

FIREFIGHTER LIFESTYLE & HEALTH

CRACKYL

MAGAZINE

2025 MEDIA KIT

ENGAGEMENT · TARGETED · CUSTOMIZED · EFFECTIVE · MEASURABLE · STRATEGIC · RESPONSIVE



INTEGRATED MARKETING SOLUTIONS

INCLUDING PRINT, NEWSLETTERS & E-BLASTS, SOCIAL MEDIA,
SPONSORED CONTENT, SUPPLEMENTAL MAGAZINES, WHITE PAPERS & MORE

CRACKYL.COM

CRACKYL MEDIA

GET TO KNOW US

CRACKYL MEDIA INC. is the leading North American publisher focused on firefighter health, wellness and lifestyle, with a significant reach through our magazine, website, social media and mobile app. Our objective is to deliver progressive, helpful content while providing a safe and visually-appealing forum for advertisers to connect with our audience.

Established in 2020, CRACKYL is the only firefighting publication with a dedicated focus on lifestyle and health challenges - both at the firehouse and in the home. We help firefighters who have limited access to mental health and wellness resources, and connect them with fire service leaders who specialize in topics like suicide, heart disease, family matters, psychology, and more.

Our fast-growing properties offer effective avenues for sponsors to get their products and services in front of a highly-engaged audience surrounded by positive, life-affirming content.

OUR PARTNERS:



///
**TOGETHER WE
THRIVE AND
PARTNER WITH
A PURPOSE.**

CRACKYL MEDIA

OUR AUDIENCE

**YOU KNOW YOUR BUSINESS.
WE KNOW FIREFIGHTERS.**

CRACKYL has built an authentic relationship with our audience of firefighting professionals beyond that of other fire media properties, in large part because we are by firefighters, for firefighters.

Firefighting is one of the most respected professions around the globe, representing a diverse, charismatic, and dynamic demographic that exists in every community worldwide. Firefighters are also ideal consumers due to job and financial stability, with little to no change in income and spending. Many firefighters are homeowners and investors, retirement planners, travelers and live in dual-income households.

Let us put you in front of this highly-desirable audience!

WHO WE REACH:



ENTREPRENEURS



DUAL
INCOME



INVESTORS



ADVENTURERS
& TRAVELERS



HEALTH &
FITNESS
ENTHUSIASTS



HIGH
INCOME
EARNERS

89%

OF FIREFIGHTERS HAVE
EXPRESSED INTEREST IN
INVESTING AND SAVINGS

79%

OF FIREFIGHTERS STRUGGLE
WITH THEIR **WORK/LIFE BALANCE**

84%

OF FIREFIGHTERS THINK ABOUT
HEALTH AND FITNESS DAILY

56%

OF FIREFIGHTERS EXPECT TO BE
MORTGAGE-FREE BY RETIREMENT

82%

OF FIREFIGHTERS POLLED PREFER
THEIR INFORMATION TO COME
FROM **MAGAZINES WITH A FOCUS
ON HEALTH AND WELLNESS**

95%

RATE THE QUALITY OF OUR
MAGAZINE FROM **VERY GOOD
TO EXCELLENT**

68%

OF FIREFIGHTERS STATE THEY
**CONTACT ADVERTISERS THEY FIND
IN MAGAZINES** FOR PROFESSIONAL
AND PERSONAL PURCHASING

**Results from CRACKYL Reader Survey*



3.3K

FOLLOWERS



4.1K

FOLLOWERS



2.4K

FOLLOWERS

OUR MARKET

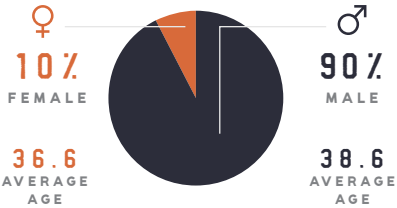
Here are a few facts worth considering when planning your advertising and marketing:



