

## Why Should You Invest In The PennWell Fire Group?

Dear Advertiser Fire Service Supporter, and Friend:

Thank you for your interest in Fire Engineering magazine. If you are an existing advertiser, allow us to thank you for your continued support. All of us here at Fire Engineering magazine know that in today's dynamic economy getting the best return on your advertising dollars requires wise investment and having great relationships with trusted partners. We know that you understand **placing your ad in the world's premier fire service publication is a wise investment.** We also know that you count on Fire Engineering magazine to continue to provide you with great relationships with our trusted partners; the leaders of the American fire service.

Since 1877, our mission has been clear to provide life-saving educational training material to firefighters around the world. As it says on the cover of our magazine we have been "training the fire service for 136 years". This is a charge that we take tremendous pride in. For 136 years we have been a vehicle for firefighters to express their concerns, thoughts and share the innovations they have learned through evaluated experience. Here at Fire Engineering magazine we are about education and training first and foremost. Like our valued advertisers, our devotion to excellence is our calling, our passion for our product unwavering, and **our efforts to supply critically important training material is relentless.**

“ Since 1877, our mission has been clear to provide life-saving educational training material to firefighters around the world. ”

Educated investors such as you know that **our readers are the true leaders of the fire service.** They are interwoven in every rank and every discipline within the fire service. Those who train lead, those who train study, and those who train influence the decisions from operations to purchasing. These are the men and women who are the devoted readers of Fire Engineering magazine. They know that the content is written and edited by the best firefighters in the business, with an unsurpassed level of editorial quality and relevance which is exhibited in every monthly issue. That is what has built the relationship between Fire Engineering magazine and the fire service. **These are the men and women who you want to build a similar relationship of trust and loyalty with** through your quality products advertised on the pages of Fire Engineering magazine.

“ Your partnership with *Fire Engineering* magazine tells the fire service that you understand quality and integrity. ”

Your partnership with Fire Engineering magazine tells the fire service that you understand quality and integrity. We truly value our relationship with the fire service and with those who **provide the fire service with the tools; equipment and services that these brave men and women need to perform their duties.** We have remained

true to our mission since 1877 and we will remain true to our advertiser partners. At Fire Engineering magazine we take pride in our strong relationships. Relationships that keep our readers coming back to us month after month and **providing you with the most valuable reach and visibility** for those hard earned and well spent marketing dollars.

We thank you again for your continued support of Fire Engineering and look forward to serving you.

Respectfully yours,  
Fire chief (ret), Bobby Halton

Fire Engineering's total qualified circulation of 49,503 is 100% paid and 100% requested. Your advertisements reach subscribers who value the critical information Fire Engineering delivers.



## Classification by Function <sup>2\*</sup>



## What is your rank? <sup>3\*</sup>



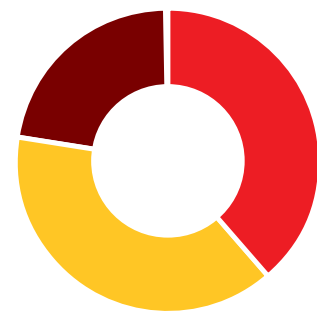
- Chief of Department . . . 28.67%
- Staff Chief . . . . . 10.95%
- Other Officer . . . . . 23.01%
- Firefighter . . . . . 27.52%
- Training Officer . . . . . 5.54%
- Company Only . . . . . 4.14%

## Population Served <sup>1\*</sup>



- Over 500,000 . . . . . 6.41%
- 100,001 - 500,000 . . . . 10.81%
- 50,001 - 100,000 . . . . . 10.95%
- 25,001 - 50,000 . . . . . 16.68%
- 10,001 - 25,000 . . . . . 20.24%
- 2,501 - 10,000 . . . . . 26.08%
- Under 2,500 . . . . . 8.83%

## Type of Department <sup>1\*</sup>



- Career (Paid) . . . . . 38.73%
- Volunteer . . . . . 38.83%
- Combination Paid/Volunteer 22.20%

