

FIRE

PRODUCT SEARCH

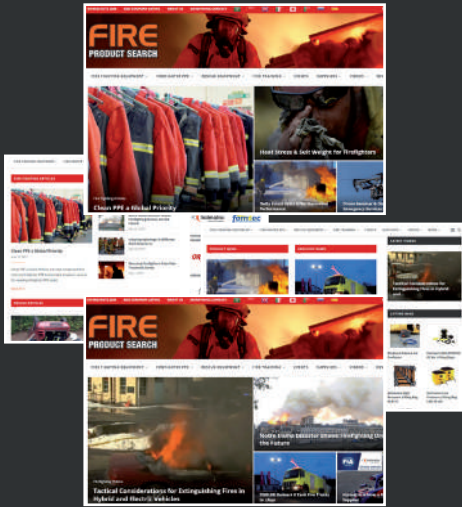
www.fireproductsearch.com

THE WORLD'S LEADING INDUSTRY GUIDE TO PROFESSIONAL
FIRE FIGHTING AND RESCUE.

MEDIA INFORMATION

About Fire Product Search

Fire Product Search is the complete industry guide providing professional fire fighters with the latest news, equipment, insight, fire fighting tactics and rescue techniques from around the world.



www.fireproductsearch.com

WHAT we offer - WHY professionals use us

The Fire Product Search website is the only stand alone international digital guide dedicated to serving fire departments, rescue teams and the emergency services.

Product Guide

We have over 1000 product pages divided into 100 product categories dedicated to fire fighting and rescue.



Suppliers Guide

With over 500 listings we produce the complete guide to the world's leading manufactures and suppliers of fire fighting and rescue equipment.



Industry Event Guide

With over 100 international fire fighting, rescue and civil protection exhibitions indexed by date and region we produce the definitive industry event guide.

Knowledge - Insight - Tactics - Techniques

Fire Product Search provides the latest information, tactics and insight with articles, case studies, videos and news covering fire fighting, firefighter PPE, rescue and training.

Fire Fighting & PPE

- Clothing
- Foams
- Foam Equipment
- Hoses & Nozzles
- PPE
- PPV
- Pumps
- Vehicles



Rescue & Training

- Confined Space
- Training Facilities
- Live Training
- Simulated Training
- Thermal Imaging
- USAR
- Vehicle Extrication
- Water & Ice Rescue



Latest News

Updated constantly we publish the latest fire fighting and rescue industry and equipment news that matters.

Editorial

High-quality editorial content is something we are very passionate about. We work with and publish articles and insight from some of the most well-respected industry authors.



Paul Grimwood

*Euro
Firefighter 2*



Ian Dunbar

*Vehicle Extrication
Techniques*

Videos

As well as technical articles we also provide firefighter training and educational videos from some of the leading educational providers.



RTC Rescue



UL Firefighter
Safety

Event Partnerships

We partner with & support leading international industry events which helps us reach the visitors of these key exhibitions.



A+A



ESS



FDIC



Fire India



Fire-Rescue Int.



Interschutz



Intersec



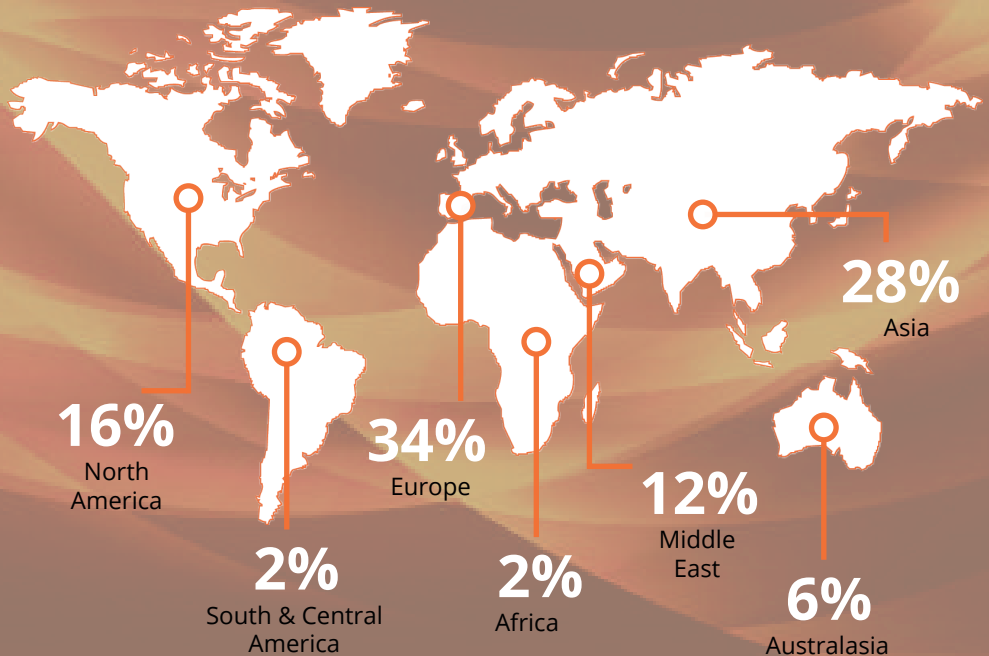
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Statistics - Facts - Figures

(Statistics based on actual figures from September 2018 to August 2019)

Audience Overview - average per month

Sessions	17,721	Users	14,892
Page Views	49,888	New Users	13,403



User profile

Fire Chiefs » Deputy Fire Chiefs » Municipal Fire Department Chiefs » Chief Instructors at Fire Training Centres » Airport Fire Chiefs » Health & Safety Officers » Industrial Fire & Safety Officers » Industrial Fire Chiefs » Distributors of Fire Equipment » Fire Training Officers » Procurement & Equipment Officers

User Survey

91% of users said it was easy to understand information on Fire Product Search.

