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.
Dear Partner,

The fire safety industry presents a number of unique challenges for any business competing within it, but in a broad and varied industry it can be difficult to make your business, brand, product or service heard.

Since 2001 our role is to both deliver a voice but also a stronger market presence for companies like yours, giving you the valuable exposure you deserve.

We look forward to working together.

Jim Creak
Executive Editor
a new presence...

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

Means of Escape connects the UK fire safety industry. With over 9,000 industry professionals, including influencers, specifiers, enforcers and buyers as registered members and visitors, we have become the industry’s leading marketing platform.

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.

With its origins in print, Means of Escape has been working at heart of the fire safety industry for 16 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.”
# 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

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## Our Audience
- Looking to be kept up-to-date with the latest industry news
- Receive news alerts
- Quick access to supplier
- Guidance
Now 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 and today Means of Escape spans desktop, mobile, social and email with a combined reach of over 15,000 industry professionals a week.

We reach over 15,000 professionals each week by

- Over 14,000 website sessions
- Over 12,900 unique users
- Over 50 articles published a month

Statistics for 1st Jan 2017-30 June 2017

Reaching over 3,900 industry professionals on LinkedIn & Twitter

Reaching over 15,000 industry professionals each month
topical & relevant...

Content Sections:

- Industry Leaders News
- Fire Safety News
- Events & Association News
- Fire Training Guides
- Fire Safety Products
- Passive Fire Protection
- Fire Detection
- Fire Suppression
- Emergency Lighting
- Fire Risk Assessment
- Fire Safety Legislation
- Emergency Evacuation

Register Your Interest For Our 2018 Editorial Specials:

<table>
<thead>
<tr>
<th>Month</th>
<th>Topic</th>
<th>Month</th>
<th>Topic</th>
<th>Month</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Wireless Fire Detection</td>
<td>May</td>
<td>SME Risk Assessment</td>
<td>September</td>
<td>Emergency Evacuation</td>
</tr>
<tr>
<td>February</td>
<td>Risk Assessment For HMO’s</td>
<td>June</td>
<td>Fire Alarms</td>
<td>October</td>
<td>Fire Safety Training For Companies</td>
</tr>
<tr>
<td>March</td>
<td>Signage</td>
<td>July</td>
<td>Fire Protection For Heritage Buildings</td>
<td>November</td>
<td>Future of Fire Safety</td>
</tr>
<tr>
<td>April</td>
<td>Innovation - Passive Fire Protection</td>
<td>August</td>
<td>Innovation - Fire Stopping</td>
<td>December</td>
<td>Innovation - Passive Fire Protection</td>
</tr>
</tbody>
</table>
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

#### 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 Weekly newsletter email inclusion

**VALUE** £2,425 + VAT

**SPECIAL PRICE:** £1,680 + VAT PER YEAR

(or £140 + VAT PER MONTH)

#### Standard Bundle
**“Multiple Touch Points”**
- ✔️ Advanced directory placement (year)
- ✔️ 6 X homepage featured monthly articles
- ✔️ 6 X Homepage MPU ads (1 month)
- ✔️ 6 X Section leaderboard ads (1 month)
- ✔️ 6 X Weekly newsletter email inclusion
- ✔️ 1 Dedicated email advertising
- ✔️ 1 x Topic focus email inclusion (featured)

**VALUE** £4,500 + VAT

**SPECIAL PRICE:** £3,000 + VAT PER YEAR

(or £250 + VAT PER MONTH)

#### Advanced Bundle
**“High Industry Visibility”**
- ✔️ 1 x Headline site sponsorship (month)
- ✔️ 1 x Section sponsorship (annual)
- ✔️ 6 X Homepage MPU ads (1 month)
- ✔️ 2 x Dedicated emails
- ✔️ 1 X Premium sponsored features
- ✔️ 6 X weekly newsletter email inclusion
- ✔️ 3 X navigation bar featured monthly articles

**VALUE** £5,775 + VAT

**SPECIAL PRICE:** £3,900 + VAT PER YEAR

(or £325 + VAT PER MONTH)

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Let’s Build A Package For You

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
Emails
Reach 6,400 industry professionals including influencers, specifier, enforcers and buyers

### Newsletter (Weekly)

- **Top Landscape Banner**: £175
- **Top Feature (incl Subject)**: £250
- **Featured (Pos. 2 or 3)**: £100
- **Mid Landscape Banner**: £75
- **Sponsored News**: £50

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

### NewsFlash (Ad-Hoc)

- **Top Feature (P1 or P2)**: £200
- **Top Landscape Banner**: £175
- **Top Landscape Banner**: £125
- **Featured (P3 or P4)**: £100

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

### Focus (Scheduled)

- **Fully Sponsor Branded**:
  - Upto 5 features
  - Includes design
  - Bespoke format
  - Cost: POA

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.

