



MEDIA PLANNER 2021



AUDIENCE ENGAGEMENT

FIREHOUSE



986,851

Firehouse.com
Average Monthly Visits



681,840

Firehouse.com
Average Unique Monthly Visitors



1,649,322

Firehouse.com
Average Monthly Page Views

FIREHOUSE FORUMS



292,181

Members on Firehouse.com

PRINT MAGAZINE



458,310

Firehouse
Magazine Audience

June 2020 VAC audit, plus 4.81 pass-along June 2020 Audience Survey

ENEWSLETTERS



70,000+

eNewsletter Reach
Multiple Targeted Channels



403,054

Facebook Followers/Likes



7,748

LinkedIn



50,200

Twitter

PRINT SUBSCRIBERS

FIREHOUSE



MORE CHIEFS AND OFFICERS THAN THE COMPETITORS

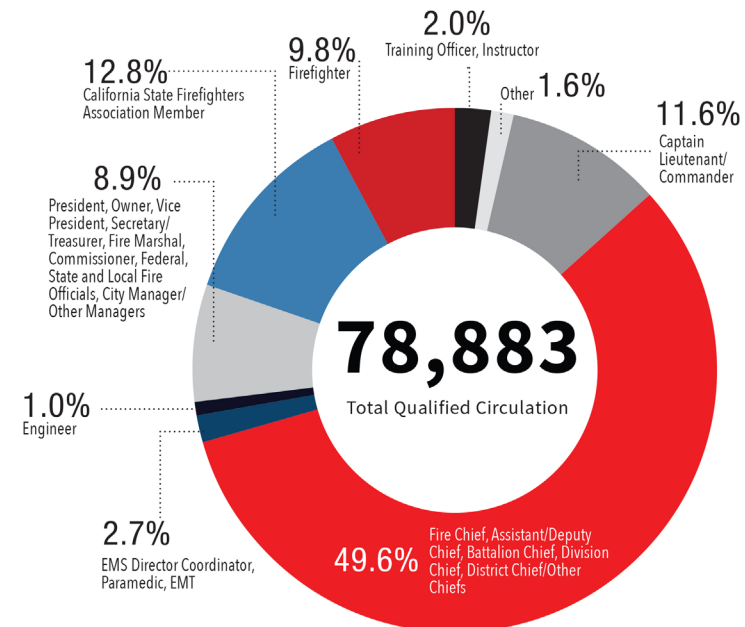
MORE Chiefs & Officers



HIGHEST Qualified Circulation

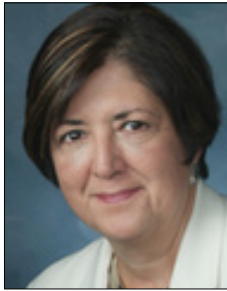


HIGHEST QUALIFIED CIRCULATION MAGAZINE SUBSCRIBERS



Sources: Firehouse June 2020 VAC, Fire Apparatus & Emergency Equipment, Dec. 2019 audit, Fire Engineering Dec. 2019 audit statement.

