

2025 EDITORIAL CALENDAR



	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
FEATURES	Virtual Training Product Roundup: Incident Command Technology	Station Design Conference Preview The Apparatus Architect Product Roundup: Apparatus Bay Storage	Corporate Profiles Fire-based EMS FireFusion Preview Station Design Conference Preview Thermal Imaging Product Roundup: Firefighter Training Facilities	Recruitment & Retention The Apparatus Architect Wildland Firefighting Strategies & Tactics Product Roundup: Water Rescue Equipment	Apparatus Innovations Ventilation Product Roundup: Horizontal & Vertical Ventilation	FireFusion Preview Firehouse Valor & Community Service Awards Recruitment & Retention Volunteer & Rural Firefighting Product Roundup: Drones
COLUMNS	As Firehouse Sees It Close Calls EMS Leadership Lessons Station Design The Fire Scene Truck Tactics	As Firehouse Sees It EMS Fire Law Fire Studies Health & Wellness: Behavioral Health Leadership Lessons Research Corner Technical Rescue (Machinery) The Fire Scene Volunteer View	As Firehouse Sees It Command & Control Success Close Calls Fire Law Fire Technology Health & Wellness: Fitness Leadership Lessons Technical Rescue (Structural Collapse) The Fire Scene	As Firehouse Sees It Community Risk Reduction EMS Engine Essentials Station Design Technical Rescue (Hazmat) The Fire Scene	As Firehouse Sees It EMS Health & Wellness: Cancer Fire Law Technical Rescue (Water) The Company Officer The Fire Scene Truck Tactics	As Firehouse Sees It EMS Fire Studies Fire Technology Health & Wellness: Nutrition Leadership Lessons Technical Rescue (Rope Rescue) The Fire Scene Volunteer View
PRODUCT SPOTLIGHT	Incident Command Technology Truck Tactics	Fire Studies Volunteer View	Technical Rescue (Structural Collapse) Thermal Imaging	Engine Essentials Wildland Firefighting Strategies & Tactics	Apparatus Innovations Health & Wellness: Cancer	Technical Rescue (Rope Rescue) Volunteer & Rural Firefighting
SUPPLEMENTS			Fire Apparatus Ad Space Close: 1/28/25		Station Design Ad Space Close: 3/24/25	
WEB EXCLUSIVES	<ul style="list-style-type: none">2025 Fire Service OutlookApparatus InnovationsFire Service TechnologyFirefighter Cancer Awareness MonthHiring & PromotionsInnovative RigsStation Design Best Practices	<ul style="list-style-type: none">Black History MonthCommunity Risk ReductionFirefighter WellnessFire Service TechnologyInnovative RigsStation Design Best PracticesThermal Imaging Cameras	<ul style="list-style-type: none">Firefighter HealthFirefighter Work SchedulesFire Service TechnologyInnovative RigsStation Design Best PracticesWomen's History MonthCombination FD Run Survey	<ul style="list-style-type: none">Firefighter WellnessFire Service Technology- DronesHazmat Safety MonthInnovative RigsStation Design Best PracticesWomen's History MonthVolunteer Run Survey	<ul style="list-style-type: none">Arson Awareness WeekCommunity Risk ReductionEMS WeekFallen Firefighters Memorial WeekendFire Service TechnologyInnovative RigsInternational Firefighters DayMental Health Awareness MonthStation Design Best Practices	<ul style="list-style-type: none">Apparatus InnovationsFirefighter HealthFirefighter Safety Stand Down WeekFire Service TechnologyHiring & PromotionsInnovative RigsStation Design Best PracticesNational Run Survey – Part 1
BONUS DISTRIBUTION/ VALUE ADD	<ul style="list-style-type: none">Long Island Fire/EMS Mega Show, Jan. 31-Feb. 2, Uniondale, NYBattalion Chief Bootcamp, Feb. 3-7, Pensacola Beach, FL	<ul style="list-style-type: none">Ad Readership Study	<ul style="list-style-type: none">FDIC, April 7-12, Indianapolis, IN	<ul style="list-style-type: none">Command Officer Boot Camp, April 28-May 2, Pensacola Beach, FLThe EMS Summit, May 14-16, Ponte Vedra Beach, FL	<ul style="list-style-type: none">Harrisburg Fire Expo, May 16-17, Harrisburg, PAStation Design Conference, May 19-22, Glendale, AZNew York State Association of Fire Chiefs, June 4-7, Syracuse, NYFire-Rescue South Carolina, June 11-14, Myrtle Beach, SC	<ul style="list-style-type: none">National Volunteer Fire Council Training Summit, June 10-21, Salt Lake City, UTFire Chiefs Summit, July 16-18, Ponte Verda Beach, FL