**88% of our subscribers have a college level education or higher <sup>3\*</sup>**



- Some College . . . . . 37.8%
- Associates Degree . . . . . 21.4%
- Bachelors Degree . . . . . 17.4%
- High School Diploma . . . 12.1%
- Some Graduate School . . . 4.6%
- Masters Degree . . . . . 4.3%
- Doctorate Degree . . . . . 1.0%

<sup>1</sup>Source: Publisher's Own Data    <sup>2</sup>Source: December 2012 AAM Statement  
<sup>3</sup>Source: Advantage Research 2007 Readership Study  
 \*% based on total respondents

## FIRE ENGINEERING 2014 Editorial Calendar

ISSUE*	EDITORIAL FOCUS	ADVERTISER VALUE ADDED
<b>January</b> Closing: 12/6/13 Materials: 12/13/13	Prevention/Protection	<i>Bonus Distribution:</i> FDSOA Symposium January 19-22, 2014
	<b>Buyer's Guide</b>	
<b>February</b> Closing: 1/6/14 Materials: 1/13/13	Apparatus	FREE Postcard Mailing for advertisers (2014 FDIC exhibitors only)
<b>March</b> Closing: 2/3/14 Materials: 2/10/14	Truck Company Operations	<i>Bonus Distribution:</i> FDIC Indianapolis, IN April 7-12, 2014 FREE Product Showcase (Print)
<b>April</b> Closing: 3/3/14 Materials: 3/10/14	Training	<i>Bonus Distribution:</i> FDIC Indianapolis, IN April 7-12, 2014
<b>May</b> Closing: 4/7/14 Materials: 4/14/14	Fire Technology	FREE Corporate Profile for 1/2 page and larger FE print advertisers <i>Bonus Distribution:</i> Pennsylvania Fire Expo Harrisburg, PA May 16-18, 2014
<b>June</b> (+ Supplement) Closing: 5/5/14 Materials: 5/12/14	Safety	FREE 1x email blast to portion of FDIC 2014 attendee list (FDIC 2014 exhibitors only)
	<b>Apparatus Supplement</b>	
<b>July</b> Closing: 6/6/14 Materials: 6/13/14	Officer Development	FREE Product Showcase (Print)
<b>August</b> Closing: 7/7/14 Materials: 7/14/14	Leadership and Management	<i>Bonus Distribution:</i> IAFC's FRI Show August 12-16, 2014 Dallas, TX
<b>September</b> Closing: 8/4/14 Materials: 8/11/14	Rescue	FREE Ad Readership Study for 1/2 page and large FE print advertisers
<b>October</b> Closing: 9/5/14 Materials: 9/12/14	Engine Company Operations	FREE Product Showcase (Print)
<b>October</b> SPECIAL COVERAGE	Fire Engineering's Major Incident Response - digital magazine	
<b>November</b> Closing: 10/5/14 Materials: 10/12/14	Industrial/Haz Mat	FREE Product Showcase (Electronic)
<b>December</b> Closing: 11/5/14 Materials: 11/12/14	Health and Fitness	FREE Corporate Profile for 1/2 page and larger FE print advertisers

\*Dates subject to change.

# Columns

**Editor's Opinion**—Editor in Chief, Bobby Halton, draws on years of fire service experience as a chief to address the critical issues and concerns of today's firefighters.

**Roll Call**—The information discussed during the daily roll call in the fire station includes new tools, methods, and ideas.

**Fire Service EMS**—Fire-based EMS, the largest EMS provider in the nation, gets the latest information on innovations, major events, and lessons learned.

**Volunteers Corner**—Addresses problems and issues unique to and characteristic of volunteer and combination departments. Topics may range from recruitment and retention, to discipline, to incentive programs, to working with inadequate staffing.

**Training Notebook**—Covers basic to advanced training techniques – short training tips, how-to, or step-by-step training articles with photos.

**Real-World RIT**—Planning for, preparing, and equipping rapid intervention teams so they can immediately and effectively come to the aid of firefighters who are lost or in distress.