MEET THE INFLUENCERS



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FIREHOUSE



LIFE-SAVING
& **CONTENT**
EXPERTISE






IDEATION &
DEVELOPMENT



DATA & **INSIGHTS**




2021 CONTENT CALENDAR

FIREHOUSE

Issue	Issue Highlights & Special Features	Bonus Distribution/Value Add	Print Deadlines	Regular Departments/Columns
January	Accountability Apparatus Innovations Higher Education Incident Command Supplement: Best Practices from COVID-19		Insertions: Dec. 9 Materials: Dec. 16	<p>As Firehouse Sees It For the Record/Scuttlebutt First Due EMS The Fire Scene University of Extrinsication Chief's Corner (April, July, September, December) Close Calls (January, April, July, October) Command & Control Success (May, November) Command Post (February, August, November) Engine Essentials (March, September) Fire Dispatch (April, November) Fire Law (January, March, May, December) Fire Prevention (January, March, November) Fire Service PIO (April) Fire Studies (February, April, June, August, October, December) Fire Technology (February, April, June, December) Hazmatology (February, September) Health & Wellness</p> <ul style="list-style-type: none"> • Behavioral Health (February, May, August, November) • Fitness (January, April, July, September) • Nutrition (March, June, October) <p>Leadership Lessons (January, April, June, July, October) NFPA Standards (April, October) Off Duty (April, June, September, December) Research Corner (February, August) Station Design (January, March, July, October) The Company Officer (May, September, December) Truck Tactics (January, July) Volunteer View (February, May, September, December) Hot Shots New Deliveries New Products</p> <p>Columns and departments run monthly unless otherwise noted. Publication months and platforms subject to change.</p> <p>Content Calendar subject to change.</p>
February	Apparatus Innovations Emergency Communications Higher Education Supplement: Preparing for Retirement from the Fire Service	Ad Readership Study	Insertions: Jan. 11 Materials: Jan. 20	
March	Apparatus Architect Diversity & Inclusivity Technical Rescue: Confined-Space Rescue Water Supply/Pump Operations Wildland Firefighting Strategies & Tactics Supplement: Best Practices for Fire-based EMS		Insertions: Feb. 9 Materials: Feb. 17	
April	Company Officer Development Emergency Vehicle Operations Fire-based EMS Firefighting Technology Firefighter Training Supplement: Apparatus Purchasing - Designing Pumpers from the Front Bumper to the Tailboard Supplement: Station Design	 Station Design Conference May 10-13 Rosemont, IL FDIC April 19-24 Indianapolis, IN	Insertions: March 15 Materials: March 23	
May	Apparatus Innovations Drones Hazardous Materials Higher Education Supplement: Technology for Today's Fire Departments	 May 17-19 Tucson, AZ PA Fire Expo May 14-16, Harrisburg, PA	Insertions: April 12 Materials: April 20	
June	Apparatus Innovations Diversity & Inclusivity Forcible Entry Technical Rescue: Swift-Water Rescue Volunteer & Rural Firefighting Supplement: PPE- Outfitting Firefighters Head to Toe	 July 12-14, Albuquerque, NM NYSAFC Expo June 16-19, Syracuse, NY Ohio Fire & Rescue Officer Development Conference July 12-16, Columbus, OH	Insertions: May 10 Materials: May 18	

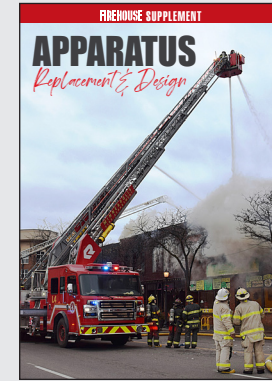
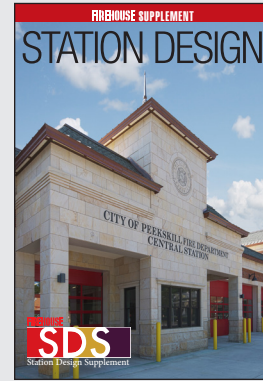
2021 CONTENT CALENDAR

FIREHOUSE

Issue	Issue Highlights & Special Features	Bonus Distribution/Value Add	Print Deadlines	Market Research
July	Fire-based EMS Fireground Ventilation Leadership Wildland Firefighting Supplement: Apparatus Purchasing - Specifying the Proper Ladder for Your Needs Supplement: Community Risk Reduction	Fire-Rescue International July 28-31, Charlotte, NC	Insertions: June 14 Materials: June 22	<p>Run Surveys will report back on fire department call volumes, staffing, budgets, pay and more.</p> <ul style="list-style-type: none"> • National Run Survey for Career Departments • Combination Run Survey • Volunteer Run Survey <p>Surveys that poll <i>Firehouse</i> readers about various topics that impact their department and personnel to deliver service to their community.</p> <ul style="list-style-type: none"> • State of the Fire Service • State of Firefighter Training • State of Fire-based EMS Delivery • Apparatus Purchasing & Use
August	Apparatus Innovations Emergency On-Scene Lighting Higher Education Supplement: Training Today's Volunteer Firefighters	FIREHOUSE EXPO Pre-Show Package	Insertions: July 13 Materials: July 20	
September	20th Anniversary of the September 11 Attacks Apparatus Architect Community Risk Reduction Diversity & Inclusivity Extrication Firefighting Training Valor & Community Service Awards Supplement: Developing a Drone/UAS Deployment Program 	FIREHOUSE EXPO September 14-18 Columbus, OH	Insertions: Aug. 11 Materials: Aug. 16	
October	Apparatus Innovations Fire-based EMS PPE Cleaning/Maintenance SCBA Technical Rescue: Rope Rescue Supplement: Vehicle Extrication - From Stabilization to Patient Removal	Ad Readership Study	Insertions: Sept. 14 Materials: Sept. 21	
November	Apparatus Architect Apparatus Showcase Higher Education Station Design Awards Supplement: Apparatus Purchasing - Designing and Equipping a Heavy Rescue 	Holiday Gift Guide 	Insertions: Oct. 12 Materials: Oct. 19	
December	Apparatus Innovations Night Training Technical Rescue: Cold/Ice Water Rescue Supplement: Cancer Awareness & Prevention		Insertions: Nov. 12 Materials: Nov. 19	

