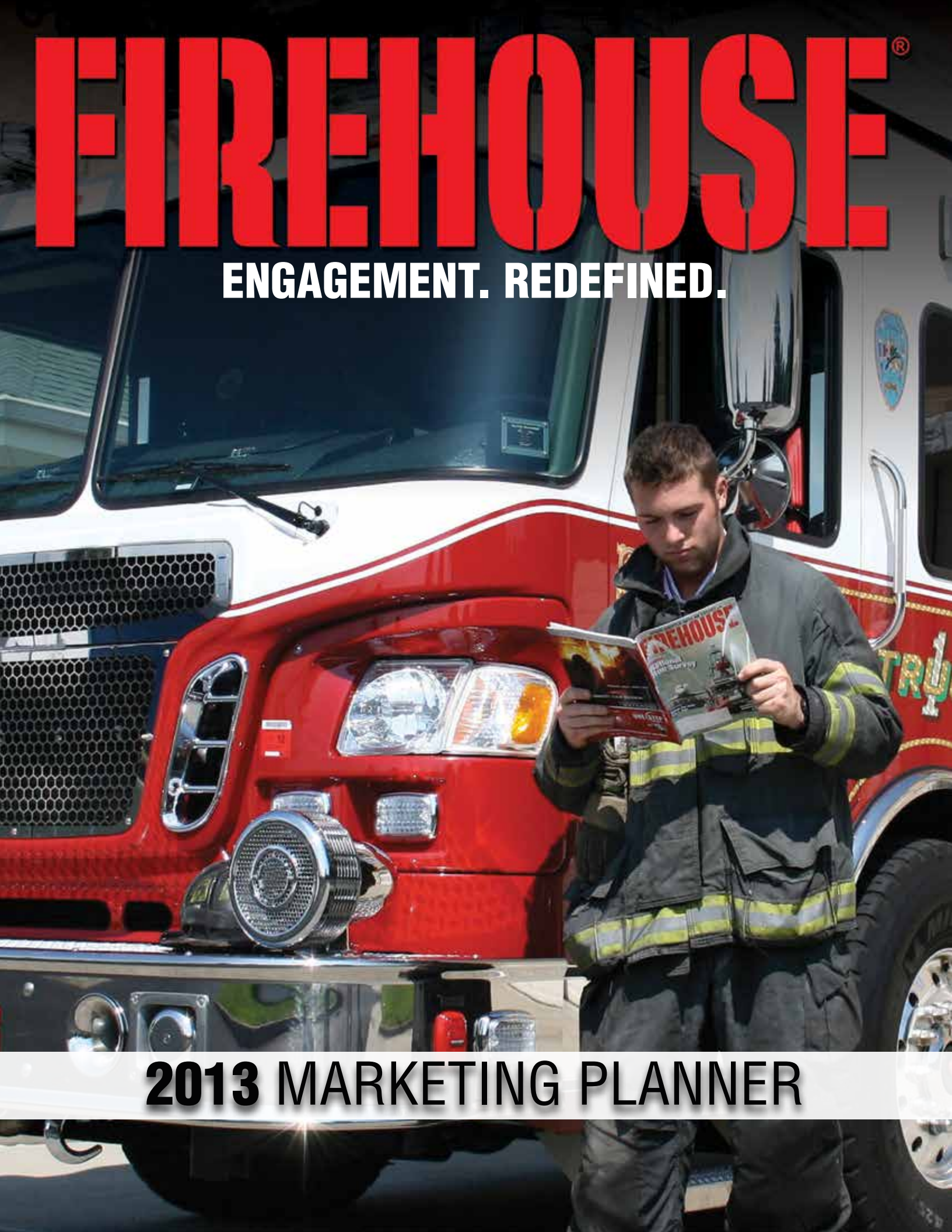


# FIREHOUSE<sup>®</sup>

ENGAGEMENT. REDEFINED.



**2013 MARKETING PLANNER**

# FIREHOUSE<sup>®</sup>

## DATA DRIVEN. RESULTS FOCUSED.



Today, smart marketers are looking beyond traditional lead generation methods and “clicks” in search of new ways to manage and qualify their sales leads. Now, Cygnus Analytics from the Cygnus Public Safety & Security Group offers manufacturers insight into the performance of their outbound messaging by combining qualified analytics with sophisticated data intelligence.

Three years in the making, this integrated tool provides marketers with a holistic view of their total marketing program—and offers ways to target prospects that are engaged, qualified and most likely to purchase their products. We call it “Intention Driven Marketing.”



