

**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED JUNE 2013**

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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**About BPA Worldwide**

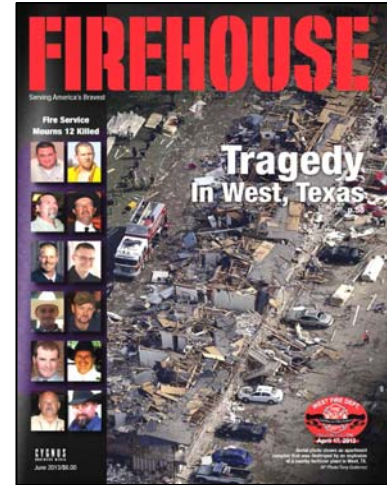
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Official Publication of: None  
Established: 1976  
Issues Per Year: 12



**FIELD SERVED**

FIREHOUSE serves vol/paid-on-call, paid, combination paid/vol and other fire departments, industrial/institutional, military/federal and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include fire chiefs, assistant/deputy fire chiefs, battalion chiefs, division chiefs, district chiefs, presidents, owners, vice presidents, commissioners, secretary/treasurers, federal, state and local fire officials/city managers, fire marshals, training officers, instructors, captains, lieutenants, commanders, EMS directors/coordinators, EMT's, paramedics, paid and volunteer firefighters, engineers, other personnel in fire departments and fire prevention fields, others allied to the field and other paid circulation.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	685
Advertiser and Agency _____	948
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	517
Digital _____	-
All Other _____	718
<b>TOTAL</b>	<b>2,868</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid*	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	70,024	90.1	42,148	54.2	27,876	35.9
*Sponsored Individually Addressed_	7,178	9.2	-	-	7,178	9.2
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	534	0.7	-	-	534	0.7
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>77,736</b>	<b>100.0</b>	<b>42,148</b>	<b>54.2</b>	<b>35,588</b>	<b>45.8</b>

\*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2013 Issue	Print (A)	Digital (B)	Qualified Non-Paid	Qualified Paid*	Total Qualified
January _____	69,315	8,782	41,522	36,575	78,097
February _____	69,313	9,035	42,107	36,241	78,348
March _____	69,314	8,736	42,005	36,045	78,050
April _____	69,315	8,043	42,256	35,102	77,358
May _____	69,319	7,967	42,589	34,697	77,286
June _____	69,316	7,962	42,409	34,869	77,278

\*See Additional Data

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2013**

This issue is 0.7% or 540 copies below the average of the other 5 issues reported in Paragraph two.

TITLE/RANK	TOTAL QUALIFIED	PERCENT OF TOTAL	Print (A)	Digital (B)	Qualified Non-Paid	Qualified Paid*
Fire Chiefs, Assistant/Deputy Fire Chiefs, Battalion Chiefs, Division Chiefs, District Chiefs _____	43,504	56.2	42,981	523	32,787	10,717
President, Owner, Vice President, Secretary/Treasurer, Fire Marshal, Commissioner, Federal, State and Local Fire officials/City Mgrs _____	10,412	13.5	10,293	119	6,957	3,455
Training Officer, Instructor _____	1,151	1.5	1,089	62	376	775
Captain/Lieutenant/Commander _____	4,934	6.4	4,690	244	1,394	3,540
EMS Director/Coordinator, Paramedic, EMT _____	1,157	1.5	1,087	70	621	536
Firefighter _____	5,832	7.5	5,618	214	312	5,520
Engineer _____	460	0.6	432	28	34	426
California State Firefighters Association Members _____	6,612	8.6	-	6,612	-	6,612
Other _____	3,224	4.2	3,129	95	108	3,116
Other Paid Subscriptions _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>77,286</b>	<b>100.0</b>	<b>69,319</b>	<b>7,967</b>	<b>42,589</b>	<b>34,697</b>
<b>PERCENT</b>	<b>100.0</b>		<b>89.7</b>	<b>10.3</b>	<b>55.1</b>	<b>44.9</b>

\*See Additional Data

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE OF MAY 2013**

QUALIFICATION SOURCE	Qualified Within			Print (A)	Digital (B)	Qualified Non-Paid	Qualified Paid*	Total Qualified*	Percent
	1 Year	2 Years	3 Years						
I. Direct Request: _____	12,728	-	-	12,232	496	12,728	-	12,728	29.9
II. Request from recipient's company: _____	-	-	-	-	-	-	-	-	-
III. Membership Benefit: _____	-	-	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>29,861</b>	-	-	<b>29,861</b>	-	<b>29,861</b>	-	<b>29,861</b>	<b>70.1</b>
Association rosters and directories _____	-	-	-	-	-	-	-	-	-
*Business directories _____	10,037	-	-	10,037	-	10,037	-	10,037	23.6
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-	-	-
*Other sources _____	19,824	-	-	19,824	-	19,824	-	19,824	46.5
VI. Single Copy Sales: _____	-	-	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>42,589</b>	-	-	<b>42,093</b>	<b>496</b>	<b>42,589</b>	-	<b>42,589</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	-	-	<b>98.8</b>	<b>1.2</b>	<b>100.0</b>	-	<b>100.0</b>	