2021 EDITORIAL SUPPLEMENTS

FIREHOUSE



Focused Content That Delivers High Quality Engagement

JANUARY

- **Best Practices from COVID-19**

FEBRUARY

- **Preparing for Retirement from the Fire Service**

MARCH

- **Best Practices for Fire-Based EMS**

APRIL

- **Apparatus Purchasing—Designing Pumpers from the Front Bumper to the Tailboard**
- **Station Design**

MAY

- **Technology for Today's Fire Departments**

JUNE **SOLD**

- **PPE—Outfitting Firefighters Head to Toe**

JULY

- **Apparatus Purchasing—Specifying the Proper Ladder for Your Needs**
- **Community Risk Reduction**

AUGUST **SOLD**

- **Training Today's Volunteer Firefighters**

SEPTEMBER

- **Developing a Drone/UAS Deployment Program**

OCTOBER

- **Vehicle Extrication—From Stabilization to Patient Removal**

NOVEMBER

- **Apparatus Purchasing—Designing and Equipping a Heavy Rescue**

DECEMBER

- **Cancer Awareness & Prevention**

PRINT ADVERTISING RATES

FIREHOUSE

4-COLOR DISPLAY RATES	1x	3x	6x	9x	12x
Spread	\$13,915	\$13,890	\$13,035	\$12,245	\$11,485
Full Page	\$7,790	\$7,445	\$7,110	\$6,970	\$6,605
2/3 Page	\$6,780	\$6,260	\$6,000	\$5,540	\$5,205
1/2 Page	\$6,105	\$5,585	\$5,480	\$5,275	\$5,070
1/3 Page	\$4,815	\$4,345	\$4,090	\$3,950	\$3,780
1/4 Page	\$4,660	\$4,030	\$3,875	\$3,680	\$3,430

AD SIZES

1 page full bleed	7-7/8" x 11"
2/3 fill 2 columns	4-5/8" x 10"
1/2 horizontal	7" x 4-7/8"
1/2 island	4-5/8" x 7-1/2"
1/2 vertical	3-1/2" x 10"
1/3 vertical	2-1/4" x 10"
1/3 square	4-5/8" x 4-7/8"
1/4 vertical	3-1/2" x 4-7/8"
Marketplace	3-1/2" x 4-5/8"
Spread	15-3/4" x 11"

MECHANICAL REQUIREMENTS

Printed: Offset
 Trim size: 7-3/4" x 10-3/4"
 Live matter: 7" x 10"
 Binding method: Perfect bound
 Color available: 4-Color Process
 Screen: Black 120; 2/C 120; 4-Color 133

BLEED

Full Pages & Covers: 7-7/8" x 11"
 Keep live matter a half-inch from the top, bottom and sides.

Print Production Manager:

LuAnn Hausz

PH: 920.563.1616 | luann@firehouse.com

Ad Material Submission: Preferred file format is pdf.

Save as high resolution

(300 dpi or higher) 4 color (CMYK).

If the file is 10MB or larger please send via

WeTransfer.com.

Files under 10MB can be sent as an email attachment



Cover Rates	Inside Front Cover	Inside Back Cover	Back Cover
	10% premium	10% premium	15% premium

Marketplace 4C	1x	3x	6x	12x
Net Rates	\$1,200	\$1,090	\$1,030	\$975

Classified per inch	1x	3x	6x	12x
Per issue	\$315	\$295	\$275	\$265

Per issue: \$4 per word

Holiday Gift Guide	1/4 page	1/2 page	Full page
Nov. issue	\$2,400	\$3,060	\$4,420

Includes a slot in the Cyber Monday email

Higher Education Spotlight

1/8 page 4-Color Listing
 (February, May, August, November)

\$275 per issue for advertisers
 \$575 per issue non-advertisers

Architect Spotlight

1/8 page 4-Color Listing
 (January, March, July, October)

\$275 per issue for advertisers
 \$575 per issue non-advertisers



Sample Spotlight Listing

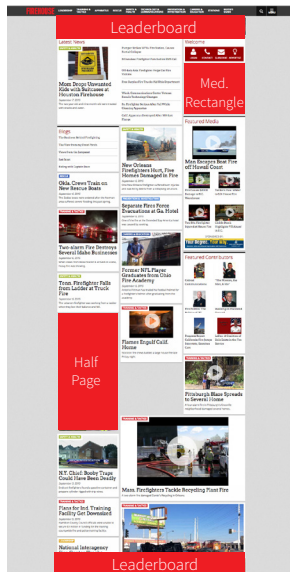
DIGITAL ADVERTISING

FIREHOUSE

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.

