



Audit Bureau of Circulations

**BUSINESS PUBLICATION
PUBLISHER'S STATEMENT
Subject to Audit
For the 6 month period ending
June 30, 2010**

Fire Engineering®

Field Served:

Fire Fighting and Fire Prevention.

This is an independent publication not directly related to or affiliated with any association.

TOTAL AVERAGE QUALIFIED PAID CIRCULATION

52,641



1A

AVERAGE QUALIFIED PAID CIRCULATION

Print Only, See Par. 11(a)	39,231
Digital Only, See Par. 11(b)	1,756
Print & Digital (Unduplicated)	
Total Individual	<u>40,987</u>
Association	
Sponsored Individually Addressed - Print Only	
Sponsored Individually Addressed - Digital Only	
Sponsored Individually Addressed - Print & Digital (Unduplicated)	
Total Sponsored Individually Addressed	
Multi-Copy Same Addressee - Print Only, See Par. 11(c)	751
Multi-Copy Same Addressee - Digital Only, See Par. 11(d)	10,903
Multi-Copy Same Addressee - Print & Digital (Unduplicated)	
Total Multi-Copy Same Addressee	<u>11,654</u>
Single Copy Sales	
Total Average Qualified Paid Circulation	<u>52,641</u>

1B

AVERAGE QUALIFIED NON-PAID CIRCULATION

None Claimed

1C

AVERAGE NON-QUALIFIED CIRCULATION

Non-Continuous Market Coverage Copies	
Allocated For Shows & Conventions	1,492
Miscellaneous, Including Staff Copies, See Par. 11(e)	<u>2,432</u>
Total Average Non-Qualified Circulation	3,924

1D

AVERAGE QUALIFIED PAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS

None

2

QUALIFIED PAID CIRCULATION BY ISSUES

2010 Issue	Total Paid	Print Only	Digital Only	Print & Digital (Unduplicated)	2010 Issue	Total Paid	Print Only	Digital Only	Print & Digital (Unduplicated)
Jan.	51,167	38,376	12,791		Apr.	51,004	38,341	12,663	
Feb.	51,341	38,609	12,732		May	54,749	42,128	12,621	
Mar.	51,177	38,476	12,701		June	56,410	43,938	12,472	



THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE MAY 2010 ISSUE IN WHICH:
 • QUALIFIED PAID CIRCULATION WAS 4.0% GREATER THAN THE PERIOD AVERAGE

3A BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Total Paid	%	Print Only	Digital Only	Print & Digital (Unduplicated)
1. Municipal Fire Departments (Paid and Volunteer) including Fire Companies, District, County, Townships of Independent Fire Companies:					
(a) Chiefs, Assistant Chiefs, Fire Marshals, Commissioners and Other Municipal Fire Officials.....	18,752	34.3	17,896	856	
(b) Fire Companies.....	1,250	2.3	1,250		
(c) Firefighters.....	8,328	15.2	8,069	259	
(d) Other Fire Officials, Federal, State and Local, including City Managers	14,296	26.1	5,138	9,158	
Total Classification 1.....	42,626	77.9	32,353	10,273	
2. Industrial Companies, Military and Other Government Installations, Airports, Institutions, Schools, Hotels, High Rise Buildings and Other Organizations with Fire Departments, or Special Fire Prevention and Suppression Requirement.....	809	1.5	703	106	
3. Fire Prevention Engineers, Fire Consultants and Insurance Engineers, Arson Investigators, Insurance Companies.....	220	0.4	193	27	
4. Fire Equipment Manufacturers, Distributors and Dealers.....	411	0.8	382	29	
5. Libraries and Schools.....	640	1.2	463	177	
6. Others Allied to the Field.....	1,014	1.9	941	73	
Other Paid Circulation					
Subscriptions.....	9,029	16.5	7,093	1,936	
Single Copy Sales.....					
Total Qualified Paid Circulation.....	54,749	100.0	42,128	12,621	

3B AGE OF SOURCE DATA ANALYSIS Reporting not required

3C MAILING ADDRESS ANALYSIS

	Total Paid	%	Print Only	Digital Only	Print & Digital (Unduplicated)
Individual by name and title and/or occupation.....	33,633	61.4	31,983	1,650	
Individual by name only.....	4,815	8.8	4,785	30	
Title or occupation only.....	3,807	7.0	3,775	32	
Company name only.....	894	1.6	888	6	
Multi-Copy Same Addressee.....	11,600	21.2	697	10,903	
Total Qualified Paid Subscription Circulation.....	54,749	100.0	42,128	12,621	
Single Copy Sales.....					
Total Qualified Paid Circulation.....	54,749				