### PROVEN BENEFITS

- **Higher quality leads**
- **Increased conversion rates**
- **Brand engagement measurement**
- **Shortened sales cycle**
- **Increased sales**

### Engagement Reports

Measures the exposure and engagement your brand receives from information consumed on our digital platforms, including news, articles, press releases, blog posts, videos and white papers. This strategic report will help you identify strengths and weakness in your marketing communications strategy as well as provide a benchmark against your competition.

### Enhanced Lead Tracking

Enhanced Lead Tracking from Cygnus Analytics is a turnkey, integrated direct marketing tool that generates qualified leads by combining the best of digital, print, social media, and primary research.

### Buyer's Guide Videos

Automatically creates a turnkey product video from your Buyer's Guide listing. This print and video combination increases engagement and produces click-throughs to your website, providing tangible and trackable ROI.

### Appended Lead Programs

Takes your existing leads and appends additional qualifying information from our database with enhanced demographic and behavioral data.

### Lead Development Programs

Analyzes the lead behavior and engagement your customers and prospects have with all our products and services to help you determine which leads are more likely to result in a sale.

**These new lead generation programs, combined with our unmatched product platforms and largest audience reach, deliver optimal results: sales-ready leads. Benefit from the industry's most powerful, integrated media solution and let us help you develop a custom marketing program with *Firehouse*<sup>®</sup> that takes advantage of this new technology and tools.**

# CONNECTING YOU TO MORE DECISION-MAKERS

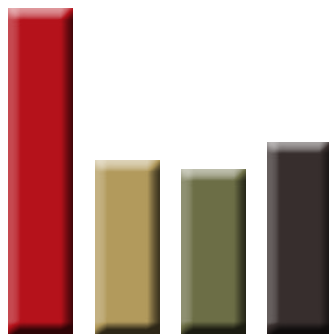
## Largest Industry Audience – Maximum Engagement

Marketers targeting the fire service market need look no further than *Firehouse*®, whose magazine circulation of 83,959 subscribers provides broad market coverage, while penetrating deep into the market.

*Firehouse*® continues to maintain a decisive edge over the competition in circulation with not only the highest qualified circulation, but one that reaches more Chiefs and Officers – the primary purchase influencers – than any other trade publication in the industry.

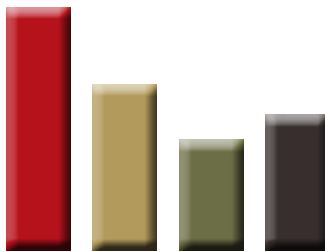
## Reach MORE Firefighters, EMS, Chiefs & Officers

### *Firehouse*® – Highest Qualified Circulation<sup>1</sup>



*Firehouse*® ..... 83,959  
*Fire Chief* ..... 47,296  
*Fire Engineering* ..... 46,176  
*Fire Rescue* ..... 53,452

### *Firehouse*® – More Chiefs & Officers<sup>2</sup>



*Firehouse*® ..... 60,992  
*Fire Chief* ..... 46,437  
*Fire Engineering* ..... 28,470  
*Fire Rescue* ..... 36,804

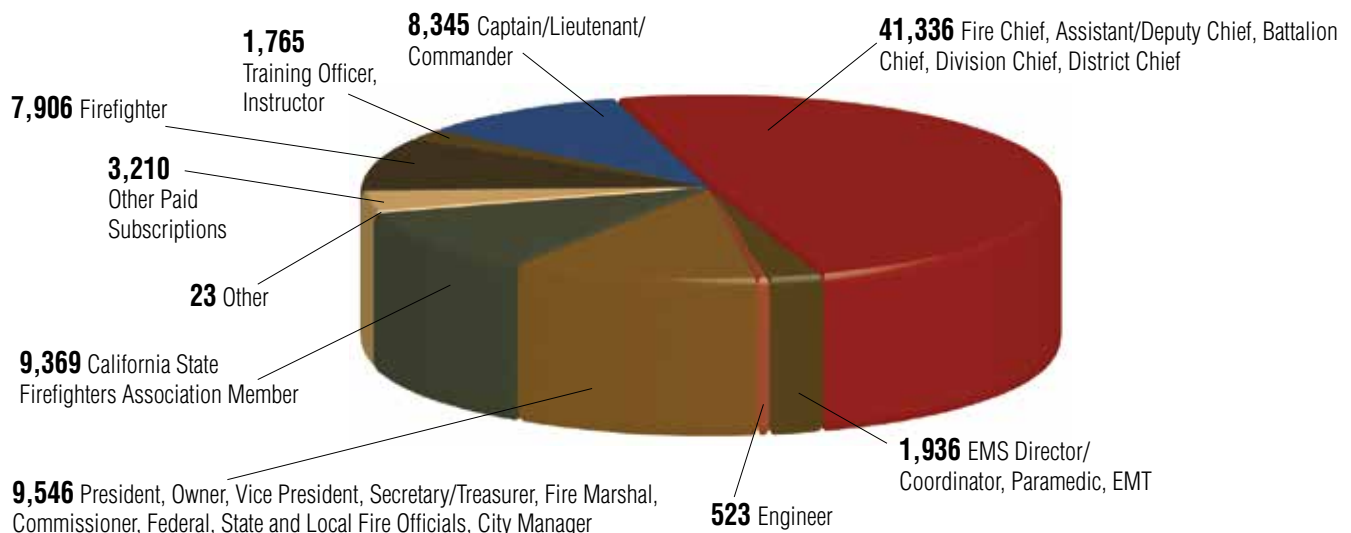
### *Firehouse*® delivers 28,363 MORE print copies than its nearest competitor.<sup>4</sup>

