



# PennWell FIRE GROUP. WHO WE ARE

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.

### FIREFIGHTERNATION.

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.



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\***

S	ubscribers 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
G	eographic 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

# FRERESCUE

### **QUALIFIED CIRCULATION: 52,147\***

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Sı	ıbscribers 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
Go	eographic 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
19%	Outside the US

# Fre Engineering<sup>\*</sup>

### 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.

<sup>\*</sup>June 2016 BPA Audit Statement · \*\* June 2016 AAM Audit Statement



# Fire Engineering 2017 EDITORIAL CALENDAR



ISSUE*	EDITORIAL FOCUS	ADVERTISER VALUE ADDED	BONUS DIS	STRIBUTION
<b>JANUARY</b> <b>Closing:</b> Dec. 7, 2016 Materials: Dec. 14, 2016	• Prevention/Protection • FDIC 2017 BACKSTAGE PASS	FREE Postcard Mailing for advertisers (FDIC 2017 exhibitors only)	THE STATE ST	FDSOA Symposium Orlando, FL Jan. 16-18, 2017
<b>FEBRUARY</b> Closing: Jan. 4, 2017 Materials: Jan. 11, 2017	• Apparatus	FREE Product Showcase (Print)		
MARCH Closing: Feb. 8, 2017 Materials: Feb. 15, 2017	• Truck Company Operations	FD\$C	Indiana	<b>DIC</b> polis, IN -29, 2017
APRIL Closing: Mar. 8, 2017 Materials: Mar. 15, 2017	• Training	INTERNATIONAL	Indiana	DIC Ipolis, IN -29, 2017
MAY Closing: Apr. 5, 2017 Materials: Apr. 12, 2017	• Fire Technology	FREE Corporate Profile for 1/2 page and larger <i>Fire Engineering</i> print advertisers	Harrish	nia Fire Expo ourg, PA -21, 2017
<b>JUNE</b> Closing: May 3, 2017 Materials: May 10, 2017	Safety     APPARATUS SUPPLEMENT     (polybag with June issue)	FREE 1x targeted email deployment to select FDIC 2017 attendee list (FDIC 2017 exhibitors only)		
<b>JULY</b> Closing: Jun. 7, 2017 Materials: Jun. 14, 2017	Officer Development		JAMAZOZA FIRE CHIEFS	IAFC's FRI Show Charlotte, NC July 26-29, 2017
<b>AUGUST</b> Closing: Jul. 12, 2017 Materials: Jul. 19, 2017	• Leadership and Management	FREE Product Showcase (Print)		
<b>SEPTEMBER</b> Closing: Aug. 9, 2017 Materials: Aug. 16, 2017	• Rescue	FREE Ad Readership Study for 1/2 page and larger <i>Fire</i> <i>Engineering</i> print advertisers		
<b>OCTOBER</b> Closing: Sep. 6, 2017 Materials: Sep. 13, 2017	• Engine Company Operations	FREE Product Showcase (Digital)		
<b>NOVEMBER</b> Closing: Oct. 4, 2017 Materials: Oct. 11, 2017	• Industrial/Haz-Mat Response	FREE Product Showcase (Print)		
<b>DECEMBER</b> Closing: Nov. 8, 2017 Materials: Nov. 15, 2017	• Health and Fitness	FREE Corporate Profile for 1/2 page and larger <i>Fire Engineering</i> print advertisers		

<sup>\*</sup>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	<b>6X</b>	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"



**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"



**FULL PAGE** 

Live Area: 7" x 9.75" Trim: 8" x 10.75"

Bleed: 8.25" x 11"





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"



### Fire Apparatus & Emergency Equipment.

# 2017 EDITORIAL CALENDAR



TENTATIVE DEADLINES*	ISSUE THEME	POTENTIAL PRODUCT TIE-INS	ADVERTISER VALUE ADDED/ Bonus distribution	
<b>JANUARY</b> Closing: Dec. 9, 2016 Materials: Dec. 16, 2016	• Protecting the Firefighter	PPE SCBA TICS Personal Escape Systems Communications Station Products	FDSOA Symposium Orlando, FL January 16-18, 2017	
<b>FEBRUARY</b> Closing: Jan. 6, 2017 Materials: Jan. 13, 2017	• Rescue — Technical	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	Apparatus     Fittings     Monitors     PPE     Station Products	Indianapolis, IN April 24-29, 2017	
APRIL Closing: Mar. 10, 2017 Materials: Mar. 17, 2017	• Truck Company	Apparatus     Equipment     PPE     Station Products	Indianapolis, IN April 24-29, 2017	
MAY Closing: Apr. 7, 2017 Materials: Apr. 14, 2017	• Moving Water	Apparatus     Nozzles     Hose     Drafting Equipment     Station Products	<b>Pennsylvania Fire Expo</b> Harrisburg, PA May 19-21, 2017	
<b>JUNE</b> Closing: May 5, 2017 Materials: May 12, 2017	• Apparatus Components	Engines (Motors)     Booms     Generators/APUs     Transmissions     Pumps     Station Products	Ad Readership Study	
<b>JULY</b> Closing: Jun. 9, 2017 Materials: Jun. 16, 2017	• Foam/Wildland	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	Apparatus     Hydraulic Tools     PPE     Equipment     Stabilization Equipment     Station Products		
<b>SEPTEMBER</b> Closing: Aug. 11, 2017 Materials: Aug. 18, 2017	• Hazmat/Industrial/ARFF	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	Apparatus     Computers     Software     Communications     Station Products		
NOVEMBER Closing: Oct. 6, 2017 Materials: Oct. 13, 2017	• EMS/Ambulances	Apparatus     PPE     Equipment     Station Products	FREE Electronic Product Showcase in one (1) issue of November FAEE eNewsletter	
<b>DECEMBER</b> Closing: Nov. 10, 2017 Materials: Nov. 17, 2017	• 2018 Fire Service Forecast: What we see ahead	Apparatus     PPE     Firefighting Equipment     Station Products	FREE one (1) month Digital Product Listing in December	

<sup>\*</sup>Dates subject to change.



