

**CONSISTENTLY**

Delivering  
Your **Target Audience**

$$50,948 \times 9.8 = 499,290$$

(December 2006 BPA Total Qualified Circulation)

(Circulation Plus Additional Pass-Along Readers Per Copy)\*

**TOTAL AUDIENCE PER ISSUE**



**99%** are **INVOLVED IN PURCHASING** activities in their organization\*

\*Source: Publisher's Data: Harvey Research, Inc. (June 2006)  
Harvey Research, Inc. Survey Methodology

750 surveys were sent by Harvey Research, Inc. (Fairport, N.Y.) to randomly selected FireRescue Magazine readers. 215 participants returned completed surveys to Harvey Research. Statistical confidence: The estimated margin of error for this study is 5.6% at a 95% confidence level.

**TOTAL AUDIENCE PER ISSUE**

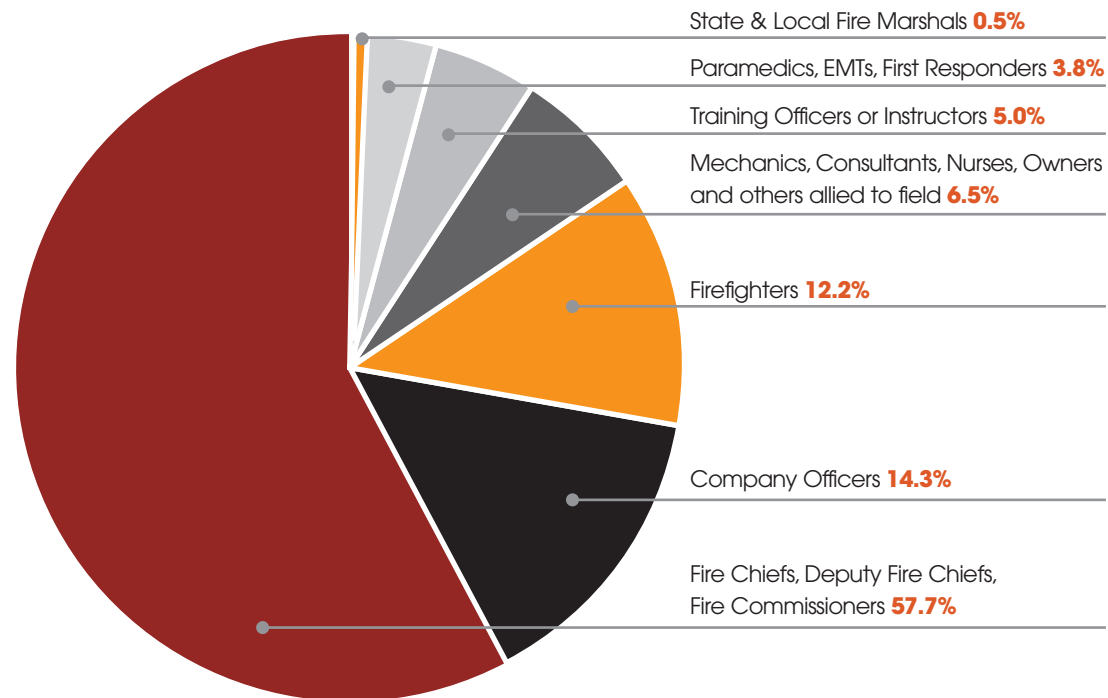


**FireRescue Magazine**

CIRCULATION

Readers Are **KEY DECISION-MAKERS** In The Fire Industry

Job Titles of **FireRescue Magazine** Readers



Source: December 2006 BPA Circulation Statement