

EMERGENCY SERVICES TIMES

Media Information 2023

Covering **the entire** spectrum of the **Emergency Services**



www.emergencyservicetimes.com

The official magazine for



NEC | BIRMINGHAM | 19-20 SEPTEMBER 2023

| POLICE | FIRE | AMBULANCE | RESCUE | POLICE | FIRE | AMBULANCE | RESCUE | POLICE | FIRE | AMBULANCE | RESCUE | POLICE | FIRE | AMBULANCE | RESCUE | POLICE | FIRE | AMBULANCE | RESCUE |

ABOUT EST?

Emergency Services Times (EST) is the only UK publication dedicated to the **whole emergency services sector**.



**HELPING YOU TO REACH KEY DECISION MAKERS
THROUGHOUT THE BLUE LIGHT SECTOR**

Now in its third decade, EST provides **an in-depth bi-monthly magazine** tailored for all blue light emergency services and their partner agencies.

Our significant publication readership is supplemented with a **news website** and **newsletter updates**.

EST EDITOR CATHERINE LEVIN



It is an exciting time to be involved with EST as we develop our voice, lift our influence, and extend our reach

across the emergency services.

Our readers look to us to provide them with insights from strategic leaders as well as sharing case studies of great practice from across the wide spectrum of the emergency services.

Suppliers work with us to share what they can do to help solve problems faced by individual services but could apply to the wider sector. We are always interested in sharing innovation, so do join us.

Catherine

WHY CHOOSE EST?

With **more than 20 years' experience** of providing the latest news, views and insights into the emergency services sector, the EST team's **extensive industry knowledge** means the magazine is well respected, having established a firm reputation with our readers and the wider community.

As an advertiser you can **reach your target audience** of key decision-makers by appearing within a trusted media source.