### Fire Apparatus Emergency Equipment

### 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

<sup>\*</sup>Distributed on the 15th of the month.

### **COVER RATES**

Cover 2 .....+25% Cover 3 .....+15%



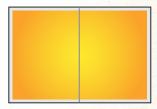






### **DIMENSIONS**

**FULL TABLOID SPREAD** 



Trim Size: 21" x 14.5" Bleed Size: 21.25" x 15"



Trim Size: 21" x 7.25" Bleed Size: 21.25" x 7.5"



Trim Size: 10.5" x 14.5" Bleed Size: 10.75" x 15"



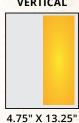
7.25" x 10"

**JR. 1/2 PAGE** 



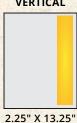
4.75" X 7.5"

1/2 TABLOID, VERTICAL

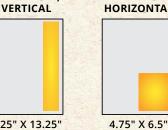




1/2 TABLOID,



1/4 TABLOID,



1/4 TABLOID, HORIZONTAL



1/6 PAGE, HORIZONTAL



4.75" X 4.5"



# FIRERESCUE 2017 EDITORIAL CALENDAR



ISSUE*	EDITORIAL FOCUS	ADVERTISER VALUE ADDED	BONUS DI	STRIBUTION
JANUARY Closing: Dec. 5, 2016 Materials: Dec. 12, 2016	• Training Tools, Props, & Equipment	Promotion of Website or Mobile App	STATE TO STATE OF STA	FDSOA Symposium Orlando, FL January 16-18, 2017
<b>FEBRUARY</b> Closing: Jan. 3, 2017 Materials: Jan. 10, 2017	Disaster Response     Emergency Management	Social Media Post		
MARCH Closing: Feb. 6, 2017 Materials: Feb. 13, 2017	• 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	• Fire Attack • FDIC SHOW ISSUE		INTERNATIONAL	<b>FDIC</b> Indianapolis, IN April 24-29, 2017
MAY Closing: Apr. 3, 2017 Materials: Apr. 10, 2017	• Technical Rescue • Extrication	Promotion of Website or Mobile App	Harris	nia Fire Expo burg, PA -21, 2017
<b>JUNE</b> Closing: May 1, 2017 Materials: May 8, 2017	• Health and Safety	Social Media Post		
<b>JULY</b> Closing: Jun. 5, 2017 Materials: Jun. 12, 2017	• Communications	Readership Study		IAFC's FRI Show Charlotte, NC July 26 - 29, 2017
<b>AUGUST</b> Closing: Jul. 10, 2017 Materials: Jul. 17, 2017	• Fireground Tactics • EMS	Digital Media Advertising Bonus		
<b>SEPTEMBER</b> Closing: Aug. 7, 2017 Materials: Aug. 14, 2017	• Apparatus	2 Month Online Buyer's Guide Upgrade (eProduct Advertorials for Current BG Advertisers)		
OCTOBER Closing: Sep. 5, 2017 Materials: Sep. 12, 2017	• Community Risk Reduction	Promotion of Website or Mobile App		
<b>NOVEMBER</b> Closing: Oct. 2, 2017 Materials: Oct. 9, 2017	• Technology	Social Media Post		
<b>DECEMBER</b> Closing: Nov. 6, 2017 Materials: Nov. 13, 2017	• Research & Development	Digital Media Advertising Bonus		

<sup>\*</sup>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"

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



# DIGITAL PRODUCTS



**WEBSITES** 





WECOME 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** 

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### **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** 



**Email Marketing** 



**Social media Marketing** 



Thought Leadership programs



Campaign Strategy



**Marketing Automation** 



**Event Planning** 



**Design Services** 



**Development** 



Copywriting



**Custom Research and Surveys** 



**Search Engine Optimization** 

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

### SALES CONTACTS



### PENNWELL FIRE GROUP SALES



Eric Schlett
Senior Vice President
erics@pennwell.com
Direct: 973-251-5055
Fax: 973-251-5065



Erin Moriarty emoriarty@pennwell.com Direct: 208-309-2747



Elizabeth Eldridge elizabethe@pennwell.com Direct: 347-909-2867



Ted Billick

Media Sales Director
tedb@pennwell.com
Direct: 801-278-0962



Anthony Maglionico anthonym@pennwell.com Direct: 73-251-5073 Cell: 215-495-4664 Fax: 888-329-3342



Tim Tolton ttolton@pennwell.com Direct: 678-974-2472 Cell: 404-277-3133 Fax: 678-974-2937



Johann Bylek johannb@pennwell.com Direct: +49-89-90480-143



Dillon Corbett dillonc@pennwell.com **Direct:** 918-831-9805 **Cell:** 918-231-1280

### FDIC EXHIBITOR SALES & SPONSORSHIPS



Susie Cruz (A-J) Scruz@pennwell.com Direct: 973-251-5059 Fax: 973-251-5065



Nanci Yulico (K-Z) nanciy@pennwell.com Direct: 973-251-5056 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.