

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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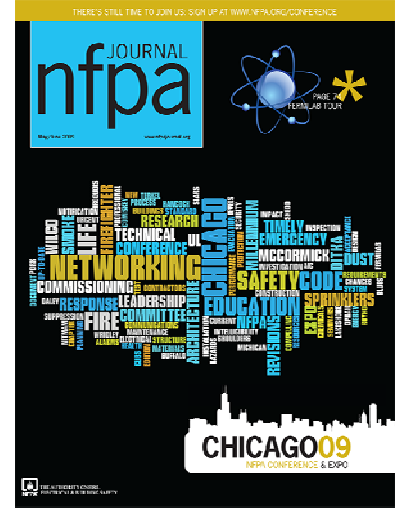
A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

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Official Publication of: National Fire Protection Association
Established: 1907
Issues Per Year: 7



FIELD SERVED

NFPA JOURNAL serves the field of fire prevention and protection in industry and government; including public and private fire services, architectural and engineering firms, manufacturing and commercial firms, health care facilities, educational institutions, electrical services, insurance industry, utilities, and other NFPA members allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are members of the National Fire Protection Association, consisting of: architects, engineers, consultants, contractors, owners, presidents, managers, administrators, supervisors, fire chiefs, officers, fire fighters, safety officers, security officers, inspectors/building officials, fire marshals, loss control, risk managers, other titled and non-titled recipients including company copies.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	1,764
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	2,112
Electronic _____	-
All Other _____	11,281
TOTAL	15,157

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	-	-	-	-	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
*Membership Benefit _____	79,872	100.0	-	-	79,872	100.0
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	79,872	100.0	-	-	79,872	100.0

*See Paragraph 9

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January / February _____			-	81,302	81,302	March / April _____			-	79,304	79,304
*Buyers Guide _____			-	79,304	79,304	May / June _____			-	79,578	79,578
						TOTAL					

*See Paragraph 9

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2009

This issue is 0.5% or 392 copies below the average of the other 3 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	QUALIFIED NON-PAID	QUALIFIED PAID	CLASSIFICATION BY TITLE						
					Architect, Engineer, Consultant, Contractor	Owner, President, Manager, Administrator/Supervisor	Fire Chief/Officer/ Fire Fighter	Facilities Safety Officer, Security Officer	Inspector/ Building Official, Fire Marshal	Loss Control/Risk Manager	Other Titled and Non-Titled Recipients Including Company Copies
Architectural, Engineering, Consulting, Design, Contracting _____	18,050	22.7	-	18,050	10,214	6,506	65	307	138	90	730
Government Agency _____	7,264	9.1	-	7,264	616	1,115	914	640	2,828	88	1,063
Fire Service, Public and Private _____	15,853	19.9	-	15,853	403	2,635	10,137	91	1,628	26	933
Industrial: including manufacturing, processing, warehousing, petrochemical, mining, utilities _____	10,346	13.0	-	10,346	1,992	3,848	278	1,910	135	457	1,726
Commercial: including office, retail, restaurant, data processing, financial, telecommunications _____	4,549	5.7	-	4,549	618	2,342	37	442	73	138	899
Institutional: including health care, educational, correctional, religious, transportation services - air, rail, marine, motor _____	9,275	11.7	-	9,275	880	3,258	155	2,834	311	134	1,703
Electrical Services/Installation _____	5,085	6.4	-	5,085	936	3,466	15	87	77	27	477
Insurance/Loss Prevention/Business Continuity _____	2,105	2.6	-	2,105	359	359	13	58	44	1,072	200
Other Members of NFPA Not Classified Above _____	7,051	8.9	-	7,051	546	1,367	48	227	81	101	4,681
TOTAL QUALIFIED CIRCULATION	79,578	100.0	-	79,578	16,564	24,896	11,662	6,596	5,315	2,133	12,412
PERCENT	100.0		-	100.0	20.8	31.3	14.6	8.3	6.7	2.7	15.6

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2009

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	*3 Years				
I. Direct Request: _____	-	-	-	-	-	-	-
II. Request from recipient's company: _____	-	-	-	-	-	-	-
III. Membership Benefit: _____	58,519	15,693	5,366	-	79,578	79,578	100.0
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	-	-	-	-	-	-	-
Association rosters and directories _____	-	-	-	-	-	-	-
Business directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	58,519	15,693	5,366	-	79,578	79,578	100.0
PERCENT	73.5	19.7	6.8	-	100.0	100.0	

*See Paragraph 9

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2009

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	-	72,721	72,721	91.4
Individuals by name only _____	-	2,306	2,306	2.9
Titles or functions only _____	-	3,347	3,347	4.2
Company names only _____	-	1,204	1,204	1.5
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	-	79,578	79,578	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2009

