



Audit Bureau of Circulations

**BUSINESS PUBLICATION
PUBLISHER'S STATEMENT
Subject to Audit
For the 6 month period ending
June 30, 2004**

Firehouse®

Field Served:

FIREHOUSE serves the field of firefighting and fire prevention.

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

TOTAL AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION 86,287



1A	AVERAGE QUALIFIED PAID CIRCULATION	
	Individual	65,639
	Association, See Par. 11(a)	216
	Sponsored Individually Addressed	
	Multi-Copy Same Addressee, See Par. 11(b)	946
	Single Copy Sales	
	Total Average Qualified Paid Circulation	66,801

1B	AVERAGE QUALIFIED NON-PAID CIRCULATION	
	Individual	19,486
	Association	
	Sponsored Individually Addressed	
	Total Average Qualified Non-Paid Circulation	19,486

1C	AVERAGE NON-QUALIFIED CIRCULATION	
	Non-Continuous Market Coverage Copies	
	Allocated For Shows & Conventions	792
	Miscellaneous, Including Staff Copies, See Par. 11(c)	2,667
	Total Average Non-Qualified Circulation	3,459

1D	AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS	
		Average Qualified Paid & Non-Paid Circulation
	Edition & Number of issues	
	Region 2 (East) (2)	20,932
	Region 3 (South Atlantic) (1)	11,353
	Region 5 (West) (1)	9,806

2 QUALIFIED PAID & NON-PAID CIRCULATION BY ISSUES & QUALIFIED NON-PAID REMOVALS & ADDITIONS

Issue	Total	Paid	Qualified Non-Paid	Qualified Non-Paid Removed	Qualified Non-Paid Added
Jan.	87,779	68,055	19,724	139	12
Feb.	86,270	66,734	19,536	207	19
Mar.	85,754	65,823	19,931	3,123	3,518
Apr.	88,171	67,201	20,970	301	1,340
May	85,645	67,199	18,446	3,901	1,377
June	84,104	65,796	18,308	142	4
			Total	7,813	6,270

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE MAY, 2004 ISSUE IN WHICH:

- QUALIFIED PAID CIRCULATION WAS 0.60% GREATER THAN THE PERIOD AVERAGE
- QUALIFIED NON-PAID CIRCULATION WAS 5.34% LESS THAN THE PERIOD AVERAGE

3A

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Occupation	Total	%	Paid	Qualified Non-Paid
Fire Chiefs, Assistant/Deputy Fire Chiefs, Battalion Chiefs, Division Chiefs, District Chiefs	35,834	41.84	17,388	18,446
Total Chiefs.....	35,834	41.84	17,388	18,446
President, Owner, Vice President, Secretary/Treasurer, Fire Marshal, Commissioner, Purchasing Agent.....	3,733	4.36	3,733	
Training Officer, Instructor	2,053	2.40	2,053	
Captain/Lieutenant/Commander.....	8,071	9.42	8,071	
EMS Director/Coordinator, Paramedic, EMT, Other First Responder	2,766	3.23	2,766	
Firefighter.....	18,803	21.96	18,803	
Engineer, Others Involved in Purchasing	1,328	1.55	1,328	
Others Allied to the Field	4,455	5.20	4,455	
Other Paid Circulation				
Subscriptions	8,602	10.04	8,602	
Single Copy Sales				
Total Qualified Circulation	85,645	100.00	67,199	18,446