\*See Additional Data

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2013**

MAILING ADDRESS	Print (A)	Digital (B)	Qualified Non-Paid	Qualified Paid*	Total Qualified	Percent
Individuals by name and title and/or function _____	66,082	7,952	42,574	31,460	74,034	95.8
Individuals by name only _____	1,016	10	-	1,026	1,026	1.3
Titles or functions only _____	1,132	4	15	1,121	1,136	1.5
Company names only _____	570	1	-	571	571	0.7
Multi-Copy Same Addressee copies _____	519	-	-	519	519	0.7
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>69,319</b>	<b>7,967</b>	<b>42,589</b>	<b>34,697</b>	<b>77,286</b>	<b>100.0</b>

\*See Additional Data

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2013**

State	Print (A)	Digital (B)	Qualified Non-Paid	Qualified Paid*	Total Qualified	Percent	State	Print (A)	Digital (B)	Qualified Non-Paid	Qualified Paid*	Total Qualified	Percent
Maine _____	690	10	508	192	700		Kentucky _____	1,183	29	1,040	172	1,212	
New Hampshire _____	495	7	254	248	502		Tennessee _____	1,245	20	1,012	253	1,265	
Vermont _____	422	7	283	146	429		Alabama _____	1,503	19	1,368	154	1,522	
Massachusetts _____	1,265	30	499	796	1,295		Mississippi _____	1,031	8	965	74	1,039	
Rhode Island _____	250	9	100	159	259		<b>EAST SO. CENTRAL</b>	<b>4,962</b>	<b>76</b>	<b>4,385</b>	<b>653</b>	<b>5,038</b>	<b>6.5</b>
Connecticut _____	1,073	27	408	692	1,100		Arkansas _____	1,287	20	1,204	103	1,307	
<b>NEW ENGLAND</b>	<b>4,195</b>	<b>90</b>	<b>2,052</b>	<b>2,233</b>	<b>4,285</b>	<b>5.5</b>	Louisiana _____	955	17	797	175	972	
New York _____	10,700	76	2,041	8,735	10,776		Oklahoma _____	1,321	14	1,215	120	1,335	
New Jersey _____	2,675	61	1,381	1,355	2,736		Texas _____	3,181	67	2,481	767	3,248	
Pennsylvania _____	4,695	68	2,893	1,870	4,763		<b>WEST SO. CENTRAL</b>	<b>6,744</b>	<b>118</b>	<b>5,697</b>	<b>1,165</b>	<b>6,862</b>	<b>8.9</b>
<b>MIDDLE ATLANTIC</b>	<b>18,070</b>	<b>205</b>	<b>6,315</b>	<b>11,960</b>	<b>18,275</b>	<b>23.6</b>	Montana _____	449	12	404	57	461	
Ohio _____	2,268	63	1,531	800	2,331		Idaho _____	351	6	291	66	357	
Indiana _____	1,480	38	1,106	412	1,518		Wyoming _____	255	3	194	64	258	
Illinois _____	2,242	61	1,293	1,010	2,303		Colorado _____	894	28	498	424	922	
Michigan _____	1,838	35	1,209	664	1,873		New Mexico _____	596	12	492	116	608	
Wisconsin _____	1,505	31	944	592	1,536		Arizona _____	631	24	406	249	655	
<b>EAST NO. CENTRAL</b>	<b>9,333</b>	<b>228</b>	<b>6,083</b>	<b>3,478</b>	<b>9,561</b>	<b>12.4</b>	Utah _____	382	10	291	101	392	
Minnesota _____	1,173	26	937	262	1,199		Nevada _____	306	10	212	104	316	
Iowa _____	1,298	19	1,095	222	1,317		<b>MOUNTAIN</b>	<b>3,864</b>	<b>105</b>	<b>2,788</b>	<b>1,181</b>	<b>3,969</b>	<b>5.1</b>
Missouri _____	1,504	33	1,153	384	1,537		Alaska _____	359	11	284	86	370	
North Dakota _____	417	5	391	31	422		Washington _____	877	23	607	293	900	
South Dakota _____	469	5	417	57	474		Oregon _____	598	14	415	197	612	
Nebraska _____	728	11	635	104	739		California _____	2,773	6,707	1,796	7,684	9,480	
Kansas _____	911	12	736	187	923		Hawaii _____	52	1	35	18	53	
<b>WEST NO. CENTRAL</b>	<b>6,500</b>	<b>111</b>	<b>5,364</b>	<b>1,247</b>	<b>6,611</b>	<b>8.6</b>	<b>PACIFIC</b>	<b>4,659</b>	<b>6,756</b>	<b>3,137</b>	<b>8,278</b>	<b>11,415</b>	<b>14.8</b>
Delaware _____	250	4	112	142	254		<b>UNITED STATES</b>	<b>68,603</b>	<b>7,891</b>	<b>42,588</b>	<b>33,906</b>	<b>76,494</b>	<b>99.0</b>
Maryland _____	1,212	30	581	661	1,242		U.S. Territories _____	10	-	-	10	10	
Washington, DC _____	56	1	33	24	57		Canada _____	565	37	-	602	602	
Virginia _____	1,631	41	1,051	621	1,672		Mexico _____	2	1	-	3	3	
West Virginia _____	684	7	523	168	691		Other International _____	115	32	1	146	147	
North Carolina _____	2,385	40	1,731	694	2,425		APO/FPO _____	24	6	-	30	30	
South Carolina _____	971	10	703	278	981		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>69,319</b>	<b>7,967</b>	<b>42,589</b>	<b>34,697</b>	<b>77,286</b>	<b>100.0</b>
Georgia _____	1,340	19	1,044	315	1,359								
Florida _____	1,747	50	989	808	1,797								
<b>SOUTH ATLANTIC</b>	<b>10,276</b>	<b>202</b>	<b>6,767</b>	<b>3,711</b>	<b>10,478</b>	<b>13.6</b>							

