

2025 EDITORIAL CALENDAR

FIRE ENGINEERING®
THE MOST INFLUENTIAL PUBLICATION
IN THE FIRE & EMS INDUSTRY.

JANUARY

PREVENTION/PROTECTION

Tall Buildings-MidRise Construction
- Big Box and Tactics

❖ **ADDED VALUE:** For Full
Page Only: Audience Extension
(40,000 Impressions)

❖ **SUPPLEMENT:** PPE

AD CLOSE 12/4
MATERIALS 12/11

FEBRUARY

APPARATUS

Hydraulics-Pumping/Rural Ops/
Driving/Apparatus Blocking Scene
Safety

❖ **ADDED VALUE:** For 1/2 Page
or Larger: Product Showcase
Print + Digital Product Showcase
in Monthly Newsletter

AD CLOSE 1/8
MATERIALS 1/15

MARCH

TRUCK COMPANY OPERATIONS

Search/Ventilation/Forcible Entry/
TIC/Saws/FDIC Preview

❖ **BONUS DISTRIBUTION:**
FDIC International

AD CLOSE 2/5
MATERIALS 2/12

APRIL

TRAINING

Drills/Instructional Design/Adult
Learning/Acquired Structures/
Facilities/Props/Programs

❖ **BONUS DISTRIBUTION:**
FDIC International

❖ **SUPPLEMENT:** Firefighter Air:
The Fireground, Our Mission, & You.

AD CLOSE 3/3
MATERIALS 3/10

MAY

COMMAND/FIRE GROUND COMMUNICATION

Radios/Language/ICS/
Accountability/Technology PIO

❖ **ADDED VALUE:** For 1/2 Page
or Larger: Corporate Profile

AD CLOSE 4/2
MATERIALS 4/9

JUNE

SAFETY

Standards/PPE/Record Keeping/
Cancer Prevention/Safety Officer/
Tactics

❖ **ADDED VALUE:** 1x Targeted
Email to Select FDIC Attendees

❖ **SUPPLEMENT:** Wildland

AD CLOSE 5/7
MATERIALS 5/14

JULY

RESEARCH AND TECHNOLOGY

UL-FSRI/NIOSH/AI/NIST/NFPA/
NFA/Drones/Robots/Wearables/
NERIS

❖ **BONUS DISTRIBUTION:**
FRI

AD CLOSE 6/4
MATERIALS 6/11

AUGUST

LEADERSHIP AND MANAGEMENT/OFFICER DEVELOPMENT

Culture/Recruitment/Diversity/
Education/Team Building/
Discipline/Assessment Promotion
Centers

❖ **BONUS DISTRIBUTION:**
FRI

❖ **SUPPLEMENT:** Apparatus

AD CLOSE 7/9
MATERIALS 7/16

SEPTEMBER

RESCUE

Trench/ConSpace/Rope/Water/
Collapse/Dive/Machinery/Vehicle/
Industrial

❖ **ADDED VALUE:** For 1/2 Page
or Larger: Middle Newsletter Ad

❖ **SUPPLEMENT:** Getting Water
on Fire

AD CLOSE 8/6
MATERIALS 8/13

OCTOBER

ENGINE COMPANY OPERATIONS

Fire Attack/Hose/Stretching/
Access/ Hydraulics/Water Source/
Nozzles

❖ **ADDED VALUE:** For 1/2 Page
or Larger: Product Showcase
Print + Digital Product Showcase
in Monthly Newsletter

AD CLOSE 9/3
MATERIALS 9/10

NOVEMBER

INDUSTRIAL/HAZMAT RESPONSE

Atmospheric Monitoring/PPE/
Decon/PrePlanning/Brigades/
Machinery Rescue/Railcar/
Pressurized Tanks

❖ **ADDED VALUE:** For 1/2 Page
or Larger: Corporate Profile

❖ **SUPPLEMENT:** Extrication

AD CLOSE 10/8
MATERIALS 10/15

DECEMBER

HEALTH AND WELLNESS

Cancer Screening & Prevention/
Diet/Fitness/Mental Health/
Standards/Suicide/Culture

❖ **ADDED VALUE:** For 1/2 Page
or Larger: Organic Sponsored
Facebook Post

AD CLOSE 11/5
MATERIALS 11/12

IN
EVERY
ISSUE

Inside every issue you will find a mix of departments such as Volunteers Corner, Training Notebook, Letters to the Editor, What We Learned, Fire Focus, The Engine Company, The Truck Company, The Rescue Company, Apparatus Deliveries, and Products and Services as well as in-depth features about fires, strategy and tactics, leadership and management, training, officer development, and more. You will also keep up on fire service industry news, new products, and highlights from www.fireengineering.com.

PRINT MEDIA RATE CARDS & SPECS

FIRE ENGINEERING®

DIMENSIONS

FULL PAGE SPREAD



Trim Size: 16" x 10.75"
Bleed Size: 16.25" x 11"
Live Area: 15" x 9.75"

1/2 PAGE SPREAD



Bleed Size: 5.25" x 8.25"
Live Area: 4.625" x 7.375"

FULL PAGE



Trim Size: 8" x 10.75"
Bleed Size: 8.25" x 11"
Live Area: 7" x 9.75"

1/2 PAGE HORIZONTAL



Bleed Size: 8.25" x 5.5"
Live Area: 7" x 4.875"

1/2 PAGE VERTICAL



Bleed Size: 4.125" x 11"
Live Area: 3.375" x 10"

1/2 PAGE ISLAND



Bleed Size: 5.25" x 8.25"
Live Area: 4.625" x 7.375"

1/4 PAGE



Live Area: 3.375" x 4.875"

1/6 PAGE



Live Area: 2.25" x 4.875"

FULL COLOR — FULL RUN ROP DISPLAY

	1X	3X	6X	12X	18X	24X	36X
FULL PAGE SPREAD	\$16,820	\$16,180	\$15,440	\$14,910	\$14,380	\$13,880	\$11,780
1/2 PAGE SPREAD	\$11,920	\$11,500	\$10,430	\$10,070	\$9,710	\$9,370	\$8,300
FULL PAGE	\$8,840	\$8,550	\$8,120	\$7,840	\$7,570	\$7,300	\$6,190
1/2 PAGE	\$6,280	\$6,040	\$5,510	\$5,320	\$5,130	\$4,950	\$4,400
1/4 PAGE	\$4,530	\$4,350	\$4,120	\$3,980	\$3,840	\$3,710	\$3,180
1/6 PAGE	\$2,360	\$2,260	\$2,140	\$2,060	\$1,990	\$1,920	\$1,650
COVER 2 SPREAD	\$18,320						
COVER 3	\$9,040						
COVER 4	\$11,420	\$11,877					

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.

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.

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:

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