**Extrication Tactics**—Basic and advanced auto extrication techniques, the latest auto technology, the safe negotiation of passenger safety restraints, and their effects on auto extrication victims and responder safety are among topics covered.

**The Chief Problem Solver**—Common problems confronting today's chiefs with suggested solutions.

**Bruno "Unplugged"**—Chief Alan Brunacini, who has spent his life studying and commenting on the American fire service, examines current issues and concerns in the industry using his wit and 50 years of experience to give advice and insight to America's fire service. He is the authority on fireground command.

**Tricks of the Trade**—New ways of performing old tasks.

**Roundtable**—Panelists and visitors to FireEngineering.com from around the country (and beyond) offer their insights and share their experiences related to "hot" topics.

**News**—An overview of the issues and challenges facing today's fire and emergency services: legislation, announcements, firefighter training and safety, advocacy, government directives and programs, technology, health/fitness, liability, organization, and fire department initiatives and happenings.

**Letters**—Readers respond to articles and current events.

**The Rescue Company**—Rescue responses: selecting, using, and maintaining tools and equipment; preparedness; operations; victim and responder safety; lessons learned.

**The Engine Company**—Maximizing effectiveness of tools and equipment; fire attack methods; water application and hose operations, use of personnel.

**The Truck Company**—The critical aspects of truck functions: choosing and carrying the right tools and equipment, ventilation, search tactics, laddering techniques, and assigning tasks when staffing is less than adequate.

**Apparatus: the Shops**—Protecting the investment (apparatus maintenance and repair), protecting personnel (driver safety and training), spec'ing new apparatus, and other related topics.

**Haz Mat: on the Line**—Overturned tankers, hazardous spills, and chemical releases are among the types of responses covered.

**Speaking of Safety**—Recommendations for staying safe on the job and keeping others safe as well.

**Fire Service Court**—Recent court rulings and legislation: How do they affect decisions made by the chief, the training officer, and other officers/managers?

**Fire Prevention Bureau**—Initiatives and policies for fire inspection and fire prevention programs.

**Fire Commentary**—Opinion pieces from fire service contributors.

**Technology Today**—Usually manufacturer-generated pieces that describe a new technology and how it enhances firefighter safety and efficiency.

**Innovations: Homegrown**—Departments display their creativity and innovation through retrofits, new tool designs, and other approaches to solving specific problems.

**Tools of the Trade**—A guide for using the tools in the firefighter's toolbox in traditional and not-so-traditional ways.

**What We Learned**—Departments share important lessons learned from routine and unusual incidents to which they responded.

**Fire Focus**—A photo can convey a training lesson worth "a thousand words"!

**Points to Ponder**—Photos with captions present opportunities for "mini" lessons that relate to just about any area, including apparatus innovations, laddering, and nozzle use.

## Print Media Products

### FULL COLOR – FULL RUN ROP DISPLAY

(Rates are gross and entitled to 15% agency commission)

SIZE	1X	3X	6X	9X	12X	18X	24X
Full Page Spread	\$19,260	\$18,600	\$17,690	\$15,920	\$15,920	\$15,080	\$14,270
1/2 Page Spread	\$12,330	\$11,510	\$10,940	\$10,160	\$9,490	\$8,910	\$8,630
Full Page	\$9,620	\$9,300	\$8,840	\$8,370	\$7,970	\$7,540	\$7,140
2/3 Page	\$8,140	\$7,770	\$7,310	\$6,910	\$6,530	\$6,060	\$5,980
1/2 isl	\$6,840	\$6,480	\$5,990	\$5,730	\$5,460	\$5,220	\$5,020
1/3 Page	\$6,270	\$5,840	\$5,550	\$5,290	\$4,990	\$4,500	\$4,450
1/4 Page	\$5,790	\$5,350	\$5,040	\$4,810	\$4,660	\$4,450	\$4,320
1/6 Page	\$4,440	\$4,220	\$3,920	\$3,690	\$3,500	\$3,320	\$3,250

	12X
Cover 2 Premium	\$8,780
Cover 3 Premium	\$8,390
Cover 4 Premium	\$9,415

### DIMENSIONS

Trim Size: 8" x 10.75" Trim. | No charge for bleed.

