

LEXIPOL MEDIA GROUP

MEDIA AT-A-GLANCE  
**2026**



**FIRE RESCUE 1**

THE TOP RESOURCE FOR  
FIRE SERVICE MARKETERS

[WWW.FIRERESCUE1.COM](http://WWW.FIRERESCUE1.COM)



## What You Should Know About FireRescue1.com

Like the first responders we serve, Lexipol Media Group is seen as Trustworthy and Reliable.

Our annual user survey ensures we know what our subscribers think about us. It also informs our overall product offering, which in turn informs you, our advertisers, where to best make your marketing investment.

Our users are saying:

- **96%** are more likely to purchase first responder-related products and services that have appeared on FireRescue1.com
- **88%** have visited an advertiser's site as a result of something they saw on FireRescue1.com
- **63%** report that up to 75% of their buying process is complete before contacting a vendor.
- **86%** have identified critical product and equipment needs they cannot currently fund

## OUR REACH

### DIGITAL REACH

**243,000+**  
average monthly unique visitors

**423,000+**  
average monthly page views

### AUDIENCE REACH

**166,000+**  
FireRescue1 newsletter subscribers

**43,000+**  
FireRescue1 email product alerts

### SOCIAL REACH

**550,000+**  
Facebook followers

**9,000+**  
LinkedIn group members

**44,000+**  
X followers

**4,300+**  
Instagram followers

*Monthly averages of 1.1.25- 6.30.25*

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## Editorial Special Coverage

Position your brand with specific topics

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## Branded & Editorial Webinars

Educate and position your brand as a trusted thought leader

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## Podcasts

Engage listeners during commutes, shifts, and training

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## Video

Dynamic video placements engage viewers across web & mobile platforms

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## Social Media Campaigns

Advertise directly to LMG's social followers

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## High Impact Display

Combination of First Impression and Adhesion ad units

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## Email Marketing

Target audience based on title and/or job responsibility

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## Solutions Our Clients Rely On

**Year after year, our advertisers return to these offerings because they consistently deliver results. From building brand awareness to generating measurable engagement, these solutions have proven their value across public safety markets.**

Trusted, flexible, and effective, marketers lean on these programs to reach decision-makers and influence purchasing committees.

- **High-visibility placements** put your brand in front of millions of verified professionals.
- **Engaging formats** spark interaction and keep your message top of mind.
- **Targeted programs** connect you with the right buyers at the right stage of the journey.

**FIRE RESCUE 1**

# DIGITAL ADVERTISING

## FIRERESCUE1 WEBSITE ADVERTISING

### Standard Banner Ads

- **Sizes -**
  - Super Billboard
  - Leaderboard
  - Rectangle
  - Half Page
  - Mobile
- **Placements -**
  - Within site(s) - Run of Site or Run of Network
  - Segmentation - broad or narrow audience targeting based on several identifying factors
  - Geo-targeted - based on zip code / region / state

### High Impact Ads

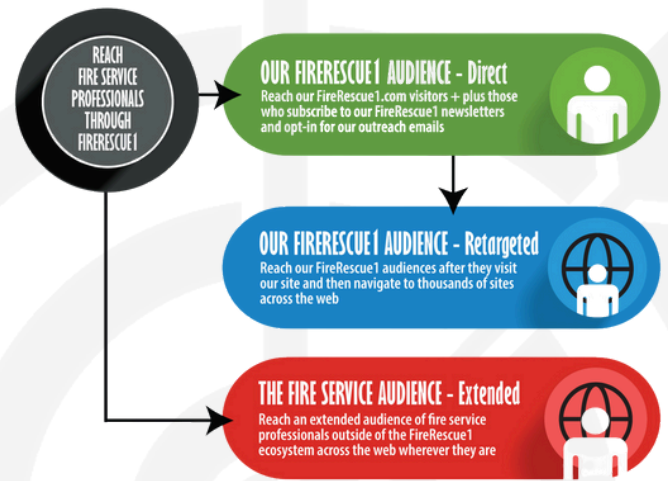
- **First Impression** - largest available ad unit positioned at the top of the page
- **Adhesion Unit** - wide, pinned position at the bottom of the page in a time gated view
- **High Impact Takeover** - capture both First Impression and Adhesion units on the same page

