

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 CHIEF®

A Penton Media Publication
One IBM Plaza
330 N. Wabash Ave, Suite 2300
Chicago, IL 60611
Tel.: (312) 595-1080
Fax: (312) 595-0295
www.firechief.com

Official Publication of: None
Established: 1956
Issues Per Year: 12

FIELD SERVED

FIRE CHIEF serves the field of fire fighting and prevention which includes municipal, district, county, townships and independent fire departments and companies (both paid and volunteer) and industrial, military and federal fire departments and brigades. Also served are: fire equipment manufacturers, distributors and dealers, state fire marshals and a limited number of libraries, schools, and fire associations.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are fire chiefs, fire instructors and training officers, assistant fire chiefs, fire marshals, safety officers, EMS coordinators, EVT/mechanics, fire commissioners, lieutenants, captains and other fire officers, presidents, secretaries, treasurers and other personnel in the fire departments and companies in the above field.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	262
Advertiser and Agency _____	781
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	433
All Other _____	1,475
TOTAL	2,951

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	52,100	100.0	51,081	98.0	1,019	2.0
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	52,100	100.0	51,081	98.0	1,019	2.0

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 _____	226	226			52,100	April _____	269	269			52,100
February _____	374	374			52,100	May _____	538	538			52,100
March _____	226	226			52,100	June _____	177	177			52,100
						TOTAL	1,810	1,810			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008		
This issue is equal to the average of the other 5 issues reported in Paragraph two.		
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
Fire departments _____	50,412	96.8
Industrial fire departments and military _____	903	1.7
Office of the fire marshal _____	341	0.7
Fire equipment manufacturers, distributors and dealers _____	225	0.4
Libraries, schools & fire associations and others allied to the field _____	219	0.4
TOTAL QUALIFIED CIRCULATION	52,100	100.0
PERCENT	100.0	

CLASSIFICATION BY TITLE	TOTAL QUALIFIED	PERCENT OF TOTAL
Fire chiefs _____	34,812	66.7
Fire department instructors/training officers _____	1,837	3.5
Assistant fire chiefs and fire commissioners _____	5,927	11.4
Presidents, secretaries and treasurers _____	900	1.7
Fire marshals _____	935	1.8
EMS Coordinators _____	451	0.9
EVT / Mechanic _____	154	0.3
Safety officers _____	610	1.2
Lieutenants, captains, & other fire officers _____	3,786	7.3
Fire station and brigade copies, firefighters and other personnel _____	2,688	5.2
TOTAL QUALIFIED CIRCULATION	52,100	100.0
PERCENT	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: _____	38,281	6,303	-			44,584	85.6
a. Written _____	8,941	1,827	-			10,768	20.7
b. Telecommunication _____	20,779	3,931	-			24,710	47.4
c. Electronic _____	8,561	545	-			9,106	17.5
II. TOTAL - Request from recipient's company: _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
III. TOTAL - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	7,516	-	-			7,516	14.4
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Independent field reports _____	-	-	-			-	-
Licensees - National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	7,516	-	-			7,516	14.4
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	45,797	6,303	-			52,100	100.0
*See Paragraph 11 PERCENT	87.9	12.1	-			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 _____			52,100	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			52,100	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008							
State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified
039-049 Maine _____	661		400-427 Kentucky _____	1,257			
030-038 New Hampshire _____	487		370-385 Tennessee _____	1,103			
050-059 Vermont _____	299		350-369 Alabama _____	1,377			
010-027 Massachusetts _____	901		386-397 Mississippi _____	743			
028-029 Rhode Island _____	216		EAST SO. CENTRAL	4,480	8.6		
060-069 Connecticut _____	707		716-729 Arkansas _____	887			
NEW ENGLAND	3,271	6.3	700-714 Louisiana _____	575			
100-149 New York _____	3,756		730-749 Oklahoma _____	940			
070-089 New Jersey _____	1,695		750-799 Texas _____	2,001			
150-196 Pennsylvania _____	4,089		WEST SO. CENTRAL	4,403	8.5		
MIDDLE ATLANTIC	9,540	18.3	590-599 Montana _____	347			
430-459 Ohio _____	2,573		832-838 Idaho _____	337			
460-479 Indiana _____	1,369		820-831 Wyoming _____	194			
600-629 Illinois _____	1,895		800-816 Colorado _____	617			
480-499 Michigan _____	1,668		870-884 New Mexico _____	438			
530-549 Wisconsin _____	1,254		850-865 Arizona _____	598			
EAST NO. CENTRAL	8,759	16.8	840-847 Utah _____	320			
550-567 Minnesota _____	904		889-898 Nevada _____	215			
500-528 Iowa _____	940		MOUNTAIN	3,066	5.9		
630-658 Missouri _____	1,154		995-999 Alaska _____	203			
580-588 North Dakota _____	271		980-994 Washington _____	931			
570-577 South Dakota _____	322		970-979 Oregon _____	514			
680-693 Nebraska _____	476		900-961 California _____	1,956			
660-679 Kansas _____	736		967-968 Hawaii _____	23			
WEST NO. CENTRAL	4,803	9.2	PACIFIC	3,627	7.0		
197-199 Delaware _____	171		UNITED STATES	51,390	98.6		
206-219 Maryland _____	883		969 & 004-009 U.S. Territories _____	9			
200-205 Washington, DC _____	20		Canada _____	664			
220-246 Virginia _____	1,471		Mexico _____	-			
247-268 West Virginia _____	764		Other International _____	10			
270-289 North Carolina _____	2,512		AP0/FPO _____	27			
290-299 South Carolina _____	987		TOTAL QUALIFIED CIRCULATION	52,100	100.0		
300-319 Georgia _____	1,229						
320-349 Florida _____	1,404						
SOUTH ATLANTIC	9,441	18.0					

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2004	2005	2006	2007	*2008
Total Audit Average Qualified _	52,102	52,101	52,100	52,100	52,100
Qualified Non-Paid Total _____	50,375	50,645	50,809	50,963	51,081
Qualified Paid Total _____	1,727	1,456	1,291	1,137	1,019
Post Expire Copies included in Paid Circulation _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price ___	\$52.48	\$53.31	\$55.53	\$55.71	\$57.99

*NOTE: 2008 data is unaudited.
 **NC = None Claimed.

10. PAID CIRCULATION DATA	
\$57.99	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 3b:

Other Sources include 1 source of circulation for a quantity of 7,516 or 14.4%, including Zenith database of fire chiefs and volunteer fire chiefs.

PARAGRAPHS 5 THROUGH ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Scott Bieda, Publisher

Tammy Kalebaugh, Audience Marketing Manager

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed July 29, 2008

State Illinois

County Cook

Received by BPA Worldwide July 29, 2008

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