

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 USA 06484-6259
Phone: +1 203.447.2800
FAX: +1 203.447.2900
www.bpaww.com

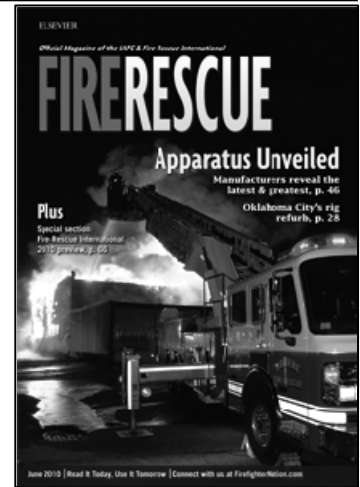
A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, 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 1800
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, supervisors, 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 _____	708
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	458
Digital _____	-
All Other _____	574
TOTAL	1,740

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	31,848	56.6	27,395	48.7	4,453	7.9
Sponsored Individually Addressed _____	160	0.3	-	-	160	0.3
Membership Benefit _____	19,112	34.0	9,746	17.3	9,366	16.6
Multi-Copy Same Addressee _____	5,150	9.2	3,917	7.0	1,233	2.2
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	56,270	100.0	41,058	73.0	15,212	27.0

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2010 Issue	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January _____	45,432	10,831	56,263
February _____	45,370	11,132	56,502
March _____	45,709	11,225	56,934
April _____	45,567	11,342	56,909
May _____	43,861	11,553	55,414
June _____	44,059	11,536	55,595

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010
 This issue is 1.8% or 1,027 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)	Digital Version Only (B)
Fire Departments; Career _____	15,783	28.5	9,115	6,668
Fire Departments; Combination _____	11,460	20.6	8,755	2,705
Fire Departments; Volunteer _____	20,334	36.7	18,803	1,531
Industrial Fire S/B Brigade and Military Fire Departments _____	517	0.9	340	177
Rescue Squads _____	426	0.8	406	20
Fire Equipment Manufacturer, Dealer and Distributor _____	141	0.3	135	6
Municipal Agency; Federal, State, Local Government (Note 1) _____	1,300	2.3	1,195	105
Others allied to the field (Note 2) _____	1,929	3.5	1,597	332
Other Paid Circulation _____	3,524	6.4	3,515	9
TOTAL QUALIFIED CIRCULATION	55,414	100.0	43,861	11,553
PERCENT	100.0		79.2	20.8

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 _____	17,806	32.1
Assistant Chiefs/Deputy Chiefs _____	5,026	9.1
Battalion Chiefs/District Chiefs/Shift Commanders _____	1,379	2.5
Total Chiefs	24,211	43.7
Company Officers, Supervisors _____	11,563	20.9
Training Officers/Instructors _____	2,701	4.9
State or Local Fire Marshals _____	450	0.8
Firefighters/Driver Operators _____	8,920	16.1
Paramedics, EMTs, First Responders _____	1,533	2.8
Other Personnel Allied to the Field Including Mechanics, Military, Consultants, Owners _____	3,304	6.0
Other Paid Circulation _____	2,732	4.9
TOTAL QUALIFIED CIRCULATION	55,414	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010							
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	17,240	10,610	303	26,574	1,579	28,153	50.8
II. Request from recipient's company: _____	615	888	-	1,437	66	1,503	2.7
III. Membership Benefit: _____	20,353	-	-	10,445	9,908	20,353	36.7
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically): _____	5,405	-	-	5,405	-	5,405	9.8
Association rosters and directories _____	-	-	-	-	-	-	-
*Business directories _____	5,405	-	-	5,405	-	5,405	9.8
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	43,613	11,498	303	43,861	11,553	55,414	100.0
*See Paragraph 8 PERCENT	78.7	20.8	0.5	79.2	20.8	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010				
MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	33,026	10,346	43,372	78.3
Individuals by name only _____	584	1,207	1,791	3.2
Titles or functions only _____	4,689	-	4,689	8.5
Company names only _____	494	-	494	0.9
Multi-Copy Same Addressee copies _____	5,068	-	5,068	9.1
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	43,861	11,553	55,414	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010									
Regions	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	Regions	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
NEW ENGLAND	2,950	97	3,047	5.5	MOUNTAIN	3,024	99	3,123	5.6
MIDDLE ATLANTIC	7,555	228	7,783	14.0	PACIFIC	3,588	10,208	13,796	24.9
EAST NO. CENTRAL	7,261	267	7,528	13.6	UNITED STATES	43,388	11,511	54,899	99.1
WEST NO. CENTRAL	4,354	163	4,517	8.2	OTHER INTERNATIONAL	455	41	496	0.9
SOUTH ATLANTIC	7,764	263	8,027	14.5	APO/FPO	18	1	19	-
EAST SO. CENTRAL	2,855	78	2,933	5.3	TOTAL QUALIFIED CIRCULATION	43,861	11,553	55,414	100.0
WEST SO. CENTRAL	4,037	108	4,145	7.5					

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
	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*	January - June 2010*
Total Audit Average Qualified	50,007	50,384	50,305	48,399	53,681	56,270
Qualified Non-Paid Total	32,919	33,057	32,231	31,089	32,323	41,058
Print Version Only	32,919	33,057	32,231	30,840	31,199	29,827
Digital Version Only	-	-	-	249	1,124	11,231
Qualified Paid Total	17,088	17,327	18,074	17,310	21,358	15,212
Print Version Only	17,088	17,327	18,074	17,305	15,887	15,174
Digital Version Only	-	-	-	5	5,471	38
Post Expire Copies included in Total Qualified Circulation	5.4	6.7	4.8	**NC	**NC	**NC
Average Annual Order Price	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July 2009 – June 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

8. ADDITIONAL DATA

METHOD OF DISTRIBUTION

Print copies are distributed via postal services or other carriers. Recipients who request the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Replica - Editorial and design are unchanged from the original print edition.

PARAGRAPH 3b:

Business directories and directories include 1 source of circulation for a quantity of 5,405 copies or 9.8%.

Paragraphs 3c and 7 are reported at the option of the publisher.

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	30,325	67.4	25,910	57.6	4,415	9.8
Sponsored Individually Addressed	160	0.4	-	-	160	0.4
Membership Benefit	9,366	20.8	-	-	9,366	20.8
Multi-Copy Same Addressee	5,150	11.4	3,917	8.7	1,233	2.7
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	45,001	100.0	29,827	66.3	15,174	33.7

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	1,523	13.5	1,485	13.2	38	0.3
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	9,746	86.5	9,746	86.5	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	11,269	100.0	11,231	99.7	38	0.3

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.	Date signed	August 05, 2010
Mike Shear, Director of Audience Development	State	California
Jeff Berend, VP/Publisher	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 05, 2010
IMPORTANT NOTE:	Type	PJ
This unaudited circulation statement has been checked against the previous audit report.	ID Number	F033P0JO
It will be included in the annual audit made by BPA Worldwide.		