### Video Ads

- **Pre-roll** - :30 second video ads run before selected video content placed on FireRescue1.com, across our entire network or across the web
- **Autoplay** - video placed directly into square display ad across FireRescue1.com or our entire network
- **Native** - video placed within content on FireRescue1.com

## EXTENDED WEBSITE ADVERTISING

- **Audience Amplification**
  - **Retargeting** - drive targeted audience back to advertiser's site after leaving FireRescue1.com
  - **Account-Based Marketing** - reach new fire service professional audiences across the web outside of the FireRescue1.com environment
  - **Geo-fencing** - target devices by area or specific address
- **Social Media**
  - Meta social networks (Facebook and Instagram)
  - LinkedIn



## Contextual Targeting

Contextual targeting provides relevant, 1P data-driven campaigns by aligning ads with the content our visitors are consuming

### How it Works

All editorial content is tagged based on the subject(s) highlighted in the article. These tags allow ads to be positioned around specific content where users are more likely to be interested.

# OUTBOUND & CUSTOM VIDEO

## OUTBOUND MARKETING

### Email

- FireRescue1 Product Alert (*General*)
- FireRescue1 Product Alert (*Apparatus, Fire Chief, Geo-targeted, Volunteer*)
- FireGrantFinder Product Alert

### Newsletters

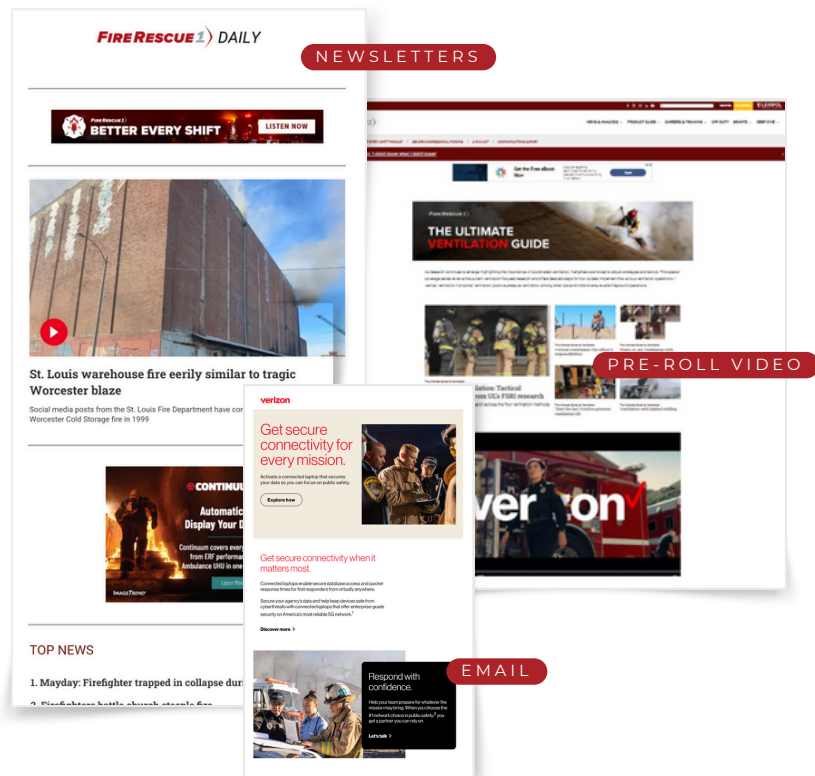
- **Leadership**
  - Fire Chief Leadership Briefing
- **Member**
  - FireRescue1 Daily Newsletter
  - FireRescue1 Weekend Edition Newsletter
- **Specialty**
  - FireRescue1 Fire Chief Newsletter
  - FireRescue1 Holiday Newsletter
  - FireRescue1 Safety & Health Newsletter
- **Product Bulletins**
  - FireRescue1 Product Bulletin
  - FireRescue1 Product Bulletin, Video Edition