NORTH AMERICAN
FIREFIGHTERS

1,287,050

CAREER / VOLUNTEER



\$58,620 (USD)
AVERAGE US FIREFIGHTER SALARY

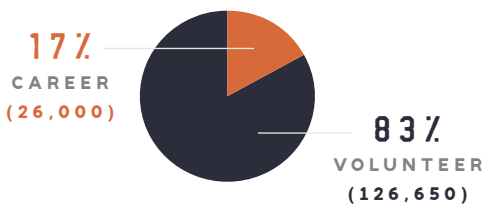
\$82,038 (CAD)
AVERAGE CANADIAN FIREFIGHTER SALARY



CANADIAN
FIREFIGHTERS

152,650

FIREFIGHTERS



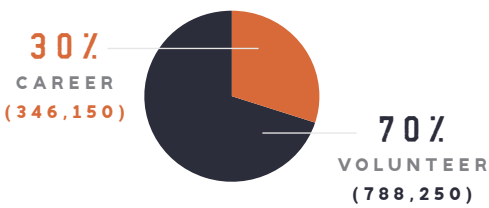
3,672
FIRE DEPARTMENTS



AMERICAN
FIREFIGHTERS

1,134,400

FIREFIGHTERS



29,819
FIRE DEPARTMENTS



CRACKYL MEDIA

BRANDS WE WORK WITH

Our robust network of sponsors and partners comprises a dynamic alliance of leading consumer and B2B brands, united by a steadfast dedication to firefighter health and wellness.

From premier fitness and nutrition experts to innovative safety equipment providers, our partnerships encompass a wide range of industry leaders. These strategic collaborations underscore our shared commitment to safeguarding the well-being of those who protect our communities.

Together, we deliver a powerful impact through cutting-edge solutions, comprehensive resources, and targeted education programs that directly enhance the physical and mental health of firefighters. Our extensive portfolio of partnered brands empowers us to drive meaningful change in this critical area.

We are privileged to collaborate with these exceptional companies, and we'd love to welcome you to the fold!



CRACKYL MEDIA

WHY ADVERTISE WITH CRACKYL?

Advertising with CRACKYL gives you access to an engaged, affluent audience across multiple channels – print, online, social and email.

CRACKYL offers custom-integrated marketing strategies for a wide range of businesses that provide products and services that help firefighters introduce, restore or maintain balance and wellness in their lives.

CRACKYL MARKETING CAPABILITIES

PRINT ADVERTISING

Get your brand and products into firehouses across North America by advertising in CRACKYL Magazine.

EMAIL MARKETING

Reach our engaged list of 48,000 subscribers with your message. Our opening and click rates are above industry standards.

NEWSLETTER ADVERTISING

A cost-effective way to place your brand and products alongside CRACKYL's high-quality coverage of key fire service topics. With a reach of 48,000 subscribers and average open rate of 26%, our newsletters are a great vehicle for advertising.