### *Firehouse*® – More Firefighters/EMS Personnel<sup>3</sup>



*Firehouse*® ..... 19,734  
*Fire Chief* ..... 684  
*Fire Engineering* ..... 4,758  
*Fire Rescue* ..... 13,672

## 83,959 TOTAL QUALIFIED CIRCULATION



Source: *Firehouse* Dec. 2011 BPA statement

1. Dec. 2011 BPA statements: *Firehouse*, *Fire Chief*, *Fire Rescue*, and Dec. 2011 ABC audit statement for *Fire Engineering*.

2. Dec. 2011 BPA *Firehouse*, titles from paragraph 3a to include: Fire Chiefs, Assistant/Deputy Fire Chiefs, Battalion Chiefs, Division Chiefs, District Chiefs, President, Owner, Vice President, Secretary/Treasurer, Fire Marshal, Commissioner, Federal, State, and Local Fire Officials/City Mgrs, Training Officer/Instructor, Captain, Lieutenant/Commander; Dec. 2011 BPA *Fire Chief*, titles from paragraph 3a to include: Fire Chiefs, Assistant/Deputy Chiefs, Battalion Chiefs, Presidents, Owners/Vice Presidents, Secretaries, Treasurers, Fire Marshals, Commissioners, Federal, State & Local Officials, City Managers, Training Officers/Instructors, Captains, Lieutenants, Commanders, Other Fire Officials/Officers, Directors; Dec. 2011 ABC *Fire Engineering*, titles from paragraph 3a to include: (1a) Chiefs, Assistant Chiefs, Fire Marshals, Commissioners and other Municipal Fire Officials, (1b) Fire Companies (1d) other Fire Officials, Federal, State and Local, including City Managers Dec. 2011 BPA *Fire Chief* titles from paragraph 3a to include: Fire chiefs, Fire department instructors/training officers, Assistant fire chiefs and fire commissioners, presidents, secretaries and treasurers, Fire marshals, Safety officers, Lieutenants, captains & other fire officers.

3. Dec. 2011 BPA *Firehouse*, titles from paragraph 3a to include: Firefighter, Engineer, California State Firefighters Association Member, EMS Director/Coordinator, Paramedic, EMT; Dec. 2011 ABC *Fire Engineering*, titles from paragraph 3a to include: (1c) Firefighters; Dec. 2011 BPA *Fire Chief* titles from paragraph 3a to include: Fire station brigade copies, firefighters and other personnel, EMS Coordinators; Dec. 2011 BPA *Fire Rescue*, titles from paragraph 3a to include: EMS Directors/Coordinators, Paramedics, EMT's, First Responders, Firefighters/Driver Operators, and California State Firefighters Association Member.

4. Based on comparison of print distribution from Dec. 2011 audit statements for *Firehouse*, *Fire Chief*, *Fire Rescue* and *Fire Engineering*.