### 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 have been recently overhauled and remodelled to 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.

<table>
<thead>
<tr>
<th>Annual Package</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company Name</td>
</tr>
<tr>
<td>Telephone Number</td>
</tr>
<tr>
<td>Email Address</td>
</tr>
<tr>
<td>Address</td>
</tr>
<tr>
<td>Contact Number &amp; Position</td>
</tr>
<tr>
<td>100 Word Description</td>
</tr>
<tr>
<td>15 Categories</td>
</tr>
<tr>
<td>Dedicated Page</td>
</tr>
<tr>
<td>Logo</td>
</tr>
<tr>
<td>Website</td>
</tr>
<tr>
<td>Integrated Query Forwarding</td>
</tr>
<tr>
<td>YouTube Feed</td>
</tr>
<tr>
<td>Twitter Feed</td>
</tr>
<tr>
<td>Blog Feed</td>
</tr>
<tr>
<td>Related Articles Link</td>
</tr>
<tr>
<td>Monthly Reporting</td>
</tr>
</tbody>
</table>

£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
- Edit all year round
- Easy to upgrade

Search for a Service

TagEvac
Contact Name: Martin Read
Position: Director
Address: Office to Fire Building, South Way
Wemcley, H4 0DF
Telephone: 0145 554 40 00

4EVAC
Contact Name: Albert van der Haas
Position: Sales Director
Address: Industrie 26, 2651 BC, Genk an
Telephones: +1 1188 428 00
## Banner Display Advertising

Below is a range of our ad spaces, sizes and costs available on a residency basis. We offer fixed positions on a pro-rata monthly basis

<table>
<thead>
<tr>
<th>Creative / Position</th>
<th>£ Per Month Residency</th>
<th>Premium/Larger Creative</th>
<th>£ Per Month Residency</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>- HOMEPAGE:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Homepage Leaderboard 1</td>
<td>£400</td>
<td>Homepage Large Leaderboard</td>
<td>£500</td>
</tr>
<tr>
<td>Top 728mm x 90mm</td>
<td></td>
<td>Top 970mm x 210mm</td>
<td></td>
</tr>
<tr>
<td>Homepage MPU (3 positions)</td>
<td>£200</td>
<td>Homepage MPU (2 positions)</td>
<td>£275</td>
</tr>
<tr>
<td>Below Fold 300mm x 250mm</td>
<td></td>
<td>Above Fold 300mm x 250mm</td>
<td></td>
</tr>
<tr>
<td><strong>- CONTENT SECTIONS &amp; PAGES:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Standard Leaderboard</td>
<td>£175</td>
<td>Large Leaderboard</td>
<td>£200</td>
</tr>
<tr>
<td>Homepage Top 728mm x 90mm</td>
<td></td>
<td>Homepage Top 970mm x 210mm</td>
<td></td>
</tr>
<tr>
<td>MPU</td>
<td>£100</td>
<td>MPU</td>
<td>£150</td>
</tr>
<tr>
<td>Standard 300mm x 250mm</td>
<td></td>
<td>Above Fold 300mm x 250mm</td>
<td></td>
</tr>
<tr>
<td>Standard Skyscrapers (2 positions)</td>
<td>£100</td>
<td>Double Skyscraper</td>
<td>£150</td>
</tr>
<tr>
<td>120mm x600mm</td>
<td></td>
<td>240mm x600mm</td>
<td></td>
</tr>
</tbody>
</table>

*Please note:* All leaderboards also offer a mobile friendly alternative – i.e. standard and large leaderboards have a mobile leaderboard (320x50) alternative at no cost for optimal user experience.
Headline Sponsorship

Headline sponsorship on the homepage is again available monthly or annually on a first come first serve basis. On desktop it constitutes a site wide background takeover and on mobile responsive resolutions a large leaderboard banner takes it place at the top of each page.