CONTENT DEVELOPMENT & SPONSORSHIP

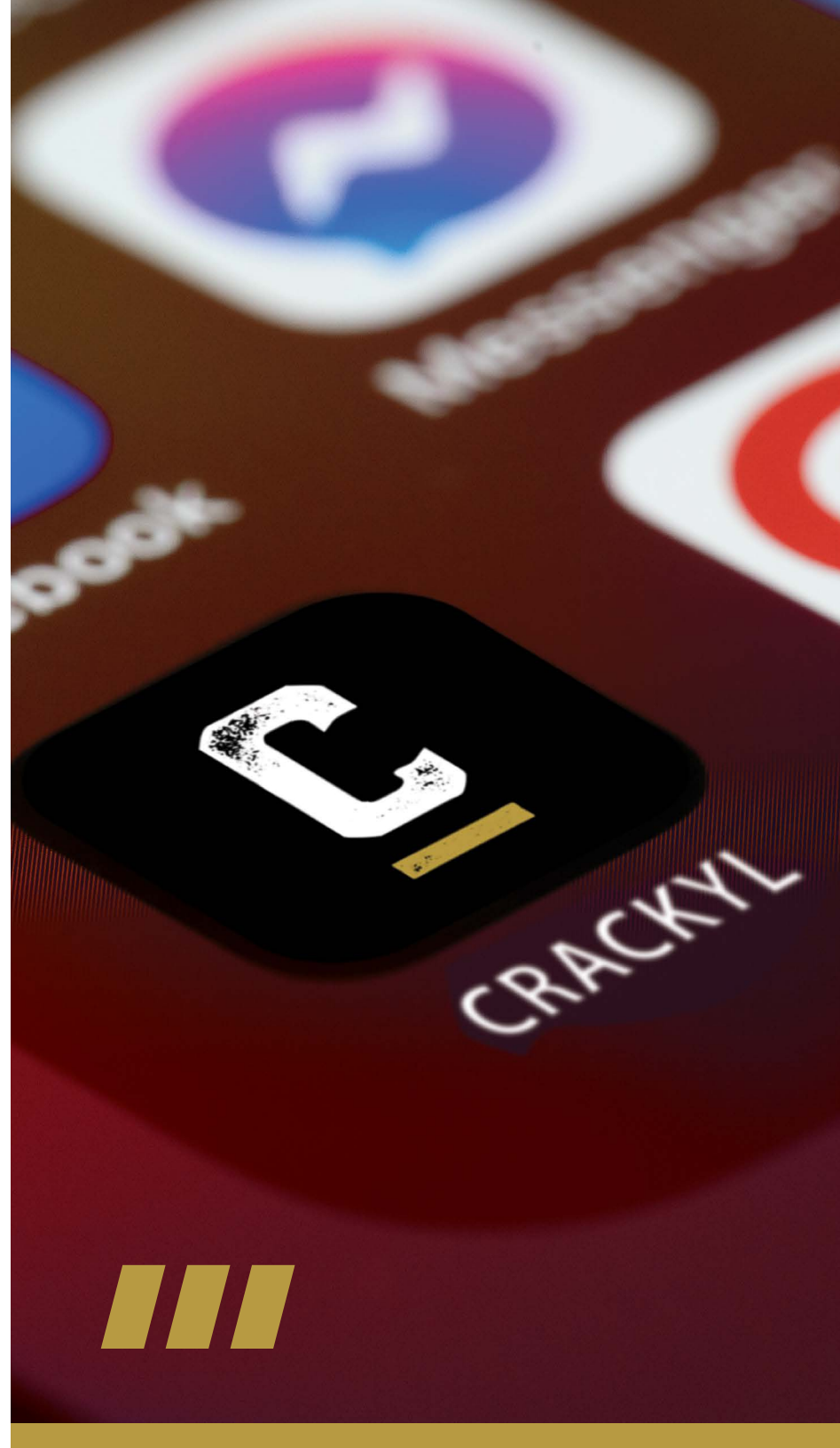
Content marketing is a critical component of a digital marketing strategy; let us create tailored content or match you with existing CRACKYL content to establish your brand as a thought leader in the industry.

DIGITAL EVENT SPONSORSHIP

Make an impact by sponsoring one of CRACKYL's digital events, which include webinars, video, and podcasts.

DIGITAL DISPLAY ADS

Increase your brand visibility with a range of standard and high-impact digital advertising options across CRACKYL.com.



CRACKYL MAGAZINE

2025 PRINT CALENDAR

YOU WANT TO REACH FIREFIGHTERS? Fire departments across North America can support the well-being of their firefighters and staff by subscribing to CRACKYL Magazine for each of their stations.

EVERY ISSUE:

High gloss #100 lbs cover | Binding: Perfect bound | Page Count: 76-92 pages

ISSUE	MAGAZINE CLOSE	ADVERTISING ARTWORK DEADLINE	MAIL DATE
NO.16 WINTER	JAN 10 2025	JAN 14 2025	FEB 04 2025
SPECIAL FOCUS ON CANCER	JAN 20 2025	JAN 24 2025	FEB 12 2025
NO.17 SPRING	MAR 17 2025	MAR 20 2025	MAR 31 2025
SPECIAL STATION DESIGN	JUN 06 2025	JUN 09 2025	JUN 23 2025
NO.18 SUMMER	JUN 23 2025	JUN 26 2025	JUL 17 2025
SPECIAL WOMEN IN FIRE	AUG 16 2025	AUG 20 2025	SEPT 03 2025
NO.19 FALL	NOV 08 2025	NOV 12 2025	NOV 26 2025

PROMOTION OPPORTUNITIES

- Poly Bag / Flyer Insertions
- Affiliate Programs
- Coupons / Codes
- Product Samples

