

FIREHOUSE[®]



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2025 MEDIA KIT

LEADING THE WAY: FIREHOUSE SETS THE STANDARD

The mission of *Firehouse* is to educate and inspire firefighters daily, so that they can protect their communities and keep themselves safe. We are the ESSENTIAL trusted and respected editorial voice for providing insights and news, lessons learned, strategy and tactics, pioneering advancements in technology, and the latest product innovations in a progressive, highly engaged environment for both readers and marketing partners.

Our award-winning media brand ensures advertisers receive maximum ROI by connecting with the fire service community using a multi-pronged strategy. We elevate brands with our unmatched marketing solution capabilities including research, branding, and lead-generation to a permission-based audience of fire service decision-makers.

This unmatched portfolio of marketing solutions and services provides marketers opportunities to engage and educate – generating awareness, creating marketing pipelines and delivering high-quality leads for their organizations.

We look forward to partnering with you in 2025!



Bill MacRae
VP/Group Publisher
Firehouse

We Know the Fire Service

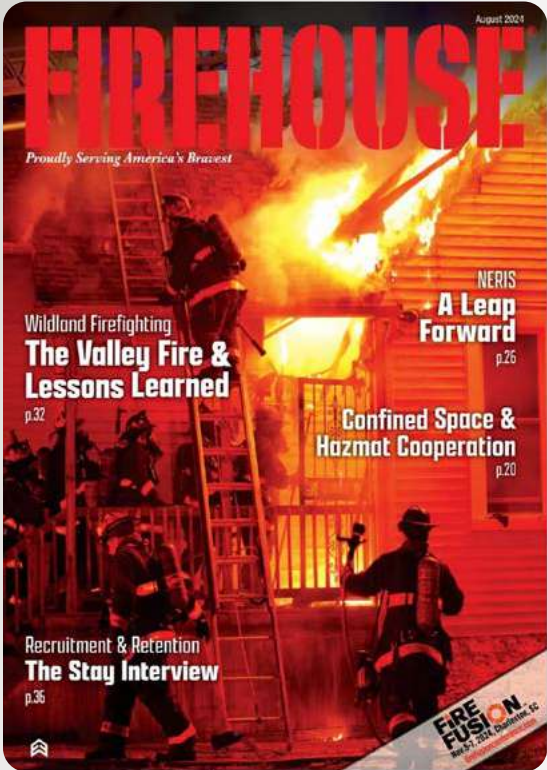
**Proudly Serving America's
Bravest Since 1976**

Total Monthly Reach

1.3M+



[View our Audience Engagement Report]

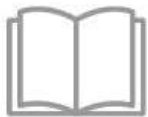


AVERAGE MONTHLY REACH



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%

The Audience Engagement Report provides an integrated view of the Firehouse community. The data provided within is obtained via internal and third party sources, including Google Analytics and Omeda.

AUDIENCE ENGAGEMENT

[View our Audience Engagement Report] 

FIREHOUSE



AVERAGE MONTHLY SESSIONS



490,351

AVERAGE UNIQUE MONTHLY VISITORS



339,205

AVERAGE MONTHLY PAGE VIEWS



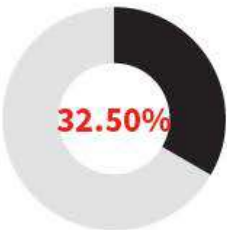
774,335

COMBINED SOCIAL REACH



438,809

DESKTOP VISITORS AVERAGE MONTHLY



MOBILE VISITORS AVERAGE MONTHLY



FIREHOUSE FORUM MEMBERS



307,871

AVERAGE MONTHLY NEW SITE REGISTRATIONS



263

NEWSLETTER ENGAGEMENT



[View our Audience Engagement Report]



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%

MEET THE INFLUENCERS



Technical & Content Expertise

Delivering editorial expertise that ensures content is accurate, engaging and focused on the topics that fire service professionals need to know to keep their communities and themselves safe.



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Research Engineer, UL's FSRI

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 Month	<ul style="list-style-type: none">Firefighter WellnessFire Service Technology- DronesHazmat Safety MonthInnovative RigsStation Design Best PracticesWomen’s History Month	<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 Practices
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

*Months, themes, and topics are subject to change at the editors' discretion.

2025 EDITORIAL CALENDAR



	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 Camera	<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 14-16, Charleston, SC	<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

*Months, themes, and topics are subject to change at the editors' discretion.



MARCH Fire Apparatus

This supplement offers insight into the latest innovations for the design of fire apparatus and emergency vehicles. Coverage will be focused on apparatus and chief/command vehicles, with a look at how departments are including technology with their current fleet and incorporating it into the design of their next purchase.

Ad close: 1/28/25



OCTOBER Fire Technology

An in-depth look at new technology that has been deployed by fire departments to manage personnel, equipment, or training, and assists with fire and emergency scene decision-making. The supplement includes case studies that fire departments can apply to their agency for incident management or mitigation, and to improve operations.