State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____	-	615	615	
030-038 New Hampshire _____	-	801	801	
050-059 Vermont _____	-	300	300	
010-027 Massachusetts _____	-	3,197	3,197	
028-029 Rhode Island _____	-	510	510	
060-069 Connecticut _____	-	1,618	1,618	
NEW ENGLAND	-	7,041	7,041	8.8
100-149 New York _____	-	5,465	5,465	
070-089 New Jersey _____	-	3,251	3,251	
150-196 Pennsylvania _____	-	4,121	4,121	
MIDDLE ATLANTIC	-	12,837	12,837	16.1
430-459 Ohio _____	-	3,174	3,174	
460-479 Indiana _____	-	1,342	1,342	
600-629 Illinois _____	-	3,504	3,504	
480-499 Michigan _____	-	2,022	2,022	
530-549 Wisconsin _____	-	1,643	1,643	
EAST NO. CENTRAL	-	11,685	11,685	14.7
550-567 Minnesota _____	-	1,085	1,085	
500-528 Iowa _____	-	619	619	
630-658 Missouri _____	-	1,404	1,404	
580-588 North Dakota _____	-	130	130	
570-577 South Dakota _____	-	151	151	
680-693 Nebraska _____	-	367	367	
660-679 Kansas _____	-	589	589	
WEST NO. CENTRAL	-	4,345	4,345	5.5
197-199 Delaware _____	-	406	406	
206-219 Maryland _____	-	1,938	1,938	
200-205 Washington, DC _____	-	543	543	
220-246 Virginia _____	-	1,681	1,681	
247-268 West Virginia _____	-	399	399	
270-289 North Carolina _____	-	2,087	2,087	
290-299 South Carolina _____	-	929	929	
300-319 Georgia _____	-	1,991	1,991	
320-349 Florida _____	-	4,017	4,017	
SOUTH ATLANTIC	-	13,991	13,991	17.6
400-427 Kentucky _____	-	822	822	
370-385 Tennessee _____	-	1,332	1,332	
350-369 Alabama _____	-	910	910	
386-397 Mississippi _____	-	423	423	
EAST SO. CENTRAL	-	3,487	3,487	4.4
716-729 Arkansas _____	-	458	458	
700-714 Louisiana _____	-	1,035	1,035	
730-749 Oklahoma _____	-	645	645	
750-799 Texas _____	-	4,321	4,321	
WEST SO. CENTRAL	-	6,459	6,459	8.1
590-599 Montana _____	-	227	227	
832-838 Idaho _____	-	297	297	
820-831 Wyoming _____	-	209	209	
800-816 Colorado _____	-	1,290	1,290	
870-884 New Mexico _____	-	435	435	
850-865 Arizona _____	-	1,207	1,207	
840-847 Utah _____	-	437	437	
889-898 Nevada _____	-	663	663	
MOUNTAIN	-	4,765	4,765	6.0
995-999 Alaska _____	-	351	351	
980-994 Washington _____	-	1,318	1,318	
970-979 Oregon _____	-	715	715	
900-961 California _____	-	5,778	5,778	
967-968 Hawaii _____	-	276	276	
PACIFIC	-	8,438	8,438	10.6
UNITED STATES	-	73,048	73,048	91.8
969 & 004-009 U.S. Territories _____	-	321	321	
Canada _____	-	2,577	2,577	
Mexico _____	-	378	378	
Other International _____	-	3,178	3,178	
APQ/FPO _____	-	76	76	
TOTAL QUALIFIED CIRCULATION	-	79,578	79,578	100.0

TOTAL NEW AND RENEWED QUALIFIED PAID SUBSCRIPTIONS ORDERED/SOLD FOR THE PERIOD
Includes gross subscription sales/orders with unpaid invoices pending.

Average Annual Subscription Order Price: 7 issues for \$45.00		
5. PRICES	Total	Percent
Offers (≥ 5% of Total Orders)		
7 Issues for \$45.00 _____	23,359	50.0
21 Issues for \$135.00 _____	12,961	27.7
14 Issues for \$90.00 _____	10,432	22.3
All Others _____	-	-
Total	46,752	100.0

6. USE OF FREE PROMOTIONAL INCENTIVES	Total	Percent
Ordered without promotional incentive _____	46,752	100.0
Ordered with editorial promotional incentive _____	-	-
Ordered with other promotional incentive _____	-	-
Total	46,752	100.0

7. 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
	2005	2006	2007	January - June 2008	July - December 2008	January - June 2009*
Total Audit Average Qualified: _____	85,250	86,868	84,474	82,871	81,448	79,872
Qualified Non-Paid: _____	5,488	5,081	2,437	1,255	-	-
Qualified Paid: _____	79,762	81,787	82,037	81,616	81,448	79,872
Post Expire Copies included in Paid Circulation: _____	5.5 %	5.7 %	5.9 %	6.2 %	6.6 %	6.9 %
Average Annual Order Price: _____	\$40.45	\$40.45	\$45.00	\$45.00	\$45.00	\$45.00

8. PAID CIRCULATION DATA

\$45.00	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
7	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

*NOTE: January - June 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.
 **NC = None Claimed.

9. ADDITIONAL DATA

PARAGRAPH 1:

Qualified Paid Benefit of Membership subscriptions averaging 79,872 copies were sold to qualified recipients at the following subscription price: \$45.00. Member's yearly subscription price is included in the dues and is non-deductible there from.

PARAGRAPH 2:

An additional 21,500 copies of the NFPA Journal Buyers' Guide are printed annually for distribution at trade shows and to new members. Additions and removal are not required for paid circulation.

PARAGRAPH 3b:

Membership data shown in 3b for year three includes three and five year memberships plus life time members.

PUBLISHER'S AFFIDAVIT

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

Michael Carinci, Circulation Manager
 Kathleen Robinson, Publisher

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

Date signed July 29, 2009
 State Massachusetts
 County Norfolk
 Received by BPA Worldwide July 29, 2009
 Type PD
 ID Number N088POJ9

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.