Connecting you to MORE decision-makers

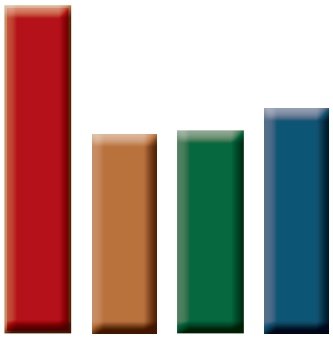
Largest Industry Audience – Maximum Engagement

Marketers targeting the fire service need look no further than *Firehouse*®, whose magazine circulation of **77,286** subscribers provides broad coverage, while penetrating deep into the market.

Firehouse® continues to maintain a decisive edge over the competition in circulation with not only the highest-qualified circulation, but one that reaches more Chiefs and Officers – the primary purchase influencers – than any other trade publication in the industry.

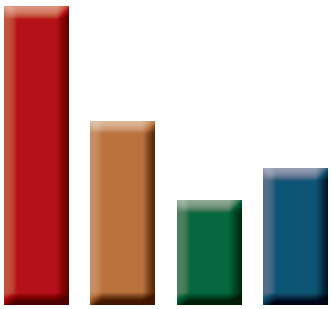
Reach MORE Firefighters, EMS, Chiefs & Officers

Firehouse® – Highest Qualified Circulation[1]



Firehouse®	77,286
Fire Chief	47,384
Fire Engineering	47,784
Fire Rescue	51,430

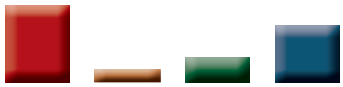
Firehouse® – More Chiefs & Officers[2]



Firehouse®	60,001
Fire Chief	46,471
Fire Engineering	25,635
Fire Rescue	36,813

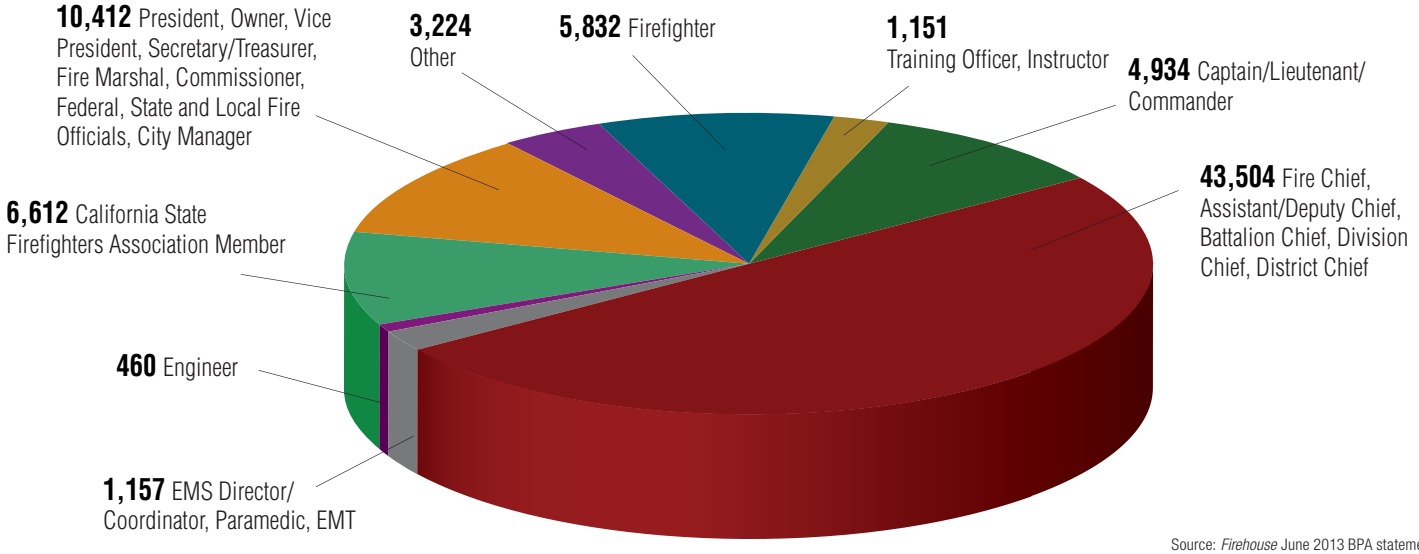
Firehouse® delivers 25,856 MORE copies than its nearest competitor.[4]

Firehouse® – More Fire/Rescue/EMS Dept. Personnel[3]



