

2016 COMMERCIAL PACKAGE

Personalized strategies for the most important market in the world. Not only for the US but also for Canada and Mexico.

North America

Focus your business on India, the Far-east, China and Australia with us. We can reach every country you need to explore

Asia

Latin America

Article in Portuguese and Spanish for any request and special activity on the most interesting Emergency market of the moment

Africa

The fastest growing market must be faced with a specific intervention. We can provide you the right audience for your activities

Market Overview

Emergency Live is the only website in 5 languages that caters to EMS, Fire Safety and Civil Protection professionals, with an integrated platform. The Emergency Live project reaches a specific and properly supervised audience around the world, providing complete coverage in all markets affecting the emergency and rescue world.

Where do our readers work?



Manager and Sales Representatives



Professionals from Emergent Country



Professionals involved in Rescue



Worldwide monthly insights



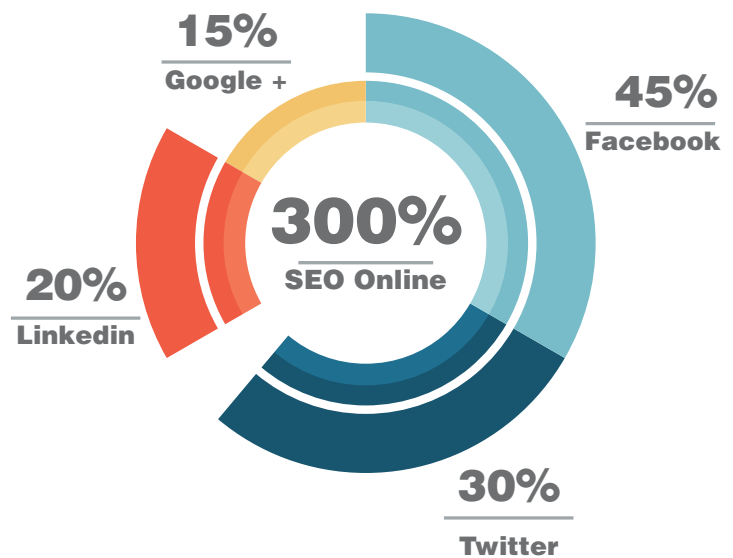
Annual Trends and Stats

93% of Emergency Live readers are involved in the rescue field. The largest percentage of our readers work in the pre-hospital world as ambulance service operators, emergency doctors and nurses or emergency helicopter specialists. Operators employed in the Fire Department and fire protection services immediately follow and rank close to Civil Protection volunteers and professionals. Smaller but still quite interesting for those who plan to take a look abroad, is instead the world of non-governmental organizations volunteers and security professionals.



Emergency Live builds special promotions for each customer. Its social media networks provide a high and qualitative reach on the market, thanks to special campaigns and an editorial plan built according to the needs of the market and sales areas selected.

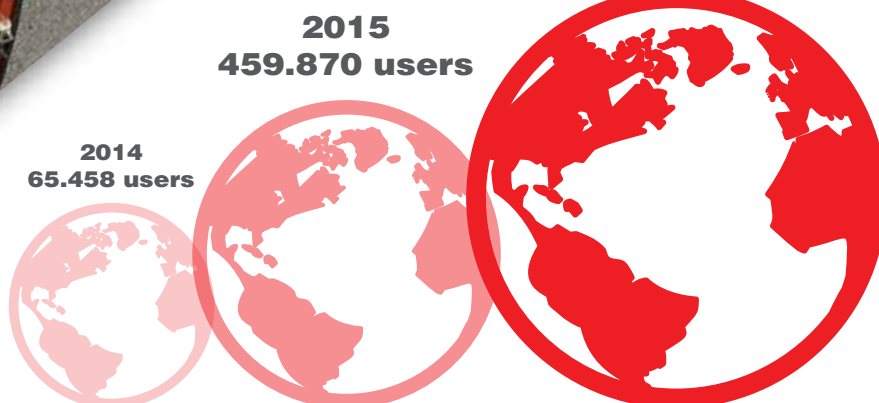
Social Media Trends: Growth Report



Monthly Stats

- 129.000 Unique Readers
- 220.800 page views
- 981.400 ADV impressions
- 68.000 newsletter readers
- 1.994.300 Facebook views

