

A photograph of firefighters at night. In the foreground, a firefighter is kneeling and holding a hose that emits a bright light. Other firefighters are visible in the background, some standing and some moving. A fire truck is partially visible in the background. The scene is illuminated by the fire truck's lights and the light from the hose.

FIREHOUSE

AUDIENCE ENGAGEMENT REPORT

JULY-DECEMBER 2024

Firehouse — Audience Engagement Report



JULY-DECEMBER 2024

Since 1976, *Firehouse* has been on the front lines striving to inform, educate, honor and inspire current and aspiring fire service leaders. *Firehouse* reaches more than one million fire service personnel monthly, and thousands of attendees annually, via its live events and media portfolio.

AVERAGE MONTHLY REACH



1,354,599

Average month reached includes website visitors, newsletter recipients, social media followers, and magazine subscribers



65,529*

Subscribe to Firehouse magazine

*Based on the average number of subscribers to Firehouse magazine for the 6-month period ending December 2024.

Type of Department	%
Volunteer	32.2%
Paid	28.9%
Combined Paid/Volunteer	18.3%
Other Fire Department	5.3%
Industrial/Institutional	2.9%
Military/Federal	1.3%
Other	11.1%

Job Title	%
Fire Chief	19.0%
Firefighter	24.5%
Captain/Lieutenant	13.6%
Assistant/Deputy Fire Chief	7.3%
Battalion/Division/District Chief	7.8%
President/VP	6.9%
Training Officer/Instructor	3.3%
Other Fire, Federal, State and Local Officials	3.1%
Paramedic/EMT	2.7%
Engineer	3.4%
EMS Director/Coordinator	2.9%
Fire Marshal/Community Risk Reduction	1.9%
Secretary/Treasurer	1.6%
Commissioner	1.1%
Student	0.8%
Other	0.1%

JULY-DECEMBER 2024

AVERAGE MONTHLY SESSIONS



490,351

AVERAGE UNIQUE MONTHLY VISITORS



339,205

AVERAGE MONTHLY PAGE VIEWS



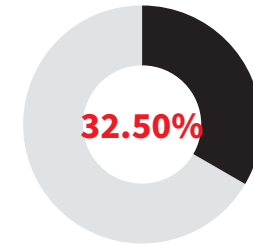
774,335

COMBINED SOCIAL REACH

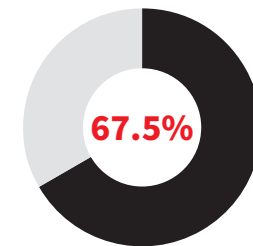


438,809

DESKTOP VISITORS AVERAGE MONTHLY



MOBILE VISITORS AVERAGE MONTHLY



FIREHOUSE FORUM MEMBERS



307,871

AVERAGE MONTHLY NEW SITE REGISTRATIONS



263

JULY-DECEMBER 2024

NEWSLETTER REACH



359,910

AVERAGE TOTAL OPEN RATE



63.51%

AVERAGE TOTAL CTR



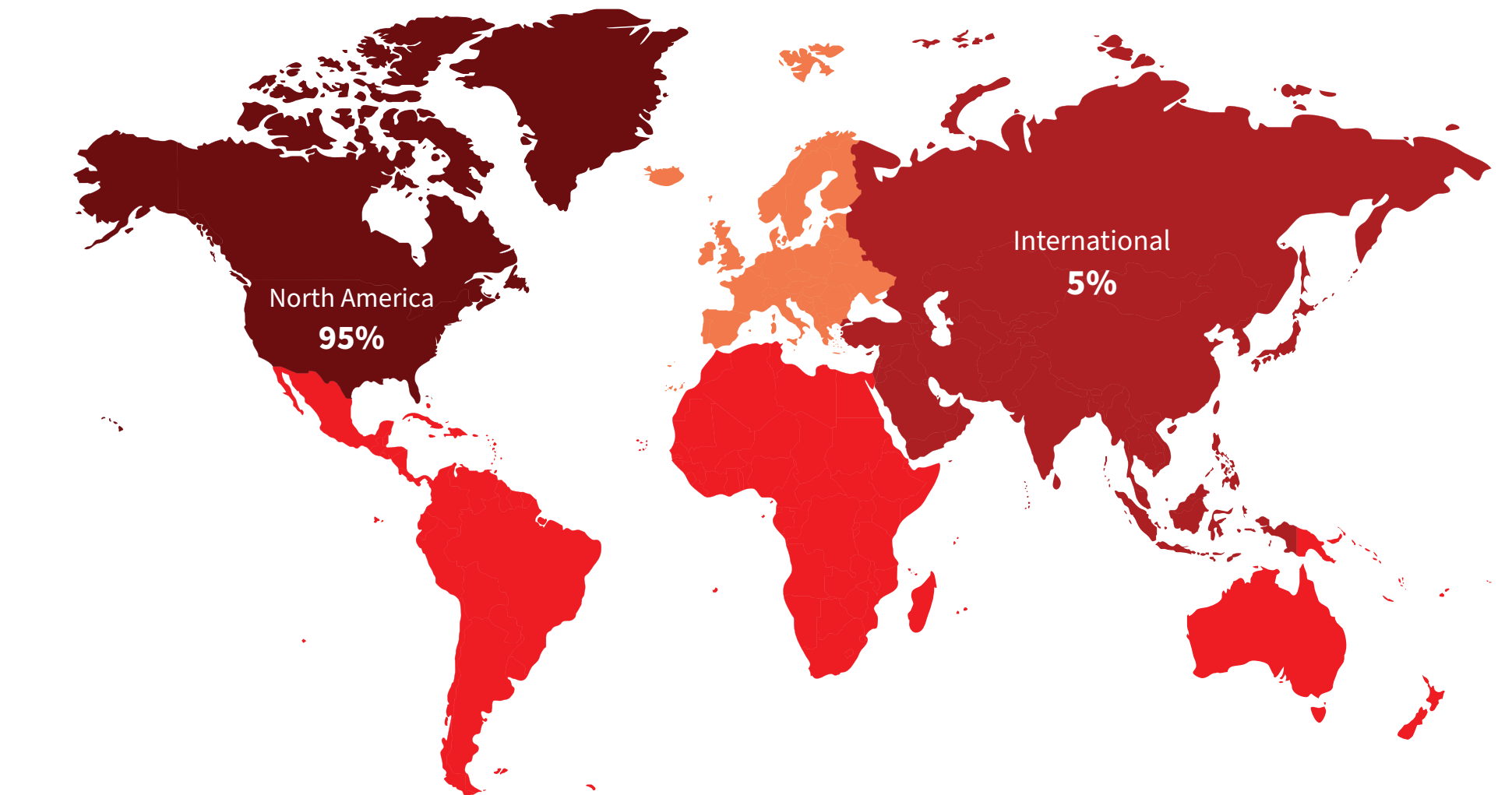
2.41%

	Monthly Average	Average Total Open Rate
Apparatus	20,147	67.4%
Leadership	23,051	68.0%
Newsday	66,382	57.3%
Operations & Training	39,473	69.8%
Rescue	40,230	66.3%
Stations	27,515	57.2%
Technology & Communication	18,195	62.4%
Safety & Health	36,011	63.8%
Product Showcase	74,803	57.7%
Community Risk Reduction	14,103	65.4%

Firehouse — Traffic by Region



JULY-DECEMBER 2024



Country	%
North America	95%
International	5%