Quotes will be provided upon request

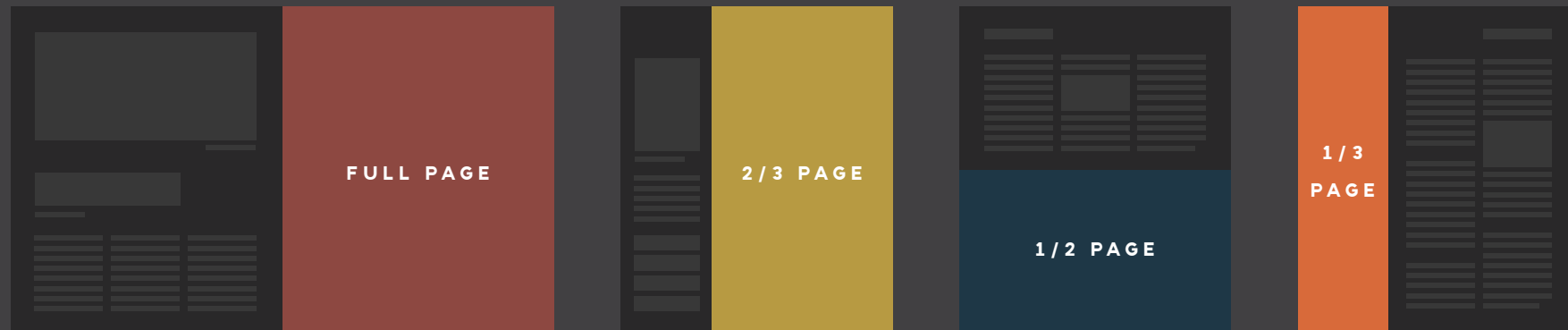


CRACKYL MAGAZINE

MAGAZINE AD RATES

*All rates in USD.

4C	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE	COVER IFC/IBC	COVER OBC	DOUBLE PAGE SPREAD
1x	\$5,680	\$4,895	\$4,320	\$3,625	\$5,980	\$6,200	\$8,096
2x	\$5,346	\$4,590	\$4,025	\$3,410	\$5,725	\$5,930	\$7,796
3x	\$5,085	\$4,295	\$3,720	\$3,210	\$5,522	\$5,725	\$7,560
4x	\$4,820	\$3,996	\$3,595	\$3,005	\$5,325	\$5,550	\$7,210
5x	\$4,594	\$3,880	\$3,280	\$2,825	\$5,127	\$5,275	\$6,895



CRACKYL MAGAZINE

AD SPECIFICATIONS

AD SIZE	BLEED (WIDTH X HEIGHT)	TRIM SIZE	SAFE AREA
A-FULL PAGE	8.5" X 11"	8.375" X 10.75"	7.125" X 9.75"
B-2/3 PAGE	5.75" X 11"	5.625" X 10.75"	5.125" X 9.75"
C-1/2 PAGE (HORIZONTAL)	8.5" X 5.5"	8.375" X 5.375"	7.125" X 4.875"
D-1/3 PAGE (VERTICAL)	2.75" X 11"	2.625" X 10.75"	2.125" X 9.75"
E-DOUBLE PAGE SPREAD	17" X 11"	16.75" X 10.75"	15.75" X 9.75"



CRACKYL MAGAZINE

SPONSORED CONTENT

GET YOUR PRODUCT AND PERSPECTIVE IN FRONT OF CRACKYL READERS with our Sponsored Content bundle. Along with a full-page, full-color article (500-800 words) or two-page spread (1,200-1,400 words), we will also publish your article on CRACKYL.com and promote it via featured eNews ads (2) and social media promos (2 per platform), ensuring widespread visibility across the CRACKYL Network.



**NOTE: Two-page spreads can be set up as one page of article content and an adjacent Full-Page 4C display ad.*

Need help creating content - contact us! Our team of editors and subject matter experts are standing by.

FOR MORE INFORMATION, CONTACT SALES@CRACKYLBUSINESSMEDIA.COM

CRACKYL MAGAZINE

DIGITAL EDITION

CRACKYL MAGAZINE ONLINE OFFERS AN EFFECTIVE ADVERTISING PLATFORM FOR COMPANIES THAT KNOW THE BENEFIT OF A POWERFUL AND DYNAMIC ONLINE PRESENCE.

With every print issue of CRACKYL Magazine, we offer a digital online version that is accessible through our website. Our interactive digital edition gives us the capabilities to bring content to life by offering the potential for hyperlinks to companies and their products and services, embedded videos and more. This type of dynamic platform continues to draw in a significant growing audience, as well as mobile users and international subscribers. Anyone can subscribe and download our digital magazine – from anywhere in the world!

Take advantage of our strategic ad placement locations and tools to entice our readers to engage with your product or service. Accessibility to your products and services will never be a problem because once published on our website, each issue is archived where it can be enjoyed for years to come.