3B

AGE OF SOURCE DATA ANALYSIS

Source	Qualified Within			Total	%
	1 Year	2 Years	3 Years		
Qualified Non-Paid Circulation:					
Total Direct request from recipient:	1			1	0.00
Written.....					
Telecommunication					
Internet and E-mail.....	1			1	0.00
Total Direct request from recipient's company:					
Written					
Telecommunication					
Internet and E-mail.....					
Total Communication other than request:	20			20	0.11
Written.....					
Telecommunication					
Internet and E-mail.....	20			20	0.11
Association					
Business Directories, See Par. 11(d).....	16,839			16,839	91.29
Lists, See Par. 11(e)	959			959	5.20
Acquired Circulation					
Other Sources, See Par. 11(f)	627			627	3.40
Total Qualified Non-Paid Circulation	18,446			18,446	100.00
Percent	100.00			100.00	
Paid Subscription Circulation.....				67,199	
Paid Acquired Circulation					
Single Copy Sales					
Total Qualified Circulation				85,645	

3C

MAILING ADDRESS ANALYSIS

	Total	%	Paid	Qualified Non-Paid
Individual by name and title and/or occupation	75,356	87.99	56,910	18,446
Individual by name only	5,468	6.38	5,468	
Title or occupation only	2,147	2.51	2,147	
Company name only.....	1,709	1.99	1,709	
Multi-Copy Same Addressee	965	1.13	965	
Total Qualified Paid Subscription & Non-Paid Circulation	85,645	100.00	67,199	18,446
Single Copy Sales				
Total Qualified Circulation	85,645			

4 GEOGRAPHIC ANALYSIS

State & ZIP Code	Total	%	Paid	Qualified Non-Paid
New England				
ME 039-049	956		707	249
NH 030-038	859		756	103
VT 050-059	541		398	143
MA 010-027	2,784		2,650	134
RI 028-029	482		447	35
CT 060-069	2,060		1,950	110
New England	7,682	8.97	6,908	774
Middle Atlantic				
NY 100-149	7,719		6,825	894
NJ 070-089	4,825		4,373	452
PA 150-196	6,519		5,375	1,144
Middle Atlantic	19,063	22.26	16,573	2,490
East N. Central				
OH 430-459	3,641		3,006	635
IN 460-479	1,966		1,693	273
IL 600-629	3,616		3,227	389
MI 480-499	2,713		2,360	353
WI 530-549	2,017		1,535	482
East N. Central	13,953	16.29	11,821	2,132
West N. Central				
MN 550-567	1,303		811	492
IA 500-528	1,293		662	631
MO 630-658	1,770		1,155	615
ND 580-588	375		99	276
SD 570-577	434		141	293
NE 680-693	689		293	396
KS 660-679	1,019		552	467
West N. Central	6,883	8.04	3,713	3,170
South Atlantic				
DE 197-199	418		393	25
MD 206-219	2,202		2,068	134
DC 200, 202-205	45		44	1
VA 201, 220-246	2,396		2,020	376
WV 247-268	792		523	269
NC 270-289	2,665		1,929	736
SC 290-299	1,121		846	275
GA 300-319	1,576		1,083	493
FL 320-349	2,835		2,504	331
South Atlantic	14,050	16.40	11,410	2,640
East S. Central				
KY 400-427	1,331		803	528
TN 370-385	1,202		830	372
AL 350-369	1,233		531	702
MS 386-397	884		319	565
East S. Central	4,650	5.43	2,483	2,167

State & ZIP Code	Total	%	Paid	Qualified Non-Paid
West S. Central				
AR 716-729	1,019		357	662
LA 700-714	859		504	355
OK 730-749	962		364	598
TX 750-799	3,735		2,620	1,115
West S. Central	6,575	7.68	3,845	2,730
Mountain				
MT 590-599	364		184	180
ID 832-838	305		174	131
WY 820-831	218		144	74
CO 800-816	1,319		1,106	213
NM 870-884	483		282	201
AZ 850-865	781		656	125
UT 840-847	384		252	132
NV 889-898	449		349	100
Mountain	4,303	5.02	3,147	1,156
Pacific				
AK 995-999	243		196	47
WA 980-994	1,221		971	250
OR 970-979	662		506	156
CA 900-961	4,325		3,792	533
HI 967-968	82		77	5
Pacific	6,533	7.63	5,542	991
Single Copy Sales				
U.S. Unclassified				
United States	83,692	97.72	65,442	18,250
Poss. & Other Areas				
004-009, 969	29	0.03	29	
U.S. & Poss., etc.	83,721	97.75	65,471	18,250
Canada				
Mexico	1,491	1.74	1,295	196
Military or Civilian Personnel Overseas				
Other International	111	0.13	111	
Other International	322	0.38	322	
Total International	1,924	2.25	1,728	196
E-Mail Address Only				
Other Unclassified				
Grand Total	85,645	100.00	67,199	18,446

ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS Sold During 6 Month Period Ended June 30, 2004

5 PRICE DATA See Par. 11(g)

Basic Prices: Subscriptions: U.S., 1 yr. \$30.00; 2 yrs. \$52.00

Single Copy: None

Sales include Premium Values

Basic & higher than basic:	555
75% - 99% of basic:	22,998
50% - 74% of basic:	623
25% - 49% of basic:	None
Less than 25% of basic:	None
Total	24,176

6 TERM DATA

Three years or more	
Two years or more but less than three	6,446
One year or more but less than two	17,701
Less than one year	29
Total	24,176

7 SALES CHANNELS

Ordered by mail and/or directly requested by subscriber	23,657
Ordered through salespeople:	
Catalog agencies and individual agents	519
Publisher's own and other publishers' salespeople	None
Independent agencies' salespeople	None
Association memberships	None
All other channels	None
Total	24,176

8 PREMIUM USAGE

Ordered without premium	4,661
Ordered with reprinted material from this publication	None
Ordered with other premiums, See Par. 11(h)	19,515
Total	24,176



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, 2004 issue.....	11.10%
Average percentage of paid subscriptions serviced, from 1 issue to 3 months beyond expiration, for the period covered by this statement	10.14%

10 RENEWAL ANALYSIS OF PAID CIRCULATION

Total expirations during 12 months November 1, 2002 thru October 31, 2003	55,254
Total renewals of those expirations.....	35,549
Renewal percentage.....	64.34%

11 EXPLANATORY

Audit Cycle: December Ending.

(a) Association subscriptions, averaging 216 copies per issue, represent copies served to members of the National Association of Emergency Vehicle Technicians. \$24.00 is allocated for a 1 year subscription to this publication and is non-deductible from dues.

(b) Multi-Copy Same Addressee Subscriptions, averaging 946 copies per issue, represent copies sold in quantities of 2 or more to business concerns at 1 year for \$25.00. Copies were mailed in bulk to the purchaser for redistribution.

(c) Miscellaneous includes checking and promotion copies, averaging 812 copies per issue, served to advertisers and agencies.

(d) Business Directories represent copies served to subscribers obtained from the 2004 National Directory of Fire Chiefs and EMS Administrators.

(e) Lists represents copies served to subscribers obtained from the Firescan database.

(f) Other Sources represent copies served to subscribers obtained from the internet.

(g) Authorized prices with 5% or more of total subscription sales:
1 yr. \$30.00 2 yrs. \$52.00

(h) A tote bag, a soft cover book, a lunch tote, a travel beverage mug, playing cards, a wristwatch, an embroidered patch, with no advertised or stated values, were offered with 1 and 2 year paid subscriptions sold at \$22.09 to \$52.00.

Definition of Recipient Qualification:

Qualified recipients are: fire chiefs, assistant/deputy fire chiefs, battalion chiefs, division chiefs, district chiefs, presidents, vice presidents, commissioners, secretary/treasurers, fire marshals, training officers, instructors, captains, lieutenants, commanders, EMS director/coordinators, EMTs, paramedics, other first responders, paid and volunteer firefighters, purchasing agents, engineers, owners, other personnel in fire departments and fire prevention fields, 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: Cygnus Business Media, Inc.

WENDY CHADY	BRUCE BOWLING
Assistant Circulation Director	Publisher

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