# Reach This Loyal Audience Surrounded By The Best Content



	Issue	Issue Highlights	Special Feature	Product Showcase
	JANUARY	<b>Fire &amp; Emergency Apparatus</b> The Apparatus Architect Firefighter Health & Fitness	<b>APPARATUS ROUNDTABLE</b>	Apparatus Cabs & Chassis
SHOW ISSUE	FEBRUARY <b>FIREHOUSEWORLD</b>	<b>Wildland Firefighting Strategies &amp; Tactics</b> Firefighter Training	<b>NEW! FIRE-BASED EMS HIGHER EDUCATION</b>	Thermal Imaging Cameras
	MARCH	<b>Combination Fire Department Run Survey</b> Combination Fire Department Leadership Emergency Communications	<b>NEW! FIRE-RESCUE-EMS APPS GUIDE TECHNICAL RESCUE</b>	Self-Contained Breathing Apparatus
HEROISM ISSUE	 APRIL	<b>Firehouse® Heroism &amp; Community Service Awards</b> Firefighter Training The Apparatus Architect	<b>HIGHER EDUCATION</b>	Training Props/ Communications Equipment
	MAY	<b>FIRE SERVICE TECHNOLOGY Volunteer &amp; Rural Firefighting</b> Firefighter Health & Fitness	<b>NEW! MANAGING MASS-CASUALTY INCIDENTS</b>	Hose & Nozzles/Monitors Hose Reels/Hose Fittings
	JUNE	<b>National Run Survey</b> – Fire Dept. Profiles Fireground Operations	<b>TECHNICAL RESCUE</b>	Personal Protective Equipment
SHOW ISSUE	JULY <b>FIREHOUSEEXPO</b>	<b>National Run Survey</b> – Total Calls, Engine & Ladder Managing the Fireground Firefighter Training	<b>NEW! EMERGENCY COMMUNICATIONS CENTERS</b>	Public Education Products & Services
	AUGUST	<b>National Run Survey</b> – Chiefs & Specialty Units Emergency Communications The Apparatus Architect	<b>HIGHER EDUCATION</b>	Pre-Planning & Incident Management Software
SHOW ISSUE	SEPTEMBER <b>EMSWORLD EXPO</b>	<b>National Run Survey</b> – Pay Scales & Staffing Fire Prevention/Fire Safety Education Wildland Firefighting	<b>NEW! FIRE-BASED EMS</b>	Specialized Rescue Tools, Equipment & Supplies
	OCTOBER	<b>Volunteer Run Survey</b> Volunteer Fire Department Leadership Firefighter Health & Fitness	<b>TECHNICAL RESCUE</b>	Firefighter Hand Lights
	NOVEMBER	<b>APPARATUS SHOWCASE</b> The Apparatus Architect <b>Airport FD Run Survey</b>	<b>HIGHER EDUCATION</b>	Apparatus Components
	DECEMBER	<b>HAZARDOUS MATERIALS RESPONSE</b>  <i>Tentative schedule as of 8/1/2012; subject to change.</i>	<b>TECHNICAL RESCUE</b>	Gas Detectors

# 2013 FIREHOUSE Editorial Calendar



Bonus Distribution/ Value-Added Marketing	Print Deadlines
Apparatus Symposium Jan. 20-23, Lake Buena Vista, FL Fire-Rescue East, Jan. 25-26, Daytona, FL	Insertions: Dec. 3 Materials: Dec. 10
<b>FIREHOUSEWORLD</b> Feb. 17-21, San Diego, CA	Insertions: Jan. 7 Materials: Jan. 11
<b>Ad Readership Study Apps Showcase</b>	Insertions: Feb. 4 Materials: Feb. 8
FDIC Show April 22-27, Indianapolis, IN	Insertions: March 5 Materials: March 12
Harrisburg Fire Expo May 17-19, Harrisburg, PA	Insertions: April 3 Materials: April 11
NYSFC Show, June 12-15, Verona, NY <b>Apps Showcase</b>	Insertions: May 6 Materials: May 13
<b>FIREHOUSEEXPO</b> July 23-27, Baltimore, MD	Insertions: June 4 Materials: June 11
APCO International, Aug. 18-21 Anaheim, CA IAFC Show, Aug. 13-17, Chicago, IL	Insertions: July 5 Materials: July 12
<b>EMSWORLD EXPO</b> Sept. 8-13 Las Vegas, NV <b>Apps Showcase</b>	Insertions: Aug. 5 Materials: Aug. 13
<b>Ad Readership Study</b>	Insertions: Sept. 4 Materials: Sept. 12
<b>Holiday Gift Guide</b>	Insertions: Oct. 7 Materials: Oct. 14
<b>Apps Showcase</b>	Insertions: Nov. 4 Materials: Nov. 11

## Monthly iPad Edition

Align your brand with innovation and reach an influential audience of iPad adopters with cutting-edge brand association in a breakthrough media platform.

Unique content, enhanced magazine and online features, video, podcasts, and photography combine to deliver the industry's best content in a highly engaging format.

Take a leadership position in the market and target a potential new audience with fresh messaging with *Firehouse's*® fastest-growing editorial product.

Utilize the Cygnus rich media team to assist with development of eye-catching ads.