Firehouse®	13,601
Fire Chief	730
Fire Engineering	3,639
Fire Rescue	12,740

77,286 Total Qualified Circulation



Source: *Firehouse* June 2013 BPA statement

1. June 2013 BPA statement: *Firehouse, Fire Chief, Fire Rescue*; June 2013 ABC statement: *Fire Engineering*.
2. June 2013 BPA *Firehouse*, titles from paragraph 3a to include: Fire Chiefs, Assistant/Deputy Fire Chiefs, Battalion Chiefs, Division Chiefs, District Chiefs, President, Owner, Vice President, Secretary/Treasurer, Fire Marshal, Commissioner, Federal, State, and Local Fire Officials/City Mgrs, Training Officer, Instructor, Captain/Lieutenant/Commander. June 2013 BPA *Fire Chief*, titles from paragraph 3a to include: Fire chiefs, Assistant fire chiefs and fire commissioners, Lieutenants, captains & other fire officers, Fire department instructors/ training officers, Presidents, secretaries and treasurers, Fire marshals, Safety officers. June 2013 ABC *Fire Engineering*, titles from paragraph 3a to include: (a) Chiefs, Assistant Chiefs, Fire Marshals, Commissioners and other Municipal Fire Officials, (b) Fire Companies, (d) Other Fire Officials, Federal, State, and Local, including City Managers. June 2013 BPA *Fire Rescue*, titles from paragraph 3a to include: Fire Chiefs/Fire Commissioners, Assistant Chiefs/Deputy Chiefs, Battalion Chiefs/District Chiefs/Shift Commanders, Company Officers/ Supervisors, Training Officers/Instructors, State or Local Fire Marshals.
3. June 2013 BPA *Firehouse*, titles from paragraph 3a to include: EMS Director/Coordinator, Paramedic, EMT, Firefighter, California State Firefighters Association Members. June 2013 BPA *Fire Chief*, titles from paragraph 3a to include: EMS Coordinators, Fire station and brigade copies, firefighters and other personnel. June 2013 ABC *Fire Engineering*, titles from paragraph 3a to include: (c) Firefighters. June 2013 BPA *Fire Rescue*, titles from paragraph 3a to include: Firefighters/Drive Operators, EMT's, Paramedics, First responders, California State Firefighters Association Members.
4. Total Qualified Circulation: June 2013 BPA *Firehouse*, 77,286; June 2013 BPA *Fire Chief*, 47,384; June 2013 ABC *Fire Engineering*, 47,784; June 2013 BPA *Fire Rescue*, 51,430.

FIREHOUSE® 2014 Advertising Rates

Discounts available for increased schedules. Must commit by 1/31/14.

4/c Net Rates

Ad Size	1x	3x	6x	9x	12x
Full Page	7,640	7,300	6,970	6,835	6,475
2/3 Page	6,645	6,135	5,880	5,430	5,170
1/2 Page ls.	5,985	5,475	5,375	5,170	4,970
1/2 Page	5,840	5,350	5,240	5,050	4,855
1/3 Page	4,720	4,260	4,010	3,875	3,705
1/4 Page	4,570	3,950	3,800	3,605	3,365
2 pg. Spread	13,645	13,615	12,780	12,005	11,260

*For black/white rates, deduct $1,100 full page/$600 fractional page

Premium Positions

4-Color Only

Back Cover ..... 15% premium
Second Cover Spread ..... 10% premium
Inside Back Cover ..... 10% premium
Other Requested Positions ..... 5% premium

Classified Display

(per column inch)

1 issue ..... $305 per issue
3 or more issues ..... $285 per issue
6 or more issues ..... $265 per issue
12 or more issues ..... $255 per issue
Color ..... $50.00 per additional color

Classified

1 issue ..... $3.50 per word
3 or more issues ..... $3.30 per word
6 or more issues ..... $3.00 per word
12 or more issues ..... $2.90 per word

Marketplace

Four-color advertising at a cost-effective rate.

Generate sales leads and build brand awareness.

1x $1,160
3x $1,050
6x $990
12x $935

Mechanical Requirements

Printed: Offset
Trim Size: 7-3/4" x 10-3/4"
Live Matter: 7"x10"
Binding Method: Perfect Bound
Colors Available: 4-color Process
Screen: Black 120; 2/C 120; 4-color 133

Bleed

Full Pages & Covers ..... 8 x 11"
(Safety: keep live matter 1/2" from top, bottom and sides)

Submission Of Ad Material

Send ad materials for *Firehouse®* to:

LuAnn Hausz
Media Production Representative
Firehouse® Magazine
1233 Janesville Avenue
Fort Atkinson, WI 53538
(800) 547-7377 Ext. 1616
LuAnn.Hausz@cygnus.com

For files larger than 5 MB, go to http://webftp.cygnuspub.com. Type in the name **LuAnn Hausz**, then press continue. Fill in your name/ subject/e-mail address/ and message. Press the browse button to attach your art file. Hit continue.

