



FIRE RESCUE

MAGAZINE

Your **BEST** Advertising Choice in the Fire Market

Editorial Excellence

1. Focused on the company officer. From the beginning, FireRescue was focused on the unique role of the company officer. Although the content has expanded to include a special section for chiefs, we have not lost the company officer focus. This sets our magazine apart from the competition and ensures that the magazine will be read and referred to by the leader firefighters have the most interaction with: their company officer.

2. Informative articles that provide practical information.

“Read it today, use it tomorrow.” It’s our motto, and it’s not just a catch phrase. It is a statement that guides the editorial direction of the magazine, from story assignment to editing to the photos we include with the article. FireRescue articles are typically shorter than the technical papers found in other magazines, making them easier to read and absorb, and they are more practical because we keep the focus away from theory and concentrate on the technical challenges that firefighters face every day.

3. A balance of leadership and technical information. If some magazines read like technical instruction manuals and others read like management books, FireRescue rests comfortably in between. Our leadership articles are refreshingly free of bureaucratic double-speak and provide company officers and chiefs with honest, direct advice on how to excel in their positions. Our instructional articles are focused on lessons learned from-the-field and don’t read like dry, academic training materials.

4. Credibility. Our magazine is not a repository for company press releases and thinly veiled product endorsements. When we write about a product, it’s firefighter-tested and approved; most of our pages are reserved for hard-hitting instructional articles. For this reason, we have a credibility among firefighters that some other publications are missing.

5. Attractive visual layout. Our articles and columns are presented in easy-to-read, attractive formats. As often as possible, we break copy down into smaller sections that are easier for busy or on-the-run firefighters to read and remember. Further, we don’t regard pictures as mere art elements; they are a vital part of the instructive process and are essential to reader understanding. For that reason, we take care to write

informative, instructive photo captions and to obtain and include photos that closely illustrate the concepts of the articles. Further, all our photos are reviewed for safety and are approved by the author. We strive for attractive articles that draw the reader in and make clear that they can learn something from reading for just a few minutes.

6. Fire and rescue coverage combined with wildland coverage. Our coverage is not limited to structure firefighting; we also employ some of the most seasoned, experienced rescue and wildland personnel. The Wildland Urban Interface section incorporates the strong history of Wildland Firefighter magazine to create the fire service’s best coverage of this vital topic. Whether they’re writing about Hurricane Katrina response or vehicle rescue techniques or the latest fires along the wildland urban interface, the coverage is focused on lessons learned and how the reader can apply them.

7. An Editor-in-Chief who walks the talk. Tim Sendelbach heads up the magazine’s editorial team and guides each issue’s content. As a 23-year veteran in fire and emergency services - with degrees in fire administration and arson and leadership - he knows the theories and how to apply them in real-life situations. He speaks to fire service personnel because he is one of them. And as an experienced instructor, he knows how to present material to get it across to the readers.

Audience Strengths*

1. Qualified subscribers. FireRescue has the highest percentage of qualified subscribers than any other audited publication - 96.7%.*

2. Fire service leaders. FireRescue maintains the highest number of Training Officers and the highest number of Company Officers of any other BPA audited publication - 20% higher than the closest competitor.**

3. FireRescue Magazine is the official publication of the IAFC and Fire-Rescue International.

*Jun 2008 BPA and ABC statements

**Jun 2008 BPA statements