



2017 MEDIA INFORMATION



The PennWell Fire Group embodies over 280 years of combined experience in the fire industry, including each magazine and the event. The publications, online properties, and FDIC encompass a level of history, heritage, and tradition unique to the fire industry, while continuously maintaining one primary mission: to educate and train the first responder.

Fire Engineering®

Celebrating **140 years**, The Official Training Publication of FDIC continues to provide training, education, and management information to fire and emergency personnel worldwide. *Fire Engineering* articles are written by experts in the fire industry with a focus on lessons-learned that reach highly engaged industry professionals.

Fire Apparatus & Emergency Equipment

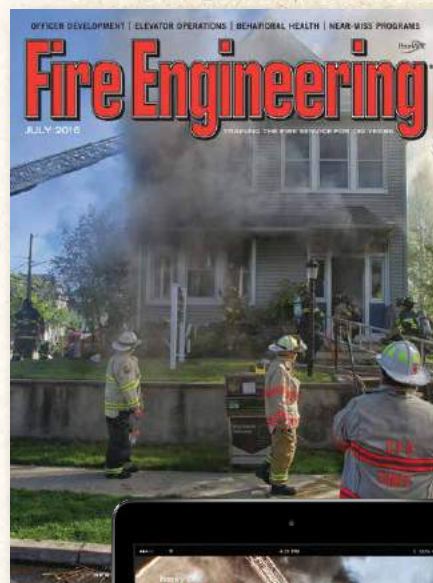
Fire Apparatus & Emergency Equipment magazine is the only magazine exclusively for chiefs, company officers, firefighters, apparatus, and equipment purchasing committee members, and to those whose job it is to purchase fire apparatus and firefighting equipment. Reach decision makers who read *Fire Apparatus & Emergency Equipment* for news and insight to make well informed purchasing decisions.

FIRE RESCUE® FIREFIGHTERNATION.COM

Devoted to the interests of firefighters worldwide since 1979, *FireRescue* content provides current and emergent trends, education, culture, research and development, and stories about the people involved to a unique audience of fire service professionals.

FDIC INTERNATIONAL

For nearly nine decades, the International Fire Department Instructors Conference has maintained its primary focus: to educate and train the fire service. Bringing together the finest instructors and comprehensive training curriculum in the world, FDIC International is the largest gathering of exhibitors in the fire industry with over 32,000 attendees from over 59 countries.





SUBSCRIBER DEMOGRAPHICS



Fire Apparatus & Emergency Equipment®

QUALIFIED CIRCULATION: 33,141*

Subscribers by Job Title:

45.7%	Chief of Fire Dept. (or equivalent)
29.5%	Deputy Chief, Assistant Chief, Battalion or other Chief Officer
16.7%	Firefighter or EMT

Geographic Breakdown:

6.1%	New England
17.4%	Middle Atlantic
26.6%	East Central (North & South)
19%	West Central (North & South)
17.2%	South Atlantic
5.4%	Mountain
6.4%	Pacific
1.9%	Outside the US

FIRE RESCUE®

QUALIFIED CIRCULATION: 52,147*

Subscribers by Job Title:

28.5%	Fire Chiefs/Fire Commissioners
13%	Company Officers/Supervisors
16.2%	Firefighters/Driver Operators
18.7%	California State Firefighters Association Members

Geographic Breakdown:

5.2%	New England
13%	Middle Atlantic
20.9%	East Central (North & South)
15.2%	West Central (North & South)
15.1%	South Atlantic
4.5%	Mountain
23.6%	Pacific
1.9%	Outside the US

Fire Engineering®

100% QUALIFIED PAID CIRCULATION: 45,215**

Subscriber by Job Function

Management	Communication
Training	Public Education
Prevention	EMS
Suppression	Hazmat
Investigation	Rescue
Maintenance	

