The NFPA INTEGRATED MEDIA PLANNER for 2023

Use this Integrated Media Planner to choose from NFPA print and electronic publications, and other Association digital communications, to target your prospects at the right time.
This is the National Fire Protection Association.

Our Vision
NFPA is the leading global advocate for the elimination of death, injury, and property and economic loss due to fire, electrical, and related hazards.

Our Mission
NFPA helps save lives and reduce loss with information, knowledge, and passion.

For more than 125 years, the National Fire Protection Association (NFPA®) has been the world’s leading advocate for fire prevention and public safety, developing more than 300 consensus codes and standards intended to minimize the possibility and effects of fire and other hazards.

Today’s NFPA is a global research and knowledge organization that develops, collects, and delivers a broad spectrum of information aimed at top decision makers in the fire, electrical, and building safety industries. We have focused our efforts to help them do their jobs more easily and effectively.

This community, made up of members and nonmembers worldwide, trusts and depends on NFPA as a resource for news and information. This community forms a loyal audience for Association advertisers that serve an array of industries and can provide the products and services that stakeholders need.

We’re passionate about making the world a safer place.
NFPA Journal®
45,000 readers strong

NFPA Journal® is the official voice of the National Fire Protection Association, the industry’s most trusted provider of fire, electrical, and building safety knowledge. The award-winning quarterly membership magazine is also the Association’s most effective marketing tool. NFPA Journal readers control a huge portion of the industry’s buying power, and they rate the magazine as their “most useful publication when making purchase decisions.”

Issue after issue, NFPA Journal delivers your target market.

We’re good. Very good. But don’t take our word for it.

In recent years, NFPA Journal has won 15 national Excel Awards, including six golds, from Association Media & Publishing, the country’s largest and most influential membership organization for association magazines. Recognition has included best overall magazine, best design, best special issue, and best feature story. NFPA Journal has also been recognized with the President’s Award for Journalism from the American National Standards Institute.
Why top professionals rely on NFPA Journal.

An influential audience...
The NFPA Journal audience is made up of decision makers, movers and shakers, and influencers across a range of professional disciplines. Advertising in NFPA Journal means your message is being seen by the top professionals you want to reach. 85% of NFPA Journal readers are involved in specifying, recommending, and approving product purchases.

...an indispensable tool.
Our readers exhibit a bias for action: 84% of readers took one or more actions as a result of seeing an advertisement or article in NFPA Journal. And 39% of our readership is unduplicated by other professional publications—proof that, even when budgets are tight, NFPA Journal is the one publication the industry can’t do without.

Top professionals
- 35% architect, engineer, consultant, contractor
- 27% owner, manager, administrator, supervisor
- 7% facilities officer, security officer
- 7% other
- 22% fire service, inspector, code compliance
- 2% installer, distributor

Business readers work in
- 21% government agency
- 17% institutional, including health care, education, corrections, transportation services (air, rail, marine, motor)
- 16% industrial, including manufacturing, processing, warehousing, petrochemical, mining, utilities
- 9% commercial, including office, retail, restaurant, data processing, financial, telecommunication
- 39% architectural, engineering, consulting, design, contracting

Industries involved in purchasing
- Education/Training
- Sprinkler systems
- Smoke detection systems
- Fire pumps
- Fire alarm panels & peripherals
- Suppression systems
- Voice/fire alarm notification
- Hazardous materials storage
- Inspection/design software
- Fire-rated building products
- Wire and cable

Results delivered by NFPA Journal

- Discussed an ad/article with someone else in the company: 35%
- Referred an ad/article to someone else in the company by passing along a tear sheet, photocopy, or actual issue: 31%
- Visited an advertiser’s website: 44%
- Recommended/specified products or services advertised: 18%
**Newsy & essential: The new NFPA Journal homepage.**
NFPA Journal’s dynamic new homepage, nfpa.org/journal, features regularly updated content from the magazine and beyond: breaking news, Journal stories, archived content, podcasts, videos, and more. Always fresh and always informed, the homepage is a daily must-read for safety professionals—and Journal’s premier online location for advertisers.

---

**Maximum Visibility**
Advertising opportunities on the NFPA Journal homepage are customizable to help you maximize the impact of your message. Contact your sales representative for more information. For contact info, see the last page.

**SQUARE AD**
Measurements: 400 x 400
One month: $1,200 net

**BANNER AD**
Measurements: 1080 x (up to) 300
One month: $1,500 net

**RECTANGLE AD**
Measurements: 576 x 324
One month: $1,000 net

---

**NFPA Journal online features attract eyeballs.**
Behind the new homepage is a wealth of Journal content: features, departments, columns, archives, and much more. These pages see steady traffic from an influential readership—one you can reach with an assortment of high-visibility ads.