## VIDEO OPTIONS

- **Digital Ad Options** - see *Video Ads* under Digital Advertising
- **Vertical Video** - Video options integrated within FireRescue1.com's content:
  - **Premier Video** - single featured video on a dedicated page with lead form and promotions to drive traffic
  - **Limited Video Series** - A cohesive set of up to three short advertiser-supplied video episodes posted to our industry-leading sites
  - **Video Collection** - a webpage dedicated to one sponsor's multiple supplied videos
- **Video Bulletin** - shared email featuring product videos
- **Social Media** - utilize FireRescue1.com's social media platforms to promote your video
- **Event Video** - onsite product overview video and/or recap of your event that is posted to our site
- **Custom Video** - turnkey, onsite video production to promote your products, services or event

**Email Targeting Capabilities**

	Vertical	Title	Role	Geo
Newsletters	X	X		
Product Alert (Demographics)	X	X	X	X
Product Alert (Behavioral / Nurtured)	X	X	X	X



# EDITORIAL PROGRAMS

The FireRescue1 team of editors and expert columnists cover the full spectrum of critical issues facing fire service professionals – the broadest and deepest editorial coverage of any fire-focused media organization. In addition to regular coverage areas, FireRescue1 has several major editorial coverage efforts planned for 2026 – areas of focus that create great content sponsorship opportunities.

**The following coverage efforts represent our most ambitious and authoritative editorial programs and provide excellent sponsorship platforms for those seeking to align themselves with award-winning editorial.**

## QUARTERLY EDITORIAL PROGRAMS

These are areas our editorial team is giving extra focus across 2026. Presented as **exclusive quarterly sponsorships**, these topics will each be developed with different opportunities for branding and lead generation.

- **Major Event Planning** - On Command: Fire Service readiness for large-scale events
- **Fire Command Ready**
- **FireRescue1 Leadership Institute**
- **Apparatus** (e.g. *How to Fund Guide, Video Walkaround, New Tech & Features*)
- **Station Design** (e.g. *Innovative Stations, Ask the Architect, How to Fund Guide, Lessons Learned*)
- **Innovation Report** (e.g. Cyber security, modern training)
- **Fireground Safety**
- **What Firefighters Want in 2026** – our award-winning and industry-leading annual survey of fire service professionals

## THEME WEEKS

- **Better Every Shift**
- **Drone Deployment**
- **First Responder Wellness Week**
- **Celebrating Volunteers**
- **Apparatus Pride**
- **Safety Stand Down**
- **Answering the Call**
- **Know Your Zone (Hazmat)**
- **National Firefighter Training**
- **Fire Prevention**
- **Tech Rescue**
- **Canine Companions**

## EDITORIAL WEBINARS

*Additional topic areas and custom execution available.*

- **What Firefighters Want**
- **Fire Command Ready**
- **Apparatus**
- **Station Design**
- **AI**
- **Innovation**
- **Volunteers**
- **Trend Watch**

## PODCAST AND VIDEO OPPORTUNITIES

- **Better Every Shift Podcast** (weekly)
- **Monday Motivation**
- **Hot Topics & Tips**
- **Mini podcast series**
- **Limited Video Series** (e.g. *Tech Talk, Product Overview*)

