

# ICHIEFS

The Official Magazine of the International Association of Fire Chiefs



*A magazine dedicated to telling the stories fire chiefs are most interested in learning about.*



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**Your Industry  
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July 2020

Dear Colleagues,

The International Association of Fire Chiefs (IAFC) is pleased to announce its continued partnership with Matrix Group Publishing, Inc. in 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 publishing three issues in 2020; Spring 2020, Summer 2020, and Winter 2020-2021. All issues are posted [here](#) as they become available.

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 click [here](#) to access many important resources.

*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 2020 schedule:

- » **Spring 2020 (Book Code: IAFT 01-20)** was mailed to readers in March 2020
- » **Summer 2020 (Book Code: IAFT 02-20)** will be mailed in August 2020.
- » **Winter 2020-2021 (Book Code: IAFT 03-20)** will be mailed in November 2020. It features distribution at the VCOS Symposium in the Sun, November 12-15, 2020.

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.  
Interim 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

As announced [here](#), many of IAFC's upcoming events will be held virtually:

As originally scheduled, **Fire-Rescue International** (that is, **#VirtualFRI**) will kick off on August 19, 2020, with the IAFC Board of Directors meeting and conduct the annual business of the IAFC; division, section, and committee meetings; and conclude with the installation of our new IAFC officers, virtually.

**A ReIGNITE Digital Conference** will be held on October 19-22, 2020. This new virtual offering will focus on cutting-edge training, education, and best practices, as well as new technologies, apparatus, and equipment. What's more, this conference will play host to the IAFC EMS Section's signature educational event - **Fire-Rescue Med (FRM)**, **#VirtualFRM**, on October 19, 2020.

The 2020 **Wildland-Urban Interface (WUI) Conference**, now **#VirtualWUI**, was rescheduled to November 2-6, 2020! Look for free WUI registration to open in September.

The 2020 **VCOS Symposium in the Sun Conference**, Clearwater Beach Hilton, November 12-15, 2020, is currently moving forward with the originally planned in-person conference.

### **VCOS Symposium in the Sun**

November 12-15, 2020

Clearwater, Florida

<https://www.iafc.org/events>

## **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.
- » From 50 states and 30 countries worldwide, IAFC members are world-class experts in firefighting, EMS, terrorism response, hazmat response, wildland fire suppression, natural disasters, search and rescue, and public-safety industries.



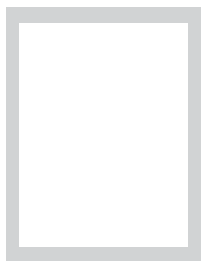
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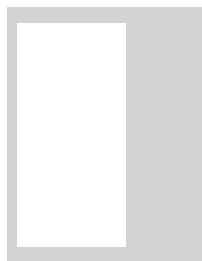
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# ICHIIEFS

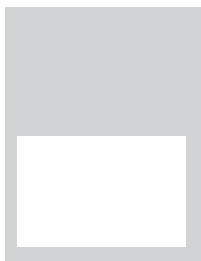
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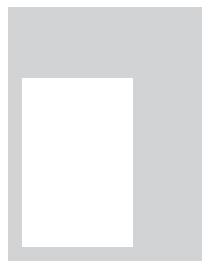
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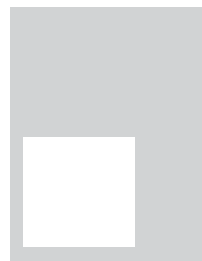
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1/2 Page Horizontal  
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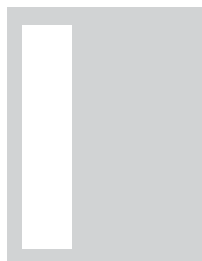
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1/3 Page Square  
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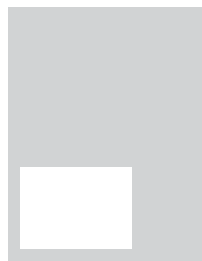
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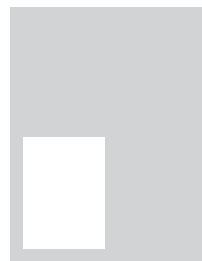
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1/4 Page Banner  
W. 7 x H. 2 1/8



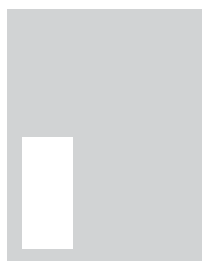
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1/4 Page Vertical  
W. 3 3/8 x H. 4 5/8



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](mailto:sales@matrixgroupinc.net).

## Questions?

Please contact your sales representative, call our toll-free line and ask for the sales manager (866-999-1299) or email [sales@matrixgroupinc.net](mailto:sales@matrixgroupinc.net).



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