

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.

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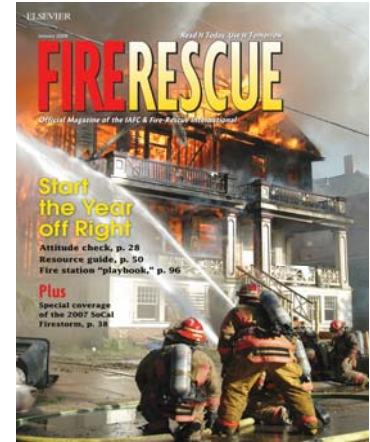
A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters,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

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FIRE RESCUE

Elsevier Public Safety
525 B Street
Suite 1900
San Diego, CA 92101
Tel.: (619) 699-6578
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, company officers, state or local fire marshals, instructors/training officers, firefighters 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 _____	596
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	529
All Other _____	494
TOTAL	1,619

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	38,017	75.5	32,036	63.6	5,981	11.9
Sponsored Individually Addressed __	167	0.3	-	-	167	0.3
Membership Benefit _____	10,983	21.8	-	-	10,983	21.8
Multi-Copy Same Addressee _____	1,216	2.4	1,021	2.0	195	0.4
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	50,383	100.0	33,057	65.6	17,326	34.4

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	668	496			50,739	April _____	289	576			50,378
February _____	114	167			50,951	May _____	5,902	6,658			51,071
March _____	462	300			50,059	*June _____	4,799	2,746			49,106
						TOTAL	12,234	10,943			

*See Paragraph 11

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008
 This issue is 1.6% or 824 copies above the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
Fire Departments; Career _____	9,626	18.8
Fire Departments; Combination _____	9,873	19.3
Fire Departments; Volunteer _____	25,233	49.5
Industrial Fire S/B Brigade and Military Fire Departments _____	227	0.4
Rescue Squads _____	387	0.8
Fire Equipment Manufacturer, Dealer and Distributor _____	143	0.3
Municipal Agency; Federal, State, Local Government, Trade or Professional Orgs; Educational Institution/Library _____	967	1.9
Others allied to the field, including Wildland Crews, Fire Contractors and Consulting firms _____	1,016	2.0
Other Paid Circulation _____	3,599	7.0
TOTAL QUALIFIED CIRCULATION	51,071	100.0
PERCENT	100.0	

CLASSIFICATION BY TITLE	TOTAL QUALIFIED	PERCENT OF TOTAL
Fire Chiefs, Assistant or Deputy Fire Chiefs and Fire Commissioners _____	30,826	60.3
Company Officers, Supervisors _____	8,008	15.7
Training Officers/Instructors _____	2,355	4.6
State or Local Fire Marshals _____	430	0.8
Firefighters _____	4,702	9.2
Paramedics, EMTs, First Responders _____	1,667	3.3
Other Personnel Allied to the Field Including Mechanics, Military, Consultants, Owners _____	1,315	2.6
Other Paid Circulation _____	1,768	3.5
TOTAL QUALIFIED CIRCULATION	51,071	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Personal direct request from the recipient: _____	26,413	5,057	839			32,309	63.3
a. Written _____	16,589	3,595	526			20,710	40.6
b. Telecommunication _____	9,387	1,453	308			11,148	21.8
c. Internet and E-Mail _____	437	9	5			451	0.9
II. TOTAL - Request from recipient's company: _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Internet and E-Mail _____	-	-	-			-	-
III. TOTAL - Membership Benefit: _____	10,952	-	-			10,952	21.4
a. Individual _____	10,952	-	-			10,952	21.4
b. Organizational _____	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Internet and E-Mail _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	7,810	-	-			7,810	15.3
Association rosters and directories _____	-	-	-			-	-
*Business directories _____	7,810	-	-			7,810	15.3
Independent field reports _____	-	-	-			-	-
Licenseses - National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	45,175	5,057	839			51,071	100.0
*See Paragraph 11 PERCENT	88.5	9.9	1.6			100.0	-