Ad close: 9/1/25



MAY Station Design

Showcased at the *Firehouse* Station Design Conference, this supplement will focus on trends and innovations in the design of new fire stations and multipurpose public safety facilities. Articles will include best practices from recent award winners in the *Firehouse* Station Design Awards plus concepts used by a cross section of large and small fire departments to focus on firefighter health and safety, plus training and increasing response time.

Ad close: 3/24/25



DECEMBER Firefighter Cancer Prevention & Awareness

To reduce the impact of cancer on firefighters, *Firehouse* will team up with its education and research partners to provide findings and safety practices to our readers. The supplement will share research focused on firefighter-related cancers and the steps needed to reduce exposure, plus best practices that departments have implemented.

Ad close: 10/22/25

SPECIAL SECTION Station Design Awards



Prestigious competition recognizing architects and fire departments for achievements in station design in the November print issue.

Ad Close: 10/15/25


MAGAZINE ADVERTISING RATES & SPECS




Print Ad Specs

PUBLICATION TRIM SIZE: 7.5" x 10.5"


All text, logos, borders, and boxes that do not bleed should stay within the live area. No charge for bleed.




TWO PAGE
Trim: 15 x 10.5
Bleed: 15.25 x 10.75
Live: 14.5 x 10




FULL PAGE
Trim: 7.5 x 10.5
Bleed: 7.75 x 10.75
Live: 7 x 10




1/2 PAGE VERTICAL
Trim: 3.75 x 10.5
Bleed: 4 x 10.75
Live: 3.375 x 10
Non-Bleed: 3.375 x 9.75




1/2 PAGE HORIZONTAL
Trim 7.5 x 5.25
Bleed: 7.75 x 5.5
Live: 7 x 4.875
Non-Bleed Size: 7 x 4.625




1/2 PAGE ISLAND
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Live: 4.5 x 7.5
Non-Bleed: 4.5 x 7.25




1/3 PAGE HORIZONTAL
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Live: 2.3125 x 10
Non-Bleed: 2.3125 x 9.75



1/3 PAGE SQUARE
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1/4 PAGE SQUARE
Non-Bleed: 3.375 x 4.625



1/4 PAGE HORIZONTAL
Non-Bleed: 7 x 2.25

Magazine Rate

	RATE
Two Page	\$15,535
Full Page	\$8,695
1/2 Page	\$6,815
1/3 Page	\$5,470
1/4 Page	\$4,200

Marketplace

Per Issue	\$1,340
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Holiday Gift Guide

	RATE
Full + slot in Cyber Monday eblast	\$4,840
1/2 Page + slot in Cyber Monday eblast	\$3,320
1/4 Page + slot in Cyber Monday eblast	\$2,625



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HOW TO SUBMIT YOUR PRINT AND/OR DIGITAL AD MATERIAL

Creative Specifications

Format (hi-resolution, full color):
PDF with PDF/X-1a

- Required supplementary items:
- Fonts (embedded)
 - Images (CMYK color space)
 - Artwork (CMYK color space)

TO FTP TRANSFER	For large files over 10MB, please send via ftp, using a free service such as www.wetransfer.com . Please use sgamboa@endeavorb2b.com in the "email to" field for your upload. Be sure to include: advertiser name, publication name, and issue date in the message field.
TO EMAIL MATERIAL	For files up to 10 MB, please email your ad to: sgamboa@endeavorb2b.com . Include advertiser name, publication name, and issue date.

Cancellations: Cancellations must be submitted in writing and will not be accepted after the published ad material deadline. Cover positions cannot be canceled. Verbal cancellations will not be accepted.

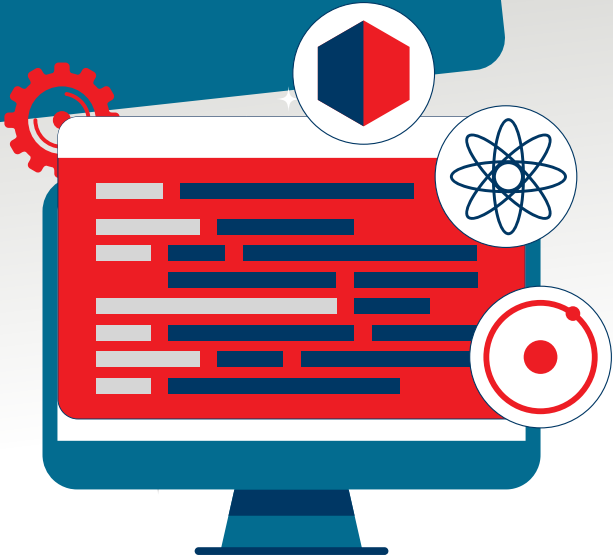
Multi-Page and Inserts: Contact account manager for rates and specifications.

