



# PennWell FIRE GROUP™



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FIRE GROUP™

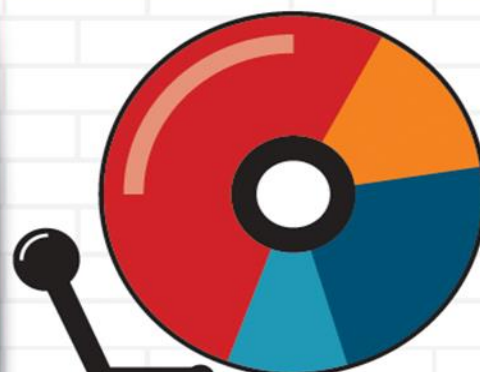
No other media partner offers more reach & engagement!

**MORE THAN 5.4 MILLION AUDIENCE TOUCH POINTS**

*\*Combination of web and mobile traffic, social media audience, valid emails, and magazine subscribers*



**92%**  
OF OUR AUDIENCE IS  
**OVER 31  
YEARS OLD**



**PURCHASE POWER**

52% ■ Over \$25,000  
11% ■ \$10,000 – \$24,999  
23% ■ \$1,000 – \$9,000  
15% ■ Under \$1,000



**97%**  
OF OUR AUDIENCE HAS  
**OVER 10 YEARS  
OF INDUSTRY SPECIFIC  
EXPERIENCE**

# Powerful Brands Reach Powerful Buyers



**THE PENNWell FIRE GROUP** reaches the industry's highest level buyers and specifiers worldwide. Increase your company's brand awareness among **hundreds of thousands of decision makers** looking for your products and services.



**FIND OUT** about our exciting sponsorship programs designed specifically to help you reach and engage with your target market.

**Contact our media consultants for more information today!**

## Fire Engineering

**40,000+ SUBSCRIBERS**

**FIRE ENGINEERING** has covered the dynamic and complex art and science of firefighting for 139 years, providing life-saving training to firefighters worldwide.

## Fire Apparatus & Emergency Equipment

**32,000+ SUBSCRIBERS**

**FIRE APPARATUS & EMERGENCY EQUIPMENT** reports on the latest industry tools and provides insight on making well-informed purchasing decisions.

## FIRE RESCUE

**53,000+ SUBSCRIBERS**

**FIRE RESCUE** encompasses the critical educational, cultural, leadership, research, and human interests of the entire fire service community.

## FDIC INTERNATIONAL

**32,000+ ATTENDEES**

**FDIC** is the oldest and largest training conference and exhibition for the fire industry. For 89 years, FDIC has served as a spearhead for networking, relationship development, and future revenue growth.

**Eric Schlett**  
Vice President  
erics@pennwell.com

**Ted Billick**  
National Sales Manager  
tedb@pennwell.com

**Joseph Porter**  
joep@pennwell.com

**Tim Tolton**  
ttolton@pennwell.com

**Diane Giuffre**  
dgiuffre@pennwell.com

**Erin Moriarty**  
emoriarty@pennwell.com

**Anthony Maglionico**  
anthonyam@pennwell.com

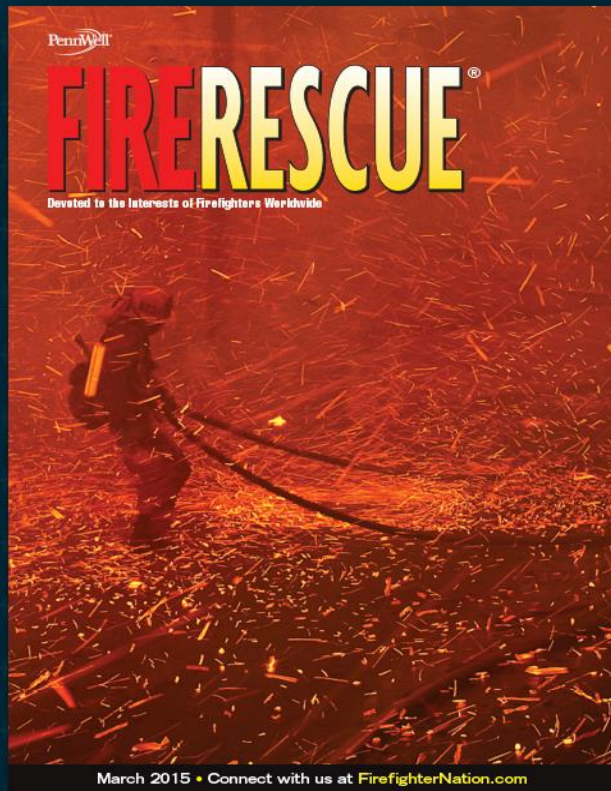
**Johann Bylek**  
johannb@pennwell.com

**Nanci Yulico**  
nancy@pennwell.com

**Susie Cruz**  
scruz@pennwell.com



# FIRERESCUE®



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rising operational costs.

