

**No other publication in the industry offers such extensive coverage of fire and life safety issues.**

## Here is THE Global Audience for Your Fire Protection and Life Safety Products and Services

### An Audience Ready, Willing, and Able to Buy Your Products and Services

No magazine except *NFPA Journal*<sup>®</sup> delivers an audience totally focused on fire and life safety information. That's because no other magazine provides the authoritative, in-depth coverage of industry and product issues, research, and Association news that *NFPA Journal* does.

• NFPA Members	76,215
• Individual Controlled Circulation	5,487
Total <i>NFPA Journal</i> Circulation	81,702
Percentage that Share Copies	74%
Total Readers Sharing Copies	60,459
• Pass-Along	5.49
Total Distribution with Pass-Along	331,923*
• Bonus Show Distribution	8,000
Total Potential Exposures	339,923*

(\*74% of the 81,702 *NFPA Journal* readers report pass-along readership to 5.49 people, according to the most recent research study by Accountability Information Management, Inc. Ask your *NFPA Journal* representative for the complete presentation.)

## When you advertise in *NFPA Journal*, you tap into the billion-dollar fire protection marketplace

Six times a year, the fire protection marketplace turns to the pages of *NFPA Journal* for timely information. In fact, a recent third-party readership survey indicates that 72% of our readers believe *NFPA Journal* delivers industry information in a *more timely fashion than any other publication!* The *NFPA Journal's* audience has specification and purchasing power for the *entire fire protection marketplace*, including:

- Fire protection systems and equipment
- Building construction materials
- Communications systems
- Hazmat storage and handling equipment
- Fire department equipment and services

*NFPA Journal* is the member publication of the National Fire Protection Association, an international organization with over 75,000 members, connected with 80 national trade and professional organizations, in more than 100 countries worldwide. You simply can't get that kind of coverage for your products and services ANYWHERE else!

## Readers Rely on *NFPA Journal*<sup>®</sup> to Stay Current on the Latest Product and Industry Information!

### Audience Facts\*

- 97% (321,965 readers including pass-along readership) of the *NFPA Journal* readers look at more than 50% of all advertisements in each issue.
- 51% (169,281 readers including pass-along readership) of *NFPA Journal* readers specify and approve product purchases. Readers state that their product selections are used 78% of the time.
- 49% (162,642 readers including pass-along readership) of *NFPA Journal* readers purchase products — \$638,058 is the average value of fire and safety products *NFPA Journal* readers specify/buy in a year.
- 59% (195,835 readers including pass-along readership) rank *NFPA Journal* as one of their top three product information resources — higher than any other source and twice as high as all other trade magazines combined.
- 75% (248,942 readers including pass-along readership) read or respond to ads in *NFPA Journal* to “stay current on new technology.”
- 70% (232,346 readers including pass-along readership) read or respond to ads in *NFPA Journal* to “get updates/learn about new features” on existing products.
- The average *NFPA Journal* reader requests product information after seeing an ad 7.7 times a year!
- The average *NFPA Journal* reader makes a product recommendation after seeing an ad 8.5 times a year.
- The average *NFPA Journal* reader purchases a product after seeing an ad 6.8 times a year.

\* Based on research performed by Accountability Information Management, Inc.

### ***An Audience You Need to Influence!***

More than half of the *NFPA Journal*® BPA-audited audience are architects, engineers, consultants, contractors, owners, presidents and managers who lead the fire and life safety industry. Facility safety officers and loss control/risk managers make up another 10% of the audience and just under 20% of the readership are fire chiefs or officers and building inspectors/fire marshals.

This collective group — buyers, specifiers and inspectors — is the driving force of the entire fire/life safety industry. No other publication markets your products and services to such a targeted and influential audience.

### **The World's Leading Authority on Fire and Life Safety**

*NFPA Journal* maintains a global presence in more than 100 countries (see BPA statement for complete details). That gives you the opportunity to market your products and services worldwide, to either support your existing efforts or begin a new initiative. No fire and life safety magazine but *NFPA Journal* gives you this depth of global coverage.

### **Conference and Exhibition Presence and Distribution**

No other magazine can offer such broad exposure as *NFPA Journal* because no other magazine is the publication of the National Fire Protection Association! Your message for your products and services will be seen by literally hundreds of thousands of people who have the power to specify and purchase products and services.

*NFPA Journal* isn't just another magazine: it's a marketing event! The three-day NFPA World Safety Conference and Exposition® attracts more than 7,000 participants from the U.S., Europe, the Middle East, Asia, and South America. It is the largest annual event of its kind in North America, and *NFPA Journal* is there! NFPA's Latin American publication, *NFPA Journal Latinoamericano*, is distributed to more than 18,000 fire and life safety professionals in South and Central America.

### **NFPA Member Meetings:**

- Bogotá, Colombia
- Mexico City, Mexico
- Buenos Aires, Argentina
- Lima, Peru
- Santiago, Chile
- Quito, Ecuador
- San Jose, Costa Rica
- Bangkok, Thailand
- São Paulo, Brazil
- Panama City, Panama

### **Domestic Conferences:**

- American Fire Sprinkler Association
- American Institute of Architects
- American Society of Civil Engineers
- Building Owners Management Associations
- California Fire Prevention Institute
- China Fire
- Fire Department Instructor's Conference
- FIREHOUSE World
- Fire Med-Rescue
- Hawaii Association of County Building Officials
- International Association of Electrical Inspectors
- The International Association of Fire Chiefs
- International Association of Fire Fighters
- International Association of Plumbing and Mechanical Officials Conference
- National Council of Structural Engineers
- NE Association of Fire Chiefs
- National Electrical Contractors Association
- NFPA Americas' Fire Expo
- NFPA Annual World Safety Conference®
- National Joint Apprenticeship and Training Committee
- North Carolina Electrical Institute
- National Propane Gas Association
- Ontario Fire Chiefs
- Society of Fire Protection Engineers
- The CSI Show
- Voluntary Protection Programs Participants Association