2016
1.000.000 users



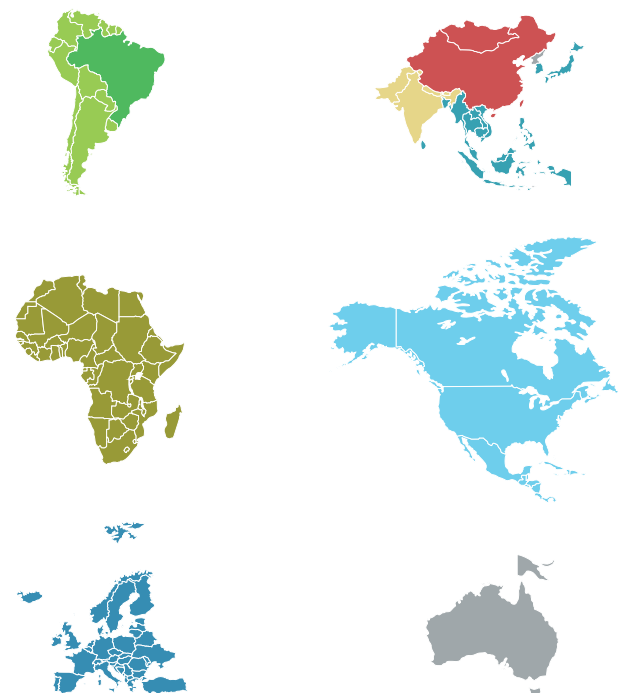
Opportunities offered by Emergency Live

Born from the passion of two journalists and two rescuers, Emergency Live has over time become a reference point for accurate, timely updated news which is considered of good standard in Italy, Brazil, England and France. In the Emergency care field our staff has gradually expanded, counting 48 permanent employees, 138 updated sources and 2,500 professionals contacted every week to get news and insights from several major areas of the world. Emergency Live's aim is to improve the rescue world in all its aspects. To give more certainty and knowledge to those who save lives every day

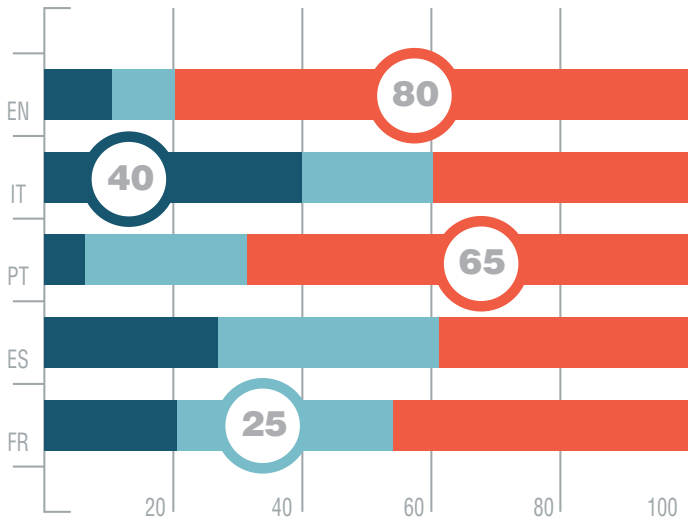
Emergency Live's target is well evidenced by the composition of the newsletter that reaches more than 68,000 Emergency professionals in the world. Paramedics, nurses, association directors, Fire Department employees or Risk Managers are part of our audience and are reached by weekly alerts, newsletters or monthly trade shares on social media, where the Emergency Live audience is fully reached.



**Select the area of
the world where you
want to introduce
your products**



Firefighters Overview

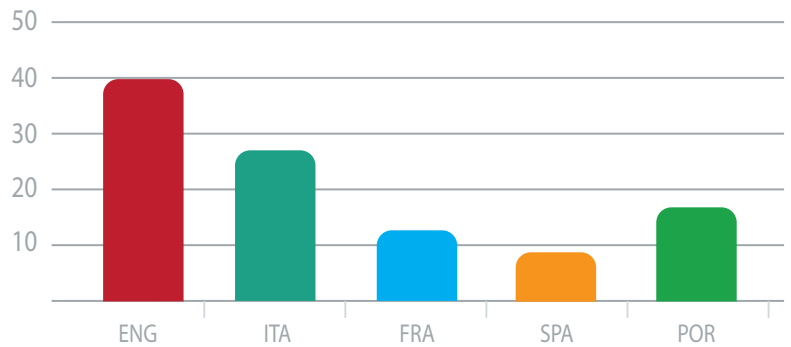


- Firefighters in Service
- Firefighter's Trainer
- Volunteer Firefighters

Annual Firefighters Stats on Emergency Live

600,000 Professionals
 25,000 Fire Chief
 68,000 newsletter subscribers
 1,249,000 page views
 12,420,000 views on Facebook

Firefighters Access per Language



Firefighters and Civil Protection require specific attention to the different necessities of different countries. A more economically developed nation in fact discusses different themes as opposed to a developing country. Dealing with different themes means having to use different skills, languages and focuses.

We can meet all the needs of a Company which wants to promote its products, thanks to our 5 languages website and our international network. We are able to build specific strategies for each country. The big challenge for 2016 in the Fire Fighting world will be the gigantic African market, in which only Emergency Live is present in the 5 main officially spoken languages in all its countries. English and French first of all.

Firefighters Best Countries in 2015



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