

iirsm.org



THE Sentinel

Essential intelligence for leaders in risk management from the IIRSM

Sent to
7,750
Members

63%
are senior
decision makers

MEDIA PACK **2023**



THE Sentinel

Published on a bi-monthly basis, The Sentinel magazine is the official publication of the International Institute of Risk and Safety Management (IIRSM).

With a new contemporary and dynamic structure, The Sentinel provides readers with the latest risk management news with insightful features from expert contributors. The articles assist our readers in their work as they contain in-depth analysis, along with considered and intelligent thought-leadership.

ABOUT IIRSM

IIRSM is a charity supporting those responsible for managing risks in all their forms. We are independent and speak freely, championing risk management best practice to drive positive change for both employee and organisational wellbeing.

READERS

- The magazine is distributed to c8,000 IIRSM members and associates
- 63% are senior decision makers for their business
- 27% own their own business or consultancy
- Our audience work in all sectors including: 53% in Construction; 32% in Engineering; and 24% in Manufacturing
- The reader's interests are across a range of risk disciplines including: Health and Safety (96%), Risk Management (70%), Training (61%), Fire Safety (61%), Environmental Management (59%), Occupational Health (58%), Emergency planning (47%), Construction Design (38%), Mental Health and Wellbeing (35%), Project Management (32%), Quality Management (33%), Security (23%) and more.



Contact Elliot Whitehead on 0131 561 0021
or email elliott@connectcommunications.co.uk

RATES

| | |
|------------------------------|--------|
| Double Page Spread: | £1,995 |
| Full Page: | £1,200 |
| Half Page: | £720 |
| Quarter Page: | £450 |
| Strip Advert: | £260 |
| Cover Position | +25% |
| Series Discounts: | POA |
| Inserts: | POA |
| Advertising Agency Discount: | 10% |
| Members discount: | 20% |

Prices are exclusive of VAT

ADVANCED NEWSLETTER

We send an e-newsletter which contains advanced previews of features and articles that will appear in an upcoming issue of The Sentinel magazine.

The e-newsletter is sent to the entire IIRSM member database (c7,750) one week before the Magazine's publication date.

- Banner Advert (600x150 pixels): £595 + vat



PRODUCTION DATES

| ISSUE | BOOKING/COPY | PUBLISHED |
|-----------------|--------------|-----------|
| Jun/Jul 2023 | 29/05/23 | 08/06/23 |
| Aug/Sep | 02/08/23 | 16/08/23 |
| Oct/Nov | 02/10/23 | 13/10/23 |
| Dec 23/Jan 2024 | 22/11/23 | 06/12/23 |

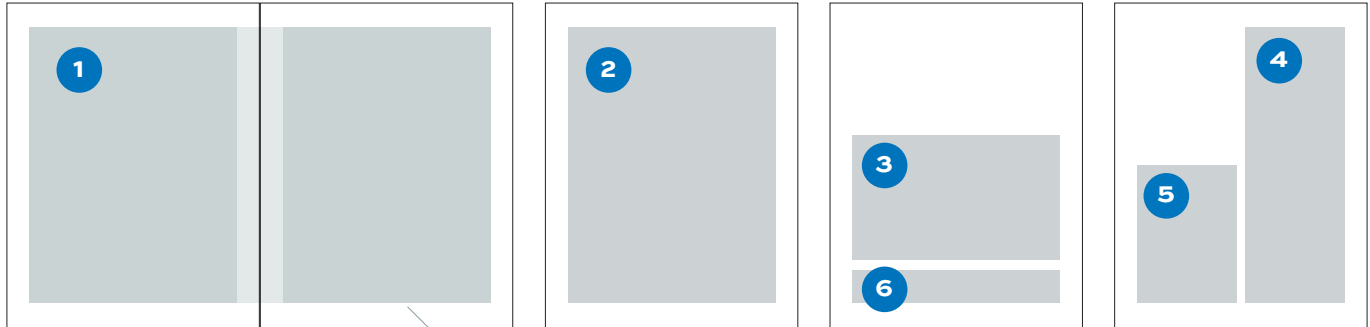
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TECHNICAL INFORMATION

The trim size of the magazine is 210mm wide x 270mm deep

The text area of the magazine is 180mm wide x 230mm deep
(Margins top & bottom 20mm, margins inside & outside 15mm)

Full page adverts **must** be supplied with an added 3mm of bleed on all sides



1. DOUBLE PAGE SPREAD

420mm x 270mm
Add 3mm bleed all round
Please regard text area and gutter

2. FULL PAGE

210mm x 270mm
Please keep all text in the text area
Add 3mm bleed all round

3. HALF HORIZONTAL

180mm x 113mm

4. HALF VERTICAL

88mm x 230mm

5. QUARTER

88mm x 113mm

6. STRIP

180mm x 40mm

PRODUCTION INFORMATION

Please supply your advertisement as a high-resolution PDF. Name your advert job folder using the following code: Sentinel – name of advertiser - month. Connect Communications cannot accept responsibility for files supplied incorrectly, out with specification, or supplied beyond the copy deadline.



PUBLISHERS' TERMS AND CONDITIONS OF ACCEPTANCE

- The publishers reserve the right at any time to refuse, amend, withdraw or otherwise deal with any advertisement without explanation.
- The publishers will not be liable for any loss or damage caused by error, late publication or failure of an advertisement to appear in a specified issue regardless of cause.
- Advertisements are accepted in good faith and the publishers will not be held responsible for any claims stated or implied by the copy received from the advertiser.
- Advertisers will indemnify the publishers in full against any loss, damage or other expense incurred as a direct or indirect consequence of their advertisement(s).
- Advertising orders containing conditions that do not comply with the publishers' conditions will not be accepted as binding, unless agreed in writing by the publishers beforehand.
- Advertisements will only be accepted on the understanding that the advertiser guarantees that such advertisements will not contravene the Trade Descriptions Act 1968 and any subsequent legislation.
- Advertisements will only be accepted on the understanding that the advertiser implicitly guarantees that such advertisements will comply with the British Code of Advertising Practice.
- Discounts on series advertisements placed will become invalid if the contract has not been completed within one year from the date of the first insertion. If the series contract is cancelled or not completed for any reason, the publishers reserve the right to surcharge the earlier insertions at the higher rate applicable.
- A minimum of 12 weeks notice of cancellation is required, otherwise advertisements will be charged for as scheduled.
- Copy must be supplied by the advertiser, in good time, without application from the publishers. Any reminder by the publishers should be regarded as an act of courtesy and not as an obligation. If copy is not received by the due time, the publishers reserve the right to repeat the last received copy.
- The publishers reserve the right to pass the cost of artwork to the advertiser. Any artwork or copy left with the publishers or their printers for more than one year after being last used will be destroyed.
- The publishers reserve the right to amend these Terms and Conditions of Acceptance and change future advertisement rates without prior notice and at any time. In such an event, advertisers have the option to cancel any remaining contract(s) without incurring extra charges.
- Invoices must be settled within 28 days of the invoice date unless alternative arrangements have been made with the publishers. Accounts that become 90 days overdue will be passed to agents for collection and all the debtor's advertising will be suspended until settlement of the outstanding amount in cleared funds.
- These Terms and Conditions of Acceptance are set out in accordance with UK Law and all parties hereby submit to the jurisdiction of UK courts.

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