Brand awareness

Be at the front of 70,000+ key decision makers from the emergency services



Thought leadership

Align your brand with the industry's leading media outlet for emergency services



Lead generation

Reach a wider audience than in-house and more traditional routes to market

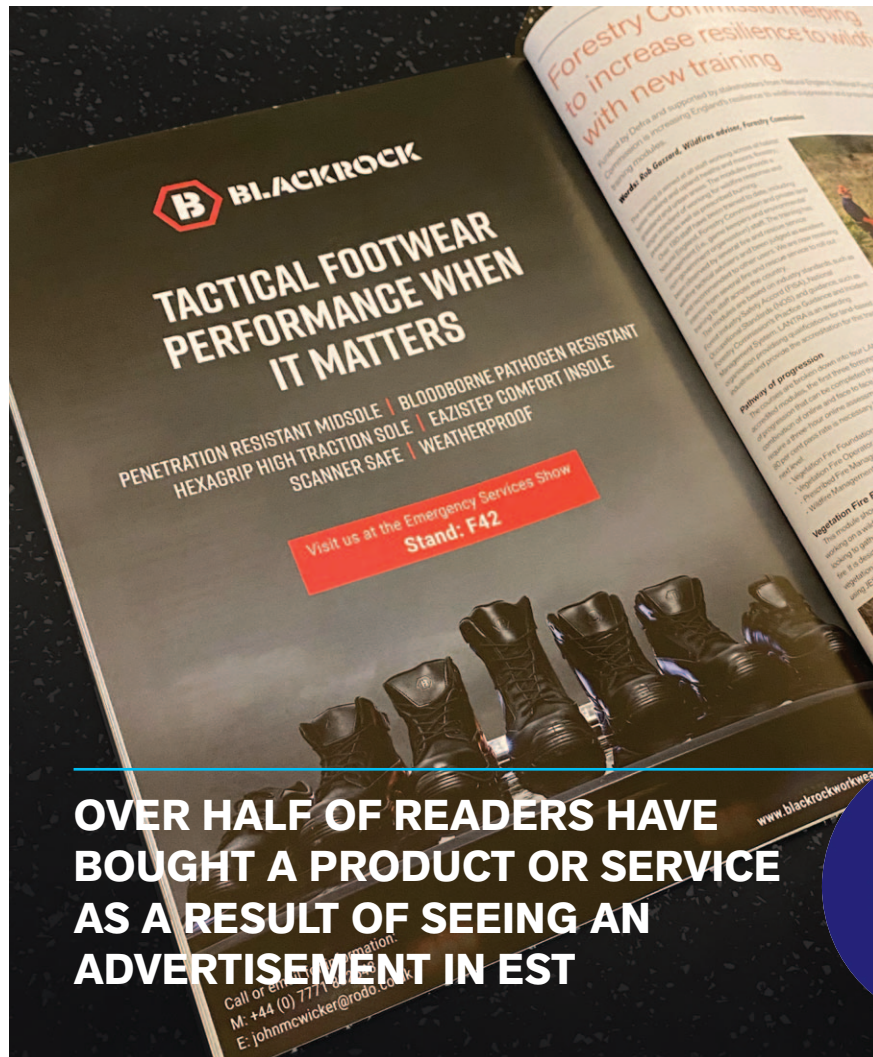
IN EVERY ISSUE

- Perspective
- Comment
- News
- People
- Products
- Technology
- Health and Wellbeing

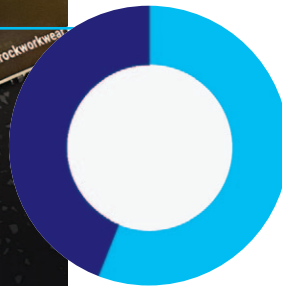
REGULAR FEATURES

- Future Policing
- Sustainability
- Training
- Vehicles
- Medical
- Communications
- Resilience
- Emergency Preparedness
- Personal Protective Equipment (PPE)

WHO READS EST?



OVER HALF OF READERS HAVE BOUGHT A PRODUCT OR SERVICE AS A RESULT OF SEEING AN ADVERTISEMENT IN EST



70,000+

readers cross platform online and offline

71%

key **decision makers** or specifiers


















89%

read EST magazine to learn about **new technology** and product launches in the blue light sector

87%

of readers use EST to **stay up to date** with news

WHAT DO READERS **BUY**?

- | | |
|--|---|
|  Business services |  Operational equipment inc fire fighting, lighting, public order, technical rescue and welfare |
|  Communications equipment and services |  PPE, protective clothing and uniforms |
|  Counter terrorism |  Public safety |
|  Detection and monitoring |  Recovery equipment |
|  Emergency planning services |  Road safety |
|  Fire safety |  Security equipment and services |
|  Health & Wellbeing, including mental health |  Training and training equipment |
|  IT, software, data and cloud technologies |  Vehicles and vehicle equipment |
|  Medical equipment and products | |

READERS FROM

- ✓ Police
- ✓ Fire & Rescue
- ✓ Ambulance
- ✓ Accident Investigation
- ✓ Air Ambulance
- ✓ Blood Bikes
- ✓ Border Force
- ✓ Cave Rescue
- ✓ Charities
- ✓ Coastguard
- ✓ Emergency Planning
- ✓ Lowland Rescue
- ✓ MOD
- ✓ Motorsport Rescue
- ✓ Mountain Rescue
- ✓ Prison Service
- ✓ Public Venue and Stadia
- ✓ RNLI and Private Lifeboats
- ✓ Search and Rescue
- ✓ Security
- ✓ Utility Companies
- ✓ Voluntary Groups
- ✓ Water Rescue



**EST COVERS PRODUCTS FROM
EVERY BLUE LIGHT SECTOR**

PRINT ADVERTISING

Distributed free of charge to over 5,200 readers, Emergency Services Times is published six times a year, covering every aspect of the emergency services.

