

What our Advertisers are Saying



"FireRescue1.com has a unique balance of news, product information, education, and community that has attracted a growing audience that allows us to target our brand and product messaging to self-selecting end-users. The FireRescue1 team understands how to translate our marketing objectives to the web by creating and implementing creative solutions that deliver concrete results."

Mark Mordecai, Director of Business Development, Globe Manufacturing



"FireRescue1 has been an outstanding partner to work with in supporting our campaign efforts. They are open to our suggestions and find ways to help us meet our goals."

Jennifer Berg, Marketing Communications Manager, Motorola



"As a new face to the fire service community, we have been looking for a way to communicate our message effectively and efficiently. Praetorian Group, Inc. exceeded every expectation we had. Not only do they provide an efficient channel to our most relevant market, but they do so with an unbelievable level of customer service that I would never have expected being the 'new kid on the block'. I feel as though I am their most important customer and have been treated that way consistently since day one. I am truly impressed and excited to be a part of this growing team!"

Todd Herring, VP-Fire Service, TECGEN



"FireRescue1.com is a true online media company, combining an expertise in editorial, marketing, branding and design with a unique understanding of online technology and best practices. FireRescue1 has continually delivered beyond our expectations on a variety of projects, many of which required working under tight deadlines. The FireRescue1 team's attention to detail and creativity really set them apart."

Lynn Papenhausen Baker, Marketing Communications Strategy Manager, Physio-Control



"Working with FireRescue1 has been a very effective way to promote our products online. Whenever we have news to get out to our customers – whether to promote a new product or to invite them to come see us at a trade show – we know we can rely on FireRescue1 to help us spread the word."

Hayley Fudge, Corporate Marketing, Lion Apparel

What Media Experts are Saying



"More than two-thirds of b2b marketers plan to decrease spending on print advertising in the next two to three years. Concurrently, 64% of b2b marketers plan to boost digital spending and 67% plan to increase spending on social media efforts. A majority of respondents agreed that developing innovative marketing activities around e-platforms and engaging with clients via social media were important objectives."

2010 B2B Marketing Leadership Study, American Business Media, the Association of National Advertisers and Booz & Co



"In 2010, b2b e-media spending is anticipated to reach \$4.8 billion, a 9% increase over 2009, and should reach \$8.0 billion by 2014. At the same time, b2b print spending will decline 11% to \$7.2 billion this year. By 2014, print spending will have plummeted to \$6.4 billion, down from \$10.3 billion in 2004."

Communications Industry Forecast, 2004-2014, Veronis Suhler Stevenson