

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 comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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A Penton Media Publication
6151 Powers Ferry Road NW #200
Atlanta, GA 30339
Tel. No.: (770) 955-2500
FAX No.: (770) 618-0343
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, fire associations and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are fire chiefs, fire commissioners, assistant fire chiefs, lieutenants, captains and other fire officers, instructors and training officers, fire marshals, safety officers, EMS coordinators, 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 _____	-
Advertiser and Agency _____	354
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	933
Digital _____	-
All Other _____	950
TOTAL	2,237

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	47,840	100.0	47,076	98.4	764	1.6
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	47,840	100.0	47,076	98.4	764	1.6

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
July _____	136	136	48,215	2,236	50,451
August _____	6,973	3,872	44,940	2,333	47,273
September _____	155	156	45,018	2,333	47,351
October _____	226	276	44,964	2,372	47,336
November _____	9,285	9,260	45,032	2,264	47,296
December _____	47	23	45,091	2,245	47,336
TOTAL	16,822	13,723			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011
issue is 1.4% or 653 copies below the average of the other 5 issues reported in Paragraph two.

CLASSIFICATION BY TITLE	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)
Fire chiefs _____	28,925	61.2	27,737	1,188
Assistant fire chiefs and fire commissioners _____	7,028	14.9	6,593	435
Lieutenants, captains, & other fire officers _____	6,828	14.4	6,453	375
Fire department instructors/training officers _____	1,538	3.3	1,414	124
Presidents, secretaries and treasurers _____	730	1.5	687	43
Fire marshals _____	907	1.9	808	99
EMS Coordinators _____	287	0.6	287	-
Safety officers _____	481	1.0	481	-
Fire station and brigade copies, firefighters and other personnel _____	397	0.8	397	-
Other Paid Circulation: Subscriptions with no demographics _____	175	0.4	175	-
TOTAL QUALIFIED CIRCULATION	47,296	100.0	45,032	2,264
PERCENT	100.0		95.2	4.8

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)
Fire departments _____	45,830	96.9	43,644	2,186
Industrial fire departments and military _____	531	1.1	474	57
Office of the fire marshal _____	297	0.6	276	21
Fire equipment manufacturers, distributors and dealers _____	98	0.2	98	-
Libraries, schools & fire associations and others allied to the field _____	365	0.8	365	-
Other Paid Circulation: Subscriptions with no demographics _____	175	0.4	175	-
TOTAL QUALIFIED CIRCULATION	47,296	100.0	45,032	2,264
PERCENT	100.0		95.2	4.8