**70% of FIRE SERVICE
PROFESSIONALS**
use magazines to first
identify potential
products or services.

*June 2016 BPA Audit Statement · ** June 2016 AAM Audit Statement



ISSUE*	EDITORIAL FOCUS	ADVERTISER VALUE ADDED	BONUS DISTRIBUTION	
JANUARY Closing: Dec. 7, 2016 Materials: Dec. 14, 2016	<ul style="list-style-type: none"> • Prevention/Protection • FDIC 2017 BACKSTAGE PASS 	FREE Postcard Mailing for advertisers (FDIC 2017 exhibitors only)		FDSOA Symposium Orlando, FL Jan. 16-18, 2017
FEBRUARY Closing: Jan. 4, 2017 Materials: Jan. 11, 2017	<ul style="list-style-type: none"> • Apparatus 	FREE Product Showcase (Print)		
MARCH Closing: Feb. 8, 2017 Materials: Feb. 15, 2017	<ul style="list-style-type: none"> • Truck Company Operations 		FDIC Indianapolis, IN April 24-29, 2017	
APRIL Closing: Mar. 8, 2017 Materials: Mar. 15, 2017	<ul style="list-style-type: none"> • Training 		FDIC Indianapolis, IN April 24-29, 2017	
MAY Closing: Apr. 5, 2017 Materials: Apr. 12, 2017	<ul style="list-style-type: none"> • Fire Technology 	FREE Corporate Profile for 1/2 page and larger <i>Fire Engineering</i> print advertisers	Pennsylvania Fire Expo Harrisburg, PA May 19-21, 2017	
JUNE Closing: May 3, 2017 Materials: May 10, 2017	<ul style="list-style-type: none"> • Safety • APPARATUS SUPPLEMENT (polybag with June issue) 	FREE 1x targeted email deployment to select FDIC 2017 attendee list (FDIC 2017 exhibitors only)		
JULY Closing: Jun. 7, 2017 Materials: Jun. 14, 2017	<ul style="list-style-type: none"> • Officer Development 			IAFC's FRI Show Charlotte, NC July 26-29, 2017
AUGUST Closing: Jul. 12, 2017 Materials: Jul. 19, 2017	<ul style="list-style-type: none"> • Leadership and Management 	FREE Product Showcase (Print)		
SEPTEMBER Closing: Aug. 9, 2017 Materials: Aug. 16, 2017	<ul style="list-style-type: none"> • Rescue 	FREE Ad Readership Study for 1/2 page and larger <i>Fire Engineering</i> print advertisers		
OCTOBER Closing: Sep. 6, 2017 Materials: Sep. 13, 2017	<ul style="list-style-type: none"> • Engine Company Operations 	FREE Product Showcase (Digital)		
NOVEMBER Closing: Oct. 4, 2017 Materials: Oct. 11, 2017	<ul style="list-style-type: none"> • Industrial/Haz-Mat Response 	FREE Product Showcase (Print)		
DECEMBER Closing: Nov. 8, 2017 Materials: Nov. 15, 2017	<ul style="list-style-type: none"> • Health and Fitness 	FREE Corporate Profile for 1/2 page and larger <i>Fire Engineering</i> print advertisers		

*Dates subject to change.

Fire Engineering® 2017 RATES & SPECS



PRINT MEDIA PRODUCTS

FULL COLOR – FULL RUN ROP DISPLAY

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

SIZE	1X	3X	6X	12X	18X	24X
Full Page Spread	\$18,540	\$17,940	\$17,040	\$15,370	\$14,380	\$13,780
1/2 Page Spread	\$13,190	\$12,690	\$11,550	\$10,600	\$10,070	\$9,690
Full Page	\$9,760	\$9,440	\$8,970	\$8,090	\$7,570	\$7,250
2/3 Page	\$8,260	\$7,890	\$7,480	\$6,630	\$6,150	\$6,070
1/2 Page	\$6,940	\$6,680	\$6,080	\$5,580	\$5,300	\$5,100
1/3 Page	\$5,860	\$5,630	\$5,330	\$4,750	\$4,510	\$4,280
1/4 Page	\$4,660	\$4,470	\$4,240	\$3,770	\$3,590	\$3,400
1/6 Page	\$2,550	\$2,450	\$2,320	\$2,070	\$1,960	\$1,860

COVER RATES

Cover 2	+25%
Cover 3	+15%
Cover 4	+40%



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"



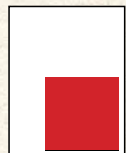
1/2 PAGE ISLAND
Live Area: 4.625" x 7.375"
Bleed: 5.125" x 8"



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



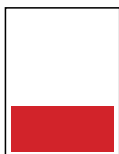
1/2 PAGE VERTICAL
Live Area: 3.375" x 10"
Bleed: 4.125" x 11"



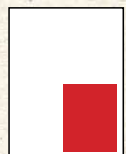
1/3 PAGE SQUARE
Live Area: 4.625" x 4.875"



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"



