OFFERING SOLUTIONS FOR TODAY'S BIGGEST CHALLENGES

Issue	Issue Highlights	Special Feature	Product Showcase
JANUARY	**Fire & Emergency Apparatus** The Apparatus Architect Health & Fitness: Medical & Fitness Standards	NEW! ***EXCLUSIVE:*** **2012 Technology Overview**	Exercise Equipment/ Medical Monitors
FEBRUARY Firehouse WORLD FIRE · RESCUE · EMS	NEW! ***Fire Chief Leadership Profile*** Wildland Firefighting Training: Improvised & Homemade Explosives	NEW! **BEST PRACTICES: PIOs & Fire Prevention** ***Higher Education***	Public Education Products & Services
MARCH	**Combination Fire Department Run Survey** **Combination Fire Department Leadership** Emergency Communications	NEW! **Marketing Your Fire Department - Part 1** **TECHNICAL RESCUE**	Dress Uniforms & Stationwear
APRIL	***Firehouse®* Heroism & Community Service Awards** NEW! ***Fire Chief Leadership Profile*** Training: Structural Hazards The Apparatus Architect	***Higher Education***	Apparatus Cabs & Chassis
MAY	NEW! ***Fire Chief Leadership Profile*** **Fire Service Technology** **Volunteer & Rural Firefighting** Health & Fitness: Hot-Weather Emergencies	NEW! **BEST PRACTICES: Recruitment & Retention**	Hose & Nozzles/Monitors Hose Reels/Hose Fittings
JUNE	**National Run Survey –** Fire Dept. Profiles Fireground Operations	NEW! **BEST PRACTICES: Fire Prevention** **TECHNICAL RESCUE**	Mobile Communications
JULY FirehouseExpo FIRE · RESCUE · EMS	**National Run Survey –** Total Calls, Engine & Ladder NEW! ***Fire Chief Leadership Profile*** Training: Self-Rescue Procedures	NEW! **BEST PRACTICES: The New Fire Chief**	Personal Protective Equipment/ Rescue Ropes
AUGUST	**National Run Survey –** Chiefs & Specialty Units NEW! ***Fire Chief Leadership Profile*** Emergency Communications The Apparatus Architect	NEW! **Marketing Your Fire Department - Part 2** ***Higher Education***	Wildland Firefighting Tools & Equipment
SEPTEMBER	**National Run Survey –** Pay Scales & Staffing Fire Prevention/Fire Safety Education Wildland Firefighting	**TECHNICAL RESCUE**	Specialized Rescue Tools, Equipment & Supplies
OCTOBER EMSWORLD PRINT ONLINE LIVE	**Volunteer Run Survey** NEW! ***Fire Chief Leadership Profile*** Volunteer Fire Department Leadership Health & Fitness: Preventing Heart Attacks & Strokes	NEW! **BEST PRACTICES: The New Company Officer**	Scene Lighting/ Fire Station Exhaust Systems
NOVEMBER	**Apparatus Showcase** The Apparatus Architect **Fire Service Technology**	**Apparatus Engineers: Keep Your Fleet in Service** ***Higher Education***	Water & Ice Rescue Equipment & Supplies
DECEMBER	NEW! **TOP PRODUCT INNOVATIONS** Hazardous Materials Response Hazmat Training: Using Hazmat Detectors	NEW! **Marketing Your Fire Department - Part 3** **TECHNICAL RESCUE**	Gas Detectors

Tentative schedule as of 9/24/2011; subject to change.

2012
EDITORIAL CALENDAR

Bonus Distribution/ Value-Added Marketing	Deadlines
Apparatus Specification & Vehicle Maintenance Symposium Jan. 15-18, Orlando, FL	Insertions: Dec. 7 Materials: Dec. 14
Firehouse WORLD FIRE · RESCUE · EMS Feb. 19-23, San Diego, CA	Insertions: Jan. 4 Materials: Jan. 16
Ad Readership Study	Insertions: Feb. 3 Materials: Feb. 14
FDIC Show April 16-21, Indianapolis, IN	Insertions: March 5 Materials: March 14
Harrisburg Fire Expo May 18-20, Harrisburg, PA	Insertions: April 4 Materials: April 12
NYS Fire Chiefs Show June 13-16, Verona, NY	Insertions: May 3 Materials: May 14
FirehouseExpo FIRE · RESCUE · EMS July 17-21, Baltimore, MD	Insertions: June 4 Materials: June 14
IAFC Show, Aug. 1-4, Denver, CO APCO International, Aug. 19-22, Minneapolis, MN	Insertions: July 5 Materials: July 13
Ad Readership Study	Insertions: Aug. 6 Materials: Aug. 15
EMSWORLD PRINT · ONLINE · LIVE Oct. 31-Nov. 2, New Orleans, LA	Insertions: Sept. 5 Materials: Sept. 14
Holiday Gift Guide	Insertions: Oct. 3 Materials: Oct. 15
Top Product Innovations	Insertions: Nov. 5 Materials: Nov. 14

Firehouse Responds to the Critical Needs

Reach this loyal audience surrounded by the best content in the industry.

Thought provoking and insightful content – breaking news, in-depth reporting, continuing education – sharing information. Firehouse provides the most comprehensive editorial coverage and educational training in the fire service. Our content creators and news staff are comprised of seasoned journalists, many having been active in the fire service for years.

Firehouse contributors and speakers are industry leaders with vast experience and personal insight that maximizes the reliability of the content and the engagement with the audience.

They understand the needs of today's firefighters and bringing them the latest technology and response strategies to perform their jobs efficiently and safely.

Harvey Eisner

Jeff Barrington

Peter Matthews

Steven Shaw

Elizabeth Friszell Neroulas

Paul Peluso

Susan Nicol Kyle

Ed Ballam

Heather Caspi

NEW FOR 2012

- Best Practices
  - Recruitment & Retention
  - PIOs & Fire Prevention
  - The New Company Officer
- Marketing Your Fire Department
- Fire Chief Leadership Profiles
- Top Product Innovations
  – *Firehouse®* editors select this years leading fire-rescue-EMS product introductions and upgrades.

Firehouse HEROISM & Community Service Awards

Since 1983
Heroism & Community Service Awards

Sponsorship opportunities available for the largest program of its kind honoring firefighters from across the nation for heroic action and performing community service above and beyond the call of duty.