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SUPPLEMENTAL ANALYSIS

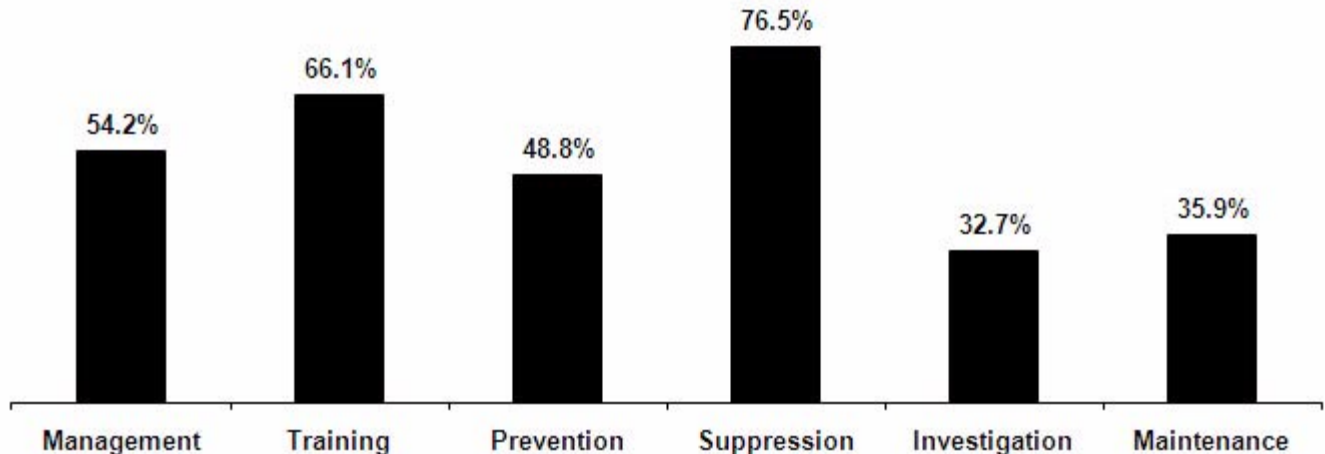
Classification by Function - May 2010 Issue

Classification by Business & Industry	Qualified Subscribers	Management		Training		Prevention		Suppression		Investigation		Maintenance	
		A	%	B	%	C	%	D	%	E	%	F	%
Municipal Fire Departments (Paid and Volunteer) including Fire Companies, District, County, Townships and Independent Fire Companies:													
(A) Chiefs, Assistant Chiefs, Fire Marshals, Commissioners and other Municipal Fire Officials	18,752	10,960	42.8	11,053	43.2	8,432	32.9	11,905	46.5	6,306	24.6	6,540	25.5
(B) Fire Companies	1,250	14	0.1	17	0.1	18	0.1	28	0.1	11	0.0	11	0.0
(C) Firefighters	8,328	641	2.5	2,620	10.2	2,193	8.6	5,063	19.8	875	3.4	1,433	5.6
(D) Other Fire Officials, Federal, State and Local, including City Managers	14,296	1,504	5.9	2,197	8.6	1,199	4.7	1,814	7.1	777	3.0	831	3.2
Total Classification	42,626	13,119	51.3	15,887	62.1	11,842	46.3	18,810	73.5	7,969	31.0	8,815	34.3
Industrial Companies, Military and other Government Installations, Airports, Institutions, Schools, Hotels, High Rise Buildings and other Organizations with Fire Departments, or special Fire Prevention and Suppression Requirements	809	256	1.0	287	1.1	189	0.7	301	1.2	135	0.5	132	0.5
Fire Prevention Engineers, Arson Investigators, Insurance Companies	220	51	0.2	64	0.3	45	0.2	49	0.2	47	0.2	25	0.1
Fire Equipment Manufacturers, Distributors and Dealers	411	55	0.2	40	0.2	17	0.1	38	0.1	15	0.1	18	0.1
Libraries and Schools	640	45	0.2	90	0.4	30	0.1	81	0.3	23	0.1	26	0.1
Others Allied to the Field	1,014	154	0.6	192	0.7	121	0.5	271	1.1	69	0.3	81	0.3
Other Paid Circulation													
Subscriptions	9,029	189	0.7	334	1.3	238	0.9	13	0.1	118	0.5	136	0.5
Single Copy Sales													
Total Paid Circulation	54,749	13,869	54.2	16,894	66.1	12,482	48.8	19,563	76.5	8,376	32.7	9,233	35.9