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Shirley Gamboa
918.831.9735
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Advertising that reaches decision-makers in the moment

Showcase your brand to highly targeted audiences in popular channels with our portfolio of display and rich media banners.



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Digital Banners

Banners appear on the home page and article pages. Our websites are responsive, and most ads serve on desktop, tablet and mobile.

RUN OF SITE BANNERS [100,000 MIN. IMPRESSIONS]	RATE [CPM]
Leaderboard Bundle	\$33
Medium Rectangle	\$33
Half Page	\$36
Standard Banner Bundle	\$33
RUN OF CHANNEL BANNERS	RATE [CPM]
Leaderboard Bundle	\$40
Medium Rectangle	\$37
Half Page	\$49
Standard Banner Bundle	\$40

RICH MEDIA	RATE [CPM]
Expanded Medium Rectangle	\$45
Expanded Half Page	\$49
In-Banner Video	\$36
In-Article Video	\$87
HIGH-IMPACT ADS	RATE [CPM]
Welcome Ad	\$108
Reskin Ad	\$108
Billboard	\$40 ROS \$49 Channel
In-Article Premium	\$60
In-Article Flex	\$60

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Promote your high-performing content on our brand site through native ad placements and benefit from your ad matching the design and feel of the sites content. *Native ads are labeled as Sponsored Content.*

Native Article or Video Post

Showcase your content in our channels with a sponsored content native program. Your content replicates our form and function, attracting and engaging audiences. *Native posts are labeled as Sponsored Content.*

\$2,750/3 months

Materials Due: Seven business days prior to publication.

Send Creative To: webtraffic@endeavorb2b.com

Visit Our Website: [Firehouse.com](https://firehouse.com)

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FIREHOUSE

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Using our first-party data and insights, we reach your targeted audience through personalized emails. Our team of direct marketing experts will set up and deploy HTML email that attracts decision-makers. Full reporting metrics provided. Privacy compliant.

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\$225 cpm

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FIREHOUSE
PRODUCT SHOWCASE
August 30, 2023


Advertisement



Locate missing evidence in zero visibility conditions
The SAR-1 underwater metal detector is the future of zero visibility searching. The "snareless" SAR-1 has a streamlined design with no external wires or cables which makes this detector the ideal tool for work in environments with potential entanglement hazards. The unit can detect a variety of targets including shell casings, handguns, rifles, shotguns, knives, UXO and any other metallic object.

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Clean Gear Saves Lives
Cleaning contaminated equipment manually is detrimental to firefighters. Designed to reduce firefighters' exposure to dangerous carcinogens, the Solo Rescue® thoroughly, safely, and efficiently clean and decontaminate SCBAs, facepieces, boots, gloves, helmets, and tools, providing a safer work environment. Together, let's help firefighters fight cancer.

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NEWSLETTERS

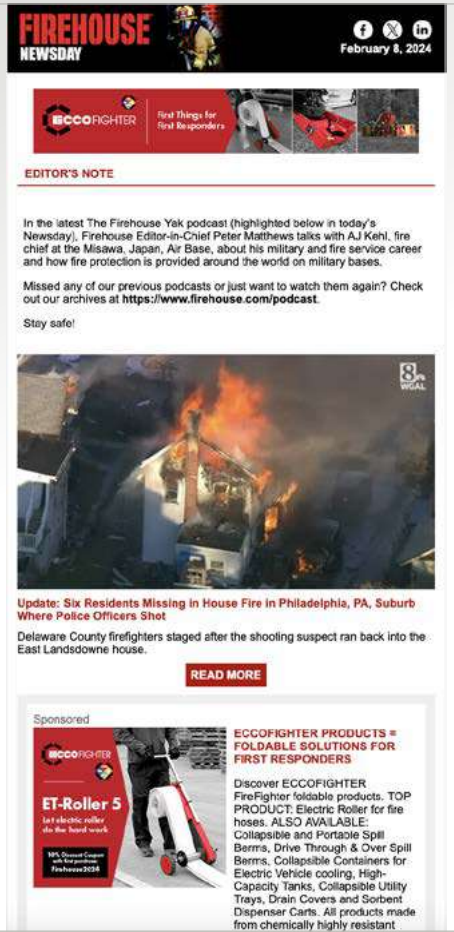
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Position	68,000+ Reach	Per/week
1st Position – Primary Sponsor		\$2,575
2nd Position – Sponsored Content		\$1,850
3rd Position – Sponsored Content		\$1,625
Exclusive Offering with All of the Above		\$5,400

Monthly Channel eNewsletters Exclusive Sponsorship

Category	Reach	Rate/issue
Apparatus	17,000+	\$2,950
Community Risk	16,000+	\$2,280
Leadership	17,000+	\$2,280
Operations/Training	39,000+	\$2,950
Rescue	43,000+	\$2,950
Safety & Health	36,000+	\$2,950
Stations	28,000+	\$2,950
Technology	16,000+	\$2,280



MARKET COVERAGE NEWSLETTERS



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Circulation: **21,000** Deploys: **Twice Monthly on Fridays**

Infrastructure news and insights related to key sectors including construction, transportation, water, broadband and energy while covering related topics such as site prep, government funding, project design, and IJIA.