### 2013 IPAD EDITIONS

Month	Space closing
January.....	Dec. 15
February.....	Jan. 15
March .....	Feb. 15
April .....	March 15
May .....	April 15
June .....	May 15
July.....	June 15
August .....	July 15
September.....	Aug. 15
October .....	Sept. 15
November.....	Oct. 15
December .....	Nov. 15



**Jesse H. Neal  
Award Winner  
Excellence in  
Journalism**

Best Integrated  
Package  
Firehouse 9/11  
Anniversary coverage



# INNOVATIVE ONLINE AND DIGITAL SOLUTIONS



State-of-the-art advertising delivery technology and lead generation capabilities provide marketers with:

- Larger banner advertising positions that include the most responsive ad units.
- Contextual advertising and geographic targeting enable your message to be displayed adjacent to relevant content and delivered to a specific geographic area.
- Demographic and behavioral ad targeting designed to deliver your message to your most likely buyer profile.
- Rich Media allowing advertisers to utilize more engaging creative including Welcome Ads, Interstitials, Page Peels and Wallpaper units.
- Improved performance metrics to analyze the performance of your campaign.

Dynamic content and enhanced functionality provide fire service professionals with the most complete offering of fire-focused web capabilities on the Internet.

A one-stop shop from news and training to social networking, Firehouse.com attracts over 450,000 unique monthly visitors.

Expanded e-business opportunities provide a powerful multi-platform solution to deliver your message to more members of the fire service than any other online resource in the industry.

## STRONG COMMUNITY

- 929,464<sup>1</sup> Total monthly visits
- 454,595<sup>1</sup> Unique monthly visitors
- 168,000<sup>2</sup>+ Facebook fans
- Over 250,000<sup>3</sup> Registered forum users
- Over 8,000<sup>2</sup> Twitter followers
- Over 3,000<sup>2</sup> LinkedIn followers



Follow us on:



FORUMS



# WEB SITE MARKETING

## Unmatched Penetration With Optimal ROI

### Digital Marketing Opportunities

Run of Site Banners	Impressions	Monthly Rate
728x90.....	100,000 .....	\$1,960
300x250.....	100,000 .....	\$1,960
160x600.....	100,000 .....	\$1,750
120x90.....	100,000 .....	\$1,300

Minimum buy: 50,000 impressions

GeoTargeted ROS Banners	Impressions	Monthly Rate
728x90.....	30,000 .....	\$835
300x250.....	30,000 .....	\$775
160x600.....	30,000 .....	\$680
120x90.....	30,000 .....	\$510

Minimum buy: 30,000 Geo-targeted impressions

Home Page Hot Product	Impressions	Monthly Rate
100x100 Hot Product Image .....	100,000 .....	\$910

#### Contextual Targeting - Topic Area Placements

##### Flat Rate for placement in First Tier topic area

First Tier: Firefighter Safety, Emergency Vehicles & Ops  
(includes Apparatus Showcase)

	Monthly Rate
Top 728x90 .....	\$1,650
Top 300x250 .....	\$1,545
Both positions.....	\$2,575

#### Premium Ads

Welcome Ads/Floating Ads.....	\$85 cpm
Page Peel .....	\$85 cpm
Background Advertising/"Ad Camo"-1 Day Flat Rate.....	\$3,090 per day

##### Flat Rate for placement in Second Tier topic area

Second Tier: Careers, Fire Prevention & Investigation,  
Funding & Grants, Health & Wellness, Leadership & Command,  
Politics & Law, Rescue Special Ops, Strategy & Tactics,  
Technology & Communications, Training, Wildland.

	Monthly Rate'
Top 728 x 90 .....	\$570
Top 300 x 250 .....	\$570
Both positions.....	\$1,030

Shop Section	Monthly Rate
Premium Vendor .....	\$1,545
Featured Vendor.....	\$775
Additional Sub Categories .....	\$210



# A COMPREHENSIVE SUITE OF DIGITAL SOLUTIONS CONVERT PROSPECTS INTO CUSTOMERS.



## iPad App Sponsorship

- Align your brand with innovation and take a leadership position in the market.
- Target a potential new audience with fresh messaging in a highly engaging format.
- Unique content and presentation each edition, each month, and on demand.



## Podcasts

Sponsor these online 'radio' programs which discuss current events, from the latest news to product developments.

## Webcasts

Sponsorships are available to underwrite web-based training by fire and rescue experts. Sponsorship includes representation on pre-promotional materials and during the webcast, and in the archived version which stays on Firehouse.com for one year. A complete turn-key program with highly qualified lead generation.



