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iirsm

THE Sentinel

Essential intelligence for leaders in risk management from the IIRSM

Sent to
7,750
Members

63%
are senior decision makers



MEDIA PACK 2027

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 contemporary and dynamic structure, *The Sentinel* provides readers with the latest risk management news and insightful features from expert contributors. The articles assist our readers in their work, with in-depth analysis and considered and intelligent thought-leadership content.

ABOUT IIRSM

IIRSM is a UK-based professional membership organisation with a global footprint. We help individuals and organisations around the world to feel safe, supported and empowered to identify and manage risks, protecting their environments and lives. We aim to drive the holistic evolution of risk management in organisations, educating and protecting their people through our unique communities.

READERS

- The magazine is distributed to approximately 8,000 IIRSM members and associates
- 63% are senior decision makers for their business
- Our audience works in all sectors, including 53% in construction, 32% in engineering and 24% in manufacturing
- Readers' 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%), security (23%) and more.



Contact Elliot Whitehead on 07795 977708 or email elliot@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



THE SENTINEL ENEWSLETTER

Alongside the print issue, *The Sentinel* is produced as a digital publication which ensures that our international communities receive the magazine. Adverts placed in the print magazine also appear in the digital version.

The digital magazine is sent via email newsletter to the IIRSM member database during the week of the magazine's publication.

- Email banner (600x150 pixels): £595 + vat

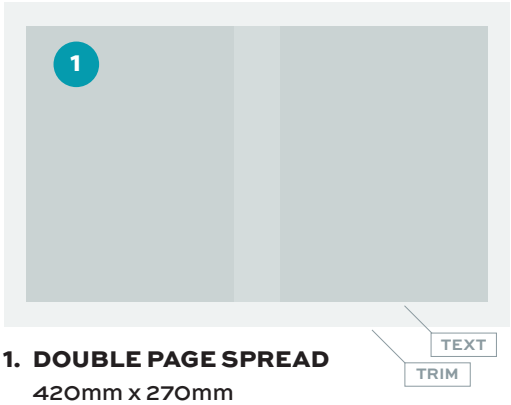
PRODUCTION DATES

ISSUE	COPY DEADLINE	PUBLISHED
February	15 January 2027	February 2027
April	12 March 2027	April 2027
June	14 May 2027	June 2027
August	16 July 2027	August 2027
October	10 September 2027	October 2027
December	12 November 2027	December 2027

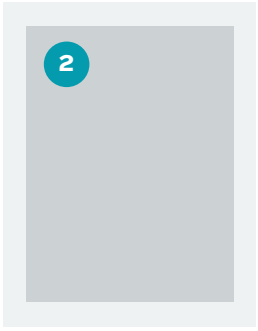
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TECHNICAL INFORMATION

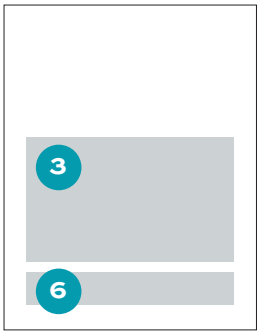
The trim size of the magazine is 210mm wide x 270mm deep
The text area of the magazine is 180mm wide x 230mm deep
(Margins top and bottom 20mm, margins inside and outside 15mm)
Full page adverts **must** be supplied with an added 3mm of bleed on all sides



1. DOUBLE PAGE SPREAD
420mm x 270mm
Add 3mm bleed all round
Please regard text area and gutter

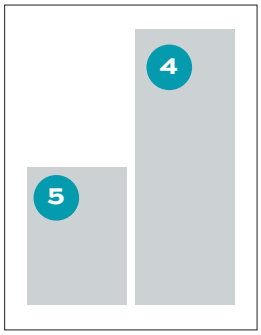


2. FULL PAGE
210mm x 270mm
Please keep all text in the text area
Add 3mm bleed all round



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

1. The publishers reserve the right at any time to refuse, amend, withdraw or otherwise deal with any advertisement without explanation.

2. 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.

3. 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.

4. 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).

5. 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.

6. 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.

7. 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.

8. 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.

9. A minimum of 12 weeks notice of cancellation is required, otherwise advertisements will be charged for as scheduled.

10. 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.

11. 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.

12. 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.

13. 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.

14. 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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