TARGET AUDIENCE: Municipal, County, State, and Federal Government, Engineers, Contractors, Consultants, Corporate Management, General Managers, and Directors

SPONSORSHIP OPPORTUNITIES:
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SAMPLE
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NEWSLETTERS



MARKET MOVES CYBERSECURITY

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75,000
Twice Monthly on Wednesdays

MARKET MOVES ELECTRIC VEHICLES

Delivering insights and expert perspectives on EV trends, regulations, design & engineering, charging, infrastructure as well as repair and maintenance. [View Last Issue]

28,800
Twice Monthly on Fridays

MARKET MOVES ENERGY

Delivering insight and perspective on the impact of innovation at the intersection of energy technology, sustainability, and finance. [View Last Issue]

26,500
Twice Monthly on Fridays

MARKET MOVES INDUSTRIAL SUSTAINABILITY

Providing industrial sector insight for implementing sustainable practices that range from decarbonization to circularity. Focusing on equipping professionals with the necessary tools and strategies to precisely measure, effectively manage, and actively reduce their environmental impact. [View Last Issue]

30,000
Twice Monthly on Tuesdays

MARKET MOVES MANUFACTURING

News and analysis from manufacturing and sector experts into the global manufacturing economy, delivering insights on diverse topics including labor relations, advanced manufacturing technologies, regulations and more. [View Last Issue]

20,000
Twice Monthly on Saturdays

MARKET MOVES STRATEGY

Delivering insights on strategy, leadership, investment and more from prominent companies in many of Endeavor Business Media's key markets. [View Last Issue]

28,000
Twice Monthly on Thursdays

MARKET MOVES SUPPLY CHAIN

Delivering insights and expert perspectives on inventory management, advanced technologies, logistics, news, and trends across every level of the supply chain industry. [View Last Issue]

25,000
Twice Monthly on Thursdays

FIREHOUSE LABS PRODUCT REVIEWS

FIREHOUSE



Put the *Firehouse* Seal of Approval on your product. Firehouse Labs Product Reviews will provide an objective and detailed analysis of a vendor's product within the fire service.

Our experienced fire service staff will report on every nuance of the testing procedure. If the product fails during our testing process, we provide a detailed report of how we caused that failure back to the vendor.

Product Review includes:

- Review published within *Firehouse magazine* and on Firehouse.com – only with client approval
- Full-Page ad in *Firehouse magazine*
- 100,000 Banner Impressions on Firehouse.com
- Review placed on Firehouse.com social media channels.

Rate: \$8,500

Custom Lab Video Review: Call for pricing



THE FIREHOUSE YAK PODCAST

Editorial Dynamic Ad Sponsorship Packages

Useful for:

- Branding and awareness campaigns
- Supporting custom programs
- Driving traffic to customer websites

What is included:

- 15-30-second host-read or sponsor-read advertisement placed on all applicable episodes through Dynamic Ad Insertion for the campaign period
- Ability to change ad language/voice/call to action every 30 days
- Audiogram made with advertisement, placed on podcast brand's social media platforms

Investment:

- 3 months: \$7,200 for six podcasts
- 6 months: \$12,250 for 12 podcasts
- 12 months: \$23,000 for 24 podcasts



Firehouse Custom Chat Podcasts

Useful for:

- Branding and awareness campaigns
- Conveying confidence through audio interview format
- Leveraging expertise that resides within client's organization
- Attracting and engaging new prospects and customers in social channels

Promotion package includes:

- Episode is posted on dedicated podcast page on Firehouse.com
- Episode promoted via HTML eBlast (5,000 targeted names), promoted in Firehouse Newsday, and posted to the Firehouse social media accounts
- Episode syndicated to Apple Podcasts, Spotify, Audible
- Embeddable podcast player available to the client for posting on client site

Investment:

- The Firehouse Custom Chat Rate: \$3,600
- The Firehouse Custom Chat Series (6 episodes): \$18,000

IN-PERSON EVENTS

Live Events that Create Connections and Generate High-Quality Leads

Industry-leading events that attract professional audiences seeking new products, services and solutions to solve their biggest challenges.

FIREHOUSE

STATION DESIGN CONFERENCE

May 19-22, 2025

Glendale, AZ

Station Design Conference is a four-day event covering the latest in station design innovations, technology and healthy concepts. Attendees include fire and police officials, officers, city managers and architects gathered together to share insights, new ideas and best practices in effective and efficient station design. Station Design Conference also features an exhibition showcasing the latest products, services and technologies important to the construction and design of new stations.