BANNER ADS

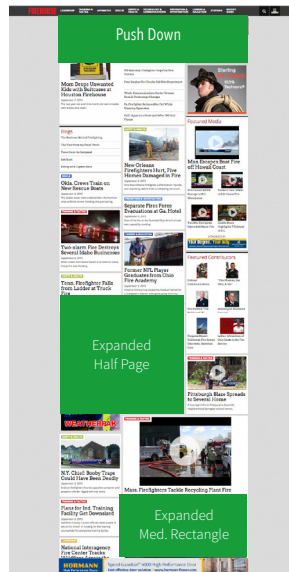


Leaderboard
970 x 90, 728 x 90, 300 x 50

Medium Rectangle
300 x 250

Half Page
300 x 600

RICH MEDIA



Push Down
970 x 90 expands to 970 x 180

Expanded Medium Rectangle
300 x 250 expands to 600 x 250

Expanded Half Page
300 x 600 expands to 600 x 600

HIGH-IMPACT ADS



Welcome
640 x 480

Reskin
1658 x 1058

Billboard
970 x 250

In Banner Video
300 x 250

Run of Site Banners (100,000 min. impressions)

Leaderboard	\$25 cpm
Medium Rectangle	\$25 cpm
Half Page	\$29 cpm

Run of Channel Banners (50,000 min. impressions)

Leaderboard	\$32 cpm
Medium Rectangle	\$32 cpm
Half Page	\$37 cpm

Geo-Targeted ROS Banners (30,000 min. impressions)

Leaderboard	\$34 cpm
Medium Rectangle	\$34 cpm

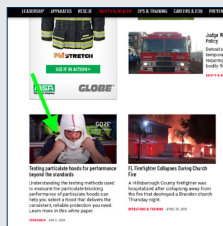
Rich Media

Push Down Leaderboard	\$33 cpm
Expanded Medium Rectangle	\$33 cpm
Expanded Half Page	\$38 cpm

High-Impact Ads

Welcome Ad	(25,000 min. impressions)	\$94 cpm
Reskin Ad	(50,000 min. impressions)	\$94 cpm
Daily Reskin Ad	Call for pricing	
Billboard	Add 20% to leaderboard prices	
In Banner Video	(300 x 250)	10% premium

NATIVE ADS



Native Ad

Content Sponsored Banner Ad

Feature your high-performing content on our brand site through native ad placement and benefit from our high trafficked channels that attract qualified ire service personnel.

\$860 per month/ 3 month minimum

Native Sponsored Content

Your content in our channels. Native content advertising programs showcase your content in our channels, replicating form and function and attracting users to quality content.

Call for pricing

Native Ads with Exclusive Stories

Exclusive stories feature your article with an enhanced display, encouraging deep engagement and built to drive traffic back to your site, while native ads serving throughout our site drive qualified prospects to your content.

Call for pricing

TARGETED MARKETING

Narrow Your Focus and Find the Perfect Match

FIREHOUSE



AUDIENCE EXTENSION

Partner with our team of engagement marketers and data analysts to build custom campaigns that will target business decision makers in our in-house channels and extended networks based on your criteria.



WEBSITES & MOBILE

Leverage our 1st party data and create campaigns targeting the business decision makers who match your criteria. Utilizing thousands of sites across the web, your campaign is displayed multiple times on websites and social; ONLY to those that fit your targeted profile.

Includes: Banner, Native and Video on Professional Websites & Mobile



SOCIAL

Drive higher CTR% and conversions using Facebook and LinkedIn. We'll manage your campaign using your banner, video and native ads and create targets based on website visitors, our 1st party data or by creating look-a-like profiles.

Includes: Banner, Native and Video in Social Channels



MICROPROXIMITY

Increase your exposure at large industry events with our micro-proximity targeting (or geo-fencing) that allows you target company location, geography or attendees that are in attendance at trade shows and conferences.

Includes: Banner, Native and Video on Professional Websites & Mobile

AMPLIFY

Accelerate the decision-making process and guide prospects with this three step lead nurturing program that leverages unique email promotions and landing pages to engage an audience based on your specific criteria.

Includes: Three Emails

FOR MORE INFORMATION, CONTACT YOUR MARKETING ADVISOR



DIRECT MARKETING

Established Frequency, Trusted Content and Engaged Audiences

Share your message within a relevant, and responsive environment designed to deliver engagement and traffic.

FIREHOUSE

Exclusive Email

75,000 reach

\$81 cpm

Geo/Demo/Channel Targeted Email

10,000 min reach

\$200 cpm

Segmented lists available: Metro departments (population protected over 25K), Chiefs & Officers, Volunteer departments, Career/combo departments, Training Officers and personnel.

Email Nurture Follow-up

\$525 additional

Add a follow-up send to your original exclusive email- sent to all that opened the first email.

Product Showcase Email

Feature your products in our dedicated email of the latest product innovations. Six slots per email

75,000 reach

\$1,120/slot

Featured Job Listing

\$790/month

Industry Expert Blog

\$2,700/month

Two homepage blogs per month, written by your company experts. 1 sponsorship per month

Podcast Series Sponsor

Call for pricing

Featured Video Program

\$2,995/week

eNewsletter Sponsorships

Includes eNL Leaderboard, eNL Medium Rectangle, plus 15-word text ad positioned in the introductory paragraph of the eNewsletter.

