

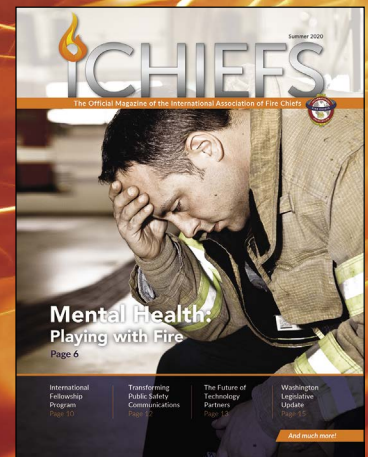
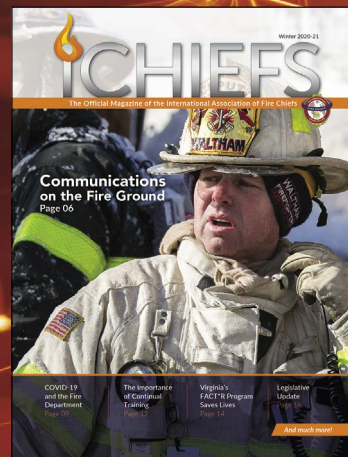
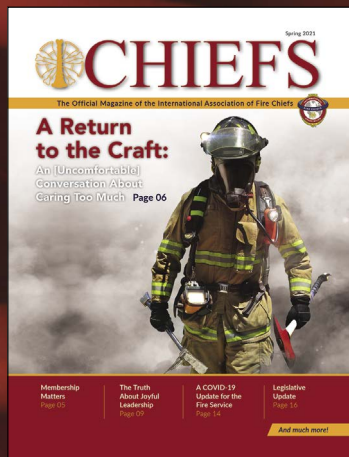
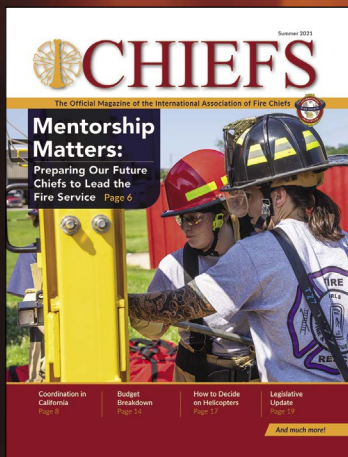
CHIEFS

The Official Magazine of the International Association of Fire Chiefs



iCHIEFS connects IAFC members across North America and internationally, reaching decision makers in thousands of career, combination, and volunteer fire departments. These leaders are the world's experts in firefighting, EMS, terrorism response, hazmat response, wildland fire suppression, natural disasters, search and rescue, and public safety industries.

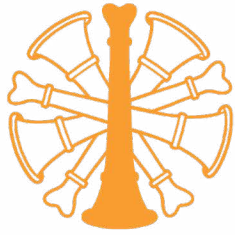
2022 Media Kit



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September 2021

Dear Colleagues,

The International Association of Fire Chiefs (IAFC) is pleased to announce its continued partnership with Matrix Group Publishing, Inc. in the production of its magazine, *iCHIEFS*. The first issue was published in August 2019 and we debuted it at Fire-Rescue International (FRI) in Atlanta, Georgia. We will be working on three editions for 2022: Spring 2022, Summer 2022, and Winter 2022- 2023. All past issues are posted online at www.iafc.org/iCHIEFS as they become available.

iCHIEFS reaches the desks of major decision-makers in the fire and emergency service throughout North America and internationally. This includes thousands of career, combination, and volunteer fire department leaders. Our members are the world's experts in firefighting, EMS, terrorism response, hazmat response, wildfire suppression, natural disaster response, and search and rescue. The content of *iCHIEFS* is valuable, informative, and specific to this readership. Topics include mental health, emerging technologies, firefighter safety, all-hazard response, leadership tips for success, legislative updates, and more. Thought-provoking content ensures the publication is passed around the firehouse and retained as a reference as each new issue becomes available.

Each issue of this publication is mailed directly to IAFC members and the magazine is also traditionally available to attendees at several industry events each year. Between the mailing list and event distribution, approximately 12,000 copies are distributed each issue. Here is an overview of the upcoming schedule:

- » **Spring 2022 (Book Code: IAFT 01-22):** This issue will be mailed in March. It will be available to attendees at Wildland Urban Interface, March 22-24, 2022; FDIC International, April 25-30, 2022; and the International Hazardous Materials Response Team Conference, June 9-12, 2022.
- » **Summer 2022 (Book Code: IAFT 02-22):** This issue will be mailed in July. It will be available to attendees at Fire Rescue International, August 24-26, 2022.
- » **Winter 2022-2023 (Book Code: IAFT 03-22):** This issue will be mailed in November. It will be available to attendees at the 2022 VCO Symposium in the Sun, November 10-13, 2022.