TENTATIVE DEADLINES*	ISSUE THEME	POTENTIAL PRODUCT TIE-INS	ADVERTISER VALUE ADDED/ BONUS DISTRIBUTION
JANUARY Closing: Dec. 9, 2016 Materials: Dec. 16, 2016	• Protecting the Firefighter	<ul style="list-style-type: none"> • PPE • SCBA • TICs • Personal Escape Systems • Communications • Station Products 	 FDSOA Symposium Orlando, FL January 16-18, 2017
FEBRUARY Closing: Jan. 6, 2017 Materials: Jan. 13, 2017	• Rescue — Technical	<ul style="list-style-type: none"> • Struts • Ropes • Equipment • Trailers/Apparatus • PPE • Station Products 	FREE Electronic Product Showcase in one (1) issue of February FAEE eNewsletter
MARCH Closing: Feb. 10, 2017 Materials: Feb. 17, 2017	• Engine Company	<ul style="list-style-type: none"> • Apparatus • Fittings • Monitors • PPE • Station Products 	 Indianapolis, IN April 24-29, 2017
APRIL Closing: Mar. 10, 2017 Materials: Mar. 17, 2017	• Truck Company	<ul style="list-style-type: none"> • Apparatus • Equipment • PPE • Station Products 	 Indianapolis, IN April 24-29, 2017
MAY Closing: Apr. 7, 2017 Materials: Apr. 14, 2017	• Moving Water	<ul style="list-style-type: none"> • Apparatus • Nozzles • Hose • Drafting Equipment • Station Products 	Pennsylvania Fire Expo Harrisburg, PA May 19-21, 2017
JUNE Closing: May 5, 2017 Materials: May 12, 2017	• Apparatus Components	<ul style="list-style-type: none"> • Engines (Motors) • Booms • Generators/APUs • Transmissions • Pumps • Station Products 	Ad Readership Study
JULY Closing: Jun. 9, 2017 Materials: Jun. 16, 2017	• Foam/Wildland	<ul style="list-style-type: none"> • CAFS • Apparatus • Proportioners • Components • PPE • Station Products 	 IAFC's FRI Show Charlotte, NC July 26 - 29, 2017
AUGUST Closing: Jul. 14, 2017 Materials: Jul. 21, 2017	• Rescue — Extrication	<ul style="list-style-type: none"> • Apparatus • Hydraulic Tools • PPE • Equipment • Stabilization Equipment • Station Products 	
SEPTEMBER Closing: Aug. 11, 2017 Materials: Aug. 18, 2017	• Hazmat/Industrial/ARFF	<ul style="list-style-type: none"> • Apparatus • Atmospheric Monitoring • WMD Detection • ARFF Equipment • Station Products 	FREE Electronic Product Showcase in one (1) issue of September FAEE eNewsletter
OCTOBER Closing: Sep. 8, 2017 Materials: Sep. 15, 2017	• Technology Developments	<ul style="list-style-type: none"> • Apparatus • Computers • Software • Communications • Station Products 	
NOVEMBER Closing: Oct. 6, 2017 Materials: Oct. 13, 2017	• EMS/Ambulances	<ul style="list-style-type: none"> • Apparatus • PPE • Equipment • Station Products 	FREE Electronic Product Showcase in one (1) issue of November FAEE eNewsletter
DECEMBER Closing: Nov. 10, 2017 Materials: Nov. 17, 2017	• 2018 Fire Service Forecast: What we see ahead	<ul style="list-style-type: none"> • Apparatus • PPE • Firefighting Equipment • Station Products 	FREE one (1) month Digital Product Listing in December

*Dates subject to change.

2017 RATES & SPECS

PRINT MEDIA PRODUCTS

SIZE	1X	3X	6X	12X	18X	24X
Full Page Spread	\$14,120	\$13,510	\$12,560	\$11,530	\$11,020	\$10,600
Junior Page Spread	\$10,660	\$10,300	\$9,770	\$9,180	\$8,320	\$8,110
1/2 Page Spread	\$8,590	\$8,080	\$7,580	\$7,180	\$6,730	\$6,760
Full Tabloid	\$7,430	\$7,110	\$6,610	\$6,070	\$5,800	\$5,580
Junior Page	\$5,610	\$5,420	\$5,140	\$4,830	\$4,380	\$4,270
1/2 Tabloid Page	\$4,520	\$4,250	\$3,990	\$3,780	\$3,540	\$3,560
Junior 1/2 Page	\$2,980	\$2,860	\$2,710	\$2,470	\$2,320	\$2,320
1/4 Tabloid Page	\$2,360	\$2,270	\$2,150	\$1,960	\$1,840	\$1,840
1/6 Page, Horizontal	\$2,190	\$2,100	\$1,990	\$1,800	\$1,690	\$1,710

*Distributed on the 15th of the month.