Daily Newsdays

75,000 reach

\$1,990/week

Week in Review

25,000+ reach

\$895/week

Monthly Channel eNewsletters

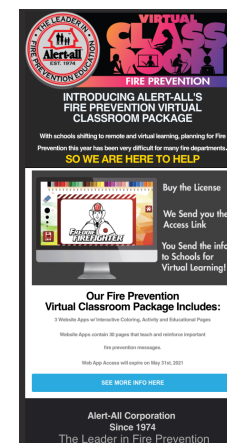
Category	Reach	Rate/issue
Apparatus	17,000	\$2,450
Careers & Education	18,000	\$1,900
Leadership	28,000	\$1,900
Operations & Training	50,000	\$2,450
Prevention & Investigation	25,000	\$1,900
Rescue	60,000	\$2,450
Safety & Health	59,000	\$2,450
Stations	43,000	\$2,450
Technology & Comm.	25,000	\$1,900
Wildland	15,000	\$1,900

Weekly Jobs Central

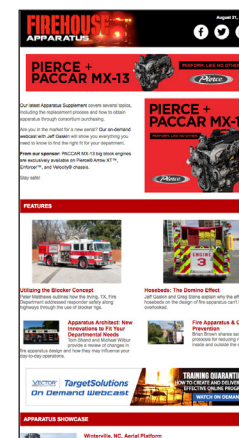
eNL Medium Rectangle
36,000 reach

\$600/mailling

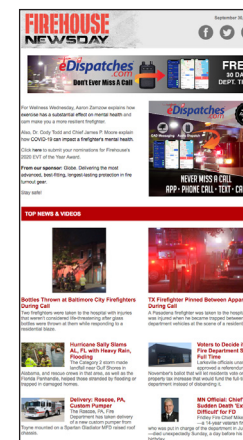
(Contact your Marketing Advisor for current list counts)



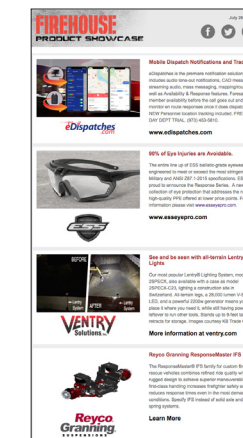
Exclusive Email



Monthly Channel



Daily Newsdays



Product Showcase

For Digital Specs contact:

Digital Media Campaign Coordinator

Megan DuBuc

PH: 918.236.9671 | mdubuc@endeavorb2b.com



FIREHOUSE

MARKETING **SOLUTIONS**

Our portfolio of media and advertising solutions are built to leverage trusted content and high-performing channels. The result is successful campaigns that drive conversion for marketers through intelligence gathering, content development, interactive storytelling, targeted campaigns and lead generation.

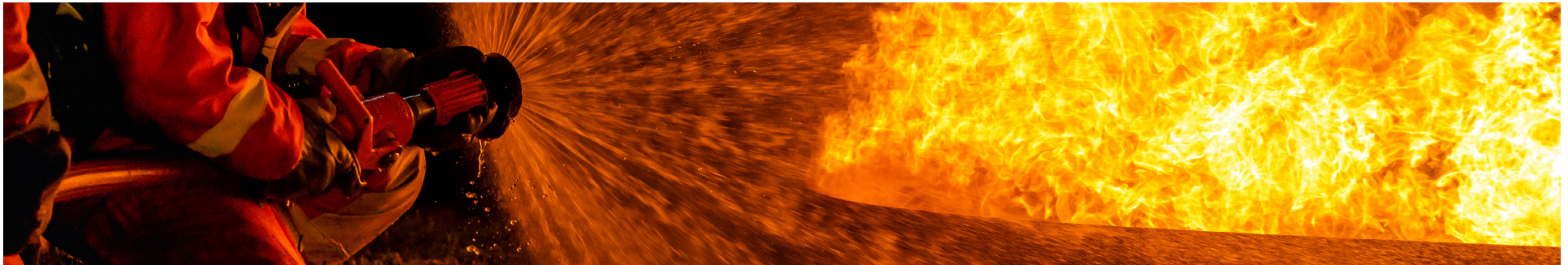
- RESEARCH
- LEAD GENERATION
- WEBINARS
- SHORT & LONG FORM CONTENT
- CUSTOM PROGRAMS
- VIDEO
- IN-PERSON EVENTS
- MARKETING SERVICES

RESEARCH

FIREHOUSE

Start with Insights to Guide your Marketing Strategy

Rely on our research development and data analysis expertise to ensure your program delivers meaning and relevant insights. Subject matter experts will help guide thought leadership topics and ensure statistically valid results from target audiences.