All text, logos, borders, and boxes that do not bleed should stay within the live area.



**FULL PAGE SPREAD**  
 Live Area: 15" x 9.75"  
 Trim: 16" x 10.75"  
 Bleed: 16.25" x 11"



**FULL PAGE**  
 Live Area: 7" x 9.75"  
 Trim: 8" x 10.75"  
 Bleed: 8.25" x 11"



**2/3 PAGE**  
 Live Area: 4.625" x 10"  
 Bleed: 5.25" x 11"



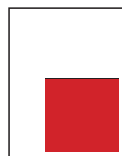
**1/2 PAGE ISLAND**  
 Live Area: 4.625" x 7.375"



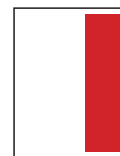
**1/2 PAGE HORIZONTAL**  
 Live Area: 7" x 4.875"  
 Bleed: 8.25" x 5.5"



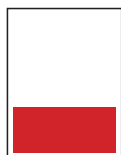
**1/2 PAGE VERTICAL**  
 Live Area: 3.375" x 10"  
 Bleed: 4.125" x 11"



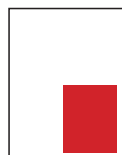
**1/3 PAGE SQUARE**  
 Live Area: 4.625" x 4.875"



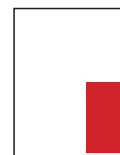
**1/3 PAGE VERTICAL**  
 Live Area: 2.25" x 10"



**1/3 PAGE HORIZONTAL**  
 Live Area: 7" x 3.3125"



**1/4 PAGE**  
 Live Area: 3.375" x 4.875"



**1/6 PAGE**  
 Live Area: 2.25" x 4.875"

# 2014 Digital Opportunities Overview

## Contact Your Sales Person For Complete Details.

### 1. FireEngineering.com Digital Display Advertising:

- Advertise Home Page, ROS or on Topic Areas Including: Rescue, Hazmat, Training, Firefighting, Urban Tactics, and more...

### 2. FE Weekly E-NEWSLETTER Sponsorship Ads:

- Each Issue Delivered Directly to 100% Opt in Audience of 70,000 subscribers 4 days per week

### 3. FE Mobile Advertising:

- IFE Mobile App Includes banner rotation on FE iPhone, iPad and Android App
- Mobile Browser includes banner rotation on mobile devices

### 4. FE Monthly Product Showcase E-Newsletter:

- Delivered Directly to 100% Opt in Audience of 80,000 subscribers

### 5. FE Talk Radio Sponsorships:

- Best of the Best talking on most relevant topics facing fire department leaders

### 6. Fire Engineering E-List Rentals:

- Exclusive to your company
- Send your company's exclusive message directly to our opt in audiences' email

### 7. FDIC Pre and Post Show Video eNewsletters:

- Pre-Show exhibitor video Invitation eNewsletter
- Exhibitor Booth Video Showcase

### 8. Fire Engineering Online Buyer's Guide: "All Access Listings":

- Exclusively branded Company Landing page
- Listing for 1 full year
- Includes multiple products, image gallery, video, press releases, company description and more

### 8. Video Opportunities:

- Custom Built / Company Branded Video Pages on FE.com
- Pre-Roll Video Commercials before FE training videos

### 9. FE Online Training Webcast Sponsorship:

- World renowned Fire Engineering Experts present 1 hour training online!
- 6 month archive of live event!
- Promoted by Fire Engineering to ensure visitors

### 10. FE Online Training Simulation Sponsorships:

- Interactive Flash Simulations built around a real world scenario the fire service will encounter

### 11. FE Micro Sites – Sole Sponsorships:

- Custom website built on a specific topic with original FE and sponsor content

### 12. Custom published E-Newsletter :

- Original articles written by Fire Engineering Authors on custom subject
- Delivered to 120,000 emails
- 6 month archive