Totals reporting one or more functions - 26,386

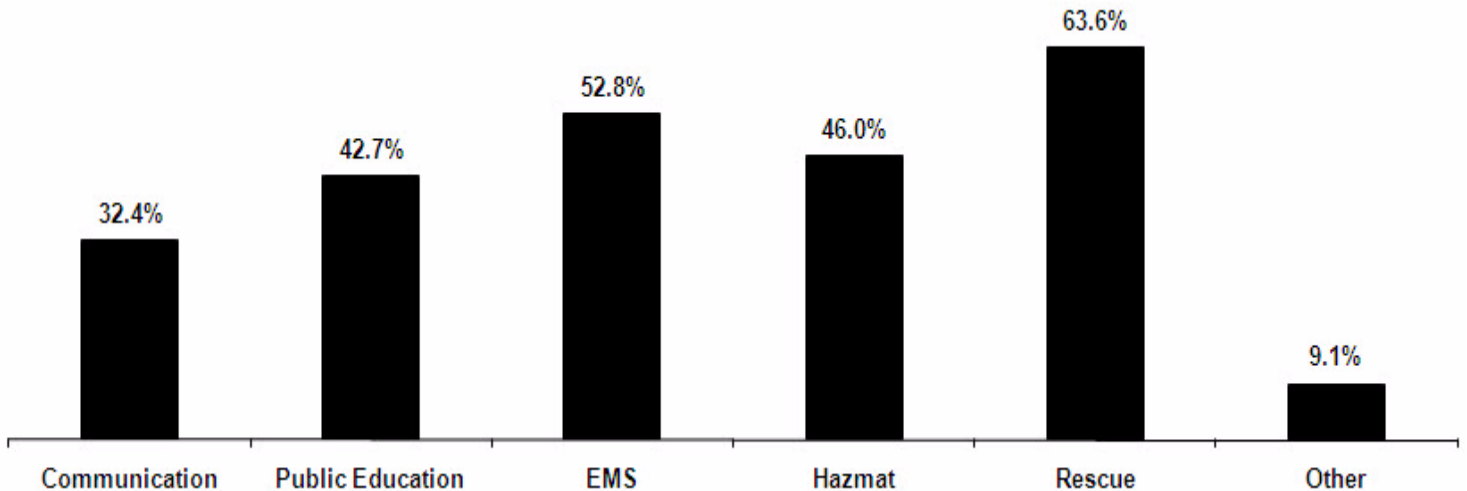
Since individual recipients may be involved in more than one function, the total of the various functions exceeds the number of recipients.

Percentages are derived at by dividing the total responses to each question by total respondents (26,386).



**Classification by Function -
May 2010 Issue**

Communication		Public Education		EMS		Haz-Mat		Rescue		Other	
G	%	H	%	I	%	J	%	K	%	L	%
6,292	24.6	7,310	28.5	7,681	30.0	7,425	29.0	9,782	38.2	1,127	4.4
11	0.0	15	0.1	14	0.1	15	0.1	19	0.1		
897	3.5	1,925	7.5	3,656	14.3	2,481	9.7	3,987	15.6	397	1.5
713	2.8	1,113	4.3	1,293	5.1	1,163	4.5	1,527	6.0	544	2.1
7,913	30.9	10,363	40.4	12,644	49.5	11,084	43.3	15,315	59.9	2,068	8.0
123	0.5	151	0.6	206	0.8	225	0.9	262	1.0	65	0.3
17	0.1	36	0.1	30	0.1	30	0.1	38	0.1	12	0.0
8	0.0	16	0.1	22	0.1	18	0.1	32	0.1	32	0.1
19	0.1	51	0.2	50	0.2	41	0.2	55	0.2	23	0.1
64	0.3	90	0.4	153	0.6	116	0.5	191	0.7	96	0.4
120	0.5	218	0.9	397	1.5	241	0.9	421	1.6	42	0.2
8,264	32.4	10,925	42.7	13,502	52.8	11,755	46.0	16,314	63.6	2,338	9.1