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE OF NOVEMBER 2011							
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	*Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	25,927	11,378	-	35,062	2,243	37,305	80.1
II. Request from recipient's company: _____	-	-	-	-	-	-	-
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically): _____	9,245	-	-	9,245	-	9,245	19.9
Association rosters and directories _____	-	-	-	-	-	-	-
Business directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
*Other sources _____	9,245	-	-	9,245	-	9,245	19.9
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	35,172	11,378	-	44,307	2,243	46,550	100.0
PERCENT	75.6	24.4	-	95.2	4.8	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011				
MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	45,032	2,264	47,296	100.0
Individuals by name only _____	-	-	-	-
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	45,032	2,264	47,296	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011									
State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine _____	522	21	543		Kentucky _____	1,083	50	1,133	
New Hampshire _____	379	22	401		Tennessee _____	973	40	1,013	
Vermont _____	214	5	219		Alabama _____	1,202	33	1,235	
Massachusetts _____	676	46	722		Mississippi _____	632	30	662	
Rhode Island _____	153	3	156		EAST SO. CENTRAL	3,890	153	4,043	8.5
Connecticut _____	649	28	677		Arkansas _____	986	27	1,013	
NEW ENGLAND	2,593	125	2,718	5.7	Louisiana _____	670	32	702	
New York _____	2,532	120	2,652		Oklahoma _____	910	32	942	
New Jersey _____	1,210	83	1,293		Texas _____	2,275	154	2,429	
Pennsylvania _____	2,640	102	2,742		WEST SO. CENTRAL	4,841	245	5,086	10.8
MIDDLE ATLANTIC	6,382	305	6,687	14.1	Montana _____	321	9	330	
Ohio _____	2,113	123	2,236		Idaho _____	310	19	329	
Indiana _____	1,181	75	1,256		Wyoming _____	169	9	178	
Illinois _____	1,774	109	1,883		Colorado _____	637	42	679	
Michigan _____	1,436	81	1,517		New Mexico _____	247	17	264	
Wisconsin _____	1,283	45	1,328		Arizona _____	474	42	516	
EAST NO. CENTRAL	7,787	433	8,220	17.4	Utah _____	283	16	299	
Minnesota _____	925	42	967		Nevada _____	164	14	178	
Iowa _____	895	33	928		MOUNTAIN	2,605	168	2,773	5.9
Missouri _____	1,156	59	1,215		Alaska _____	139	15	154	
North Dakota _____	267	4	271		Washington _____	870	57	927	
South Dakota _____	291	8	299		Oregon _____	422	22	444	
Nebraska _____	473	14	487		California _____	2,101	52	2,153	
Kansas _____	695	35	730		Hawaii _____	31	6	37	
WEST NO. CENTRAL	4,702	195	4,897	10.4	PACIFIC	3,563	152	3,715	7.9
Delaware _____	148	1	149		UNITED STATES	44,675	2,189	46,864	99.1
Maryland _____	705	30	735		U.S. Territories _____	4	2	6	
Washington, DC _____	22	1	23		Canada _____	317	70	387	
Virginia _____	1,222	64	1,286		Mexico _____	-	-	-	
West Virginia _____	649	15	664		Other International _____	20	-	20	
North Carolina _____	2,489	105	2,594		APO/FPO _____	16	3	19	
South Carolina _____	878	32	910		TOTAL QUALIFIED CIRCULATION	45,032	2,264	47,296	100.0
Georgia _____	956	56	1,012						
Florida _____	1,243	109	1,352						
SOUTH ATLANTIC	8,312	413	8,725	18.4					

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
	January-June 2009	July-December 2009	January-June 2010	July-December 2010	January-June 2011*	July-December 2011*
Total Audit Average Qualified: _____	50,900	50,300	50,171	50,312	50,404	47,840
Qualified Non-Paid Total: ____	50,016	49,500	49,423	49,618	49,564	47,076
Print Version Only _____	48,548	46,901	47,132	47,312	47,290	44,799
Digital Version Only _____	1,468	2,599	2,291	2,306	2,274	2,277
Qualified Non-Paid Total: ____	884	800	748	694	840	764
Print Version Only _____	884	800	726	673	822	744
Digital Version Only _____	-	-	22	21	18	20
Post Expire Copies included in Total Qualified Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: ____	\$59.43	**NC	\$59.43	\$61.36	\$62.06	\$61.93

*NOTE: January – December 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

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 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:

Other sources include 1 source of circulation for a quantity of 9,245 copies or 19.9%, including Zenith Database of fire chiefs & volunteer fire chiefs.

Paragraph 3b includes 46,550 qualified non-paid circulation. Qualified paid circulation of 746 combined with the qualified non-paid circulation equals 47,296 total qualified circulation for the analyzed issue.

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 _____	45,543	100.0	44,799	98.4	744	1.6
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	45,543	100.0	44,799	98.4	744	1.6

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 _____	2,297	100.0	2,277	99.1	20	0.9
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	2,297	100.0	2,277	99.1	20	0.9

PUBLISHER'S AFFIDAVIT

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

Gregg Herring, Market Leader

Jo Ann DeSmet, Audience Development 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 January 11, 2012

State Kansas

County Johnson

Received by BPA Worldwide January 11, 2012

Type PD

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