DEADLINES	Ad Space Close: 12/10/24 Materials Due: 12/18/24	Ad Space Close: 1/8/25 Materials Due: 1/14/25	Ad Space Close: 2/11/25 Materials Due: 2/14/25	Ad Space Close: 3/6/25 Materials Due: 3/12/25	Ad Space Close: 4/3/25 Materials Due: 4/9/25	Ad Space Close: 5/1/25 Materials Due: 5/6/25

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	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
FEATURES	Corporate Profiles Emergency Communications Fire-Based EMS Leadership Product Roundup: Communications Equipment	Apparatus Innovations Incident Management Wildland Firefighting Product Roundup: Lithium-Ion Battery Incident Mitigation	Community Risk Reduction Technology FireFusion Spotlight & Sponsor Highlights Forcible Entry The Apparatus Architect Product Roundup: Personnel Records & Management Software	Fire-Based EMS FireFusion Takeaways PPE Roadway & Scene Safety Firehouse Innovation Awards Product Roundup: Firefighter Decontamination	2025 Station Design Awards Apparatus Showcase Higher Education Product Roundup: Hazmat	2025 Product Showcase Fire Instruction The Apparatus Architect
COLUMNS	As Firehouse Sees It Close Calls Engine Essentials Health & Wellness: Fitness Leadership Lessons Station Design The Fire Scene	As Firehouse Sees It Command & Control Success EMS Health & Wellness: Behavioral Health Research Corner The Fire Scene	As Firehouse Sees It EMS Health & Wellness: Fitness Technical Rescue (Extrication) The Company Officer The Fire Scene Truck Tactics Volunteer View	As Firehouse Sees It Close Calls Fire Studies Leadership Lessons Station Design Technical Rescue (Trench Rescue) The Fire Scene	As Firehouse Sees It Community Risk Reduction EMS Engine Essentials Health & Wellness: Behavioral Health Technical Rescue (Agricultural Rescue) The Fire Scene	As Firehouse Sees It Command & Control Success EMS Fire Law Leadership Lessons Technical Rescue (Cold Water/Ice) The Fire Scene Volunteer View
PRODUCT SPOTLIGHT	Fire-Based EMS Leadership	Apparatus Innovations Wildland Firefighting	Community Risk Reduction Technology Technical Rescue (Extrication)	PPE Roadway & Scene Safety	Engine Essentials Technical Rescue (Agricultural Rescue)	Technical Rescue (Cold Water/Ice) The Apparatus Architect
SUPPLEMENTS				Firefighter Technology Ad Space Close: 9/1/25		Firefighter Cancer Ad Space Close: 10/22/25
WEB EXCLUSIVES	<ul style="list-style-type: none">Firefighter WellnessFire Service TechnologyInnovative RigsNational Wildland Firefighter DayStation Design Best PracticesThermal Imaging CameraNational Run Survey – Part 2	<ul style="list-style-type: none">Community Risk ReductionFirefighter HealthFire LawFire Service TechnologyHiring & PromotionsHurricane OperationsInnovative RigsStation Design Best Practices	<ul style="list-style-type: none">Firefighter WellnessFire Prevention Week PreparationsFire Service TechnologyInnovative RigsStation Design Best Practices	<ul style="list-style-type: none">Apparatus InnovationsCommunity Risk ReductionFirefighter HealthFire LawFire Prevention WeekFire Service TechnologyInnovative RigsStation Design Best Practices	<ul style="list-style-type: none">Firefighter WellnessFire Service TechnologyHiring & PromotionsHoliday TraditionsInnovative RigsStation Design Best PracticesThermal Imaging Cameras	<ul style="list-style-type: none">2025 Year-in-ReviewFirefighter HealthFire Service TechnologyInnovative RigsStation Design Best Practices