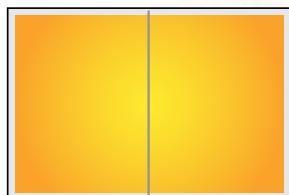
COVER RATES

Cover 2+25%
Cover 3+15%
Cover 4+40%



DIMENSIONS

FULL TABLOID SPREAD



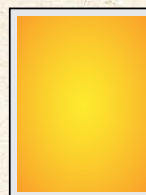
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Bleed Size: 21.25" x 15"

1/2 TABLOID SPREAD



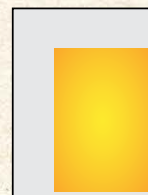
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FULL TABLOID



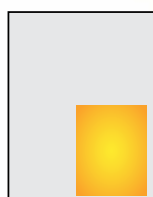
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Bleed Size: 10.75" x 15"

JR. FULL PAGE



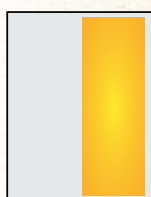
7.25" x 10"

JR. 1/2 PAGE



4.75" x 7.5"

1/2 TABLOID, VERTICAL



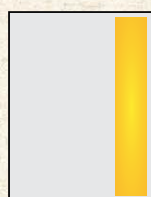
4.75" x 13.25"

1/2 TABLOID, HORIZONTAL



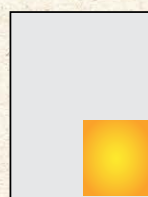
9.75" x 6.75"

1/4 TABLOID, VERTICAL



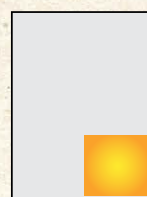
2.25" x 13.25"

1/4 TABLOID, HORIZONTAL



4.75" x 6.5"

1/6 PAGE, HORIZONTAL



4.75" x 4.5"

FIRERESCUE 2017 EDITORIAL CALENDAR



ISSUE*	EDITORIAL FOCUS	ADVERTISER VALUE ADDED	BONUS DISTRIBUTION	
JANUARY Closing: Dec. 5, 2016 Materials: Dec. 12, 2016	<ul style="list-style-type: none"> • Training Tools, Props, & Equipment 	Promotion of Website or Mobile App		FDSOA Symposium Orlando, FL January 16-18, 2017
FEBRUARY Closing: Jan. 3, 2017 Materials: Jan. 10, 2017	<ul style="list-style-type: none"> • Disaster Response • Emergency Management 	Social Media Post		
MARCH Closing: Feb. 6, 2017 Materials: Feb. 13, 2017	<ul style="list-style-type: none"> • Wildland Urban Interface • FDIC PRE-SHOW ISSUE 	Digital Media Advertising Bonus		FDIC Indianapolis, IN April 24-29, 2017
APRIL Closing: Mar. 6, 2017 Materials: Mar. 13, 2017	<ul style="list-style-type: none"> • Fire Attack • FDIC SHOW ISSUE 			FDIC Indianapolis, IN April 24-29, 2017
MAY Closing: Apr. 3, 2017 Materials: Apr. 10, 2017	<ul style="list-style-type: none"> • Technical Rescue • Extrication 	Promotion of Website or Mobile App	Pennsylvania Fire Expo Harrisburg, PA May 19-21, 2017	
JUNE Closing: May 1, 2017 Materials: May 8, 2017	<ul style="list-style-type: none"> • Health and Safety 	Social Media Post		
JULY Closing: Jun. 5, 2017 Materials: Jun. 12, 2017	<ul style="list-style-type: none"> • Communications 	Readership Study		IAFC's FRI Show Charlotte, NC July 26 - 29, 2017
AUGUST Closing: Jul. 10, 2017 Materials: Jul. 17, 2017	<ul style="list-style-type: none"> • Fireground Tactics • EMS 	Digital Media Advertising Bonus		
SEPTEMBER Closing: Aug. 7, 2017 Materials: Aug. 14, 2017	<ul style="list-style-type: none"> • Apparatus 	2 Month Online Buyer's Guide Upgrade (eProduct Advertorials for Current BG Advertisers)		
OCTOBER Closing: Sep. 5, 2017 Materials: Sep. 12, 2017	<ul style="list-style-type: none"> • Community Risk Reduction 	Promotion of Website or Mobile App		
NOVEMBER Closing: Oct. 2, 2017 Materials: Oct. 9, 2017	<ul style="list-style-type: none"> • Technology 	Social Media Post		
DECEMBER Closing: Nov. 6, 2017 Materials: Nov. 13, 2017	<ul style="list-style-type: none"> • Research & Development 	Digital Media Advertising Bonus		

*Dates subject to change.

