

# BAPCO JOURNAL

British Association Of Public Safety Communications Officials



## MEDIA PACK



**YOUR GATEWAY TO  
PUBLIC SAFETY COMMS**



*“The British APCO Annual Conference and Exhibition, along with its quarterly journal, is very important to us. It’s an opportunity to meet many of the user community, in one place, at one time. It enables us to maintain relationships that have been developed over many years.”*

Phil Jefferson,  
MSSSI Vice President Northern Europe,  
Motorola Solutions



Launched in June 1993, British APCO (BAPCO) is the leading UK-based association in the British Isles for all professionals in the field of public safety and civil contingencies communications and information technology.

As an independent not-for-profit organisation, British APCO provides a forum for professionals in this field to exchange information, ideas and experiences. In partnership with the industry, it maintains regular liaison with suppliers and other commercial bodies, such as consultants, to monitor developments in technology, new techniques and major programmes.

British APCO is unique in Europe as the only multi-discipline, multi-level association for public safety communications and information systems managers, users, maintainers and providers. British APCO is assisting other countries to create equivalent organisations. It is also involved in a number of European research projects to ensure they take the perspectives of public safety users into account.

British APCO members are an important part of a worldwide network of public safety communications and information technology professionals. This enhances its ability to encourage excellence and knowledge-transfer in the public safety/civil contingencies services. British APCO is affiliated to the APCO Global Alliance which includes sister organisations representing public safety users in the USA, Canada and Australasia.

### The last shall be first

South West ESN lead chief superintendent Stuart Lander gives a programme update, while also discussing the region's aim of leaving a strong 'footprint' on the national agenda by developing a collegiate working model.

Speaking at the BAPCO Autumn event, North West ESN police programme director chief superintendent Damien Smithurst gave a stark warning to forces and regions regarding the need to fully understand and prepare for the changes ahead of the transition to the Emergency Services Network.

This warning touched on a variety of areas, looking in particular at the need to identify operational interdependencies, critical pathways and, most important, potential areas of capital investment in plenty of time to set budgets accordingly. He painted a, quite frankly, bleak picture for any region which had not put the work in to ready itself for what is undoubtedly the biggest development in public safety comms in a generation.

Thankfully, as we reach the middle to latter stages of the project, one thing that cannot be said about my region – the South West – is that we are unprepared for the challenges ahead.

**Collaboration, collaboration, collaboration**  
As the ESN agenda began to build back in 2015, the South West region swiftly made the strategic decision to deliver key elements as a part of a five-force collaborative effort – and to draw the different emergency service agencies together in a collegiate way.

There were a variety of reasons for this, not least the strong background of partnership we already had between the emergency services in our area. Moreover, as time went on, we realised that there would be very little 'uniqueness' across the programme as a whole, in the sense that most forces would probably be delivering similar things in quite similar ways.

Under those conditions, it made sense from a value-for-money point of view to deliver joint activity, and our PCCs and chief constables subsequently mandated that ESN should be used to seek regional alignment and convergence of business processes wherever possible.

The other thing that we wanted to make sure was that, even though we are going to be one of the last areas to transition, we produce a strong footprint in the agenda at a national level. We wanted to inform the programme itself going forward, and be on the front foot in terms of the change that was inevitably coming. That meant starting well in advance, having set the programme up early.