## Featured Video

This exciting program promotes and features your video on Firehouse.com, in our eNews-letter, in the Video Library, and on our social media page. Push/Pull/SEO and social media in a single solution. Video creation services available if needed.

## Exclusive E-Mail Campaigns

Send a customized message directly to opt-in recipients who have asked to receive messages from our advertisers. Make new product announcements, invite customers to an event or trade show, and drive traffic to your website.

**Product Showcase Blasts** Feature your latest product in a shared e-mail message that showcases up to six products. Ideal for announcing a new product or feature a specially priced item.

**E-Newsletters** Your banner advertising on an e-Newsletter can have a link to your site and an e-mail link for subscribers to contact you directly.

**Online Buyer's Guide** Premium and Enhanced Listings in the industry's most comprehensive list of companies that serve this market enables buyers to find your company and products immediately.

## Firehouse Digital Marketing Opportunities

Sponsorship	Rate
<b>Podcasts</b>	
Exclusive Sponsor of a Podcast.....	\$670
<b>Webcasts</b>	
Training Sponsor .....	\$9,170
Custom .....	\$10,000 & up
<b>E-mail Blasts</b>	
Exclusive Custom Blast.....	\$6,180
SLOT in Product Showcase Blast .....	\$980/slot
<b>eNewsletters</b>	
Daily eNewsletter Exclusive Sponsor - 728x90 position .....	\$1,700/week
Weekly Jobs eNewsletter - 728x90 .....	\$515/ mailing
<b>Tech Rescue</b>	
Quarterly .....	\$980/slot
Quarterly Topic Section Newsletters - Exclusive .....	\$515
*Must be purchased with Topic Sponsorship	
<b>Featured Job Listing</b> .....	\$670/mo.
<b>Video</b>	
Featured Video Package .....	\$2,575/week
Video in Firehouse Video Library .....	\$1,030/6 months
<b>iPad App</b>	
Each month; up to 5 marketers maximum .....	\$1,435
<b>Custom App</b> .....	Call for pricing
<b>Online Buyer's Guide</b>	
Category Sponsor - 728x90 & 160x600 .....	\$10,300/year
(on all category pages)	
Sub Category Sponsor - 468 x 60 .....	\$4,120/year
(Banner Ad positioned below the site masthead on each subcategory page and In rotation on the main category page included on page)	
Enhanced Company Listing.....	\$1,030/year
Featured Product Category Sponsor .....	Call for pricing
<b>Mobile Firehouse.com Site</b>	
246x60 Banner + 25 word text message .....	Call for pricing
<b>My Firehouse Training</b> .....	Starting at \$500 per month



## MyFirehouseTraining.com

Our e-learning website, launched in 2011, provides a new advertising opportunity for marketers to increase exposure in a highly educational and engaging interactive format.



# FIREHOUSE®

## POWERFUL BRAND. POWERFUL EVENTS.

*Firehouse®* brings two events, both leaders in their regions, directly to Fire and EMS professionals around the country for education, training and industry products and technology.

**We've Got the Fire Industry Covered From Coast to Coast. Literally.**



**Why Exhibiting at a Firehouse Event is the Smart Choice**

### FIREHOUSEWORLD™

**San Diego, CA  
February 17–21, 2013**

Just Announced! Exhibit Hall: February 20 and 21.

**THE LARGEST FIRE EVENT  
IN THE WESTERN U.S.**

#### **Firehouse World Facts**<sup>1</sup>

- 40%** of attendees have a say in the purchasing decision.
- 92%** of all attendees said they were likely to attend in 2013.
- 47%** of our attendees listed the exhibit hall floor as the most important aspect of Firehouse World 2012.
- 85%** of attendees spent between 2–6 hours on the exhibit hall floor.
- 33%** of all attendees made a purchase at the show.
- 31%** of our attendees said they would make a purchase within 12 months.

### FIREHOUSEEXPO®

**Baltimore, MD  
July 23–27, 2013**

Exhibit Hall: July 25–27.

**THE #1 SHOW ON THE EAST COAST**

#### **Firehouse Expo Facts**<sup>1</sup>

- 47%** of attendees listed the exhibit floor as the most important aspect of the event.
- 84%** spent between 2–6 hours on the show floor.
- 43%** of attendees anticipated they would make a purchase within 3 months as a result of the event.

The quality of attendee is much higher than other shows – more than 1,100 chiefs attended Firehouse Expo. They want to see and use your new, innovative products your company provides to help them protect their crew and return home safely.