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FORUMS  
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NEW MEMBERS  
SUBMISSIONS

**NEWS & FEATURES**

**Arrest Made in Massive  
Los Angeles Fire**  
December fire gutted a 1.3-million-square-foot complex. ...[READ](#)

- Construction Worker injured in fall at Maine Water Treatment Plant
- Texas, Oklahoma Storms Leave 21 Dead, 11 Missing

**MVA on I-94**  
When vehicle accidents and explosives converge

**Performance**

**EMERGENCY SERVICES IP INSURANCE**  
We are who we insure  
in [McNALLY.COM](http://McNALLY.COM)

**FEATURED ARTICLE**  
First-Due Rescues

**MORE NEWS**

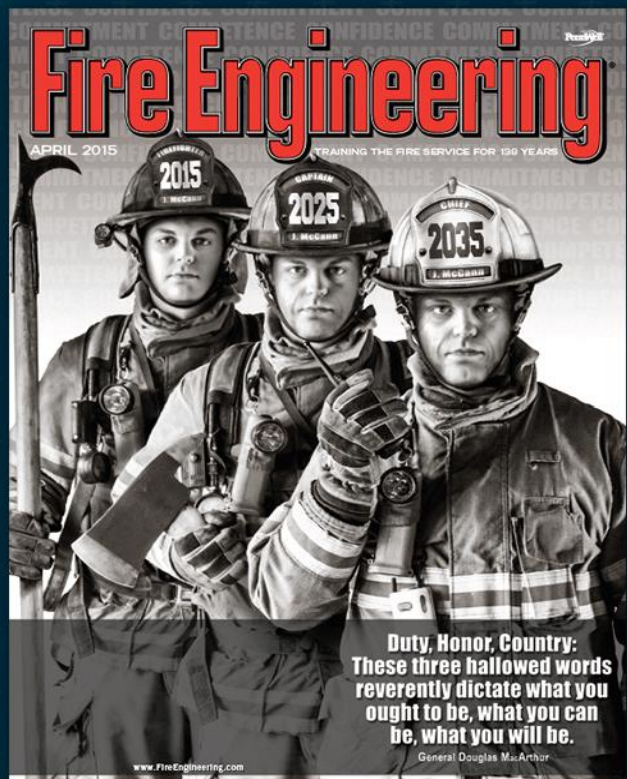
- Elderly Maine EMT Often First On Scene
- USFA: Oklahoma Captain Drowns During Rescue
- Firefighter Behavioral Health Alliance Holds First Retreat
- Vacant Residential Building Fires, 2010 - 2012



- “ **EDUCATION based content**
- “ **Addresses the “WHY”**
- “ **Parallel to FDIC’s Classroom Curriculum**
- “ **Established in 1982**



# Fire Engineering®





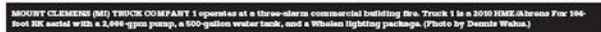
- ” **TRAINING based content**
- ” **Addresses the “HOW TO”**
- ” **Parallel to FDIC’s “Hands-On-Training (HOT)”**
- ” **Established in 1877**



**Ferrari Aerial Platform Quint** 52  
Delivery to Boston City  
(LA) Fire Department.

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without a host computer. Harstad notes that using a CAN bus system "makes it simpler to troubleshoot and repair because there are electrical points where something can be wrong."

Harstad says Roundbeam's envelope control prevents putting the ladder in a place where it could cause damage to the apparatus. "It protects the envelope that is the actual apparatus," he points out.

Chip Goodson, aerial device engineering manager for E-ONE, says E-ONE has envelope control for *ENR* ■



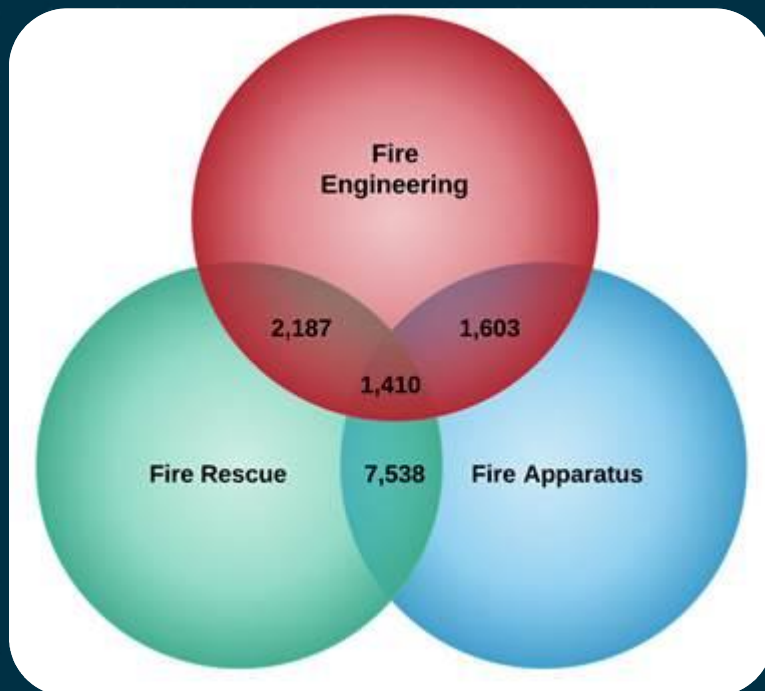
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- “ **Apparatus, Equipment & Product, and Manufacturer based content**
- “ **Addresses the “WHAT TO USE”**
- “ **Parallel to FDIC’s exhibit floor**
- “ **Established in 1995**