Never has communication with our members been so important as it is today as Fire Chiefs and their teams work to keep communities safe during a pandemic that has tested us all. Upcoming issues of the magazine will share important information regarding COVID-19; our response, tools and information available, and lessons learned. We do have a website dedicated to getting information into the hands of those who need it - please visit this page to access many important resources: <https://www.iafc.org/topics-and-tools/coronavirus-covid-19>.

The success of *iCHIEFS* depends on the quality and consistency of its advertisers. We profusely thank those who have advertised to date and hope for continued support. IAFC's mission is to LEAD, EDUCATE and SERVE, and we thank everyone who contributes to this goal.

I look forward to working with you in making this publication a valuable resource for the IAFC and the fire and emergency service.

Stay safe.

Sincerely,

J. Robert "Rob" Brown, Jr.
CEO / Executive Director

Learn more about IAFC here: <https://www.iafc.org/about-iafc>

Access past issues here: <https://www.iafc.org/iCHIEFS>

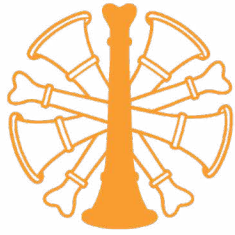


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IAFC EVENTS

UPCOMING SCHEDULE

Here is the schedule for the upcoming issue of *iCHIEFS*.

- » **Spring 2022 (Book Code: IAFT 01-22):** This issue will be mailed in March. It will be available to attendees at Wildland Urban Interface, March 22-24, 2022, Reno, Nevada; FDIC International, April 25-30, 2022, Indianapolis, Indiana; and the International Hazardous Materials Response Team Conference, June 9-12, 2022, Baltimore, Maryland.
- » **Summer 2022 (Book Code: IAFT 02-22):** This issue will be mailed in July. It will be available to attendees at Fire Rescue International, August 24-26, 2022, San Antonio, Texas.
- » **Winter 2022-2023 (Book Code: IAFT 03-22):** This issue will be mailed in November. It will be available to attendees at the 2022 VCOS Symposium in the Sun, November 10-13, 2022, Clearwater, Florida.

For more information on all of these events and more, visit www.iafc.org/events. All events are subject to possible COVID-19 restrictions.

iCHIEFS LAUNCHED IN AUGUST 2019!

Read the magazine's launch announcement, written by 2019 IAFC President and Chairman of the Board, Chief Dan Eggeston, by clicking [here](#). In it he outlines several advantages of having a print magazine, including the fact that it will act as a record of what's happening in the industry and within the association, it allows for more in-depth coverage of important issues, and it is a tangible product that industry members can hold in their hands and share around the firehouse.

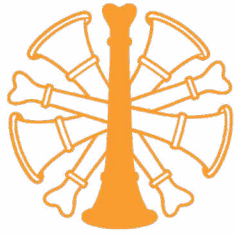


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iCHIEFS FACTS & FIGURES

- » The IAFC consists of nearly 12,000 members (including Life Members). The majority are located within North America with nearly 200 members from 30 other countries worldwide!



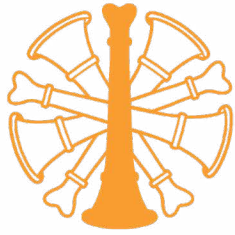
- » The publication's targeted distribution will reach the desks of the major decision-making powers who have the purchasing authority throughout this **MULTIMILLION DOLLAR FIRE SERVICE INDUSTRY** in North America and internationally.
- » The publication's targeted distribution reaches the desks of the major decision-making powers who have the purchasing authority throughout the multi-million dollar fire service industry in North America and internationally!



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RATES FOR 2022

COVER POSITIONS	2 Issues \$ Per Issue	3 Issues \$ Per Issue
Outside Back	\$5,629.50	\$5,129.50
Inside Front	\$5,399.50	\$4,899.50
Inside Back	\$5,399.50	\$4,899.50

Cover space available on a first come first serve basis and must be secured in writing, and thereafter is noncancelable.

FULL COLOR RATES	2 Issues \$ Per Issue	3 Issues \$ Per Issue
DPS	\$4,509.50	\$4,009.50
Full Page	\$3,899.50	\$3,699.50
2/3 Page	\$3,359.50	\$3,159.50
1/2 Page (Island)	\$3,159.50	\$2,959.50
1/2 Page	\$3,059.50	\$2,859.50
1/3 Page	\$2,779.50	\$2,579.50
1/4 Page	\$2,429.50	\$2,329.50
1/6 Page	\$1,939.50	\$1,739.50
1/8 Page	\$999.50	\$799.50

15% discount for Black & White advertisements

OPTIONAL ADD-ONS

Guaranteed Position	+ 15% of Rate
Bleed	+ 15% of Rate
Hyperlink	+ \$75.00
Extra Listings	+ \$25.00
Proofs—Fax/Email	+ \$50.00
Proofs—CD Rom	+ \$60.00

Advertising Agencies—Please add 15%, all rates are net

Terms of payment due upon receipt of invoice.
Add 2% per month interest on accounts over 30 days.

iCHIEFS is mailed directly to IAFC members. They are located in all 50 states and internationally; the readership is approx. 30,000!