#### **Special Show Offer**

Purchase a ½ page or larger ad in the show issue of *Firehouse® Magazine* and receive 50% off an ad in the official Firehouse event show guide. For the most up-to-date information on these exciting events visit [FirehouseWorld.com](http://FirehouseWorld.com) and [FirehouseExpo.com](http://FirehouseExpo.com)

1. Publisher's own data

# FIREHOUSE®

Discounts available for increased schedules. Must commit by 1/31/13.

## 2013 Advertising Rates

### 4/c Net Rates

Ad Size	1x	3x	6x	9x	12x
Full Page	7,565	7,230	6,900	6,765	6,410
2/3 Page	6,580	6,075	5,820	5,375	5,120
1/2 Page ls.	5,925	5,420	5,320	5,120	4,920
1/2 Page	5,780	5,295	5,190	5,000	4,805
1/3 Page	4,675	4,220	3,970	3,785	3,670
1/4 Page	4,525	3,910	3,760	3,570	3,330
2 pg. Spread	13,510	13,480	12,655	11,885	101,150

\*For black/white rates, deduct \$1,100 full page/\$600 fractional page

### Premium Positions

4-Color Only

Back Cover .....	15% premium
Second Cover Spread .....	10% premium
Inside Back Cover .....	10% premium
Other Requested Positions .....	5% premium

### Classified Display

(per column inch)

1 issue .....	\$305 per issue
3 or more issues .....	\$285 per issue
6 or more issues .....	\$265 per issue
12 or more issues .....	\$255 per issue
Color .....	\$50.00 per additional color

### Classified

1 issue .....	\$3.50 per word
3 or more issues .....	\$3.30 per word
6 or more issues .....	\$3.00 per word
12 or more issues .....	\$2.90 per word

### Marketplace

Four-color advertising at a cost-effective rate.

Generate sales leads and build brand awareness.

1x .....	\$1,160
3x .....	\$1,050
6x .....	\$990
12x .....	\$935

### Mechanical Requirements

Printed: Offset

Trim Size: 7-3/4" x 10-3/4"

Live Matter: 7"x10"

Binding Method: Perfect Bound

Colors Available: 4-color Process

Screen: Black 120; 2/C 120; 4-color 133

### Bleed

Full Pages & Covers ..... 8 x 11"

(Safety: keep live matter 1/2"  
from top, bottom and sides)

### Ad Sizes

1 page (full bleed) .....	8 x 11"
2/3 (full 2 columns) .....	4-5/8 x 10"
1/2 (horizontal) .....	7 x 4-7/8"
1/2 (vertical 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 (horizontal) .....	7 x 3-1/8"
1/3 (square) .....	4-5/8 x 4-7/8"
1/4 .....	3-1/2 x 4-7/8"
Marketplace .....	3-1/8 x 4-1/8"
2-page Spread .....	16 x 11"

### Submission Of Ad Material

Send ad materials for *Firehouse*® to:

LuAnn Hausz

Media Production Representative

*Firehouse*® Magazine

1233 Janesville Avenue

Fort Atkinson, WI 53538

(800) 547-7377 Ext. 1616

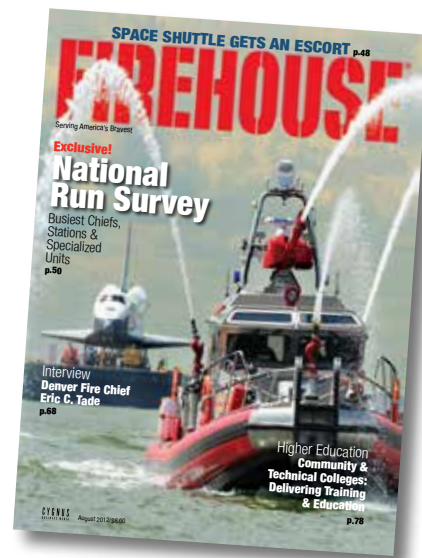
LuAnn.Hausz@cygnus.com

For files larger than 5 MB, go to  
<http://webftp.cygnuspub.com>.

Type in the name **LuAnn Hausz**,  
then press continue. Fill in your  
name/subject/e-mail address/  
and message. Press the browse  
button to attach your art file. Hit  
continue.

### Terms & Conditions

Production charges may be billed if applicable. The rates above are only guaranteed for the frequency herein. Changes and cancellations must be made in writing. No cancellations permitted after closing date. Contract frequencies not met may receive a short rate. Cygnus Business Media is not responsible for either the content or the opinions expressed within paid advertisements, or for any errors they may contain. Publisher reserves the right to reject any advertisement deemed unsuitable for publication. Recognized advertising agencies are allowed 15% of gross billing, provided account is paid in full within 30 days.





