

FIRE AUSTRALIA

2016 Rates & Specifications

Australia's Premier Fire Safety Magazine

About Fire Australia

Fire Australia is a quarterly publication, distributed to up to 5,000 members of Fire Protection Association Australia (FPA Australia), Australasian Fire and Emergency Service Authorities Council (AFAC) and the Bushfire & Natural Hazards CRC (BNHCRC).

Our Readers

Readers include fire professionals in government and the private sector as well as regulators, facility owners and managers, consultants, designers, installers and maintainers of fire equipment, emergency response personnel, researchers, educators, and insurance personnel.

Fire Australia Magazine keeps readers up-to-date and informed regarding the latest news and developments within the fire industry, ensuring that Fire Australia Magazine is their most read publication for work purposes.

Content

Articles are obtained from a wide range of national and international sources in the fire community.

The magazine focuses on:

- Topical issues in fire protection and prevention
- Important issues within the Australasian fire sector
- Research into bushfire prevention
- Highlighting lessons learnt from past fires
- New fire protection hardware, systems and practices
- Industry news, events and other matters of interest.

Contact Details

FPA Australia
PO Box 1049
Box Hill VIC 3128

T: 03 8892 3131
F: 03 8892 3132
E: magazine@fpaa.com.au



Australia's Premier Fire Safety Magazine

Advertising Rates are per insertion (excluding GST).

Insertions are invoiced individually at the time of publication of each edition*

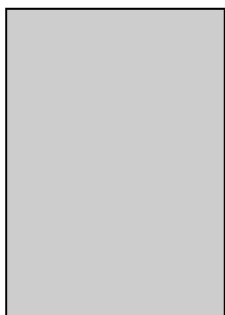
Size	Casual	2 x Series	4 x Series
Full Page	\$3000	\$2630	\$2250
1/2 Page	\$2255	\$2070	\$1875
1/3 Page	\$1800	\$1640	\$1500
Special Positioning			
Inside Front Cover	\$4515	\$3910	\$3380
Inside Back Cover	\$3300	\$2855	\$2480
Outside Back Cover	\$4515	\$3910	\$3380
Inserts	Price on Application		

All advertising is full colour.

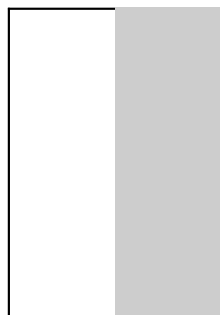
Artwork Specifications

Finished artwork must be CMYK artwork. Our preference is to receive finished artwork files in Adobe PDF. We do not offer any additional set up or artwork services for advertisements. Advertorial style advertisements will not be accepted.

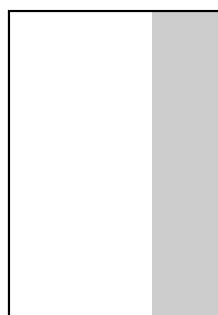
Artwork can be supplied as a digital file (including all linked images, fonts etc) by CD, DVD, by email (magazine@fpaa.com.au) or by file sharing services such as Hightail or Sendspace etc.



