies
- Mountain search and rescue services (MSAR)
- SAESI members
- SANDF fire brigades and training centres
- SAAF fire brigades and training centres
- SAPS fire brigades and training centres

### Dynamic online platforms

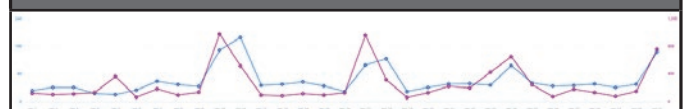
Fire and Rescue International also offers dynamic **ONLINE** platforms, which include our website, weekly newsletter and a monthly product newsletter. These platforms allow for very cost effective advertising with the added benefit of hotlinks direct to your website and the visual advantage of videos, showcasing your products in action!



- Provincial, metro, municipal and private emergency medicine and ambulance companies
- All South African Private Ambulance and Emergency Services Association (SAPAESA) members
- Municipal procurement officers
- National, provincial and regional disaster managers
- Mayors
- Municipal and environmental managers
- Fire engineers
- Fire Detection Installers Association (FDIA)
- Automatic Sprinkler Inspection Bureau (ASIB)
- Department of Forestry and Fisheries (DAFF)
- Relevant members of LG SETA and QCTO
- Forestry fire managers (silvicultural managers) and fire bosses
- National and private game parks' fire managers and environmental officers (including SANParks and Cape Nature)
- Working on Fire (national and international)
- Forestry contractors
- Farming cooperatives and associations
- Advisory forums such as the National Disaster Management Centre Advisory Forum and the National Veld and Forest Fire Advisory Forum.

### FRI website statistics

Page views (6 months): **24 698**



**Proudly serving those who serve**

# FIRE AND RESCUE INTERNATIONAL



**2025**

rate card

Fire and Rescue International magazine offers you 9 500 copies to our digital subscriber base!

## Magazine advertising rates

Advert size	One issue	Three issues (per issue)	Six issues (per issue)
Full page advert	R 15 420	R 14 185	R 13 105
Half page advert	R 10 790	R 9 935	R 9 170
Quarter page advert	R 6 485	R 5 955	R 5 505
One third page	R 7 165	R 6 620	R 6 115
One sixth page	R 3 590	R 3 300	R 3 050
One eighth page	R 3 075	R 2 835	R 2 620
Double page advert	R 23 990	R 22 075	R 20 395

All rates quoted exclude VAT and are per insertion.

Advertising material must be supplied in high resolution (300dpi) tiff, PDF, EPS or jpg file format.

Production charges will be levied on all incomplete material supplied.\*

### Standard sizes

Full page	(Height)	(Width)	Double page	(Height)	(Width)
Trim:	297mm	x 210mm	Trim:	297mm	x 420mm
Type area:	267mm	x 180mm	Type area:	267mm	x 390mm
Bleed:	3mm		Bleed:	3mm	

Half page	(Height)	(Width)	Quarter page	(Height)	(Width)
Horizontal	130mm	x 180mm	Horizontal	62mm	x 180mm
Vertical	267mm	x 86mm	Vertical	130mm	x 86mm

Third page	(Height)	(Width)
Horizontal	86mm	x 180mm
Vertical	267mm	x 55mm

## Technical specifications

Resolution:	300 dpi
Colour:	CMYK (process colours)
File format:	tiff, EPS, jpg format or print optimised PDF
Fonts:	All fonts must be embedded or converted to curves /paths
Photographs:	High resolution in jpg

### \* Production charges

**Complete material** supplied electronically

**Authors corrections:** will be charged according to the corrections

**Incomplete material:** production charge

Full page:	R 1 835
Half page:	R 1 080
Quarter page:	R 630
Double page:	R 3 215

All text, photographs, logos and basic layout must be supplied.

Complete material will be supplied to client for use elsewhere.

## FRI Digital

FRI Newsletter: Weekly (9500 subscribers)		
Banner advert	1 newsletter	R1 990
Banner advert	12 per annum	R1 750
Banner advert	24 per annum	R1 450
Banner advert	48 per annum	R1 250
All banner adverts are hotlinked to your website		
Rates quoted are excl VAT, per insertion and invoiced monthly		

## Website

FRI Website	
Home page large banner advert	R25 000 p/a
Home page small banner advert	R12 500 p/a
Newsletter landing page advert	R21 000 p/a
Above fees are excl VAT per annum	
Web adverts are invoiced annually in advance	

FRI Product News: Monthly (9850 subscribers)		
Product/news write up (300 words plus 2 photos)	1 month	R2 975
All banner adverts and product write ups can be hotlinked to your website		
Rates quoted are excl VAT, per insertion and invoiced monthly		

Fire and Rescue International  
 Box 8299  
 Greenstone 1616  
 Tel: 011 452 3135  
 Fax: 086 671 6920  
 Email: lee@fireandrescue.co  
[www.fireandrescue.co](http://www.fireandrescue.co)