<table>
<thead>
<tr>
<th>Section Sponsorship</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per Month</td>
</tr>
<tr>
<td>Annual (2 months free)</td>
</tr>
</tbody>
</table>

Section Sponsorship


<table>
<thead>
<tr>
<th>Section Sponsorship</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per Month</td>
</tr>
<tr>
<td>Annual (2 months free)</td>
</tr>
</tbody>
</table>

Please note: Artwork assistance can be provided.
Special Feature Promotions

Feature Promotion Package (month residency on homepage)
Guaranteed to reach at least 9,000 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. We’ll also provide tracking and measurement of all visitors and your feature will be promoted through a dedicated email and our weekly newsletter.

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Homepage positioned</td>
<td>✓</td>
</tr>
<tr>
<td>3 Articles</td>
<td>✓</td>
</tr>
<tr>
<td>Off-site banner link</td>
<td>✓</td>
</tr>
<tr>
<td>Dedicated email</td>
<td>✓</td>
</tr>
<tr>
<td>Weekly newsletter push</td>
<td>✓</td>
</tr>
<tr>
<td>Reporting</td>
<td>✓</td>
</tr>
</tbody>
</table>

£900

Or, Super Feature Promotion Package (month residency on homepage)
As above but 5 articles and splash/above the fold position.

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Homepage above positioned</td>
<td>✓</td>
</tr>
<tr>
<td>5 Articles</td>
<td>✓</td>
</tr>
<tr>
<td>Off-site banner link</td>
<td>✓</td>
</tr>
<tr>
<td>Dedicated email</td>
<td>✓</td>
</tr>
<tr>
<td>Weekly newsletter push</td>
<td>✓</td>
</tr>
<tr>
<td>Reporting</td>
<td>✓</td>
</tr>
</tbody>
</table>

£1500
Content Marketing

We offer a range of innovative content marketing solutions and 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 PLUS as a featured article on relevant content section, or sections if relevant, our promoted stories offer a strong level of reader focus.

<table>
<thead>
<tr>
<th>Navigation Promoted Story</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Per Week</td>
<td>£175</td>
</tr>
<tr>
<td>+ Inclusion On Weekly Newsletter</td>
<td>£75</td>
</tr>
</tbody>
</table>

#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 and inclusion and a top feature on our

<table>
<thead>
<tr>
<th>Homepage Featured Story</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Week Placement</td>
<td>£250</td>
</tr>
<tr>
<td>Includes a top feature on Weekly Newsletter</td>
<td></td>
</tr>
</tbody>
</table>
Social

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

More here

Google

Remarketing Advertising

A new service we are offering is a custom advertising campaign using Google AdWord’s remarketing.

It’s purpose is to help maintain your brand visibility in front of influencers, specifiers, enforcers and buyers, i.e. our visitors.

Using Google’s remarketing technology we enable visitors to your sponsored page or directory listing to see your adverts, typically MPU’s and leaderboards, on site’s using Google’s AdSense network. For instance, The Telegraph, Independent or Guardian.

<table>
<thead>
<tr>
<th>Navigation Promoted Story</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Min Ad Spend</td>
<td>£50</td>
</tr>
<tr>
<td>Setup</td>
<td>£50</td>
</tr>
<tr>
<td>Banner Design Basic</td>
<td>£75</td>
</tr>
<tr>
<td>Banner Design Advanced HTML</td>
<td>from £150</td>
</tr>
</tbody>
</table>
The first rule of marketing is to be distinctive and eye catching. This matched with having a compelling message is the recipe for any promotional success.

To ensure your artwork is distinctive, eye catching and compelling why not get our help to create your promotion. We offer:

- Brand level design
- Basic artwork production
- Copywriting for articles or press releases
- Website landing page creation
- Promotional videos
- Other marketing services

<table>
<thead>
<tr>
<th>Illustrative Costs</th>
<th>P/h</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design</td>
<td>£75</td>
</tr>
<tr>
<td>Copywriting</td>
<td>£85</td>
</tr>
<tr>
<td>Digital production</td>
<td>£75</td>
</tr>
<tr>
<td>PR / Press release writing</td>
<td>£95</td>
</tr>
</tbody>
</table>
Contacting Us

+44 (0)1268 242340
info@means-of-escape.com
www.means-of-escape.com