BONUS DISTRIBUTION/VALUE ADD	<ul style="list-style-type: none">APCO International, July 27-30, Baltimore, MDFire Rescue International, Aug. 13-15, Orlando	<ul style="list-style-type: none">Urban to Suburban Fire Conference, August, Pensacola Beach, FL		<ul style="list-style-type: none">FireFusion Conference	<ul style="list-style-type: none">Beyond Minimum Standards Conference, December, Pensacola Beach, FLStation Design Conference 2026Holiday Gift Guide	
DEADLINES	Ad Space Close: 6/4/25 Materials Due: 6/9/25	Ad Space Close: 7/3/25 Materials Due: 7/9/25	Ad Space Close: 8/7/25 Materials Due: 8/12/25	Ad Space Close: 9/11/25 Material Due: 9/17/25	Ad Space Close: 10/9/25 Materials Due: 10/15/25	Ad Space Close: 11/5/25 Materials Due: 11/10/25

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	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
FEATURES	Incident Command Technology The Apparatus Architect CTEX Highlights & Spotlights	Higher Education Station Design Conference Preview CTEX Takeaways & Spotlights	Diversity, Equity & Inclusion The Apparatus Architect Wildland Firefighting Strategies/ Tactics	Firefighter Training Fire-based EMS FireFusion Preview Station Design Conference Preview Thermal Imaging Corporate Profiles	Apparatus Innovations Building Construction	Apparatus Innovations Diversity, Equity & Inclusion Firehouse Valor & Community Service Awards FireFusion Preview Volunteer & Rural Firefighting
COLUMNS	As Firehouse Sees It Close Calls EMS First Due Leadership Lessons Station Design The Fire Scene	As Firehouse Sees It EMS Fire Law First Due Health & Wellness: Fitness Leadership Lessons Research Corner Technical Rescue (Machinery) The Fire Scene Volunteer View	As Firehouse Sees It Community Risk Reduction EMS Engine Essentials First Due Station Design Technical Rescue (Hazmat) The Fire Scene	As Firehouse Sees It Close Calls Command & Control Success EMS Fire Law Fire Technology (GIS) First Due Health & Wellness: Behavioral Health Leadership Lessons The Fire Scene Technical Rescue (Structural Collapse)	As Firehouse Sees It EMS Fire Law First Due Health & Wellness: Cancer Technical Rescue (Water) The Company Officer The Fire Scene Truck Tactics	As Firehouse Sees It EMS Fire Studies Fire Technology First Due Health & Wellness: Nutrition Leadership Lessons Technical Rescue (Ropes) The Fire Scene Volunteer View
PRODUCT SPOTLIGHT	Incident Command Technology Truck Tactics	Higher Education Fire Studies	Wildland Firefighting Strategies/ Tactics Community Risk Reduction	Firefighting Training Thermal Imaging	Technical Rescue (Water) Health & Wellness: Cancer	Volunteer & Rural Firefighting Technical Rescue (Ropes)
SUPPLEMENTS		Fire Service Technology Ad space: 12/20/23		Fire Apparatus Ad space: 2/28/24	Station Design Ad space: 3/27/24	
WEB EXCLUSIVES	<ul style="list-style-type: none">Firefighter Cancer MonthFire service outlook for 2024	<ul style="list-style-type: none">Black History MonthGreat Baltimore Fire – 120 Year Anniversary	<ul style="list-style-type: none">Combination FD Run SurveyWomen in the Fire Service	<ul style="list-style-type: none">Volunteer Fire Department Run SurveyHazardous Materials Safety MonthSt. Anthony’s Hospital Fire in Illinois – 75 Year Anniversary	<ul style="list-style-type: none">Arson Awareness WeekEMS WeekInternational Firefighter’s Day	<ul style="list-style-type: none">National Run Survey Part 1Firefighter Safety Stand Down Week
BONUS DISTRIBUTION/VALUE ADD	<ul style="list-style-type: none">Battalion Chief Bootcamp, Jan. 21-14, Pensacola Beach, FLNorth Carolina Fire Chiefs Association Mid-Winter Conference, Feb. 1-2, Concord, NCLong Island Fire/EMS Mega Show, Feb. 2-4 , Uniondale, NY	<ul style="list-style-type: none">CSFA Training & Education Expo, Feb. 25 – March 3, Riverside, CAAd Readership Study		<ul style="list-style-type: none">FDIC, April 15-20, Indianapolis, INCommand Officer Boot Camp, April 30-May 2, Pensacola Beach, FLThe EMS Summit, May 13-15, Tucson, AZ	<ul style="list-style-type: none">Fire Expo, May 17-18, Harrisburg, PAStation Design Conference, May 20-23, Glendale, AZFire-Rescue South Carolina, June 12-15, Myrtle Beach, SC	<ul style="list-style-type: none">New York State Association of Fire Chiefs, June 12-15, Syracuse, NYNational Volunteer Fire Council Training Summit, June 21-24, Buffalo, NY