Ad Sizes

1 page (full bleed) ..... 8 x 11"
2/3 (full 2 columns) ..... 4-5/8 x 10"
1/2 (horizontal) ..... 7 x 4-7/8"
1/2 (vertical island) .... 4-5/8 x 7-1/2"
1/2 (vertical) ..... 3-1/2 x 10"
1/3 (vertical) ..... 2-1/4 x 10"
1/3 (horizontal) ..... 7 x 3-1/8"
1/3 (square) ..... 4-5/8 x 4-7/8"
1/4 ..... 3-1/2 x 4-7/8"
Marketplace ..... 3-1/4 x 4-1/8"
2-page Spread ..... 16 x 11"

Terms & Conditions

Production charges may be billed if applicable. The rates above are only guaranteed for the frequency herein. Changes and cancellations must be made in writing. No cancellations permitted after closing date. Contract frequencies not met may receive a short rate. Cygnus Business Media is not responsible for either the content or the opinions expressed within paid advertisements, or for any errors they may contain. Publisher reserves the right to reject any advertisement deemed unsuitable for publication. Recognized advertising agencies are allowed 15% of gross billing, provided account is paid in full within 30 days.

Event and Multi-Product Marketing

FIREHOUSE EXPO® 2014 Exhibit Space Pricing

Total Square Feet	Renewal Pricing	Standard Pricing
100	$1,650	$1,700
200	$2,680	$2,800
300	$3,780	$3,975
400	$4,688	$4,900
500	$5,675	$5,925
600	$6,450	$6,750
700	$7,440	$7,825
800	$8,380	$8,700
Apparatus Booths Includes carpet & visqueen		
1000	$10,852	$11,082
1200	$12,963	$13,239
1500	$15,933	$16,248
1600	$17,052	$17,388
2000	$17,064	$17,464
2400	$17,894	$18,255
2500	$18,628	$19,003
Corner Fee (per corner)	$50	$50

For exhibit space over 2,500 square feet, contact your sales representative.

FIREHOUSE WORLD® 2014 Exhibit Space Pricing

Total Square Feet	Standard Pricing	Multi-Show Pricing
100	$1,600	$1,500
200	$2,900	$2,700
300	$4,200	$3,900
400	$5,500	$5,000
500	$6,800	$6,175
600	$7,800	$7,200
700	$9,050	$8,350
800	$10,300	$9,300
900	$11,550	$10,425
1000	$11,800	$11,300
1100	$12,950	$12,400
1200	$14,100	$13,500
1500	$14,925	$13,425
2000	$15,800	$13,800
2100	$16,575	$14,475
2200	$17,350	$15,150
2300	$18,125	$15,825
2400	$18,900	$16,500
2500	$19,675	$17,175
Corner Fee (per corner)	$100	$100

Holiday Gift Guide

Generate over 280,000 impressions![1]

November issue, plus two special holiday e-blasts.

Holiday Gift Guide Advertising Rates

1/4 page + a slot in two e-mail blasts.....$2,240 net

1/2 page + a slot in two e-mail blasts.....$2,855 net

Full page + a slot in two e-mail blasts .....$4,120 net

Firehouse® Heroism Awards & Community Service Awards Programs

Sponsorship opportunities available for the largest program of its kind honoring America's Bravest from across the country for heroic action. Sponsorship packages starting at $950 for advertisers.

Technical Rescue 4x in 2014

Special Section Marketing Opportunity within *Firehouse*®

1/4 page + a slot in one Technical Rescue e-mail blast.....$1,945

1/2 page + a slot in one Technical Rescue e-mail blast.....$3,095

Full page + a slot in one Technical Rescue e-mail blast $4,220

Sponsorship of "Buzz on the Technical Rescue" podcast

Advertiser rate..... $810 net per episode

Non print-advertising rate..... $1,080 net per episode

1. Publisher's own projection

CYGNUS
BUSINESS MEDIA

www.cygnus.com

As one of America's top business-to-business media companies, Cygnus reaches millions of professionals annually and is leading the way in providing targeted content to top decision-makers and organizations. The company's corporate initiatives and organizational architecture are built with one goal: fully engaging audiences in Building & Construction, Public Safety & Security, and diversified industries such as agriculture, aviation, transportation, printing, accounting/vending markets and a variety of other industries.

FIREHOUSE®

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THE CYGNUS PUBLIC SAFETY PROPERTIES DELIVER MORE FIRST RESPONDERS THAN ANY OTHER MEDIA SOURCE[1].

1 Publisher's own data