For more information, visit fhstationdesign.com.

FIRE FUSION™

October 14-16, 2025

Charleston, SC

Firehouse introduced FireFusion in 2024, an event where leadership, operations and technology meet. FireFusion will blend important topics with a curated experience focused on details. Attendees will collaborate, connect, and partner with presenters, products, and service providers that are moving the fire service forward, with the goal of facilitating more efficient firegrounds and keeping firefighters safe and healthy. Put a spotlight on your brand as a Marketplace Sponsor.

For more information, visit FireFusionConference.com.

IN-PERSON EVENTS

FIREHOUSE



May 14-16, 2025

Ponte Vedra Beach, FL

The EMS Summit is your new way to engage senior-level decision-makers from EMS departments across the country. It's not a traditional conference or trade show. The EMS Summit is a unique experience where you'll engage in two days of guaranteed private meetings and social activities with EMS chiefs you are interested in meeting and who are interested in meeting you.

For more information, visit emssummit.com.



July 16-18, 2025

Ponte Vedra Beach, FL

The Fire Chiefs Summit is an opportunity to engage with decision-makers from fire departments with 75 firefighters or greater. Supplier participation spots are limited and only a few per product category are allowed. This ensures that delegates are seeing the range of solutions and resources within the 48-hour time frame. Each company gets to send two of their best relationship builders, and we take care of the rest.

For more information, visit firechiefssummit.com.

AWARD PROGRAMS

FIREHOUSE



These awards recognize the most outstanding demonstrations of valor and community engagement, with members of the fire service community being nominated by their peers and reviewed by industry leaders. Since 1983, over 6,000 firefighters have been honored through this program, many of whom were injured or sacrificed their life in the line of duty.

As a vendor, you sell products or services to the fire service community—one of the most noble and dangerous professions. Sometimes, though, you want to send a bigger message that goes beyond the products. You want to show your commitment to the firefighters themselves. Help honor America's Bravest through sponsorship of our Valor & Community Service Awards program, which will be featured in our June issue.



Our annual *Firehouse* Station Design Awards recognizes architects and fire departments for their achievements in station design and construction.

The November 2025 issue of *Firehouse magazine* will feature the winners of seven categories and showcase fire and emergency services facilities selected by our judges.

This is the perfect issue to advertise your architectural firms and other products and technology that completes new fire and public safety facilities like training equipment, lockers, doors, bedding, laundry equipment and security and safety systems.



NEW FOR 2025

These awards honor pioneering advancements in technology, products and services— as nominated by their peers – across the spectrum of the fire service community. It is focused on the products that transform, modernize or otherwise make a tangible impact on our industry as a whole. Winners will receive their awards at FireFusion.

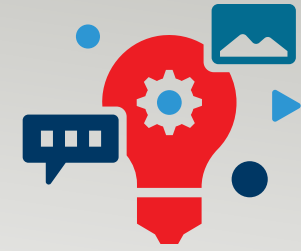
The October issue of *Firehouse magazine* will feature the winners and showcase these industry-leading people and products.

This is a perfect issue to advertise your company's newest products.

Marketing Solutions Built to Achieve Goals

Rely on our team of engagement specialists, subject matter experts, writers, analysts, content marketers, visual designers, and video producers to help you elevate your marketing efforts and accelerate business growth.

 — Lead Generation



Overview of Our Solutions

Advertising

Target the right audiences in the right channels.

Research & Intelligence

Make data-driven decisions with our expert intel.


Content Development

Drive engagement with high quality content.

Video & Podcasts

Solutions that bring your brand to life.

Lead Generation

Lead generation programs built for your goals. 

Data-Driven Marketing

Leverage our first-party data through direct & targeted marketing.



Intelligence That Empowers Smart Business Decision-Making

Rely on our research development and data analysis expertise to help you make informed decisions, develop effective strategies, and maximize the impact of your marketing efforts.

Research & Intelligence



**DELIVERING ALL
THE KEY INGREDIENTS**



60+ Years of
Research Experience



150 In-House Subject
Matter Experts



Engaged B2B
Audience Database

Custom Research

Partner with our experts to gain intelligence from tailored research programs designed to meet unique objectives.

Brand Perception/ Health

Gain insight into how brands are perceived, opportunities for improvement, and how to increase customer loyalty.

New Product Development

Reduce risk, optimize design, and better align products with customer needs to increase the likelihood of success.

Customer Experience

Understand customer needs and satisfaction levels and identify pain points to improve customer loyalty and advocacy.

Industry Insights

Deliver data-supported intelligence around trending topics to your target audience and leverage research for lead generation. 📶

State of the Market

Create an impactful, market-oriented research report to generate high-quality leads and provide valuable insights to your target audience. 📶

Focus Groups

Gain awareness of customer thoughts, emotions, and behaviors with in-depth exploration, discussion and feedback, whether in-person or virtual.