With a number of print advertising spaces, sizes and placements available, EST can effectively **tailor space** in the magazine to your marketing needs. Whether you wish to **promote your business** in the magazine's news pages, as **stand alone** advertorial, or within existing **individual features** on leading companies, EST can provide the space you need to **communicate your message**.

POSITION	ADVERTISING RATES:	SIZE MM:
Front cover <small>Includes one full page inside the magazine</small>	£2,450	232 x 210 wide
Inside front cover	£1,635	297 x 210 wide
Inside back cover	£1,525	297 x 210 wide
Back cover	£1,995	297 x 210 wide
One full page	£1,485	297 x 210 wide
Half page vertical	£785	265 x 87 wide
Half page horizontal	£785	128 x 185 wide
Quarter page vertical	£485	128 x 87 wide
Quarter page horizontal	£485	61 x 185 wide

VAT will be added to these rates where applicable

All adverts

Please supply ALL adverts:

- as CMYK high res pdf files
- with 3mm of bleed all the way around
- with crop marks

Video content - To add video content to your advertisement please supply a relevant YouTube link for inclusion in the online version of EST.

Front cover

A space must be left at the bottom of 25mm to allow for our branding. This can be a continuation of your background but must have no text.

Leave clear, no text -----



EXCLUSIVE DISCOUNT

25% OFF FOR ALL CONFIRMED
EMERGENCY SERVICES SHOW
EXHIBITORS



EDITORIAL CALENDAR 2023

Month	Editorial Deadline	Advertising Deadline	Features	Distributed at
February	26 January	6 February	APPRENTICESHIPS Highlighting the range of apprenticeships in the emergency services and the end point assessors through case studies. COMMUNICATIONS TECHNOLOGY Look at innovations in control room technology as well as the roll out of the Emergency Services Network (ESN) and interoperability between services.	SECURITY & POLICING: 14-16 March, Farnborough
April	13 March	31 March	SAFETY AND SECURITY SERIES 2023 SPECIAL ISSUE SUSTAINABILITY AND FIRE SAFETY Exploring how fire and rescue services are building sustainability into fire safety operations. Spotlight on professional bodies supporting members and how fire and rescue services are adapting to the risks of a changing built environment. PROTECTING THE PROTECTORS Update on innovations in PPE, health and safety equipment and what standards are in development as well as a view on sustainable procurement practices.	THE SAFETY AND SECURITY SERIES: 25-27 April, NEC, Birmingham
June	12 May	25 May	EMERGENCY VEHICLES AND THE JOURNEY TO 2030 Looking at the latest developments in EV and how they can be used by emergency services as they replace fossil fuel-based fleet. Update on charging and maintenance with impact on emergency service estate planning. RECOVERING FROM INCIDENTS Examining the clean up after incidents, what products and solutions are available to emergency services along with some case studies. Also look at investigation from different blue light perspectives to find out how it works and how learning is shared.	NAPFM: 4-5 July, The International Centre, Telford
August	7 July	21 July	OFFICIAL ESS PREVIEW ISSUE SPOTLIGHT ON AMBULANCE SERVICES • Strategic leader interview • Handover delays and ICT solutions • Frontline insights • Equipment innovations • Recruitment and training • Health and wellbeing • Day in the life feature EMERGENCY PREPAREDNESS • Planning • Training and exercising • Learning from incidents	AMBULANCE LEADERSHIP FORUM
October	18 August	1 September	OFFICIAL ESS SHOW ISSUE SPOTLIGHT ON INNOVATIONS SHOWING AT ESS • Vehicles • Training • PPE • Medical equipment • Emergency planning • Responding to road traffic accidents WILDFIRES Wildfires and case studies learning from incidents; look at equipment needs and training requirements.	THE EMERGENCY SERVICES SHOW 2023: 19-20 September, NEC, Birmingham
December	2 November	14 November	RESILIENCE Focus on what 'whole society' resilience means and how it impacts on local resilience forums. Look at the equipment needs, training and exercising requirements. HEALTH Look back at how emergency services are working with the integrated care system. Look at training and technology innovations as the blue lights interact with health in all settings. Including community groups responding to local needs with defib roll out and other areas of support.	