FIRERESCUE 2017 RATES & SPECS



PRINT MEDIA PRODUCTS

SIZE	1X	3X	6X	12X	18X	24X
Full Page Spread	\$15,050	\$14,290	\$13,400	\$12,120	\$11,290	\$10,830
1/2 Page Spread	\$11,170	\$10,600	\$9,940	\$8,990	\$8,380	\$8,040
Full Page	\$7,920	\$7,520	\$7,050	\$6,380	\$5,940	\$5,700
2/3 Page	\$7,530	\$7,150	\$6,700	\$6,060	\$5,650	\$5,420
1/2 Page	\$5,880	\$5,580	\$5,230	\$4,730	\$4,410	\$4,230
1/3 Page	\$4,490	\$4,260	\$4,000	\$3,610	\$3,370	\$3,230
1/4 Page	\$3,820	\$3,640	\$3,400	\$3,080	\$2,870	\$2,750
1/6 Page	\$2,610	\$2,480	\$2,320	\$2,100	\$1,960	\$1,880

For black-and-white rates, please deduct \$945 from 4C rates

All rates gross.

COVER RATES

Cover 2	20%
Cover 3	10%
Cover 4	30%



DIMENSIONS

Trim Size: 7.75" x 10.75" | 196.85mm x 273.05mm | No charge for bleed

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



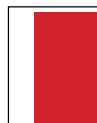
FULL PAGE SPREAD
Live Area: 14" x 10"
355.6mm x 254mm
Trim Size: 15.5" x 10.75"
Bleed Size: 15.75" x 11"
406.4mm x 279.4mm



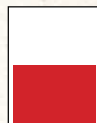
FULL PAGE
Live Area: 7" x 10"
177.8mm x 254mm
Trim Size: 7.75" x 10.75"
Bleed Size: 8" x 11"
203.2mm x 279.4mm



1/2 PAGE ISLAND
Live Area: 4.625" x 7.375"
117.475mm x 187.325mm
Bleed Size: 5.125" x 7.625"
130.175mm x 193.675mm



2/3 PAGE
Live Area: 4.625" x 10"
177.475mm x 254mm
Bleed Size: 5" x 11"
127mm x 279.4mm



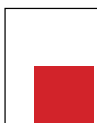
1/2 PAGE HORIZONTAL
Live Area: 7" x 4.875"
177.8mm x 123.825mm
Bleed Size: 8" x 5.25"
203.02mm x 133.35mm



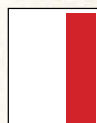
1/2 PAGE VERTICAL
Live Area: 3.375" x 10"
85.725mm x 254mm
Bleed Size: 4" x 11"
101.6mm x 279.4mm



1/4 PAGE
VERTICAL: 3.375" x 4.875"
85.725mm x 123.825mm
HORIZONTAL: 4.875" x 3.375"
123.825mm x 85.725mm



