

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

Two Corporate Drive, Ninth Floor
Shelton, CT 06484-6259
Phone: +1 203.447.2800
FAX: +1 203.447.2900
www.bpaww.com

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

FIRE RESCUE

Elsevier Public Safety
525 B Street, Suite 1900
San Diego, CA 92101-4495
Tel.: (619) 687-3272
Fax: (619) 699-6396

Official Publication of: International Association of Fire Chiefs
Established: 1983
Issues Per Year: 12



FIELD SERVED

FireRescue magazine serves the field of firefighting, which includes career, combination and volunteer fire departments, industrial fire brigades and military fire departments.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are fire chiefs, assistant or deputy fire chiefs, fire commissioners, battalion and district chiefs, shift commanders, company officers, state or local fire marshals, emt's and paramedics, training officers/ chiefs/ instructors, firefighters, driver operators, inspectors and other personnel allied to the field. Also qualified are: rescue squads; fire equipment manufacturers, dealers and distributors, trade and professional organizations; educational institutions/ libraries; and federal, state and government organizations.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	669
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	496
Electronic _____	-
All Other _____	567
TOTAL	1,732

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	36,345	75.1	30,411	62.8	5,934	12.3
Sponsored Individually Addressed _____	248	0.5	-	-	248	0.5
Membership Benefit _____	10,891	22.5	-	-	10,891	22.5
Multi-Copy Same Addressee _____	915	1.9	678	1.4	237	0.5
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	48,399	100.0	31,089	64.2	17,310	35.8

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD															
2009 Issue	Number Removed	Number Added	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified
January ____	872	432	49,861	-			49,861	April ____	4,692	642	46,228	-			46,228
February ____	224	674	50,311	-			50,311	May ____	1,477	2,013	46,072	692			46,764
March ____	380	347	50,278	-			50,278	June ____	487	674	46,116	835			46,951
								TOTAL	8,132	4,782					

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009
 This issue is 4.0% or 1,962 copies below the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Electronic Version Only (B)
Fire Departments; Career _____	7,942	17.0	7,787	155
Fire Departments; Combination _____	8,959	19.2	8,858	101
Fire Departments; Volunteer _____	22,450	48.0	22,123	327
Industrial Fire S/B Brigade and Military Fire Departments _____	230	0.5	220	10
Rescue Squads _____	445	1.0	434	11
Fire Equipment Manufacturer, Dealer and Distributor _____	168	0.4	168	-
Municipal Agency; Federal, State, Local Government (Note 1) _____	1,405	3.0	1,369	36
Others allied to the field (Note 2) _____	2,296	4.9	2,244	52
Other Paid Circulation _____	2,869	6.0	2,869	-
TOTAL QUALIFIED CIRCULATION	46,764	100.0	46,072	692
PERCENT	100.0		98.5	1.5

Note 1: Also including Trade or Professional Orgs; Educational Institution/Library
 Note 2: Including Wildland Crews, Fire Contractors and Consulting firms

