

# 2025 EDITORIAL CALENDAR

## **FIRE APPARATUS & EMERGENCY EQUIPMENT**

**CONNECT WITH THOSE  
WHO RESEARCH, COMPARE, AND  
PURCHASE FIREFIGHTING EQUIPMENT.**

### **JANUARY**

#### **INDUSTRIAL/ARFF**

Foam/Apparatus/Nozzles/Station Design/Pumps/Fixed Protection

#### **+ Added Value:**

For 1/2 Tabloid Page or Larger: Organic Sponsored Facebook Post

**AD CLOSE 12/4  
MATERIALS 12/11**

### **FEBRUARY**

#### **FIREFIGHTER SAFETY AND PROTECTION**

PPE/SCBA/TIC/Communication/Escape Systems/Station Design

#### **+ Added Value:**

For 1/2 Tabloid Page or Larger: Middle Newsletter Ad

**AD CLOSE 1/10  
MATERIALS 1/17**

### **MARCH**

#### **ENGINE COMPANY**

Hose/Apparatus/Fittings/Monitors/Nozzles/PPE/Station Design/Equip Mounts/Compartments

#### **+ Bonus Distribution:**

FDIC International

**AD CLOSE 2/7  
MATERIALS 2/14**

### **APRIL**

#### **TRUCK COMPANY**

Apparatus/Equipment/ PPE/ Positioning/Station Design/ Compartments

#### **+ Bonus Distribution:**

FDIC International

**AD CLOSE 3/3  
MATERIALS 3/10**

### **MAY**

#### **FLOWING WATER**

Apparatus/Nozzles/Hoses/ Drafting/Valves/Pumps

#### **+ Added Value:**

For 1/2 Tabloid Page or Larger: Product Showcase Print + Digital Product Showcase in Monthly Newsletter

**AD CLOSE 4/3  
MATERIALS 4/10**

### **JUNE**

#### **APPARATUS COMPONENTS**

Chassis/Cab/Compartments/Aerial/Pumps/Warning Devices

#### **+ Added Value:**

For 1/2 Tabloid Page or Larger: Middle Newsletter Ad

**AD CLOSE 5/9  
MATERIALS 5/16**

### **JULY**

#### **WILDLAND**

Apparatus/PPE/Nozzles/Hose/ CAFS/Foam/Air Support/ Technology/Base Camps

#### **+ Bonus Distribution:**

FRI

**AD CLOSE 6/6  
MATERIALS 6/13**

### **AUGUST**

#### **VEHICLE EXTRICATION/ TECHNICAL RESCUE**

Hydraulic & Electric Tools/Struts/ Stabilization/PPE/ Apparatus/TIC/ Ropes/Gas Monitors/Boats

#### **+ Bonus Distribution:**

FRI

**AD CLOSE 7/11  
MATERIALS 7/18**

### **SEPTEMBER**

#### **TRAINING**

Training structures/Training props/ Training equipment/Training Facility Fire Apparatus/Training Record Keeping

#### **+ Added Value:**

For Full Page Only: Audience Extension (40,000 Impressions)

**AD CLOSE 8/8  
MATERIALS 8/15**

### **OCTOBER**

#### **HAZMAT**

Atmospheric Monitoring/PPE/ Apparatus/Decon/ Containment Supplies

#### **+ Added Value:**

1x Targeted Email to Select FDIC Attendees

**AD CLOSE 9/5  
MATERIALS 9/12**

### **NOVEMBER**

#### **TECHNOLOGY DEVELOPMENTS**

AI/PPE/Wearables/Robotics/ Drones/Software/Accountability PrePlans/Interoperability/Tools

#### **+ Added Value:**

1/2 Tabloid Page or Larger: Product Showcase Print + Digital Product Showcase in Monthly Newsletter

**AD CLOSE 10/10  
MATERIALS 10/17**

### **DECEMBER**

#### **2025: FIRE SERVICE FORECAST: WHAT WE SEE AHEAD**

Technology/Apparatus/Station Design

#### **+ Added Value:**

For 1/2 Tabloid Page or Larger: Organic Sponsored Facebook Post

**AD CLOSE 11/7  
MATERIALS 11/14**

**IN  
EVERY  
ISSUE**

Every issue of Fire Apparatus & Emergency Equipment contains content from industry experts—apparatus salespeople, fire apparatus fleet managers, chiefs, apparatus repair technicians, and more—who provide information to assist apparatus and equipment specifiers make informed purchasing decisions—both for replacing emergency response vehicles and equipment and returning them to service as quickly as possible after repair. You will also keep up on fire service industry news, new products, and highlights from [www.fireapparatus.com](http://www.fireapparatus.com).

# PRINT MEDIA RATE CARDS & SPECS

## FIRE APPARATUS & EMERGENCY EQUIPMENT

### DIMENSIONS

#### FULL TABLOID SPREAD



Trim Size: 21" x 14.5"  
Bleed Size: 21.25" x 14.75"

#### FULL TABLOID PAGE



Trim Size: 10.5" x 14.5"  
Bleed Size: 10.75" x 14.75"

#### JUNIOR FULL PAGE



7.25" x 10"

#### 1/2 TABLOID, VERTICAL



4.75" x 13.25"

#### 1/2 TABLOID, HORIZONTAL



9.75" x 6.75"

#### JUNIOR 1/2 PAGE



4.75" x 7.5"

#### 1/4 TABLOID, VERTICAL



2.25" x 13.25"

#### 1/4 TABLOID, HORIZONTAL



4.75" x 6.5"

#### 1/6 PAGE



4.75" x 4.5"

### Full Color - Full Run Rop Display

(All prices are net) / \*Distributes on the (approx.) 15th of every month

	1X	3X	6X	12X	18X	24X	36X
FULL TABLOID SPREAD	\$15,440	\$14,770	\$13,740	\$13,270	\$12,800	\$12,350	\$10,970
FULL TABLOID PAGE	\$8,110	\$7,770	\$7,220	\$6,970	\$6,720	\$6,490	\$5,780
JUNIOR FULL PAGE	\$6,130	\$5,930	\$5,610	\$5,420	\$5,230	\$5,050	\$4,370
1/2 TABLOID PAGE	\$4,930	\$4,650	\$4,370	\$4,220	\$4,070	\$3,930	\$3,510
JUNIOR 1/2 PAGE	\$3,830	\$3,670	\$3,490	\$3,370	\$3,250	\$3,140	\$2,730
1/4 TABLOID PAGE	\$3,040	\$2,910	\$2,770	\$2,680	\$2,580	\$2,490	\$2,160
1/6 PAGE	\$2,820	\$2,700	\$2,550	\$2,470	\$2,380	\$2,300	\$1,990
COVER 2	\$8,300						
COVER 3	\$7,640						
COVER 4	\$10,110						

#### Advertisement Material:

All advertising materials should be uploaded as a single page PDF. Your PDF should conform to the PDF/X-1a specification. Resolution must be 300dpi for images and all fonts must be embedded in the file. All color data must be CMYK.