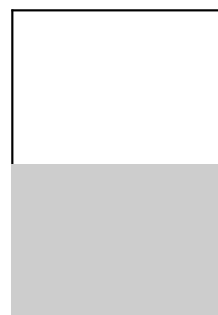
Full Page
297mmx210mm
5mm bleed



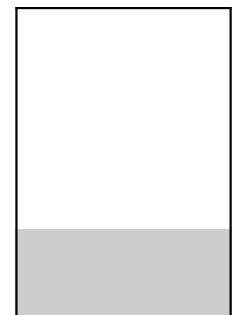
Half Page
275mmx95mm



Third Page
275mmx57mm



Half Page
130mmx185mm



Third Page
85mmx185mm

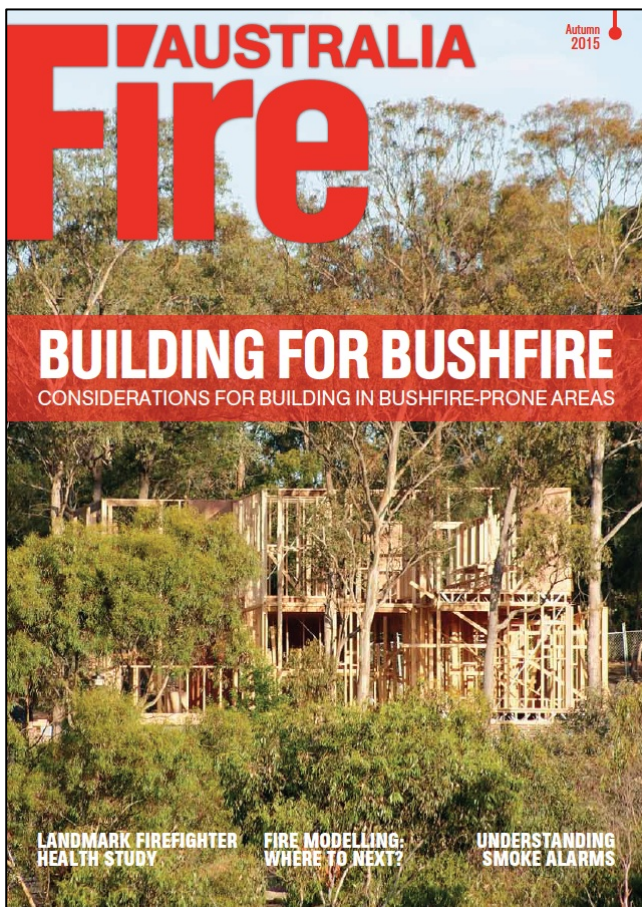
FIRE AUSTRALIA

2016 Rates & Specifications

Australia's Premier Fire Safety Magazine

**Deadlines & Distribution

	Bookings	Artwork	Distribution
Autumn 2016	Wednesday 10 February	Friday 19 February	April
Winter 2016	Wednesday 11 May	Monday 23 May	July
Spring 2016	Wednesday 10 August	Monday 22 August	October
Summer 2016/17	Friday 18 November	Monday 28 November	January



2016/17 Booking Form

Contact: _____
 Company: _____ Phone: _____
 Address: _____ Mobile: _____
 _____ Fax: _____
 Email: _____

Agency Contact (If Applicable)

Contact: _____
 Company: _____ Phone: _____
 Address: _____ Mobile: _____
 _____ Fax: _____
 Email: _____

Advertising Schedule

Issue	Size	Price	GST	Total
Autumn 2016		\$	\$	\$
Winter 2016		\$	\$	\$
Spring 2016		\$	\$	\$
Summer 2016/17		\$	\$	\$
Autumn 2017		\$	\$	\$
Winter 2017		\$	\$	\$
Spring 2017		\$	\$	\$
Summer 2017/18		\$	\$	\$

****Please note** – When booking multiple insertions, responsibility for submitting new artwork prior to each relevant artwork deadline lies with you. FPA Australia will make reasonable attempts wherever possible to contact you prior to artwork deadlines, but reserves the right to re-run existing artwork if new content is not received by the deadline. Please send all advertising booking forms and artwork to magazine@fpaa.com.au.

Booking Type Special Conditions

- Casual _____
 2 x Series _____
 4 x Series _____

Terms and Conditions of Agreement

(Payment terms are strictly 30 days from date of invoice. *Advertisers booking from outside Australia may be required to pre-pay for insertions prior to publication). FPA Australia (the publisher) reserves the right to revoke any advertising agreements without notice should invoices not be paid in accordance with the above payment terms. Artwork must be submitted in the format specified by the publisher by the artwork deadline date. Artwork designed in a similar style to our editorial pages will not be accepted. Artwork/Material requirements can be obtained from the publisher. FPA Australia reserves the right to refuse any advertising. If artwork is not received or signed off by the deadline date, the publisher reserves the right to charge for advertisement space not used and/or to use previously submitted material. The advertiser agrees that Victoria - the state in which the publication is produced is the appropriate jurisdiction for any or all disputes howsoever arising and howsoever relating to this booking agreement or the publication of this magazine. The particulars of the advertisement or entry to be placed in this publication will be provided by the advertiser and they form part of this document. These particulars include all artwork and other detail which is to be provided by the advertisers to the publisher. If the advertiser commits to a 2 x Series or 4 x Series of advertisements in Fire Australia, they have three (3) and five (5) publications for each respective campaign to honor the agreement, or they will be invoiced the difference between the casual rate and the applicable Series rate. Fire Australia has a physical circulation of between 3,500 and 5,000 copies per issue and is also accessible online. Fire Australia Magazine is distributed throughout Australia and New Zealand.

Booking

Please read the terms and conditions above and check that all the above details are correct.

Name: _____ Title: _____
 Signature _____ Date: _____

Contact Details

Fire Australia Magazine T: 03 8892 3131
 PO Box 1049 F: 03 8892 3132
 Box Hill VIC 3128 E: magazine@fpaa.com.au