### Circulation

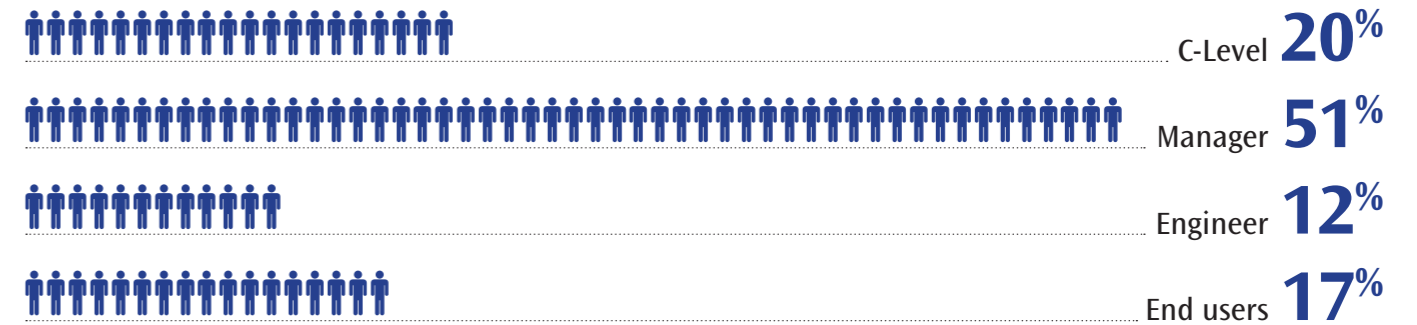
The British APCO Journal is distributed in print to the association's entire membership: public safety communications officials, who are hungry for information on the latest technology and best practices. More details on BAPCO's membership can be found on p.11-12. The Journal is promoted and distributed digitally to *Land Mobile* magazine's database, which is in excess of 10,000 industry professionals.

The Journal is distributed at both the BAPCO Show, Bapco Autumn Event and Bapco Spring Event. The BAPCO Show was visited by more than 1,600 professionals in 2016.

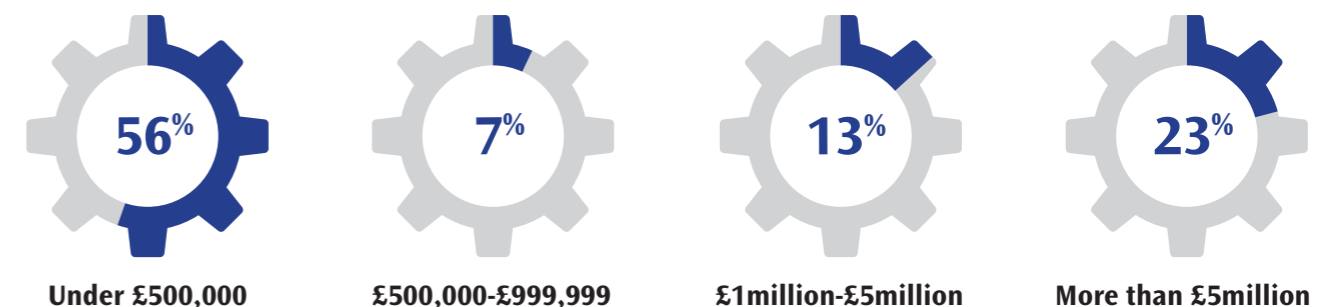
As a freely available publication, the BAPCO Journal's circulation will continue to evolve, driven in part by users' ability to subscribe to the digital edition via the *Land Mobile*, BAPCO and BAPCO Show websites.

BAPCO has a considerable online presence in the form of [www.bapco.org.uk](http://www.bapco.org.uk) and [www.bapco-show.co.uk](http://www.bapco-show.co.uk), which are regularly visited by members, show attendees and exhibitors. The association's website features regular updates and commentary on the latest news and the key issues in the sector, written by BAPCO's leadership, driving traffic and increasing the association's profile.

### Primary job function



### What is the size of your annual budget for products and services?



Source: BAPCO Show survey, August 2016



**60%**

of readers are interested in handsets, in-vehicle radio equipment and control rooms



## What If

Through this section, the British APCO Journal engages with its readers through posing different operational scenarios and requesting suggestions on how they can best be addressed. The section draws on historical incidents and British APCO's expertise to test public safety users' knowledge and awareness when it comes to using technology and multi-agency working.

## Member profile

Every issue, the British APCO Journal will interview a British APCO member, starting with the Executive Committee, giving readers a better feel for who to approach within the organisation and its benefits.



## Events

The BAPCO Journal reports on the key events that shape and inform the public safety sector in the UK, and this section provides readers with boots-on-the-ground coverage of keynote seminars and exhibitions. This section features extensive coverage on British APCO's events, which play a vital role in keeping the sector up-to-date on ESN, as well as the latest technology such as UAVs and body-worn video cameras.

## Police, fire, ambulance



Every issue of the British APCO Journal has a section composed of three features – each dedicated to the three largest emergency services. These focus on the use of technology in each service and are written to identify and highlight best practice.