DEADLINES	Ad space: 11/30/23 Materials due: 12/8/23	Ad space: 1/2/24 Materials due: 1/10/24	Ad space: 1/31/24 Materials due: 2/8/24	Ad space: 3/5/24 Materials due: 3/13/24	Ad space: 4/2/24 Materials due: 4/10/24	Ad space: 4/29/24 Materials due: 5/8/24

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	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
FEATURES	Fire-based EMS Forcible Entry Leadership FireFusion Preview Corporate Profiles	Apparatus Innovations FireFusion Preview Wildland Firefighting	Community Risk Reduction Technology FireFusion Spotlight & Sponsor Highlights Search Size-Up The Apparatus Architect	Diversity, Equity & Inclusion Fire-based EMS PPE FireFusion Takeaways & Sponsor Highlights	2024 Station Design Awards Apparatus Showcase Higher Education	2024 Product Showcase Fire Instruction The Apparatus Architect
COLUMNS	As Firehouse Sees It Close Calls EMS Engine Essentials First Due Health & Wellness: Fitness Leadership Lessons Station Design The Fire Scene	As Firehouse Sees It Command & Control Success EMS Health & Wellness: Behavioral Health Research Corner First Due Technical Rescue (Confined Space) The Fire Scene	As Firehouse Sees It EMS First Due Health & Wellness: Fitness Technical Rescue (Extrication) The Company Officer The Fire Scene Truck Tactics Volunteer View	As Firehouse Sees It Close Calls EMS Fire Studies First Due Leadership Lessons Station Design Technical Rescue (Trench) The Fire Scene	As Firehouse Sees It Community Risk Reduction EMS Engine Essentials First Due Health & Wellness: Behavioral Health Technical Rescue (Hazardous Materials) The Fire Scene	As Firehouse Sees It Command & Control Success EMS Fire Law First Due Leadership Lessons Technical Rescue (Cold Water/Ice) The Fire Scene Volunteer View
PRODUCT SPOTLIGHT	Forcible Entry Leadership	Wildland Firefighting Technical Rescue (Confined Space)	Community Risk Technology Technical Rescue (Extrication)	Fire-based EMS PPE	Engine Essentials Technical Rescue (Hazardous Materials)	The Apparatus Architect Technical Rescue (Cold Water/Ice)
SUPPLEMENTS						Firefighter Cancer Ad space: 10/28/24
WEB EXCLUSIVES	<ul style="list-style-type: none">National Run Survey Part 2National Wildland Firefighter DayApparatus Innovations2024 wildfire season outlook	<ul style="list-style-type: none">Mann Gulch Fire – 75 year anniversaryHurricane Operations	<ul style="list-style-type: none">Fire Prevention Week preparationsEmergency Communications – Radios	<ul style="list-style-type: none">Fire Prevention WeekApparatus Innovations	<ul style="list-style-type: none">Preparing for cold weather operationsFavorite holiday station meals	<ul style="list-style-type: none">Worcester Cold Storage Fire – 25th AnniversaryHolidays traditions in the fire service2024 Year-in-Review
BONUS DISTRIBUTION/VALUE ADD	<ul style="list-style-type: none">South Atlantic Fire Rescue Expo, Aug. 7-10, Raleigh, NCFire Rescue International, Aug. 14-16, Dallas, TXFire Chiefs Summit	<ul style="list-style-type: none">Water on the Fire Conference, Aug. 27-29, Pensacola Beach, FL		<ul style="list-style-type: none">FireFusion, Nov. 5-7, Charleston, SC	<ul style="list-style-type: none">Pensacola Beach Fire Conference 2024, Dec. 10-12Station Design Conference, May 2025Holiday Gift Guide	
DEADLINES	Ad space: 5/31/24 Materials due: 6/10/24	Ad space: 7/1/24 Materials due: 7/11/24	Ad space: 8/6/24 Materials due: 8/14/24	Ad space: 9/11/24 Materials due: 9/19/24	Ad space: 10/9/24 Materials due: 10/17/24	Ad space: 11/4/24 Materials due: 11/12/24

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