INDUSTRY INSIGHTS

Leverage research as a lead generator by providing your audience with research-backed data on hot-button issues. Measure pain points, organizational impact and future outlooks on specific topics, use data points to drive your content marketing strategy.

STATE OF THE FIRE SERVICE

Develop thought leadership and generate high-quality leads with this market-facing research report that will help your target audience understand the forces at play and gain insights for smart decision-making.

BRAND PERCEPTION

Better understand how decision-making professionals perceive your brand, products or solutions. Also useful to gauge purchase intent and deliver insights into the positioning of your brand among your competitors so you can take your marketing strategy to the next level.

STRATEGIC INSIGHTS STUDY

Mine data points across a variety of social and online channels to uncover brand, competitive, industry and audience trends and insights. This marketing intelligence solution will deliver a key insights report that provides valuable insights to your executives as well as marketing, product, and sales teams.

FOR MORE INFORMATION, CONTACT YOUR MARKETING ADVISOR



LEAD GENERATION

FIREHOUSE

Solutions that Meet All your Lead Needs

Our portfolio of modern marketing solutions provides marketers with the resources and solutions they need for meeting goals and delivering high-quality leads.

SHORT FORM CONTENT

These easy to execute content types deliver big impact and help marketers to efficiently create lead generation assets that can be promoted in a variety of channels.

CUSTOM LEAD-GENERATION PROGRAMS

Programs that are built to deliver high-quality leads by leveraging high-quality content, exclusively branded environments and promotional marketing to target audiences. Tap into our marketing and topic expertise to create a unique experience that attracts and engages decision makers.

WEBINARS

Webinars continue to be a top performer for Marketers, generating highly qualified leads and helping to accelerate decision making. Our portfolio of unique webinar options offers a variety of formats to help you achieve your goals.

LONG FORM CONTENT

Complex decision making requires in-depth content that addresses very specific needs. Traditional white papers, eBooks and case studies are effective lead generators and can be super charged when paired with our new StoryDesign solution.

WEBINARS

FIREHOUSE

Proven Formats that Generate Highly Qualified Leads

Unique formats, subject matter experts and engaged audiences that are looking for answers to their biggest challenges. Promotional campaigns that target the audience you want and engagement metrics to help you score leads.

WEBINARS

Position your company as an industry expert and connect with prospects

who are seeking education on a key topic, or solution to their challenge. Create powerful, engaging content that generates qualified leads and allows you to connect with decision makers.

Includes: Promotional Program, Full Contact Information, Two Custom Questions, Engagement Metrics

WEBCHATS

Rethink traditional hour-long webinars and engage busy decision-makers

with 30 minutes of topic based conversation and interactivity. This new, video based format features your subject matter expert generating powerful thought leadership while generating leads.

Includes: Promotional Program, Full Contact Information, Engagement Metrics

VIRTUAL ROUND TABLE

Assemble your team of topic experts and give users the opportunity to connect

through a live streaming experience. Perfect for delivering industry know-how from a variety of perspectives and helping professionals understand the impact of industry trends.

Includes: Promotional Program, Full Contact Information, Two Custom Questions, Engagement Metrics

WEBINAR EXECUTIVE SUMMARY

Gain greater return on your webinar investment by engaging leads immediately

after your event with this customer developed Executive Summary and series of three email to webinar registrants.

Includes: Two page Executive Summary, 3x Post Event Email Campaign, Engagement Metrics

FOR MORE INFORMATION, CONTACT YOUR MARKETING ADVISOR



SHORT FORM CONTENT

FIREHOUSE

A Must Have for Content Marketing Success

Easy to execute content types, condensed deliverables and design services make short form content a go-to for savvy marketers. Promotional campaigns that engage busy decision makers, delivering the highlights while positioning your brand as a source for helpful information.



ASK THE EXPERT

Shine a light on your in-house expertise and position your brand with thought leadership with this quick-hit asset built off of an interview conducted by our subject matter expert.

Includes: Asset Hosting, Basic Promotional Program, Full Contact Information, Two Custom Questions



FAQ'S

Answer common questions about a particular topic, issue or trend and convey your industry expertise. Our proven format creates high-quality content while requiring minimal deliverables from your product team.

Includes: Asset Hosting, Basic Promotional Program, Full Contact Information, Two Custom Questions



TOP TIPS

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

Includes: Asset Hosting, Basic Promotional Program, Full Contact Information, Two Custom Questions



INFOGRAPHICS

Draw a wider viewing audience with one of the most popular forms of content on the web today. Powerful in helping users translate data into insights and a great for increasing social engagement and sharing.