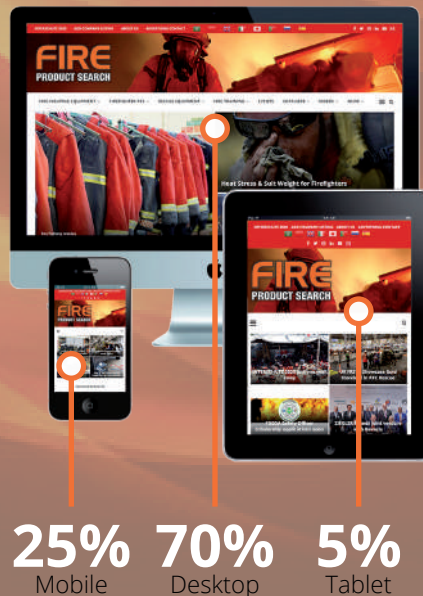
84% of users would recommend the site to a colleague or friend.

78% of our subscribers said it was very easy to find what they were looking for on the Fire Product Search website.

Acquisition Overview

Organic Search	76%
Social	11%
Referral	7%
Direct	6%

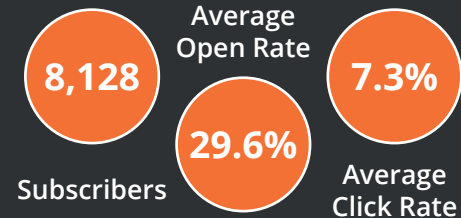
User Platforms



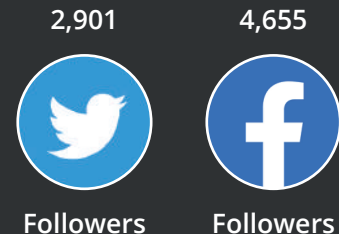
Newsletter

The Fire Product Search Newsletter is delivered to our subscribers every month and features highlights of the new articles, news and equipment published on the site.

Audience Statistics



Social Media



Customer Testimonials

Roger Startin

Managing Director at Bristol Uniforms

■ ■ Featuring our PPE on Fire Product Search consistently generates quality sales enquiries, we value the regular reporting to track return on investment and have been impressed with the additional news, features and social media support, which all help to raise awareness of the Bristol brand. ■ ■

Simon Lister

Sales & Marketing Manager at Delta Fire

■ ■ The Fire Product Search team regularly send through customer enquiries for us to convert into orders. I have no hesitation in recommending Fire Product Search to any company looking for enhanced online product exposure – great service, competitive prices and professional staff with a deep knowledge of the fire sector. ■ ■

Andy Hart

Marketing Manager at Ballyclare

■ ■ Ballyclare have been impressed with the service offered, the online exposure provided and the results and feedback we received. I would be happy to recommend membership on the site. ■ ■

Marketing Opportunities

Key benefits of a membership with Fire Product Search

1 Sales Enquiries

Every page on Fire Product Search features a contact enquiry form where interested users can request more information. We send these directly to our customers.

2 Website Traffic

More website traffic is what the majority of our customers are looking for, with direct links on all of our member's pages we drive targeted website traffic directly to our customer websites.

3 Exposure - Reach

We have the industry leading potential cost per reach of any marketing channel. With 50,000 page view per month, a 12-month membership on Fire Product Search has the potential to reach over 600,000 targeted professionals looking for fire fighting and rescue equipment.

4 Website Support - SEO

A membership really helps our customers own website search rankings, as the leading website for the fire fighting and rescue niche market we promote, mention and link directly to our members website.

Membership Packages



Platinum

Gold

Silver

Bronze

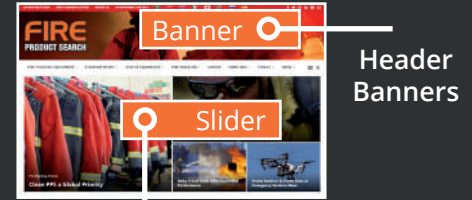
	Platinum	Gold	Silver	Bronze
Company Page	✓	✓	✓	✓
Product Pages	15-25	10-15	5-10	0-5
Ranking Position	1	2	3	4
Newsletter Frequency	6 per annum	4 per annum	3 per annum	2 per annum
Content Support	✓	✓	✓	✓
Social Media	✓	✓	✓	✓

Annual Membership Rates

GBP £	2997	2497	1997	1497
Euro €	3697	3097	2497	1897
USD \$	4197	3497	2797	2097

Individual Campaigns

As well as marketing memberships we also offer banner advertising opportunities.



Header Banners

Homepage Sliders: Full, 1/2 or 1/4 Slider Advertisements

Sidebar Banners




Newsletter Sponsorship & Banners




Rates on request, discounts offered for members.


FIRE


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