In-Depth Interviews

Uncover customer perspectives, motivations, and behaviors, gathering qualitative data to complement quantitative research.



Content Marketing That **Drives Engagement and Generates Leads**

Partner with us to create a strategy that strikes a perfect balance of short-form, long-form, and visual content to achieve your goals.

Short-Form Content

Ask the Expert

Showcase your topic expertise and establish thought leadership with this quick-hit asset built off of an interview conducted by our subject matter expert. 📶

Top Tips

Feature 5 to 10 brief tips or steps, with graphic design, that will help your audience better understand a topic and guide them toward a purchase decision. 📶

FAQs

Proactively address questions about a topic, issue, or trend and build stronger customer relationships with this efficient content marketing asset. 📶

WHY SHORT FORM?

Quick and Digestible
Increased Engagement
Shareability
Cost Efficient
Mobile Friendly



Long-Form Content

White Papers

Leverage our SME network to create authoritative and in-depth reports that provide valuable information and insights, accelerating the decision-making process. 📶

Case Studies

Collaborate with our network of experts to create a compelling content asset that showcases your real-world success stories through customer interviews. 📶

E-Books

Collaborate with an SME to select topical, evergreen content from our brand and we'll produce a fully designed co-branded e-book that prominently features your brand's messaging and advertising alongside our content. 📶

Visual Storytelling That Creates a Meaningful Connection

Our team of subject matter experts, writers, analysts, content marketers, visual designers, and video producers will join forces with you to bring your story to life.

Visual Storytelling

StoryDesign: Interactive White Paper

Upgrade your white paper by creating a fully interactive experience with graphics and video to deliver deep engagement.

StoryDesign: Interactive Guide

The definitive solution to engaging and effective visual storytelling built in a fully branded environment with custom-created content and powerful multimedia options.

Infographics

Data visualization, increased shareability, improved content marketing, effective storytelling, and infographics should be a part of your content marketing strategy.

Video Solutions

Consult with our team of engagement and topic experts on how to best tell your brand story leveraging a combination of multimedia content.

[[MORE VIDEO](#)] 

WHY VISUAL STORYTELLING?

RETENTION

Marketers that use visual storytelling techniques, increase the likelihood of their message being remembered and understood.

ENHANCED BRAND RECALL

Storytelling combined with compelling visuals creates a powerful impact on the viewer's memory, increasing brand recall and recognition.

INCREASED ENGAGEMENT

Visual storytelling captures attention, evokes emotions, and encourages viewers to interact with the content, resulting in higher engagement levels.

SIMPLIFY THE COMPLEX

Visual storytelling allows marketers to simplify complex ideas or concepts by presenting them in a visual and narrative format, helping to break down barriers and make information more accessible and easily digestible.



Unique & Sponsored Content Solutions **For Impact**

Leverage our trusted content, respected brands, and well-established channels to create turnkey marketing solutions that deliver results.

Sponsored Content

Featured Video - Native Post

Client supplies the video, an image and text (for the native ad), and banner ads to run on the page. We build and traffic the native ad that drives readers to the client's video on our site.

Includes:

- Native ROS ad impressions, linking to the video
- Companion ads driving on the video page to the client's site (when provided, the companion ads are served on the article post for 30 days)
- Video is featured on two channels on the site
- Inclusion in newsletter 📧

\$2,750

Premium: Ask about including a targeted email promotion

👁️ *Audiences tend to seek out companies aligned with thought leadership, keen business strategies, and insights into solutions to their key concerns.* 👁️



THE POWER OF VIDEO IS UNDENIABLE.

86% of video marketers reported that video increased traffic to their website, and 83% said video helps increase time spent on a page.

Video Marketing That **Increases Engagement and Conversions**

Benefit from the latest technology platforms, proven techniques, and design skills to create video and podcasts that are sure to resonate with target audiences in highly trafficked channels.

Video

Event Video

Optimize your event marketing investments by capturing video that will create awareness, build booth traffic, and support post-event follow up to prospects and leads.

Explainer Video

Guide decision-making and boost awareness with cost-effective, animated videos that break down complex topics and highlight approaches to problem-solving.

QuickChat

Get personal with your target audience and demonstrate your expertise, all while building credibility with this engaging, short-take video interview format.

Product Video

Showcase key product features and the ability to tackle challenges while demonstrating products or services in action, utilizing voice-overs or on-camera talent.

Video Promotion

Drive visibility and exposure of your existing video content with promotions across a variety of online, email, and social platforms.

Custom Production

Take control of your video content strategy and partner with our team of storytellers, video producers, and engagement experts to create powerful video assets.

Podcasts

Engage target audiences with this popular media format and make them feel a part of the conversation, building trust and loyalty. Contact your sales rep to learn more about our podcast marketing solutions.