Includes: Design Services and Basic Promotional Program

FOR MORE INFORMATION, CONTACT YOUR MARKETING ADVISOR



LONG FORM CONTENT

FIREHOUSE

Deliver Solutions for the Most Complex Challenges

Complex topics require long form content that addresses very specific needs to help accelerate decision making. Promotional campaigns built to target decision-makers and influencers leverage our 1st party data and insights.



WHITEPAPERS

Introduce emerging technologies, expand on research results or explain a complex topic with a white paper hosted on our site. This content type is useful for driving prospects through the consideration phase and accelerating purchase decisions.

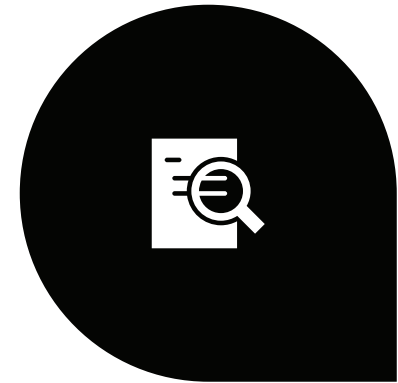
Including: Asset Hosting, Basic Promotional Program, Full Contact Information, Two Custom Questions



EBOOKS

Help solve problems and deliver know-how through a fully designed eBook format. Leverage our existing high-performing content to create a collection of valuable evergreen articles on a compelling topic that is relevant to audiences.

Including: Asset Hosting, Basic Promotional Program, Full Contact Information, Two Custom Questions



CASE STUDIES

Bring to the forefront an outside perspective on your solutions. Showcase success stories from real customers and deliver a authentic representation of your solutions and challenges they can solve.

Including: Asset hosting, Basic Promotional Program, Full Contact Information, Two Custom Questions

FOR MORE INFORMATION, CONTACT YOUR MARKETING ADVISOR





CUSTOM PROGRAMS

FIREHOUSE

Lead Generation Programs Built for Your Goals

Programs that are the perfect combination of push and pull marketing to ensure maximum ROI and high-quality leads. Promotional campaigns custom built to meet your objectives and exclusively branded environments that showcase your best content.



CONTENT ENGAGEMENT **CENTERS**

Aggregate your premium content and lead gen assets into a digital hub designed to accelerate decision making through an immersive experience where prospects can self-educate, content binge and nurture themselves. Benefit from increased conversion rates and more sales ready leads.



CONTENT SYNDICATION **PROGRAMS**

Syndicate your valuable thought leadership content across our brand channels and reach highly relevant audiences with interest in the content's topic. Registration is required to view the content and campaign report metrics are provided with contact information for each lead.



STORYDESIGN

Tell your story with a visual approach and take your in-depth content marketing asset (WhitePaper, eBook or Webinar) to the next level, hosting it surround by interactive graphics and video to deliver deep engagement from target audiences.

FOR MORE INFORMATION, CONTACT YOUR MARKETING ADVISOR



VIDEO

FIREHOUSE

Creative Solutions for Video at any Budget

Rely on our technology platforms, proven techniques and design skills to create video that gets views. A variety of formats that are designed to meet your goals and suitable for multi-channel content strategy.

QUICKCHAT VIDEO

Capture key insights from your experts through these 10-15 minute editorially-driven video interviews that help to deliver broader context to the issues being covered. Leverage our topic expertise, technology platform and light video editing to create a powerful video asset.

EXPLAINER VIDEO

Break down complex topics into simple and easy-to-digest animated videos that are 30-45 seconds long. This alternative video type requires minimal deliverables from you, making for easy, cost effective production. Great for social promotions.

CUSTOM VIDEO PRODUCTION

Take control of your video content strategy, optimizing the medium to best serve your brand and your marketing goals. Our team of production and design experts will consult with you to create video that reflects your brand, tells your story, and showcases your products and services.

FEATURED VIDEO

Let us promote your powerful video asset. The “Firehouse Featured Video Program” is an exciting offering that promotes and features your video on a dedicated Firehouse web channel, in Firehouse eNewsletters and on Firehouse social media channels.

FOR MORE INFORMATION, CONTACT YOUR MARKETING ADVISOR

IN-PERSON EVENTS

FIREHOUSE

Live Events that Create Connections and Generate High Quality Leads

Industry leading events that attract fire service professionals seeking new products, services and solutions to solve their biggest challenges.

FIREHOUSEEXPO®

September 14-18, 2021

**Greater Columbus Convention Center
Columbus, OH**



Firehouse Expo provides the fire service's highest level of excellence in training and education, bringing together a community of career and volunteer firefighters to exchange information, learn life-saving techniques, and see first-hand the latest advancements in equipment, tools and resources.