CLASSIFICATION BY TITLE	TOTAL QUALIFIED	PERCENT OF TOTAL
Fire Chiefs/Fire Commissioners _____	18,311	39.2
Assistant Chiefs/Deputy Chiefs _____	5,779	12.4
Battalion Chiefs/District Chiefs/Shift Commanders _____	1,246	2.6
Total Chiefs	25,336	54.2
Company Officers, Supervisors _____	7,059	15.0
Training Officers/Instructors _____	2,459	5.3
State or Local Fire Marshals _____	565	1.2
Firefighters _____	4,739	10.1
Paramedics, EMTs, First Responders _____	1,672	3.6
Other Personnel Allied to the Field Including Mechanics, Military, Consultants, Owners _____	1,775	3.8
Other Paid Circulation _____	3,159	6.8
TOTAL QUALIFIED CIRCULATION	46,764	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009									
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years						
I. Direct Request: _____	25,162	7,199	546	32,225	682			32,907	70.4
II. Request from recipient's company: _____	246	625	-	861	10			871	1.9
III. Membership Benefit: _____	10,869	-	-	10,869	-			10,869	23.2
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	882	1,235	-	2,117	-			2,117	4.5
Association rosters and directories _____	-	-	-	-	-			-	-
Business directories _____	882	1,235	-	2,117	-			2,117	4.5
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-			-	-
Other sources _____	-	-	-	-	-			-	-
VI. Single Copy Sales: _____	-	-	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	37,159	9,059	546	46,072	692			46,764	100.0
PERCENT	79.5	19.4	1.1	98.5	1.5			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009						
MAILING ADDRESS	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	39,316	676			39,992	85.5
Individuals by name only _____	1,125	16			1,141	2.4
Titles or functions only _____	4,017	-			4,017	8.6
Company names only _____	774	-			774	1.7
Multi-Copy Same Addressee copies _____	840	-			840	1.8
Single Copy Sales _____	-	-			-	-
TOTAL QUALIFIED CIRCULATION	46,072	692			46,764	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009									
State & Zip Code	Print Version Only (A)	Electronic Version Only (B)	Total Qualified	Percent	State & Zip Code	Print Version Only (A)	Electronic Version Only (B)	Total Qualified	Percent
039-049 Maine _____	429	6	435		400-427 Kentucky _____	757	17	774	
030-038 New Hampshire _____	375	3	378		370-385 Tennessee _____	762	21	783	
050-059 Vermont _____	259	3	262		350-369 Alabama _____	993	6	999	
010-027 Massachusetts _____	796	24	820		386-397 Mississippi _____	442	2	444	
028-029 Rhode Island _____	154	1	155		EAST SO. CENTRAL	2,954	46	3,000	6.4
060-069 Connecticut _____	612	15	627		716-729 Arkansas _____	535	7	542	
NEW ENGLAND	2,625	52	2,677	5.7	700-714 Louisiana _____	557	2	559	
100-149 New York _____	3,172	63	3,235		730-749 Oklahoma _____	744	15	759	
070-089 New Jersey _____	1,432	19	1,451		750-799 Texas _____	2,293	35	2,328	
150-196 Pennsylvania _____	3,423	49	3,472		WEST SO. CENTRAL	4,129	59	4,188	9.0
MIDDLE ATLANTIC	8,027	131	8,158	17.4	590-599 Montana _____	294	4	298	
430-459 Ohio _____	2,375	35	2,410		832-838 Idaho _____	284	3	287	
460-479 Indiana _____	717	22	739		820-831 Wyoming _____	182	2	184	
600-629 Illinois _____	1,613	34	1,647		800-816 Colorado _____	1,077	12	1,089	
480-499 Michigan _____	1,128	19	1,147		870-884 New Mexico _____	399	5	404	
530-549 Wisconsin _____	1,161	9	1,170		850-865 Arizona _____	762	6	768	
EAST NO. CENTRAL	6,994	119	7,113	15.2	840-847 Utah _____	260	1	261	
550-567 Minnesota _____	909	10	919		889-898 Nevada _____	299	3	302	
500-528 Iowa _____	744	9	753		MOUNTAIN	3,557	36	3,593	7.7
630-658 Missouri _____	1,102	17	1,119		995-999 Alaska _____	131	-	131	
580-588 North Dakota _____	231	4	235		980-994 Washington _____	1,085	11	1,096	
570-577 South Dakota _____	328	1	329		970-979 Oregon _____	798	7	805	
680-693 Nebraska _____	542	-	542		900-961 California _____	2,158	23	2,181	
660-679 Kansas _____	611	6	617		967-968 Hawaii _____	51	-	51	
WEST NO. CENTRAL	4,467	47	4,514	9.7	PACIFIC	4,223	41	4,264	9.1
197-199 Delaware _____	176	1	177		UNITED STATES	45,593	674	46,267	98.9
206-219 Maryland _____	771	14	785		969 & 004-009 U.S. Territories _____	6	-	6	
200-205 Washington, DC _____	41	-	41		Canada _____	315	14	329	
220-246 Virginia _____	1,347	13	1,360		Mexico _____	-	-	-	
247-268 West Virginia _____	402	8	410		Other International _____	135	3	138	
270-289 North Carolina _____	2,051	44	2,095		APO/FPO _____	23	1	24	
290-299 South Carolina _____	1,056	17	1,073		TOTAL QUALIFIED CIRCULATION	46,072	692	46,764	100.0
300-319 Georgia _____	1,060	19	1,079						
320-349 Florida _____	1,713	27	1,740						
SOUTH ATLANTIC	8,617	143	8,760	18.7					

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2005	2006	2007	January - June 2008	July - December 2008*	January - June 2009*
Total Audit Average Qualified _____	50,256	50,841	50,007	50,384	50,305	48,399
Qualified Non-Paid Total _____	34,343	38,252	32,919	33,057	32,231	31,089
Print Only _____	34,343	38,252	32,919	33,057	32,231	30,840
Electronic Only _____	-	-	-	-	-	249
Qualified Paid Total _____	15,913	12,589	17,088	17,327	18,074	17,310
Print Only _____	15,913	12,589	17,088	17,327	18,074	17,305
Electronic Only _____	-	-	-	-	-	5
Post Expire Copies included in Paid Circulation _____	6.7 %	2.3 %	5.4 %	6.7 %	4.8 %	**NC
Average Annual Order Price _____	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: July 2008 - June 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

8. PAID CIRCULATION DATA	
**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

9. ADDITIONAL DATA

METHOD OF DISTRIBUTION

All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the electronic version are notified via email when the version is available.

PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - Print Version Only						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	36,091	75.0	30,162	62.7	5,929	12.3
Sponsored Individually Addressed _____	248	0.5	-	-	248	0.5
Membership Benefit _____	10,891	22.6	-	-	10,891	22.6
Multi-Copy Same Addressee _____	915	1.9	678	1.4	237	0.5
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	48,145	100.0	30,840	64.1	17,305	35.9

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - Electronic Version Only						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	254	100.0	249	98.0	5	2.0
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	254	100.0	249	98.0	5	2.0

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	August 7, 2009
Jeff Berend, VP/Publisher	State	California
Nicole Poorman, Assistant Circulation Manager	County	San Diego
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	August 7, 2009
IMPORTANT NOTE:	Type	PJ
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	F033P0J9