Custom Built Programs That Deliver the Leads You Need

Our engagement experts have a gift for tailoring strategies to specific audiences and optimizing resources that will help you generate leads that are more likely to convert into loyal customers and drive long-term success.

Lead Generation Programs

Content Syndication

Syndicate your content across our brand channels and reach target audiences that are looking for solutions to their challenges. Registration is required to view the content, and campaign report metrics are provided with full contact information for each lead. 📶

Content Creation

Partner with our team of SMEs, designers, and engagement specialists to develop a custom program that includes content creation, promotional campaigns, and lead generation. Our content development services include all the best short-form, long-form, and visual content types. 📶

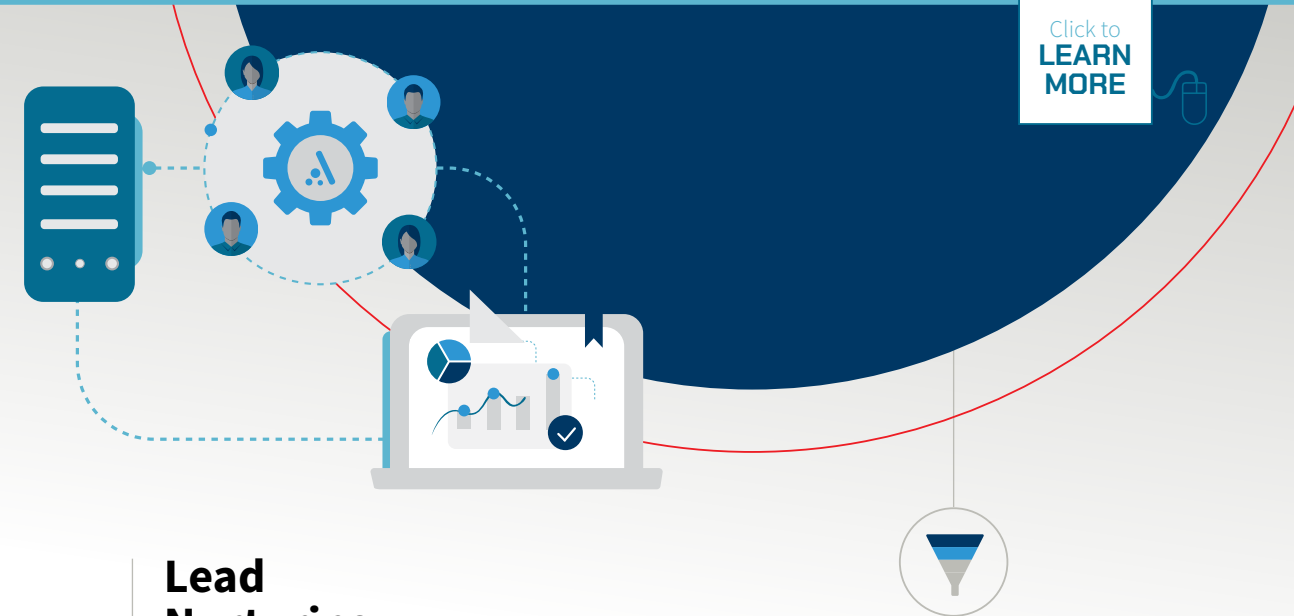
[\[MORE CONTENT CREATION\]](#) 🖱️

Content Engagement Center

Your brand, your content, your solutions, and your target audience. Aggregate your premium content into a digital hub and guide prospects through a self-led buyer's journey that will accelerate decision-making. Program incorporates multimedia assets, engagement scoring, and scheduled lead delivery. 📶

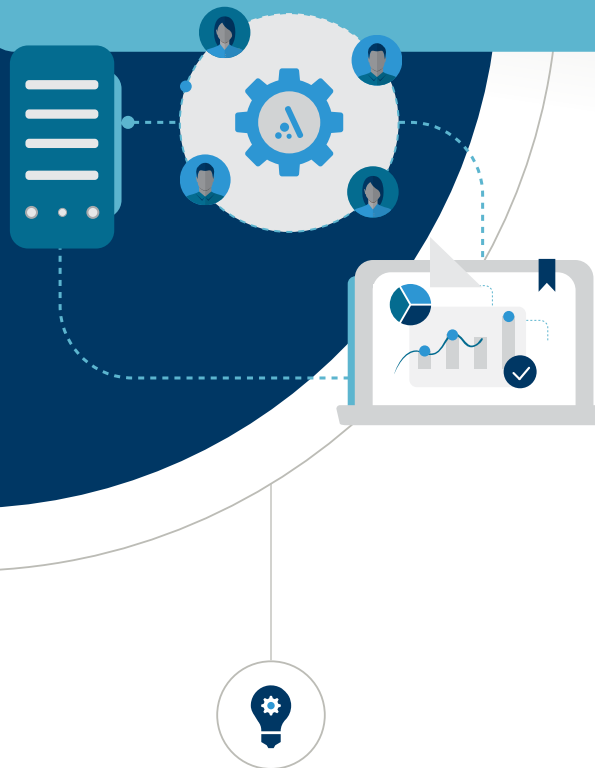
Lead Nurturing

Leverage our marketing automation and content platforms to evaluate your top-of-the-funnel leads based on digital engagement metrics, and guide prospects throughout the buyer's journey using multi-phase content marketing programs. 📶



WHY PARTNER WITH US?