Each of these features looks at the use of technology in their respective service, ranging from body-worn video deployment to an interview with a large police force's chief IT officer (CIO). These features can also include on-site case studies.

## Future tech

Many technologies are under development that hold huge potential for public safety use, but are either immature or have yet to be deployed on a large scale. Examples of topics include smart cities, big data, AI, facial recognition and social media analysis. The "Future Tech" section of the British APCO Journal explores these with an emphasis on providing its readers with insights into their potential benefits, their expected impact on working practices and how the public safety sector can help them realise their potential.



## ESN



The transition from the Airwave TETRA network to the Emergency Services Network (ESN) is arguably the most important issue for public safety communications. BAPCO is working hard to ensure that ESN's full benefits are realised through information-sharing and at its events.

As an extension of this, every issue of the British APCO Journal features an article on ESN transition, focused on sharing best practice and concentrating on specific elements of the process, such as in-vehicle installations, device procurement and control room migration.

## Multi-agency working

One of the key ways in which improvements in service delivery and efficiency can be delivered by the emergency services is through better collaboration between the emergency services. British APCO has long played a leading role in this area.

Every issue of the British APCO Journal includes a feature on this topic, focusing on cross-silo work to improve evidence gathering, information sharing, incident prediction and the safeguarding of vulnerable people. It also looks for examples of best practice in this area, both in the UK and abroad.



35%

of readers describe their job function as "project management"



## Why advertise?

In these austere times, getting the most from your marketing department has become increasingly important as is the need to ensure that you are targeting the right audience. This is where the *British APCO Journal* comes in.

With its specialised readership, whose appetite for new information regarding public safety communications technologies is rivalled only by their formidable influence and buying power, you can relax knowing that your message has reached the key decision makers in this valuable and highly competitive market.

Tzzhe Emergency Services Mobile Communications Programme (ESMCP) is in full swing. Now is the critical time to correctly position your company and its solutions, so that you can reap the benefits and ensure that you have contracts in place, before the commercial opportunities created by the transition of the emergency servies from TETRA to LTE start to dry up.

We can help you do this. Our multi-channel and multi-media approach means that we can tailor packages to your specific requirements and budget. These can take full advantage of the promotional opportunities created by the BAPCO Show.

With unparalleled knowledge of the industry and all the resources of the Mark Allen Group at our disposal, we can work with you to ensure that your message stands out from that of your competitors.

## Front cover story

Nothing makes an impact quite like being on the front cover of the BAPCO Journal and we recognise that. The front cover story package combines the instant visibility of taking-over the main image on the front cover with a three page advertorial supported by a single page advert. A freelancer will work with you and our design team to ensure that your message, be it thought-leadership or the latest products and services offered by your company are



presented to our engaged readership in the most eye-catching and readable way possible. The front cover article will also be promoted and distributed through our various social media channels.

## Ask the expert

Like the front cover feature, this section acts as a means to engage with the BAPCO Journal's audience and provide thought-leadership. It consists of a three page advertorial, followed by a one-page advert. The advertorial has a question and answer format and an experienced freelancer will work with you to produce the feature, interviewing one of your experts and then working with our design team to produce it on your behalf.



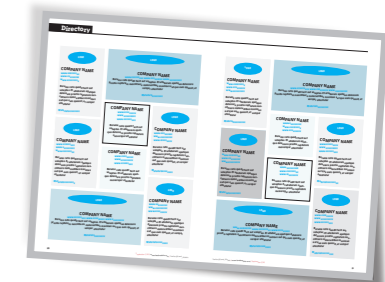
## Website banner

The British APCO website is frequently visited by its members and the public safety community so they can stay on top of industry news, BAPCO's work and its events. The website banner boosts your online presence in a measurable way and allows you to direct a large and engaged audience to the website of your choice.



## Member directory

The member directory acts as a useful resource for members seeking commercial expertise and solutions.



If you have any queries about the above, please email: [Andrew.bird@markallengroup.com](mailto:Andrew.bird@markallengroup.com)

  
**65%**  
of readers want to keep up to date with the latest technology developments

LICE



## Why should you become a member?

British APCO provides organisations with an unique networking and information exchange platform across all aspects of public safety communications and control rooms.