\*See Additional Data

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July - December 2010	January - June 2011	July - December 2011	January - June 2012	July - December 2012	January - June 2013*
Total Audit Average Qualified: _____	84,004	83,428	83,535	83,929	78,941	77,736
Qualified Non-Paid Total _	36,858	38,163	40,382	43,617	41,873	42,148
Print _____	36,606	37,922	40,057	43,244	41,484	41,699
Digital _____	252	241	325	373	389	449
Qualified Paid Total: ____	47,146	45,265	43,153	40,312	37,068	35,588
Print _____	36,825	35,482	33,340	30,151	27,883	27,616
Digital _____	10,321	9,783	9,813	10,161	9,185	7,972
Post Expire Copies included in Total Qualified Circulation: _____	4.2	4.3	4.4	4.0	3.0	3.2
Average Annual Order Price:	\$16.41	\$24.03	\$16.50	\$23.46	\$13.16	\$23.18

**\*NOTE: January - June 2013 data is unaudited. With each successive period, new data will be added until six 6 month periods of data are displayed.**

\*\* = 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 of the digital version are notified via email when the Version is available.

**STATEMENT OF CONTENT PLATFORM:**

Editorial Replica - If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

**PARAGRAPHS 1, 2, 3a, 3c AND 4:**

Qualified paid circulation includes members of the California State Firefighters' Association (CSFA) receiving FIREHOUSE as a paid sponsored membership benefit.

**PARAGRAPH 3b:**

Paragraph 3b includes 42,589 qualified non-paid circulation. Qualified paid circulation of 34,697 combined with the qualified non-paid circulation equals 77,286 total qualified circulation for the interim issue.

Business Directories includes 1 source of circulation for a quantity of 10,037 copies or 23.6 %, including National Fire Chief Directory.

Other Sources include 4 sources of circulation for quantities of 11 copies or -% to 9,619 copies or 22.6% including Dun & Bradstreet & CML Fire Departments.

**PROMOTIONAL INCENTIVES:**

Lunch Tote Bag, Travel Beverage Mug, Pocket Beverage Coolie, Baseball Cap, Duffle Bag with no advertised or stated values, were offered with one and two year subscriptions sold at basic rate.

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	68,750	99.2	41,699	60.2	27,051	39.0
Sponsored Individually Addressed ____	31	-	-	-	31	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	534	0.8	-	-	534	0.8
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>69,315</b>	<b>100.0</b>	<b>41,699</b>	<b>60.2</b>	<b>27,616</b>	<b>39.8</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	1,274	15.1	449	5.3	825	9.8
Sponsored Individually Addressed ____	7,146	84.9	-	-	7,146	84.9
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>8,420</b>	<b>100.0</b>	<b>449</b>	<b>5.3</b>	<b>7,971</b>	<b>94.7</b>

**PUBLISHER'S AFFIDAVIT**

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

Greg Toritto, Group Publisher

Sharon Haberhorn, 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 July 18, 2013

State Wisconsin

County Jefferson

Received by BPA Worldwide July 18, 2013

Type PD

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