



2023 EDITORIAL CALENDAR



APPARATUS

- ➕ *Supplement:* Getting Water on Fire

AD CLOSE 1/4
MATERIALS 1/11

TRAINING

- ✔ *Bonus Distribution:* FDIC International

AD CLOSE 3/8
MATERIALS 3/15

SAFETY

- ➕ *Supplement:* Wildland Firefighting
- 💰 *Added Value:* 1x Targeted Email to select FDIC attendees

AD CLOSE 5/3
MATERIALS 5/10

LEADERS AND MANAGEMENT

- ➕ *Supplement:* Apparatus
- ✔ *Bonus Distribution:* FRI/IAFC

AD CLOSE 7/5
MATERIALS 7/12

ENGINE COMPANY OPERATIONS

- 💰 *Added Value:* Product Showcase

AD CLOSE 9/6
MATERIALS 9/13

HEALTH AND FITNESS

- 💰 *Added Value:* Corporate Profile

AD CLOSE 11/1
MATERIALS 11/8



PROTECTION/ PREVENTION

- ➕ *Supplement:* PPE Supplement

AD CLOSE 12/1
MATERIALS 12/8

TRUCK COMPANY OPERATIONS

- ✔ *Bonus Distribution:* FDIC International

AD CLOSE 2/8
MATERIALS 2/15

OFFICER DEVELOPMENT

- 💰 *Added Value:* Corporate Profile

AD CLOSE 4/5
MATERIALS 4/12

FIRE SERVICE OF THE FUTURE

- ➕ *Supplement:* Leadership Supplement
- 💰 *Added Value:* Product Showcase
- ✔ *Bonus Distribution:* FRI/IAFC

AD CLOSE 6/7
MATERIALS 6/14

RESCUE

- ➕ *Supplement:* Fire EMS
- ✔ *Bonus Distribution:* EMS World

AD CLOSE 8/2
MATERIALS 8/9

INDUSTRIAL/ HAZMAT RESPONSE

- ➕ *Supplement:* Extrication

AD CLOSE 10/4
MATERIALS 10/11