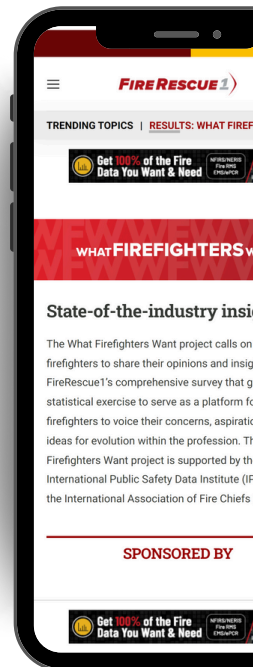
## CONFERENCE & EVENT COVERAGE

- **FDIC**
- **National Fallen Firefighter Memorial**
- **Fire Rescue International**
- **9/11 Anniversary**
- **Fire Prevention Week**
- **National First Responders Day**
- **Science to Station**

## SPECIALIZED EDITORIAL PROGRAMS

- **First Responder Wellness Week**
- **Women in Fire**
- **Training Week**
- **9/11 25 Year Anniversary**

*Editorial sponsorships are subject to availability. Some webinars included as part of quarterly editorial sponsorships. Contact us for additional events and for opportunities to support your virtual event.*



# CUSTOM CONTENT

Lexipol Media Group's **Brand Studio** produces original branded content that brings thought leadership, awareness and information about your products and services to our audience of first responders. All programs below are strategically promoted utilizing various outbound and web-based programs to help drive engagement with our fire service audience.

## ARTICLE / ARTICLE SERIES

High-quality content presented in a single article or a multiple article series that addresses a solution while providing an opportunity for your brand to earn trust with our audience. Our custom feature articles are ideal for product education, market positioning, or simply audience engagement and brand awareness.

## CONTENT SUPPLEMENT

This high-impact product is a great solution for advertisers seeking to educate customers about their products, seize a thought leadership position on a key topic, or both. This well-rounded package includes three custom content pieces that can take various forms such as problem/solution, product feature, Q&A, listicle or case study promoted in a single eblast.

## DIGITAL REPORTS

Our custom digital reports are standalone downloadable supplements to our website and email newsletter programming. Digital Reports bridge the gap between digital and print, offering an elegant and mobile-optimized reading experience. They take a sharpened focus on a specific topic or theme of importance within the market, combining perspectives from top experts with long-form reporting.

## CASE STUDIES

Case studies can demonstrate how your product solves real-world problems. Because peer experiences are a primary way our audience of first responders make purchase decisions, a case study may become a critical component of your content marketing strategy. It is a highly effective content format for educating the market about your products, the problems they solve and how they are differentiated from the competition.

## INFOGRAPHICS

Infographics combine design, persuasive writing, and data analysis into an attention-grabbing visual format that speaks to readers in a way they can understand. Infographics are a highly-effective way to break down complex concepts into a concise and shareable format.

## NATIVE CONTENT

Native content promotion provides the opportunity to host your own created content (articles, infographics, white papers, etc.) on our website, and have it promoted on social media and in our newsletters. This cost-effective way to feature your content within a highly-credible environment provides a great opportunity for branding, traffic and lead generation.

## QUIZZES

Interactive quizzes are a great way to engage with readers and inject some fun into your content marketing efforts while also collecting valuable marketing insights. Tailored to your marketing needs, such as testing audience knowledge or preferences on a subject, our quizzes will drive max engagement via social, site and email promotion.

## SURVEYS

Market research surveys are ideally suited for gathering meaningful data to help guide critical business decisions such as launching a new product, conducting competitive analysis or exploring a new marketing direction. The resulting data can be packaged for your internal use or can be paired with an infographic to share survey results with external readers.

## WEBINARS

Custom webinars focus on important industry topics, creating sponsorship opportunities to position your brand as a thought leader and leverage our audience to generate leads. These branded webinars allow you to include your product or company expert into the conversation which extends your brand within the content. Promotion includes multiple channels, ensuring your brand gets maximum exposure as a sponsor.

## WHITEPAPERS

White papers are great lead-generating, thought leadership tools that can be used for customer education and thought leadership. Educationally focused, white papers are a persuasive, factual examination of a key topic written to educate your customers by providing them with background information, a solution to a problem, or research findings.