Emergency Services Times is our **fast-moving news outlet**. You'll find **breaking news**, expert opinion and an e-library containing **back issues of EST magazine**. The site offers a variety of **custom advertising and sponsorship opportunities** that link to highly engaging editorial platforms -perfect to reach today's busy emergency responders.

A – LEADERBOARD 728x90 px

Located at the top of the page strategically below the navigation bar, this prime advertising position provides the most prominent exposure for your company

£795 per month

B – MEDIUM RECTANGLE (MPU) 300x250 px

Located in the left-side column of the webpage, this location provides your company with a highly visible and noticeable position to promote your brand

£595 per month

C – FEATURED STORY

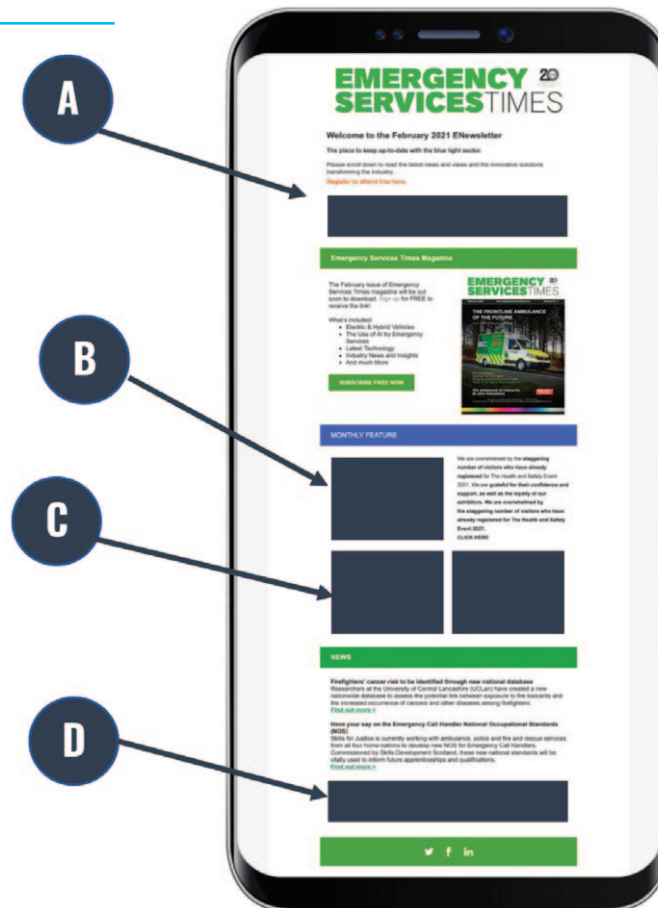
This rich editorial allows for a product image. Company logo, title and a message in a more impactful and engaging way

£795 per month



E-NEWSLETTER ADVERTISING

Emergency Services Times keeps our subscribers up to speed with **all the latest news, pressing stories, insights and analysis** in a bite-size, easily accessible format. This is sent out on the last Thursday of each month to **60,000+ subscribers**.



A – LEADERBOARD 728x90 px

This premium position guarantees that your brand will be the first thing readers see as soon as they open our e-newsletter
£595

B – FEATURED STORY

If you are about to have a product launch or just want to deliver an effective, high impact message, this feature is a proven way to engage with our audience
£495

C – MEDIUM RECTANGLE (MPU) 300x250 px

Located in the left-side column of the webpage, this location provides your company with a highly visible and noticeable position to promote your brand
£495

D – BOTTOM BANNER 728x90 px

Leave a lasting impression and showcase your brand
£395

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**COVERING EVERY SECTOR OF
THE BLUE LIGHT INDUSTRY**

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