1/3 PAGE SQUARE
Live Area: 4.625" x 4.875"
117.475mm x 123.825mm



1/3 PAGE VERTICAL
Live Area: 2.25" x 10"
57.15mm x 254mm



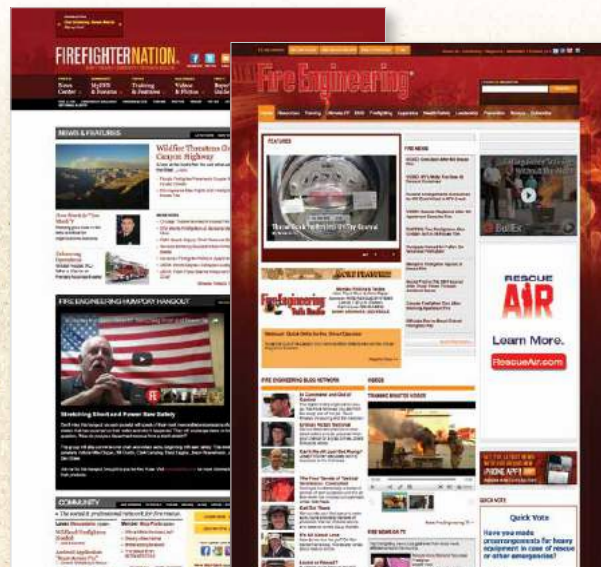
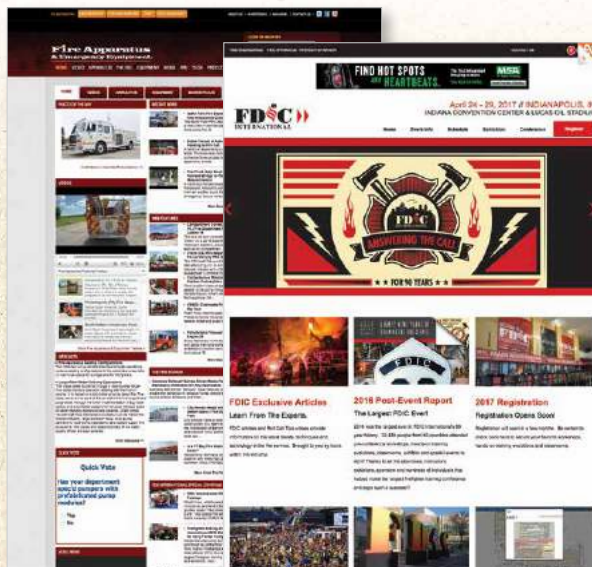
1/3 PAGE HORIZONTAL
Live Area: 7" x 3.375"
177.8mm x 85.725mm



1/6 PAGE
VERTICAL: 2.25" x 4.875"
57.15mm x 123.825mm
HORIZONTAL: 4.875" x 2.25"
123.825mm x 57.15mm



WEBSITES



WELCOME ADS • BANNER ADVERTISING • WEBCASTS • WHITE PAPERS • ADFLEX SPONSORSHIPS
eNEWSLETTER ADVERTISING • TRAFFIC DRIVING INFOGRAPHICS • PAGE PEEL
SOCIAL MEDIA BOOSTS • TRAINING GUIDES • TARGETED EMAIL PROMOTIONS • CUSTOM VIDEO
SPONSORED CONTENT ADVERTISING • NATIVE ADVERTISING • TOPIC CENTER ADS

eNEWSLETTERS



WEBCASTS



MARKETING SOLUTIONS

HIGH IMPACT RESULTS

PennWell Fire Group Marketing Solutions is a full-service marketing agency that works alongside PennWell media brands to provide data, experience, and industry knowledge. Whether it's branding, thought leadership, SEO, or content marketing, our integrated approach enables us to create fresh new marketing pieces, campaigns, and strategies to fulfill your marketing objectives.

Speak with our team of marketing professionals about developing your next website; corporate brochure; tradeshow display; promotional video; print, online, or social campaign; whitepaper or technical article.

From industry to industry, we know what works. Partner with PennWell Fire Group Marketing Solutions—the brand you know and trust—to deliver sound marketing solutions and results.



HOW WE CAN HELP

 Brand Messaging	 Event Planning
 Email Marketing	 Design Services
 Social media Marketing	 Development
 Thought Leadership programs	 Copywriting
 Campaign Strategy	 Custom Research and Surveys
 Marketing Automation	 Search Engine Optimization

Visit www.firefighernation.com/marketing to learn more.

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Fax: 973-251-5065



Founded in 1910 in Tulsa, Oklahoma, PennWell Corporation is a privately held and highly diversified business-to-business media and information company that provides quality content and integrated marketing solutions for the following industries: Oil and gas, electric power generation and delivery, hydropower, renewable energy, water and wastewater, waste management, electronics, optoelectronics, fiber-optics, aerospace and avionics, LEDs and lighting, fire and emergency services, and dental. PennWell publishes over 130 print and online magazines and newsletters, conducts 60 conferences and exhibitions on six continents, and has an extensive offering of books, maps, websites, research and database services. In addition to PennWell's headquarters in Tulsa, Oklahoma, the Company has major offices in Nashua, New Hampshire; London, England; Houston, Texas; Mountain View, California; Fairlawn, New Jersey; Moscow, Russia; Rio de Janeiro, Brazil, and Hong Kong, China.