# RESPONSE MARKETING PLATFORM

**DELIVER RESULTS BACKED BY METRICS**

Take the guesswork out of your advertising investment with FireRescue1's **Response Marketing Platform**. Years of data inform a best-practice package of the most powerful placements that work together to drive leads and build brand awareness all year long.

With **Response Marketing**, quarterly billing eliminates surprises and makes budgeting easier. Best of all, you take advantage of a 40% discount when compared to buying items a la carte.

**Additional marketing benefits:**

- **Consistent audience engagement.** Eliminate the one-and-done approach with a year-long plan that builds brand awareness and a pipeline of leads.
- **Multi-platform reach.** By combining website advertising with newsletters, social media and more, you reach prospects wherever they are.
- **Managed support.** Your dedicated customer success manager will help you define goals, execute your campaign, and adjust as your strategy evolves.





# GRANT ASSISTANCE PROGRAM

## CONNECT YOUR CUSTOMERS WITH THE FUNDING THEY NEED

Looking to make the leap from advertiser to partner? Lexipol Media Group's **Grant Assistance Program (GAP) powered by GrantFinder** provides customized solutions to connect your potential customers with the grants they need to purchase your company's products and services. Help customers and prospects tap into the more than 1,600 grants and \$7 billion available in grants to fire agencies each year.

Sponsors of Lexipol Media Group's **Grant Assistance Program powered by GrantFinder** receive:

- **Fire1GrantFinder.com**
  - Dedicated page with custom lead form
  - Your brand identified throughout site
  - Your brand highlighted within the grant-relevant product section
- Subscriptions to our **GrantFinder**® online grants database.
- Access to a custom lead summary and monthly tracking reports.



More than 67% of Fire agencies report lack of budget for purchasing necessary products.



Lexipol's GrantFinder team has secured nearly **\$700 million in grant funding** for public safety agencies and local governments.

## Empower your prospects to buy.

Help your customers identify funding opportunities for your products by tapping into GrantFinder®, our proprietary grant search engine with over 2,000 grants available to fire agencies.

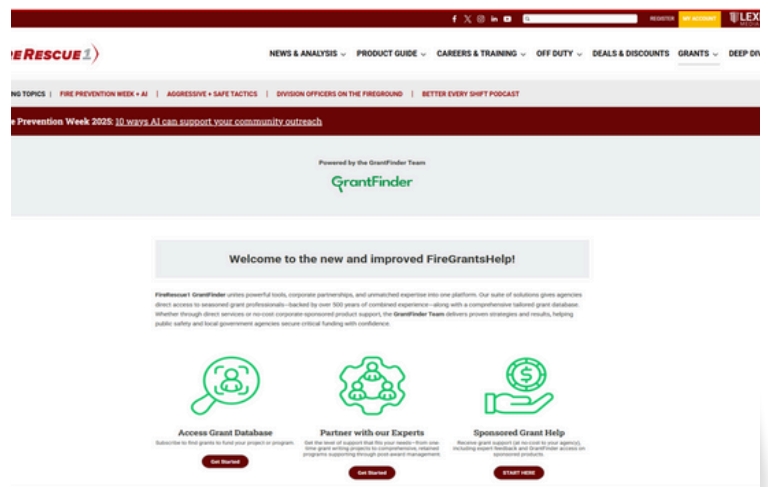
## Position your company as a partner.