- Strategy
- Topic Expertise
- Content Creation
- Turnkey Program Management
- Design Services
- Lead Collection & Automation
- Privacy Compliance
- Engaged Audiences



Unique Webinar Formats That Deliver Qualified Leads

We have all the key ingredients for delivering a successful event and the ROI you want – engaged decision makers, subject matter experts, technology platforms, project management, and fully compliant lead delivery.

Webinar Formats

Webinars

Position your brand as a subject matter expert and connect with prospects who are seeking education on a topic or a solution to their challenge. Webinars are proven performers, generating powerful, engaging content that delivers lead generation and thought leadership. 📶

Webchats

Take a more personal approach to webinars with this interview-style format that allows you to better build a narrative around your solution and create a personal connection with prospects. Shortened format for a fully interactive 30-minute experience that will generate leads and build affinity for your brand. 📶

Virtual Roundtable

Solving large, complex challenges requires perspective, input, and collaboration from a variety of key stakeholders. Bring together a powerful team of influencers for a real conversation around thought leadership topics and attract decision-makers who are looking for answers, converting them to leads. 📶

Webinar Lead Touch

Engage webinar registrant leads post-event and move them toward a follow-up action with this program that includes a series of three emails to registrants for driving on-demand views and introducing related content.

A POWERFUL TOOL

Use webinars to engage audiences, demonstrate expertise, generate leads, gather insights, and enhance brand visibility.



Click to
**LEARN
MORE**

Precision Marketing That Delivers Maximum Impact

Partner with our team of data, marketing, and subject matter experts to build strategies for personalization, enhanced experiences, optimized campaigns, and continuous improvement.

Data-Driven Marketing

Audience Extension

Leverage our first-party data and create campaigns targeting the business decision-makers who match your criteria across thousands of sites on the web. Select from any combination of display ads, in-feed native, or video pre-roll ads on professional websites to reach your key audiences.

Audience Extension: Social

Drive higher CTR% and conversions using Meta (Facebook) and LinkedIn. We'll manage your campaign using a single image, carousel, or video ad and create targets based on website visitors or our first-party data or by creating look-a-like profiles.

Micro-Proximity

Target company locations, geographic targets, or attendees at a trade show or conference through micro-proximity or geofencing. Increase your brand awareness and drive traffic to your booth by placing display ads on mobile apps within the defined area.

Third-Party Emails

Using our first-party data and insights, we reach your target audience through personalized emails. Our team of direct marketing experts will set up and deploy privacy-compliant HTML emails and provide full reporting metrics.

Connected TV (CTV)

Promote your brand where people are already engaged on streaming apps through a 15- or 30-second video placement. Your content can be featured before, in the middle of, or after programming, and targeting can be done by business/industry, NAIC codes, or company name/domain.

The Power of AI personif.ai™

Effectively reach specific personas by delivering personalized content recommendations using our extensive first-party data, proprietary AI technology, and machine-learning capabilities. Personif.ai, our AI-powered content marketing solution, leverages behavioral insights to provide on-site content recommendations that are aligned with editorial content, resulting in a highly impactful campaign that drives traffic back to your website.

[[LEARN MORE](#)] 

Brand Resources



Website



Marketing Website



Facebook



Twitter



LinkedIn



YouTube

MARKETING ADVISORS

Contact us to discuss your marketing plans.



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WE KNOW THE MARKETS

12 MILLION BUSINESS PROFESSIONALS
IN SECTORS THAT ARE INNOVATING,
TRANSFORMING, AND GROWING.



AVIATION



BUILDINGS & CONSTRUCTION



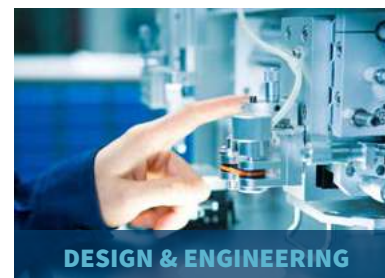
CITY SERVICES



COMMERCIAL VEHICLE



DENTAL



DESIGN & ENGINEERING



DIGITAL INFRASTRUCTURE



ENERGY (UTILITY/OIL & GAS)



HEALTHCARE



INFRASTRUCTURE



LIGHTING



MANUFACTURING



PROCESSING



SECURITY & VENDING



VEHICLE REPAIR



WATER