CRACKYL Magazine Online offers many benefits. The best part about this robust advertising engine is our ability to have our industry associations, organizations, fire department alliances and affiliates share our magazine in its entirety with all of their members. You will immediately benefit from our unique relationships with these powerhouse industry groups.



ENHANCED EXPERIENCE:

- EMBEDDED VIDEO
- LIVE LINKS / URL
- GLOBAL DISTRIBUTION AND VIEWS
- SUSTAINED SHELF-LIFE AND VERSATILITY
- ARCHIVED ON OUR WEBSITE
- INTERACTIVE / SHAREABLE
- ACCESS ANYWHERE, ANYTIME

CRACKYL MEDIA

CRACKYL.COM

THE NEWLY REDESIGNED CRACKYL.COM

features a vastly improved experience for readers and advertisers alike. Focused on making it easier to find essential CRACKYL resources, the new site will offer expanded opportunities for advertisers looking to reach our growing audience.

Explore the many targeted advertising opportunities throughout CRACKYL.com, and tap into the fastest-growing firefighting website in North America.

+134%

PAGE VIEWS

+408%

USERS

**Data represents YTD growth/Google Analytics*



CRACKYL MEDIA

CRACKYL.COM

2025 EDITORIAL HIGHLIGHTS

CRACKYL.com features many of the top health, wellness and fitness experts in the fire service as regular contributors, addressing critical topics with depth and insight. Our wide range of original coverage formats provide advertisers with a great opportunity to get in front of a large, engaged target audience in unique ways.

Here are some of the major coverage projects planned for 2025 on CRACKYL.com, which will be aggressively promoted across CRACKYL channels and represent our most ambitious editorial coverage of the year.

We have comprehensive sponsorship opportunities for each that put you front and center atop our most important editorial coverage. If you're interested in specific opportunities – or have other ideas in mind – **contact us to learn more.**

2025 EDITORIAL HIGHLIGHTS

SPECIAL COVERAGE (4)	DATE
OVERCOMING INJURY	FEB
FINANCIAL FUNDAMENTALS	MAY
WOMEN IN FIRE	SEPT
CRACKYL READERS' CHOICE AWARDS	DEC
WEBINARS (6)	DATE
OVERCOMING INJURY	FEB
CANCER IN THE FIRE SERVICE	MAR
FINANCIAL FUNDAMENTALS	MAY
FIRE STATION DESIGN	JUNE
FITNESS FOR ALL LEVELS	JULY
WOMEN IN FIRE	SEPT
CRACKYL READERS' CHOICE AWARDS	DEC
EMAIL SUPPLEMENTS (6)	DATE
OVERCOMING INJURY	FEB
CANCER IN THE FIRE SERVICE	MAR
FINANCIAL FUNDAMENTALS	MAY
FIRE STATION DESIGN	JUNE
WOMEN IN FIRE	SEPT
CRACKYL READERS' CHOICE AWARDS	DEC
LAST-MINUTE SHOPPING GUIDE	DEC

CRACKYL MEDIA

DIGITAL PERFORMANCE PROGRAMS

CRACKYL.com offers a wide range of ways to get in front of our audience of fire and EMS professionals, from banner ads to sophisticated digital marketing programs.

Our annual or semi-annual programs are tailored to provide you with balanced exposure across all CRACKYL channels – social, email and website – and are discounted from a la carte rate card pricing. **Bundle and save!**

CRACKYL DIGITAL STANDARD

Everything you need to reach CRACKYL's engaged firefighting readership:

- 5 eNewsletter ads
- 2 eBlasts
- 1 Product Feature article written and promoted by CRACKYL staff
- Opportunity to post client-created article content on CRACKYL.com
- 6 months of run-of-site (ROS) banners

