

2012 EDITORIAL CALENDAR

ISSUE	EDITORIAL FOCUS	ADVERTISER VALUE ADDED
January Closing: 12/7/11 Materials: 12/14/11	Prevention/Protection Buyer's Guide	2012 Buyers Guide Bonus Distribution: FDSOA Symposium Orlando, FL January 15-18, 2012
February Closing: 1/6/12 Materials: 1/13/12	Apparatus	FREE Postcard Mailing for advertisers (2012 FDIC exhibitors only)
March Closing: 2/6/12 Materials: 2/13/12	Truck Company Operations	Bonus Distribution: FDIC Indianapolis, IN April 16-21, 2012 FREE Product Showcase (Print)
April Closing: 3/5/12 Materials: 3/12/12	Training	Bonus Distribution: FDIC Indianapolis, IN April 16-21, 2012
May Closing: 4/6/12 Materials: 4/13/12	Fire Technology	FREE Corporate Profile for 1/2 page and larger FE print advertisers Bonus Distribution: Pennsylvania Fire Expo Harrisburg, PA May 18-20, 2012
June (+ Supplement) Closing: 5/4/12 Materials: 5/11/12	Safety Apparatus Supplement	FREE 1x email blast to portion of FDIC 2012 attendee list (FDIC 2012 exhibitors only)
July Closing: 6/5/12 Materials: 6/12/12	Officer Development	FREE Product Showcase (Print) Bonus Distribution: IAFC's FRI Show, Denver, CO August 3-4, 2012
August Closing: 7/6/12 Materials: 7/13/12	Leadership and Management	FREE Ad Readership Study for 1/2 page and larger FE print advertisers
September (+ Supplement) Closing: 8/6/12 Materials: 8/13/12	Rescue Supplement	FREE Product Showcase (Electronic)
October Closing: 9/5/12 Materials: 9/12/12	Engine Company Operations	FREE Product Showcase (Print)
November Closing: 10/5/12 Materials: 10/12/12	Industrial/Haz Mat	FREE Product Showcase (Electronic)
December Closing: 11/5/12 Materials: 11/12/12	Health and Fitness	FREE Corporate Profile for 1/2 page and larger FE print advertisers