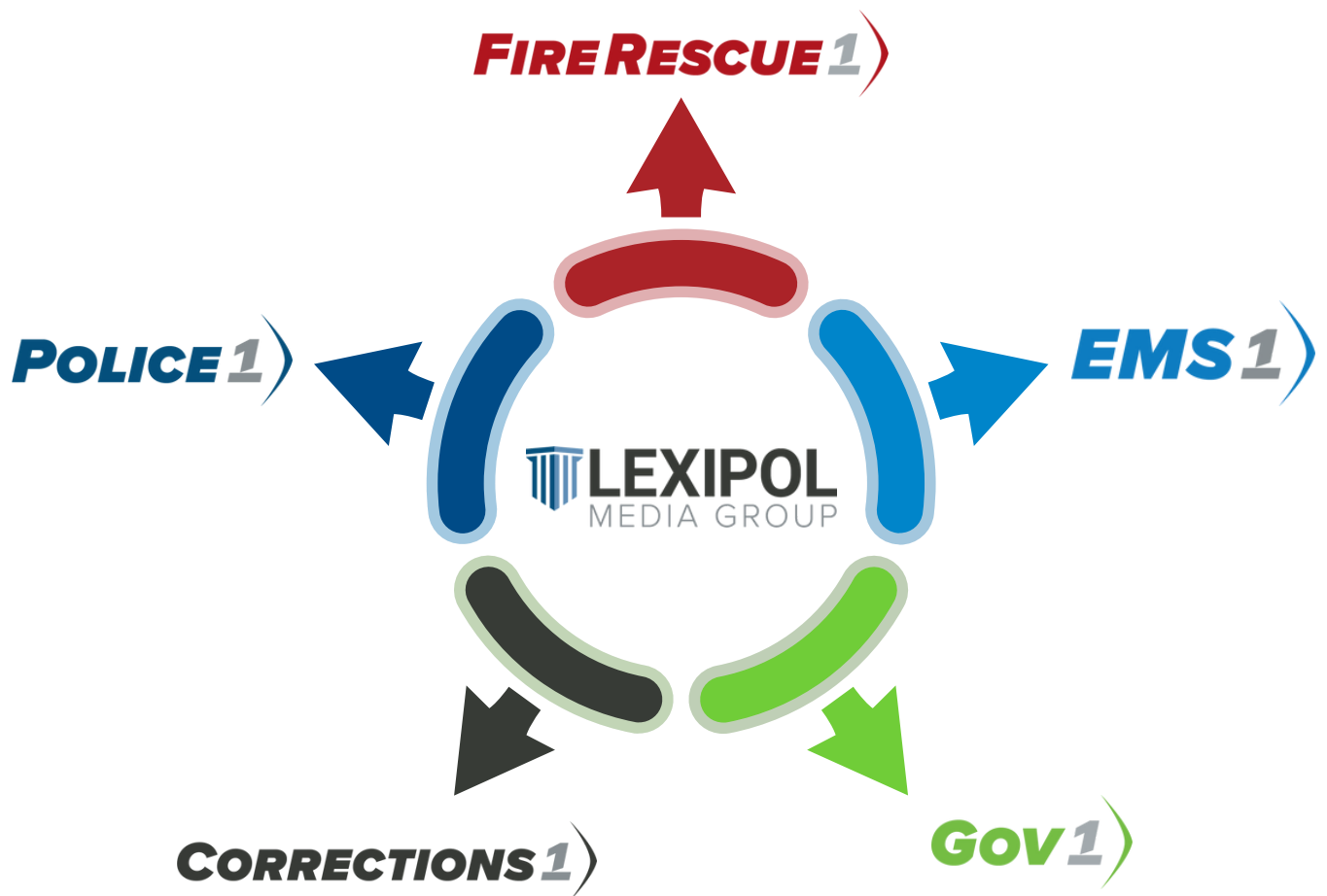
Leverage the power of our trusted FireGrantFinder brand to bring awareness to your commitment to help fire departments get the equipment they need.

## Tap into the expertise of our GrantFinder team.

Our expert grant writers, researchers and project managers have decades of experience helping fire departments successfully compete for grants. Put our knowledge to work!

[www.Fire1GrantFinder.com](http://www.Fire1GrantFinder.com)





Lexipol communities combine to reach more than one and a half million public safety and local government officials each month

Contact your Lexipol Media Group sales representative  
or email [LMGSales@lexipol.com](mailto:LMGSales@lexipol.com)  
for more information or to inquire about your advertising options.