PRICE: \$8,000 ANNUAL

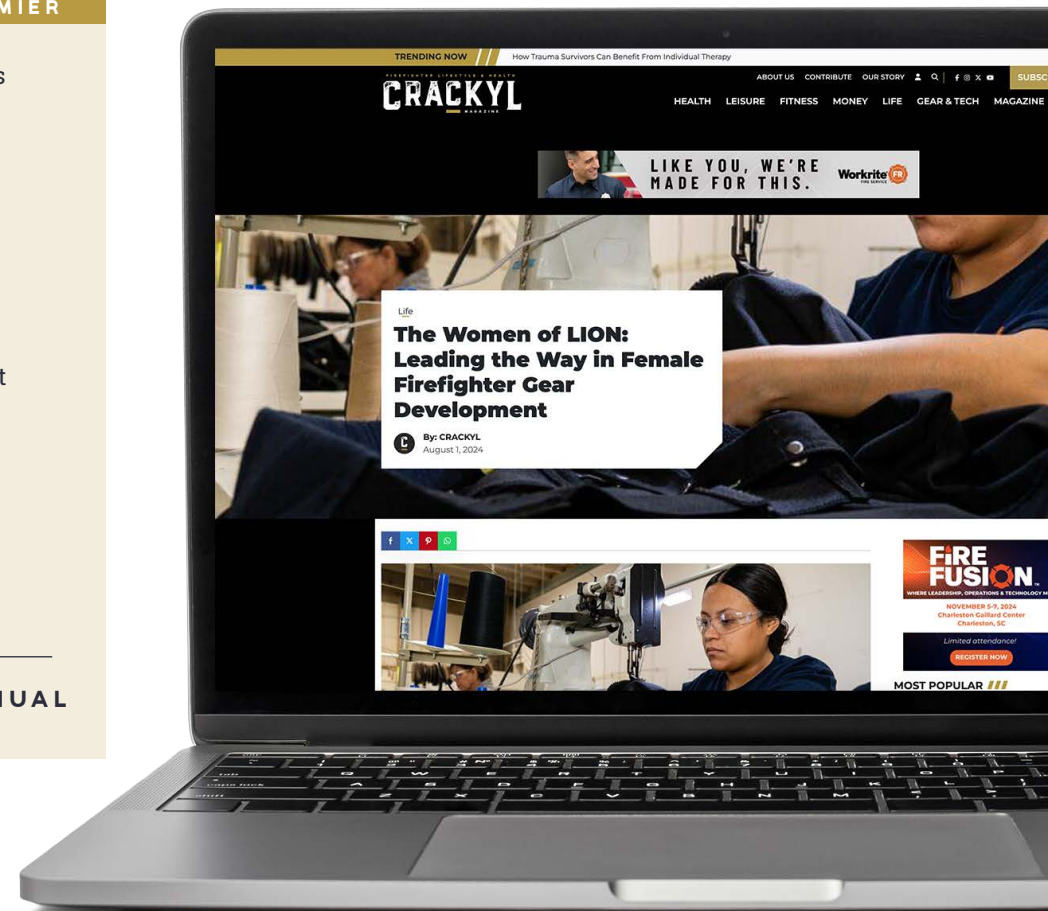
CRACKYL DIGITAL PREMIER

Get elevated exposure across CRACKYL digital properties throughout the year:

- 8 eNewsletter ads
- 4 eBlasts
- 1 Product Feature article written and promoted by CRACKYL staff
- 2 annual sponsored content posts on CRACKYL social channels
- Opportunity to post client-created article content on CRACKYL.com
- 6 months of run-of-site (ROS) banners

PRICE: \$12,500 ANNUAL

**Note: Programs are annual commitments, which can be billed monthly upon request*



CRACKYL MEDIA

BANNERS AND DIGITAL ADS

With banner zones placed strategically throughout the site, we make sure our advertisers have access to high-visibility real estate to showcase their products and services to maximize engagement and ROI.

The redesigned CRACKYL.com offers even more opportunities to get in front of our growing, engaged readership with compelling display ads.

CRACKYL DISCOUNTS PROGRAM

Let us promote your CRACKYL-exclusive discount to our readers with promotional banners in our **discounts section** and **across the website**.