## Media Buyer's Fact Sheet

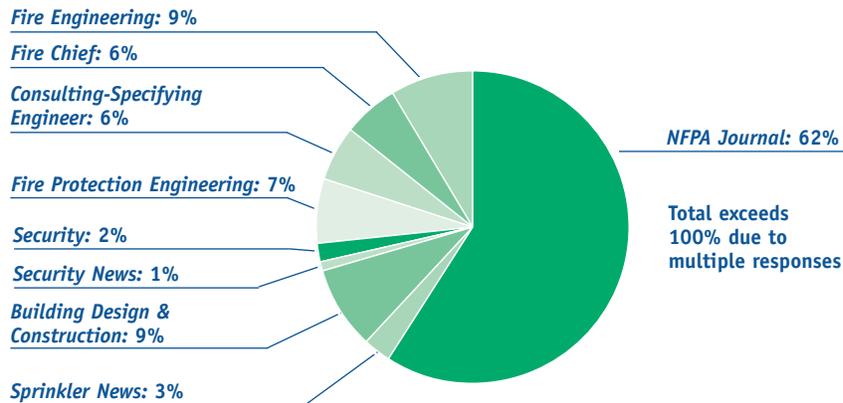
Use this page to evaluate the extraordinary marketing opportunity *NFPA Journal*<sup>®</sup> affords you or your client's products and services.

Competitive Analysis	<i>NFPA Journal</i>	<i>FPE</i>	<i>CSE</i>
Circulation	81,702	11,500	46,150
Fire-Related Editorial (in annual pages)	1,500	240	100

### Important Facts:

- 90% of SFPE member companies are NFPA members!
- Only 15% of *NFPA Journal* readers who receive *CSE* read *CSE*!
- Only 21% of the *NFPA Journal* readers who receive *FPE* read *FPE*!

## THE Publication of Choice for Fire, Electrical, and Life Safety Information



For the one publication providing fire, electrical, and life safety information, the choice is clear: *NFPA Journal*. No other publication comes close to THE global leader in fire protection and safety.

### Cost per Thousand

Cost per thousand (CPM) is a calculation involving circulation and page rate. The higher the circulation and the lower the rate, the more cost-efficient the CPM. Conversely, the lower the circulation, and the higher the rate, the less attractive the CPM. Buying strictly on rate without considering circulation places the media buy at risk. To compare *NFPA Journal's* CPM rate with another publication, use the following guide for a one-page, four-color ad:

<b>1. <i>NFPA Journal's</i> CPM:</b>	<b>\$102.81</b>	<b>2. <i>CSE's</i> CPM:</b>	<b>\$211.05</b>
<b>Circulation:</b>	<b>81,702</b>	<b>Circulation:</b>	<b>46,150</b>
<b>4-color page rate:</b>	<b>\$8,400</b>	<b>4-color page rate:</b>	<b>\$9,740</b>
<b>3. <i>FPE's</i> CPM:</b>	<b>\$301.30</b>		
<b>Circulation:</b>	<b>11,500</b>		
<b>4-color page rate:</b>	<b>\$3,465</b>		

### How to Tell How Many People Visit Your Web Site or Call Your Distributors When You Advertise in *NFPA Journal*<sup>®</sup>

This is a simple, rough calculation to help you measure activity from your advertising in *NFPA Journal*. All you need to know is the number of inquiries your advertisement generated (your *NFPA Journal* representative can give you that number if you do not have it readily available).

Chart 1 shows you the kind of actions taken by our readers. If the total number of responses to the reader service card represents 27% of what our readers do to act on your advertisement in *NFPA Journal*, we can easily calculate the other numbers. Here's how:

**Enter number of leads received:** \_\_\_\_\_

**Divide by 0.27 (27%):** \_\_\_\_\_

Say you received 44 leads from your advertisement. You simply divide that number by 0.27 and result is 163. This represents a rough potential universe of our readers who want information about this particular advertisement. To understand activity beyond your 44 reader service card inquiries, simply multiply 163 by the appropriate percentages for the actions shown below.

#### Chart 1. An Audience That Takes Action!

Percent of Circulation	Action Taken	Calculate Leads (Sample based on 44 leads received)
27%	Returned reader service cards	44 (27% x 163)
21%	E-mailed advertiser	34 (21% x 163)
64%	Passed advertisements on to associates/clients	104 (64% x 163)
39%	Filed ads for reference	63 (39% x 163)
30%	Purchased products/services	49 (30% x 163)
26%	Recommended/specified products/services	42 (26% x 163)
54%	Contacted local distributors or manufacturers by phone	88 (54% x 163)
4%	Set-up an account with the company	7 (4% x 163)
60%	Visited company's web site	98 (60% x 163)
35%	Requested information from a company's web site	57 (35% x 163)
Chart 1. This illustrates the percentage of <i>NFPA Journal</i> circulation that takes action as a result of seeing your message.		586 total respondents to your <i>NFPA Journal</i> ad

Note: This estimate will always be lower than the real numbers because readers take multiple actions! Some visit a web site AND fill in a reader service card.

Most important, with six issues each year and an average of 27 leads per issue through reader service cards, you can attract over 3,516 *NFPA Journal* readers with specification and buying power! Think of the effect that can have on your bottom line!

All analysis on these pages is based on numerous studies conducted by independent third-party research companies on behalf of *NFPA Journal*. Please contact your local *NFPA Journal* representative for a complete presentation of this important research.