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			44,108	86.4
Individuals by name only _____			846	1.7
Titles or functions only _____			4,256	8.3
Company names only _____			658	1.3
Multi-Copy Same Addressee copies _____			1,203	2.4
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			51,071	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008

STATE & ZIP CODE	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____			495	
030-038 New Hampshire _____			427	
050-059 Vermont _____			314	
010-027 Massachusetts _____			861	
028-029 Rhode Island _____			175	
060-069 Connecticut _____			678	
NEW ENGLAND			2,950	5.8
100-149 New York _____			3,777	
070-089 New Jersey _____			1,739	
150-196 Pennsylvania _____			4,188	
MIDDLE ATLANTIC			9,704	19.0
430-459 Ohio _____			2,773	
460-479 Indiana _____			779	
600-629 Illinois _____			1,843	
480-499 Michigan _____			1,260	
530-549 Wisconsin _____			1,216	
EAST NO. CENTRAL			7,871	15.4
550-567 Minnesota _____			922	
500-528 Iowa _____			929	
630-658 Missouri _____			1,226	
580-588 North Dakota _____			326	
570-577 South Dakota _____			377	
680-693 Nebraska _____			530	
660-679 Kansas _____			744	
WEST NO. CENTRAL			5,054	9.9
197-199 Delaware _____			199	
206-219 Maryland _____			876	
200-205 Washington, DC _____			34	
220-246 Virginia _____			1,619	
247-268 West Virginia _____			526	
270-289 North Carolina _____			2,391	
290-299 South Carolina _____			917	
300-319 Georgia _____			1,262	
320-349 Florida _____			1,633	
SOUTH ATLANTIC			9,457	18.5
400-427 Kentucky _____			877	
370-385 Tennessee _____			770	
350-369 Alabama _____			1,209	
386-397 Mississippi _____			618	
EAST SO. CENTRAL			3,474	6.8
716-729 Arkansas _____			763	
700-714 Louisiana _____			674	
730-749 Oklahoma _____			860	
750-799 Texas _____			2,658	
WEST SO. CENTRAL			4,955	9.7
590-599 Montana _____			337	
832-838 Idaho _____			306	
820-831 Wyoming _____			184	
800-816 Colorado _____			817	
870-884 New Mexico _____			467	
850-865 Arizona _____			708	
840-847 Utah _____			310	
889-898 Nevada _____			408	
MOUNTAIN			3,537	6.9
995-999 Alaska _____			161	
980-994 Washington _____			841	
970-979 Oregon _____			629	
900-961 California _____			1,924	
967-968 Hawaii _____			52	
PACIFIC			3,607	7.1
UNITED STATES			50,609	99.1
969 & 004-009 U.S. Territories _____			7	
Canada _____			265	
Mexico _____			1	
Other International _____			163	
APO/FPO _____			26	
TOTAL QUALIFIED CIRCULATION			51,071	100.0

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2004	2005	2006	*2007	**2008
Total Audit Average Qualified:	50,618	50,256	50,841	50,426	50,383
Qualified Non-Paid: _____	39,930	34,343	38,252	33,276	33,057
Qualified Paid: _____	10,688	15,913	12,589	17,150	17,326
Post Expire Copies included in Paid Circulation: _____	5.7	6.7	2.3	5.4	6.7
Average Annual Order Price: _	\$16.17	\$28.81	\$34.36	\$38.41	\$35.82

***NOTE: The audited average qualified circulation for January - June 2007 = 50,845. The unaudited average qualified circulation for July - December 2007 = 50,007, yielding an average qualified circulation of 50,426.**

****2008 data is unaudited.**

*****NC = None Claimed.**

10. PAID CIRCULATION DATA	
\$35.82	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)

11. ADDITIONAL DATA

PARAGRAPH 2:

Effective with the June 2008 issue, 1 source of circulation for a quantity of 2,446 copies or 5.0%, including Wildland Firefighter magazine was transferred to FireRescue.

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 7,810 copies or 15.3%, including National Directory of Fire Chiefs and Administrators.

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 23, 2008
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	July 23, 2008
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	F033P0J8