









2010 EDITORIAL CALENDAR

Special Feature	Product Showcase	Bonus Distribution/ Value-Added Marketing	Deadlines
Apparatus Roundtable: Vehicle Maintenance	Apparatus Warning Lights & Scene Lighting	Apparatus Specification & Vehicle Maintenance Symposium Jan. 17-20, Orlando, FL	Insertions: Dec. 4 Materials: Dec. 11
Higher Education for the Fire Service	Firefighter Hand Lights	  Feb. 28 - March 4, San Diego, CA	Insertions: Jan. 6 Materials: Jan. 15
	Fireground Accountability Systems	Ad Readership Study	Insertions: Feb. 5 Materials: Feb. 12
Higher Education for the Fire Service	Training Towers/ Training Props	FDIC Show April 19-24 Indianapolis, IN	Insertions: March 5 Materials: March 12
Firefighter Health & Fitness Programs	Thermal Imaging Cameras	Harrisburg Fire Expo May 21-23, Harrisburg, PA	Insertions: April 5 Materials: April 12
	Firefighter Personal Protective Equipment	New York State Fire Chiefs Show June 9-12, Verona, NY	Insertions: May 5 Materials: May 12
Design Roundtable: Fire Stations & Training Facilities	Specialized Rescue Equipment	 July 20-25, Baltimore, MD	Insertions: June 4 Materials: June 11
Higher Education for the Fire Service	SCBA & SCBA Accessories	IAFC Show Aug. 24-28 Chicago, IL	Insertions: July 5 Materials: July 12
		APCO Conference and Exposition Aug. 1-5 Houston, TX	
	Fire Prevention & Public Safety Education	Ad Readership Study  Sept. 27-Oct. 1, Dallas, TX	Insertions: Aug. 6 Materials: Aug. 13
Firefighter Health & Fitness Programs	Fire-Rescue-EMS Software		Insertions: Sept. 6 Materials: Sept. 13
Higher Education for the Fire Service	Firefighter Gloves, Footwear & Eye Protection	Holiday Gift Guide	Insertions: Oct. 6 Materials: Oct. 13
	Hazmat Detection & Response Equipment		Insertions: Nov. 5 Materials: Nov. 12

Tentative schedule as of 9/09 based on industry events and needs; subject to change.

TRAINING & EDUCATION

- Buyer's Guide
- Computers/Internet
- Fire History
- Fire Law/Legal Issues
- Military Operations
- Higher Education
- New Products/Technology
- Public Education/Fire Prevention
- Surveys/Statistics
- Training

FIRE & EMERGENCY STRATEGIES & TACTICS

- Apparatus: Operations/Maintenance/Purchases
- Building Construction/Pre-planning
- Disaster Management
- Specialized Rescue
- Strategy & Tactics
- Terrorism Response
- Thermal Imaging
- Vehicle Extrication
- Volunteer & Rural Firefighting
- Wildland Firefighting