Core benefits of BAPCO membership include:

- Access to the “Members” area of the BAPCO website, giving access to presentations and full details of our project work and other relevant information;
- free entry at all of our annual and regional events; and
- a subscription to the quarterly BAPCO Journal, which disseminates examples of best practice and helps keep you up to date with the latest news in the sector.

Organisations can also use BAPCO membership as a key part of their marketing operations, as the different tiers of membership include discounts on the Main Bapco Show events and display advertising within the BAPCO Journal. In addition, members are entitled to use the appropriate BAPCO logo in their marketing and are listed in online and print directories. The table shown on the right lists the benefits that are provided to each tier of membership.

For those that wish to leverage their relationship with BAPCO to the fullest extent, first pick of stands at the BAPCO Main Show at BAPCO events and a place within BAPCO's marketing committee which will play a key role in determining BAPCO's future.



# 38%

of readers are responsible for purchasing or specifying products or services

Source: BAPCO Show survey, August 2016

## Membership Benefits



	10 members	5 members	2 member
Membership	10 members	5 members	2 member
Free entry to all BAPCO events	✓	✓	✓
Entry to the Members Lounge at BAPCO Annual Conference	10 members	5 members	2 member
Stand Allocation Priority at all BAPCO events	✓	✓	✗
Print Subscription to the BAPCO Journal	✓	✓	✓
BAPCO Journal Advertisements *	x4 Full Page Ads	x4 Half Page Ads	x1 Half Page Ad
Annual Event Members Discount **	✓	✓	✓
Access to Members' Area of the website	✓	✓	✓
Use of BAPCO Corporate Member logo	Platinum logo	Gold logo	Silver logo
Listing on BAPCO website	Full online listing	Logo and link to website only	Logo only
Social Media Promo	✓	✓	✓
Membership of the BAPCO Marketing Committee	✓	✗	✗
<b>Membership Fee</b>	<b>£5,000</b>	<b>£2,500</b>	<b>£500</b>

\* Please note regular pricing for Journal ads (not including VAT):

Full page - £1,500 / Half page - £950

\*\* Annual Conference & Exhibition Rates

£/m2	Shell Scheme	Space Only
<b>Member</b>	£406	£375
<b>Non-member</b>	£448	£408

## Online, print and yearly directory listings

	10 members	5 members	2 member
Logo	✓	✓	✓ (online only)
Profile	✓	✗	✗
Contact details	✓	✗	✗
Link to website	✓	✓	✗

If clarification is required, please contact – [support@bapco.org.uk](mailto:support@bapco.org.uk) or **03303 327173**





# 70%

per cent of visitors to BAPCO 2016 rated it as very good or excellent

The **leading** and **must-attend** event in the UK for the **public safety communications sector**

Meet with **companies** and **organisations** showcasing the **latest products, services** and **solutions** all under one roof

The British APCO Annual Conference and Exhibition is **the event** for anyone working in critical comms. It is a one-stop shop for new tech, new ideas and updates on sector-critical projects including ESN

**Peter Suarez, Group Fire Control Officer, Essex County Fire & Rescue Service**

## Technology Showcase Theatre

A unique opportunity to see next generation equipment

## LISTEN IN



HEAR FROM SOME OF THE MOST WELL-KNOWN AND AUTHORITATIVE EXPERTS IN THEIR FIELD



Stay ahead of rapid changes and get 'hands-on' at our **Connected Vehicle Zone**



## Network with the entire public safety communications sector



A **wide-ranging, engaging** and **stimulating programme** of seminars and workshops



Features including **Control Rooms Arena, Product Innovation Zone** and **more**





### BAPCO Annual Event

The biggest event in the UK's public safety communications calendar is moving to its new home of the Ricoh Arena, Coventry on 20th - 21st March 2018.

For more information please contact:

**Jon Pittock**

**Direct line:** +44 (0) 207 501 6684

**Mobile:** +44 (0) 7887 865 218

**Email:** jon.pittock@markallengroup.com

**Website:** www.bapco-show.co.uk

### BAPCO Autumn Event

Our established annual event in Newcastle will return to St James' Park in November this year attracting around 300 delegates.