PRICE: \$4,500 ANNUAL

**Note: Pro-rated programs of min. 4 months are also available.*

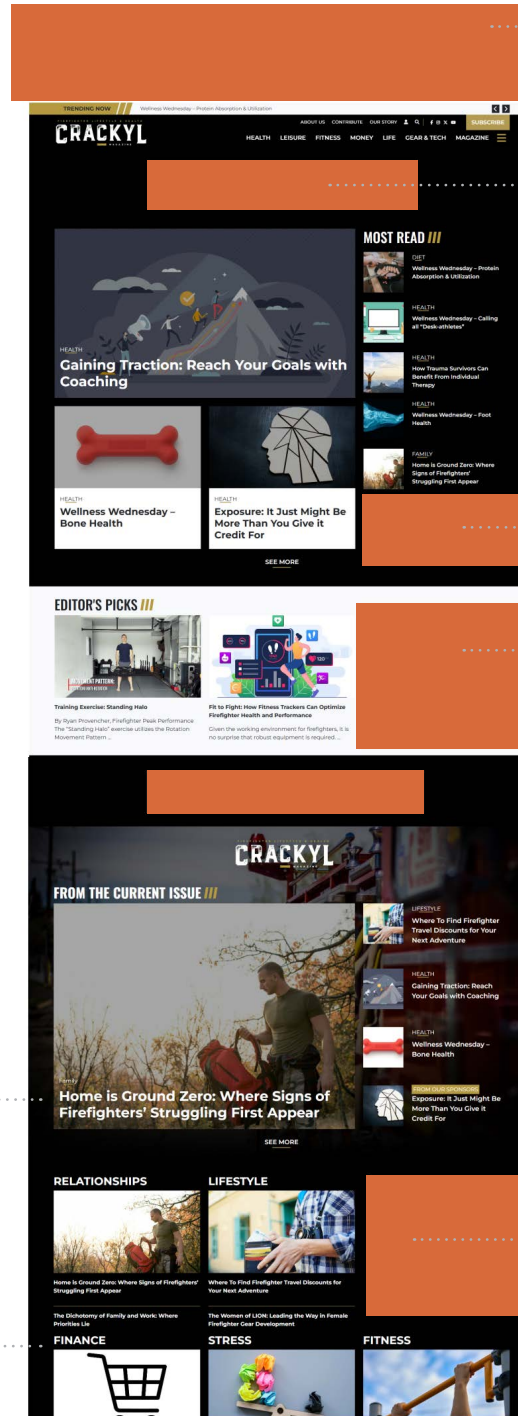
SITEWIDE EXPOSURE

RUN-OF-SITE (ROS) 300X250:

PRICE: \$425 PER MONTH (MIN. 10% SOV)

RUN-OF-SITE (ROS) 728X90

COST: \$525 PER MONTH (MIN. 10% SOV)



BILLBOARD (970X250):

Prominent placement, above the fold.

PRICE: \$650 PER WEEK (100% SOV)

LEADERBOARD (728X90):

A popular choice for top-of-page placement, often capturing high visibility.

PRICE: \$750 PER MONTH (MIN. 25% SOV)

SPONSORED CONTENT - HOMEPAGE PREMIUM:

Highlight your quality content with our above-the-fold and other featured sponsored ads.

- Most Read
- Editor's Picks
- CRACKYL Magazine Section

PRICE: (MIN. 25% SOV EACH)

'MOST READ': \$750 PER MONTH

EDITOR'S PICKS: \$650 PER MONTH

CRACKYL MAG: \$550 PER MONTH

MEDIUM RECTANGLE (300X250):

Consistently effective, often used in sidebar or content areas.

PRICE: \$425 PER MONTH (MIN. 25% SOV)

EMAIL MARKETING

CRACKYL EMAILS REACH AN AUDIENCE OF MORE THAN 48,000 ENGAGED SUBSCRIBERS, with high open and click rates compared to industry standards. We have a host of established editorial, advertising, and hybrid email options to choose from to get your message across.



26%
OPEN RATE



6.5%
CLICK RATE



99%
DELIVERY RATE



EXCLUSIVE EBLAST

Reach our list with your own fully customized email marketing message. Need help getting your content into HTML format? We can assist!

PRICE: \$3,500

CUSTOM EMAIL SUPPLEMENT

Let us craft a custom newsletter for you on a topic of your choice, with 100% SOV for you. We'll discuss a content focus with value to CRACKYL readers and relevance to your product, create a one-time CRACKYL co-branded email supplement with a combination of our content and yours, and send it to our audience of 48,000 subscribers.

PRICE: \$6,200

EDITORIAL NEWSLETTERS

Our high-engagement editorial email newsletters include CRACKYL Weekly, CRACKYL Fitness, and CRACKYL Gear News.

SPONSORED SPOTLIGHT AD	\$1,000
728 X 90 LEADERBOARD	\$750
600 X 340 BILLBOARD AD	\$850



CONTACT US

FOR MORE INFORMATION

C

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