# MULTI-PRODUCT MARKETING



## Firehouse Heroism Awards & Community Service Program

Sponsorship opportunities available for the largest program of its kind honoring America's Bravest from across the country for heroic action.

Sponsorship packages starting at \$950 for advertisers.



## FIREHOUSEWORLD 2013 Exhibit Space Pricing

Space Requested	Renewal Pricing	Multi-Show or Advertiser Disc.	Multi-Show and Advertiser Disc.
100 - 500 sq. ft.	\$11.50 per sq. ft.	\$10.50 per sq. ft.	\$9.45 per sq. ft.
600 - 1000 sq. ft.	\$11.30 per sq. ft.	\$10.30 per sq. ft.	\$9.30 per sq. ft.
1000+ sq. ft.	\$10.80 per sq. ft.	\$9.80 per sq. ft.	\$8.80 per sq. ft.
1500+ sq. ft.	\$10.20 per sq. ft.	\$9.20 per sq. ft.	\$8.20 per sq. ft.
2000+ sq. ft.	\$9.20 per sq. ft.	\$8.15 per sq. ft.	\$7.15 per sq. ft.
3500+ sq. ft.	\$8.20 per sq. ft.	\$7.20 per sq. ft.	\$6.20 per sq. ft.

Multi-Show Discount applies to companies that exhibit in Firehouse Expo 2013 or EMS World Expo 2013. Advertiser Discount applies to companies purchasing display or interactive advertising in one or more Cygnus property in 2013. 50% exhibit space deposit due within 90 days of contract submission.

## Holiday Gift Guide

Generate over 280,000 impressions!<sup>1</sup>  
**November issue, plus two special holiday e-blasts.**

### Holiday Gift Guide Advertising Rates

1/4 page + a slot in two e-mail blasts.....\$2,240 net  
 1/2 page + a slot in two e-mail blasts.....\$2,855 net  
 Full page + a slot in two e-mail blasts .....\$4,120 net

## FIREHOUSEEXPO 2013 Exhibit Space Pricing

Space Requested	Renewal Pricing	Multi-Show or Advertiser Disc.	Multi-Show and Advertiser Disc.
100 - 399 sq. ft.	\$13.75 per sq. ft.	\$12.75 per sq. ft.	\$11.75 per sq. ft.
400 - 999 sq. ft.	\$13.00 per sq. ft.	\$12.00 per sq. ft.	\$11.00 per sq. ft.
1000 - 1999 sq. ft.	\$12.00 per sq. ft.	\$11.00 per sq. ft.	\$10.00 per sq. ft.
2000 - 2499 sq. ft.	\$10.75 per sq. ft.	\$9.75 per sq. ft.	\$7.75 per sq. ft.
2500 - 3999 sq. ft.	\$10.00 per sq. ft.	\$9.50 per sq. ft.	\$7.00 per sq. ft.
4000+ sq. ft.	\$7.65 per sq. ft.	\$6.65 per sq. ft.	\$5.65 per sq. ft.

Multi-Show Discount applies to companies that also exhibit in Firehouse World 2013. Advertiser Discount applies to companies that exhibit in both shows and have purchases over \$1,500 in display or interactive advertising in a Firehouse property between 7/1/12 & 6/30/13.



## Technical Rescue 4x in 2013

### Special Section Marketing Opportunity within Firehouse®

1/4 page + a slot in one Technical Rescue e-mail blast.....	\$1,890
1/2 page + a slot in one Technical Rescue e-mail blast.....	\$3,005
Full page + a slot in one Technical Rescue e-mail blast .....	\$4,095

### Sponsorship of "Buzz on the Technical Rescue" podcast

Advertiser rate.....	\$785 net per episode
Non print-advertising rate.....	\$1,050 net per episode

1. Publisher's own projection

# CYGNUS

## BUSINESS MEDIA

www.cygnus.com

As one of America's top business-to-business media companies, Cygnus reaches millions of professionals annually and is leading the way in providing targeted content to top decision-makers and organizations. The company's corporate initiatives and organizational architecture are built with one goal: fully engaging audiences in Building & Construction, Public Safety & Security, and diversified industries such as agriculture, aviation, transportation, printing, accounting/vending, markets and a variety of other industries.

## YOUR FIREHOUSE TEAM

# FIREHOUSE®

3 Huntington Quadrangle, Suite 301N, Melville, NY 11747

### Greg Toritto

Group Publisher  
Firehouse & Firehouse.com  
(800) 547-7377 ext. 2010  
(773) 263-0401 (Mobile)  
greg.toritto@cygnus.com

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