The 2021 event makes the exciting move to Columbus, OH and will be partnering closely with the Columbus Division of Fire in both content and logistics to produce an exceptional attendee and exhibitor experience. The event will continue to feature a comprehensive program including hands-on training classes, conference sessions, and workshops, plus an exhibition showcasing top vendors and suppliers.

For more information, visit firehouseexpo.com.



**May 17-19, 2021
Tucson, AZ**



Your new way to engage senior-level decision-makers from EMS departments across the country. It 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 with you.

For more information, visit emssummit.com.



Station Design Conference

May 10-13, 2021

**Crowne Plaza Hotel
Rosemont, IL**



Station Design Conference is a three-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.



**July 12-14, 2021
Albuquerque, NM**



The fire service unique event that brings together fire chiefs and industry leaders for solution-based conversations. Two days of sit-down, face-to-face meetings with pre-screened Fire Chiefs. Limited vendor participation.

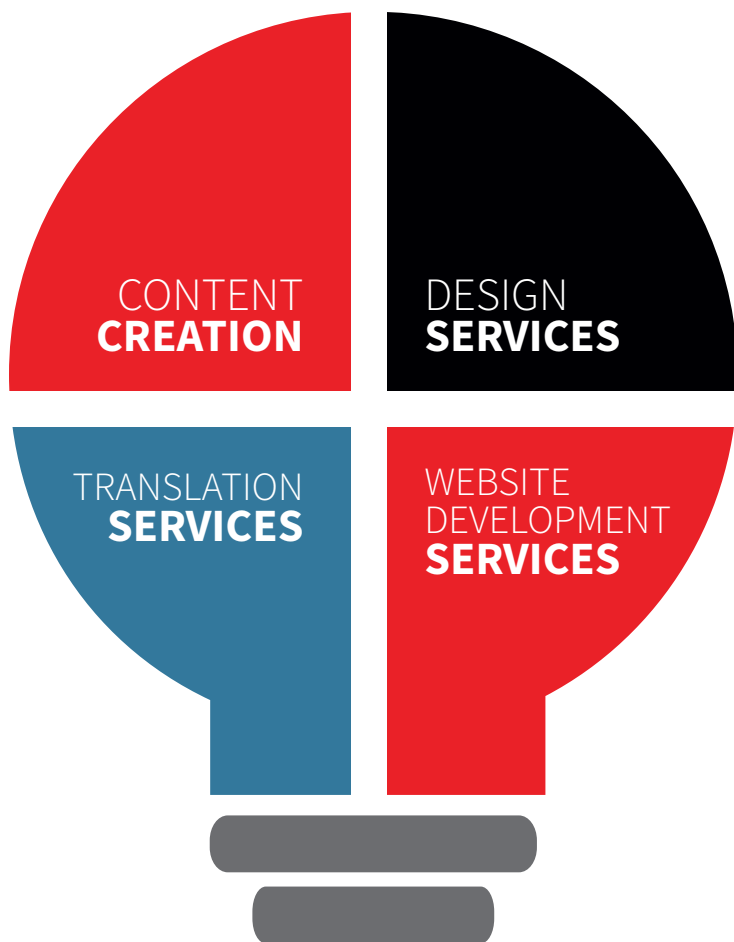
For more information, visit firechiefssummit.com.

MARKETING SERVICES

FIREHOUSE

Solutions for Helping Marketers Get it Done

Our team of branding strategists, digital marketers and creative design experts help convert prospects into customers. Define the uniqueness of your brand and audiences and watch your next campaign come to life.



CONTENT CREATION

Collaborate with our industry experts to create content that fills gaps in your content marketing plan, addresses specific challenges or speaks on point to your target audience. Leverage this high-quality content for a variety of program types and market in your own channels.

DESIGN SERVICES

Capture the attention of prospects and customers with professionally designed HTML emails, digital ads and landing pages. Our in-house design services can help Marketers create messaging that is on point and delivers results.

TRANSLATION SERVICES

Leverage our linguistic teams to provide accurate, compliant and engaging information to your worldwide target audiences. Our portfolio of language translation and localization services supports over 500 language combinations ensuring that your messaging delivers the right words and cultural meaning.

WEBSITE DEVELOPMENT SERVICES

Update your website with a professional appearance, clear messaging and an optimal user experience to help prospects and customers in their buying process. Development scope will be based on your objective and all sites are built in mobile responsive design with baseline SEO and analytics installation.

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City Services

ENDEAVOR BUSINESS MEDIA

Modern marketers wanting to engage City Services audiences rely on a multi-step approach for keeping their funnels full and driving conversion. Our portfolio of solutions can help you do just that – from generating awareness and driving traffic to your site, to educating users through virtual events or creating distraction free environments that allows users to binge on content and move them further along in their journey. We have the target audiences you need to reach, the industry and marketing expertise to engage them and the solutions that will help you meet your goals.

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