# PENNWELL FIRE GROUP BRANDS CIRCULATION OVERLAP



## TOTAL CIRCULATION

Fire Rescue

Circulation: 54,431 (June 2015 BPA)

Fire Engineering

Circulation: 39,607 (June 2015 AMA)

Fire Apparatus & Emergency Equipment

Circulation: 33,260 (June 2015 BPA)





**31,468 ATTENDEES FROM 55 COUNTRIES**

**94%**

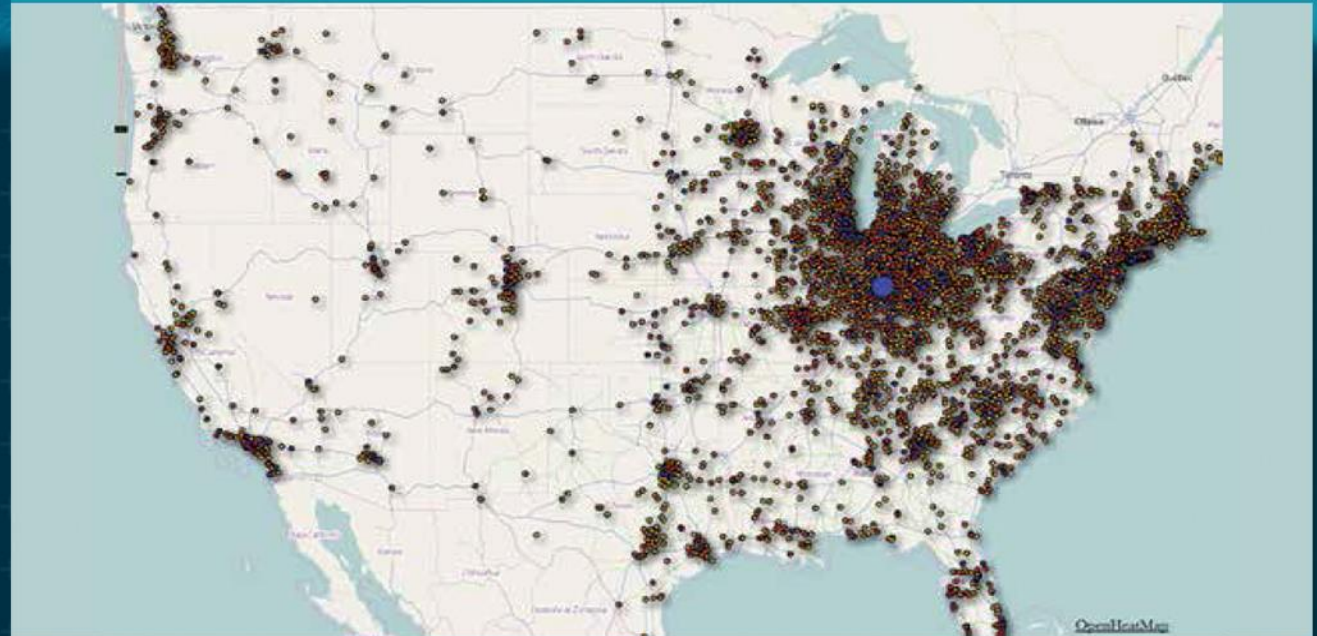
of attendees rated the quality  
of exhibiting companies as  
"GOOD/EXCELLENT"

**89%**

of attendees state that they  
have or will make a purchase  
from a FDIC exhibitor

**95%**

of 2015 attendees state  
that they want to attend  
FDIC INTERNATIONAL 2016



**55 PARTICIPATING  
COUNTRIES**



*Survey results are from the  
2015 on-site survey conducted  
by independent research firm  
Turnkey Surveys.*





**95% OF 2015 ATTENDEES  
STATE THAT THEY WANT TO ATTEND  
FDIC INTERNATIONAL 2016**







- “ **815 Exhibitors**
- “ **31,468 Attendees from 55 countries**
- “ **6,000 H.O.T attendees**
- “ **16,000 Classroom attendees**









# THANK YOU



PennWell  
**FIRE GROUP**™

**FD&C**  
INTERNATIONAL  
**Fire Engineering**®

**FIRERESCUE**®  
**Fire Apparatus**  
**& Emergency Equipment**®