Bonus distribution on the IAFC website where the magazine is available for free to anyone who wants to access the important information found inside!

The publication's targeted distribution reaches the desks of the major decision-making powers who have the purchasing authority throughout the multi-million dollar fire service industry in North America and internationally!

There are advertising options that fit all budgets, styles, and marketing campaigns! Showcase your products, tools, technologies, and expertise to this major purchasing power!

Have your advertisement and company name in the Index to Advertisers hyperlinked directly to your website. Ask your sales representative how!

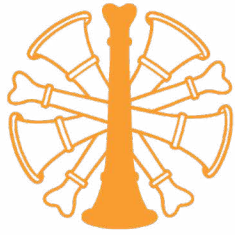
Complete Poly-Bagging and Insert Services Are Available Upon Request.



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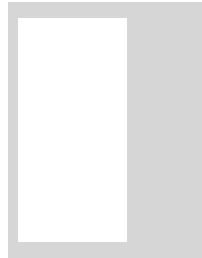


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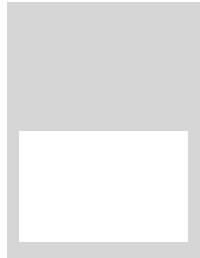
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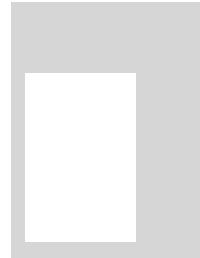
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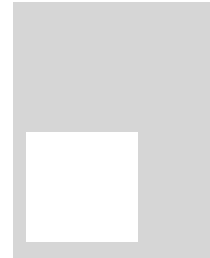
2/3 Page Vertical
W. 4 5/8 x H. 9 1/2



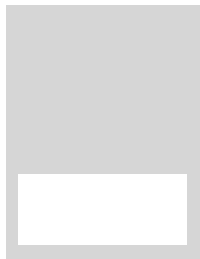
1/2 Page Horizontal
W. 7 x H. 4 5/8



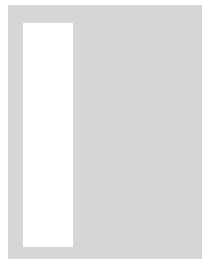
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W. 4 5/8 x H. 7



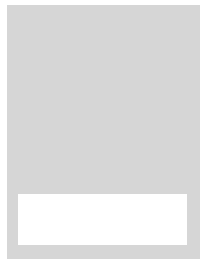
1/3 Page Square
W. 4 5/8 x H. 4 5/8



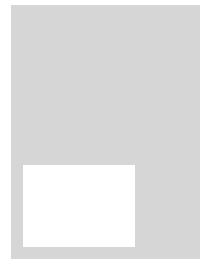
1/3 Page Horizontal
W. 7 x H. 3



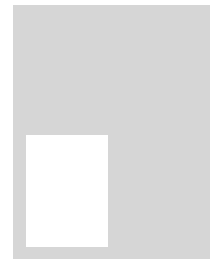
1/3 Page Vertical
W. 2 1/8 x H. 9 1/2



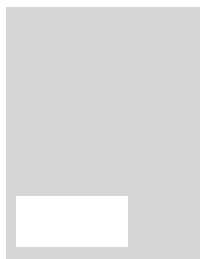
1/4 Page Banner
W. 7 x H. 2 1/8



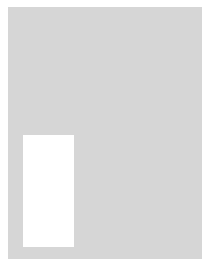
1/4 Page Horizontal
W. 4 5/8 x H. 3 3/8



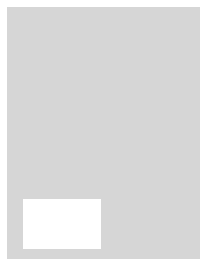
1/4 Page Vertical
W. 3 3/8 x H. 4 5/8



1/6 Page Horizontal
W. 4 5/8 x H. 2 1/8



1/6 Page Vertical
W. 2 1/8 x H. 4 5/8



1/8 Page Horizontal
W. 3 3/8 x H. 2 1/8



1/8 Page Vertical
W. 2 1/8 x H. 3 3/8

Live Space 7 by 9 1/2

Trim Space . . . 8 3/8 by 10 7/8

DPS 17 by 11 1/8

Bleed 8 5/8 by 11 1/8

All measurements are in inches

PRODUCTION REQUIREMENTS

The preferred method for receiving completed digital ad artwork is as a high-quality (300 DPI minimum), press-ready PDF file. Please ensure that all fonts have been embedded and all color has been converted to CMYK. Other acceptable file formats for digital files include high quality EPS, TIF and JPG. All file formats should be compatible with the following software whenever possible: Adobe CC (InDesign, Illustrator, Photoshop and Acrobat).

Email digital files to sales@matrixgroupinc.net.

Questions?

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