---

**SKYSCRAPER AD**
Measurements: 120 x 600
One month: $1,450 net
Three months: $3,200 net
Six month: $4,950 net

**BANNER AD**
Measurements: 728 x 90
One month: $1,900 net
Three months: $3,900 net
Six months: $6,450 net

**RECTANGLE AD**
Measurements: 300 x 250
Two months: $3,200 net

---

**Ad space 2 for homepage 400 x 400**

**Ad space 3 for homepage 576 x 324**

**Ad space for feature page 728 x 90**
NFPA Network

NFPA’s opt-in e-newsletter, NFPA Network, is produced monthly and is dynamically populated based on the subscriber’s areas of interests. Newsletter draws from 11 topics that are essential to NFPA’s vision and mission. Each newsletter includes a high-visibility sponsored content advertising opportunity designed to reach a targeted audience.

Codes & Standards
89,531 distribution / $4,500 net per deployment

Public Education
41,571 distribution / $3,250 net per deployment

Fire Protection Systems
39,779 distribution / $3,250 net per deployment

Building & Life Safety
34,662 distribution / $3,000 net per deployment

Wildfire
8,016 distribution / $3,000 net per deployment

Emergency Response
20,793 distribution / $3,000 net per deployment

Industrial Hazards
29,689 distribution / $2,000 net per deployment

Fire Protection Systems
30,191 distribution / $3,000 net per deployment

Electrical & Electrical Inspection
89,531 distribution / $4,500 net per deployment

Codes & Standards
34,662 distribution / $3,250 net per deployment

Public Education
41,571 distribution / $3,000 net per deployment

Emergency Response
20,793 distribution / $3,000 net per deployment

Fire Protection Systems
39,779 distribution / $3,000 net per deployment

Building & Life Safety
34,662 distribution / $3,000 net per deployment

Wildfire
8,016 distribution / $3,000 net per deployment


The Unseen Value of Inspection

When a fire doesn’t happen, it’s not mere luck. It’s the result of multiple factors, including the key role inspectors play in identifying hazards and ensuring codes are followed properly.

READ MORE

Sponsored Content space

Sponsored Content image 260 x 220

40 character title 25 character description and URL for the Sponsored Content position

NFPA ADVERTISING TERMS AND CONDITIONS:

By submitting advertising to the publisher, National Fire Protection Association (“NFPA”), for publication in NFPA Journal® or the other publications described in this media kit (the “NFPA Publications”), the advertiser and its agency, if there is one, agree to the rates in this media kit and to the following other terms and conditions:

Advertising Content and Acceptance: All advertisements are accepted and published subject to the representation that the advertising agency and/or any advertiser comply with applicable laws and are properly authorized to publish the entire content and subject matter thereof. The advertiser and its agency shall have full responsibility for the content of their advertisements. Notwithstanding the NFPA shall have the right, in its sole discretion, to reject advertising for any reason whatsoever.

Indemnification: It is understood that, in consideration of the publication of advertisements, the advertiser and/or advertising agency will indemnify and hold the NFPA harmless from any and all claims or suits for breach of any obligation of rights of privacy, plagiarism trademark, patent and copyright infringements (including the texts and photographs within the advertisement), failures to comply with applicable laws and negligence or any other claims whatsoever based on the contents or subject matter of such publication.

Publication not to constitute Endorsement: The appearance of advertising in NFPA Publications does not in any way imply endorsement or approval by the NFPA of any advertising claims of the advertiser, its products or services. The advertiser and/or its agency shall not, either in NFPA Publications or elsewhere, claim or imply, directly or indirectly, any such NFPA endorsement or approval, nor shall they use the name, logo, NFPA® or (including the text and photographs within the advertisement), failures to comply with applicable laws and negligence or any other claims whatsoever based on the contents or subject matter of such publication.

Identification of Advertisements: The NFPA reserves the right to add the words “Advertisement” at the top and/or bottom of, or anywhere within any publication page, that in the NFPA sole judgment, too closely resembles with production specifications to qualify for agency commission. No cash discounts allowed.

Sequential Liability: Advertisers and advertising agency are jointly and severally liable for payment. The NFPA will not release the advertising agency from liability even if a sequential liability clause is included in the contract, execution order, purchase order, etc.

Limitation of Liability: The liability of the NFPA for any act, error or omission, including those caused by its own negligence, for which it may be held legally responsible shall not exceed the charge for the advertisement in question. Notwithstanding the foregoing, the NFPA assumes no liability whatsoever, for errors in key numbers, the reader service section, advertisers’ index, or any type set by the NFPA, for any failure to publish or circulate all or any part of the publications issue or issues due to strikes, work stoppages, accidents, fires, acts of God or any circumstance not under control of the NFPA, or for the accuracy of any corrections or changes made to any advertiser’s materials.

Terms of Sale: Terms of sale are NET 30 days from date of invoice. No cash discounts allowed.

Line of Credit: Advertiser’s line of credit may increase or decrease from time to time, such changes will be made at the sole discretion of the NFPA and no written notice hereof is required prior to August 1st or December 1st. Advertiser and its agency shall be jointly and severally liable for payment. The NFPA will not release the advertising agency from liability even if a sequential liability clause is included in the contract, execution order, purchase order, etc.

Whole Agreement: The rates and all other terms and conditions set forth in this media kit shall constitute the entire agreement between the NFPA and the advertiser and/or advertising agency. If there is one. Unless expressly agreed to in writing by the NFPA, no other terms and conditions in contracts, insertion orders, copy instruction or otherwise shall apply or be binding on the NFPA.