GEOGRAPHIC ANALYSIS

State & ZIP Code	Total Paid	%	Print Only	Digital Only	Print & Digital (Unduplicated)
New England					
ME 039-049	283		268	15	
NH 030-038	353		337	16	
VT 050-059	201		194	7	
MA 010-027	840		802	38	
RI 028-029	248		241	7	
CT 060-069	1,120		1,086	34	
New England	3,045	5.5	2,928	117	
Middle Atlantic					
NY 100-149	3,779		3,661	118	
NJ 070-089	2,184		2,108	76	
PA 150-196	2,401		2,320	81	
Middle Atlantic	8,364	15.3	8,089	275	
East N. Central					
OH 430-459	3,189		3,083	106	
IN 460-479	2,325		2,272	53	
IL 600-629	3,197		3,073	124	
MI 480-499	1,665		1,612	53	
WI 530-549	1,424		1,373	51	
East N. Central	11,800	21.6	11,413	387	
West N. Central					
MN 550-567	585		558	27	
IA 500-528	458		443	15	
MO 630-658	804		774	30	
ND 580-588	77		73	4	
SD 570-577	92		90	2	
NE 680-693	205		194	11	
KS 660-679	392		378	14	
West N. Central	2,613	4.8	2,510	103	
South Atlantic					
DE 197-199	207		200	7	
MD 206-219	776		742	34	
DC 200, 202-205	32		32		
VA 201, 220-246	1,085		1,031	54	
WV 247-268	306		297	9	
NC 270-289	1,351		1,306	45	
SC 290-299	544		520	24	
GA 300-319	587		559	28	
FL 320-349	1,489		1,394	95	
South Atlantic	6,377	11.6	6,081	296	

State & ZIP Code	Total Paid	%	Print Only	Digital Only	Print & Digital (Unduplicated)
East S. Central					
KY 400-427	725		696	29	
TN 370-385	521		496	25	
AL 350-369	315		300	15	
MS 386-397	177		173	4	
East S. Central	1,738	3.2	1,665	73	
West S. Central					
AR 716-729	237		222	15	
LA 700-714	291		285	6	
OK 730-749	235		223	12	
TX 750-799	1,508		1,419	89	
West S. Central	2,271	4.1	2,149	122	
Mountain					
MT 590-599	131		117	14	
ID 832-838	235		198	37	
WY 820-831	101		97	4	
CO 800-816	832		778	54	
NM 870-884	215		194	21	
AZ 850-865	452		339	113	
UT 840-847	155		128	27	
NV 889-898	211		127	84	
Mountain	2,332	4.3	1,978	354	
Pacific					
AK 995-999	138		131	7	
WA 980-994	840		748	92	
OR 970-979	433		355	78	
CA 900-961	11,289		1,976	9,313	
HI 967-968	133		119	14	
Pacific	12,833	23.4	3,329	9,504	
Single Copy Sales					
U.S. Unclassified					
United States	51,373	93.8	40,142	11,231	
Poss. & Other Areas					
004-009, 969	32	0.1	32		
U.S. & Poss., etc.	51,405	93.9	40,174	11,231	
Canada	2,820	5.2	1,486	1,334	
Mexico	25	0.0	24	1	
Military or Civilian					
Personnel Overseas	50	0.1	45	5	
Other International	449	0.8	399	50	
Total International	3,344	6.1	1,954	1,390	
E-Mail Address Only					
Other Unclassified					
Grand Total	54,749	100.0	42,128	12,621	

**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS
Sold During 6 Month Period Ended June 30, 2010**

5 PRICE DATA, See Par. 11(f)

	Total Paid	Print Only	Digital Only	Print & Digital (Unduplicated)
Basic Prices: Subscriptions: U.S., 1 yr. \$29.95; 2 yrs. \$51.95; 3 yrs. \$67.95. Canada, 1 yr. \$42.75; 2 yrs. \$71.65; 3 yrs. \$93.10. International, 1 yr. \$64.95; 2 yrs. \$109.95; 3 yrs. \$143.95 Single Copy: U.S., \$7.00. Canada, \$9.00. International, \$15.00 Sales include Premium Values				
Basic & higher than basic:	8,477	8,401	76	None
75% - 99% of basic:	571	257	314	None
50% - 74% of basic:	2,533	2,480	53	None
25% - 49% of basic:	10,960	10,894	66	None
Less than 25% of basic:	434	434	None	None
Total	22,975	22,466	509	None