As you will be aware, this is the most critical time for public safety communications in a generation. The UK is leading the world in providing a digital voice and data network for its emergency services and the public are able to rely on faster, dedicated response in a crisis due to the incorporation of smartphone technology into the 999 arena.

We will be doing our absolute best at this event to represent the most crucial topics and new technologies affecting public safety communications and offering knowledge exchange to all attendees via our sessions and industry exhibits and displays.

For more information please contact:

**Joanna Sloan**

**Venue:** St James' Park, Newcastle upon Tyne

**Direct line:** 0191 241 4523

**Email:** jo@echoevents.org

**Website:** www.bapco.org.uk

**Date:** 8<sup>th</sup> & 9<sup>th</sup> November 2017

### BAPCO Spring Event

BAPCO intends to highlight the issues which must be addressed by the wide variety of organisations who are current Airwave Users but who are not one of the police forces, ambulance trusts, or fire and rescue services included in the "3 Emergency Services" for whom the Emergency Services Network is being primarily designed.

This non3ES community makes up more than 13% of the existing Airwave Users, with over 35,000 active connections. The conference will be as relevant to police, fire and rescue and ambulance services as to everyone else attending, with the common theme of working together for public safety.

For more information please contact:

**Joanna Sloan**

**Venue:** Grosvenor Hilton, Edinburgh

**Direct line:** 0191 241 4523

**Email:** jo@echoevents.org

**Website:** www.bapco.org.uk

**Date:** 23<sup>rd</sup> & 24<sup>th</sup> May 2017



46%

of all readers come from the emergency services

DISPLAY ADVERTISING				
PRINT		Width (mm)	Height (mm)	Price
<b>Full page</b>	Trim	210	297	£1,500
	Type area	170	257	
	Bleed	216	303	
<b>Half page (landscape)</b>	Type area	180	130	£950
	Bleed	186	136	
<b>Half page (portrait)</b>	Type area	87.5	265	£950
	Bleed	93.5	271	
<b>Front cover advert</b>				P.O.A

Cancellation terms: Six weeks prior to publication, in writing

WEB	Width (px)	Height (px)	Price (PPQ)
<b>MPU</b>	300	250	£1,095
<b>Leaderboard</b>	468	60	£1,212

DISPLAY ADVERTISING - COPY DEADLINES							
MONTH	By 5pm	MONTH	By 5pm	MONTH	By 5pm	MONTH	By 5pm
<b>March</b>	07.03.18	<b>July</b>	04.07.18	<b>October</b>	03.10.18	<b>November</b>	28.11.18

For more information on our multi-channel marketing portfolio, please contact:  
**Andrew.bird@markallengroup.com, 020 7501 6672**

**Copy specifications:**

Artwork must be supplied as a CMYK, press-optimised PDF. Any PDFs with RGB embedded images are not acceptable as these can cause reproduction problems and output colour cannot be guaranteed. All fonts must be embedded. We can also accept documents in InDesign. Please ensure you include the relevant hi-res images and logos together with fonts, along with a colour proof of your advert.

All digital photographs must be supplied at 300dpi resolution, at the same size or larger than the final output size. Images taken from the web are of an inferior quality and should be avoided. Adverts created in Photoshop and Illustrator are also acceptable.

We will need to re-work any adverts created in Microsoft Publisher, Word, Word Art or similar programs.

We accept files via email (supplied below 15MB), Wettransfer, CD or FTP. (Connection details of the FTP site can be provided on request).

**Copy specifications for Bapco.org.uk**

Artwork may be supplied in the following file formats:  
Image – gif, jpg, png, tiff, psd  
Flash – swf  
Javascript code

Please contact Jon Pittock (jon.pittock@markallengroup.com) for further information, and regarding advertisement tracking.

### Media partners

**TETRA Today**

An international bi-monthly magazine covering mission-critical communications, with a focus on TETRA and LTE.



**Land Mobile**

Land Mobile is the leading monthly magazine for wireless communications, informing the complete wireless-communications-for-business buying chain in the UK – all the way from the manufacturer to the end-user.





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