6 TERM DATA

	Total Paid	Print Only	Digital Only	Print & Digital (Unduplicated)
Three years or more	2,558	2,450	108	None
Two years or more but less than three	924	884	40	None
One year or more but less than two	19,395	19,035	360	None
Less than one year	98	97	1	None
Total	22,975	22,466	509	None

7 SALES CHANNELS

	Total Paid	Print Only	Digital Only	Print & Digital (Unduplicated)
Ordered by mail and/or directly requested by subscriber	12,721	12,233	488	None
Ordered through salespeople:				
Catalog agencies and individual agents	1,458	1,437	21	None
Publisher's own and other publishers' salespeople	18	18	None	None
Independent agencies' salespeople	None	None	None	None
Association memberships,	None	None	None	None
All other channels, See Par. 11(g)	8,778	8,778	None	None
Total	22,975	22,466	509	None

8 PREMIUM USAGE

	Total Paid	Print Only	Digital Only	Print & Digital (Unduplicated)
Ordered without premium	22,725	22,218	507	None
Ordered with reprinted material from this publication	None	None	None	None
Ordered with other premiums, See Par. 11(h)	250	248	2	None
Total	22,975	22,466	509	None

ADDITIONAL CIRCULATION INFORMATION

9 POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION

Percentage of paid subscriptions serviced, from 1 issue to 3 months beyond expiration, on the May 2010 issue	12.9%
Average percentage of paid subscriptions serviced, from 1 issue to 3 months beyond expiration, for the period covered by this statement	9.5%

10 RENEWAL ANALYSIS OF PAID CIRCULATION

Total expirations during 12 months November 1, 2008 thru October 31, 2009	20,857
Total renewals of those expirations	11,671
Renewal percentage	56.0%



FIRE ENGINEERING

This form, printed on blue paper, is used by business publications having all qualified paid circulation, not claiming any qualified non-paid circulation.

11

EXPLANATORY

Audit Cycle: December Ending.

(a) Print Only Individual subscriptions, averaging 39,231 copies per issue, represent copies served to individuals receiving the print version only of Fire Engineering.

(b) Digital Only Individual subscriptions, averaging 1,756 copies per issue, represent copies served to individuals receiving the digital version only. The digital version of Fire Engineering is made available to subscribers through a password secure web site wherein e-mail notice is sent to recipients notifying them of the availability of each issue.

(c) Multi-Copy Same Addressee Print Only subscriptions, averaging 751 copies per issue, represent copies sold in quantities of 2 to 29 to business concerns at basic prices. Copies were mailed by publisher in bulk to purchasers for distribution.

(d) Multi-Copy Same Addressee Digital Only subscriptions, averaging 10,903 copies per issue, represent copies sold in quantities of 578 to 9,092 to business concerns at basic prices. The digital version of Fire Engineering is made available to subscribers through a password secure web site wherein e-mail notice is sent to recipients notifying them of the availability of each issue.

(e) Miscellaneous includes checking and promotion copies, averaging 1,813 copies per issue, served to advertisers and agencies.

(f) Authorized prices with 5% or more of total subscription sales:
1 yr. \$10.00 1 yr. \$29.95 3 yrs. \$76.00

(g) All other channels represent subscriptions sold in conjunction with the registration fee at the Fire Department Instructors Conference.

(h) A baseball cap, with no advertised or stated value, was offered with 1 yr. paid subscriptions at \$19.95.

Definition of Recipient Qualification:

Qualified recipients are: fire chiefs, assistant fire chiefs, fire marshals, fire commissioners and other fire officers and firefighters involved in paid and volunteer municipal fire departments, and industrial, institutional and federal fire departments. Also included are fire prevention engineers, fire consultants and insurance engineers, arson investigators, fire equipment manufacturers, distributors and dealers, libraries, schools and others allied to the field.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules

Parent Company: PennWell Corporation

ERIC SCHLETT

Group Publisher

Signed: July 6, 2010

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RON A. KALUSHA

Audience Development Manager

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	Association Subscription Price	
	U.S. Subscription Price	29.95
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