

# NFPA JOURNAL® READER PROFILE

Every issue of *NFPA Journal* brings important coverage of fire, life safety, and electrical issues—information that is timely, deeply researched, and accessible to a wide readership. *NFPA Journal* helps readers understand the big picture, with knowledge that is critical for success in many professional disciplines.

## Top Professionals

- 25%** Architect, Engineer, Consultant, Contractor
- 19%** Owner, President, Manager, Administrator, Supervisor
- 15%** Facilities Safety Officer, Security Officer
- 1%** Installer/Distributor
- 41%** Other

## Type of Businesses Readers Work In

- 24%** Architectural, Engineering, Consulting, Design, Contracting
- 23%** Government Agency
- 19%** Commercial: Including office, retail, restaurant, data processing, financial, telecommunications
- 17%** Industrial: Including manufacturing, processing, warehousing, petrochemical, mining, utilities
- 17%** Institutional: Including health care, educational, correctional, religious, transportation services (air, rail, marine, motor)

## Products Readers Buy

- 64%** Education/Training **Up 25%!**
- 36%** Sprinkler Systems
- 35%** Smoke Detection Systems
- 35%** Fire Pumps
- 34%** Fire Alarm Panels & Peripherals
- 34%** Suppression Systems
- 27%** Voice/Fire Alarm Notification Systems
- 27%** Hazardous Material Storage
- 24%** Inspection/Design Software
- 24%** Fire-Rated Building Products
- 19%** Wire and Cable

## Results delivered by NFPA Journal

- 45%** Discussed an ad/article with someone else in the company
- 42%** Referred an ad/article to someone else in the company by passing along a tearsheet, photocopy, or actual issue
- 35%** Visited an advertiser's website
- 30%** Recommended/specified products or services advertised **Up 95%!**
- 22%** Bought products or services advertised **Up 100%!**
- 12%** Requested additional information from a company, sales representative, or distributor

## Our advertisers say it all...

**1**

"What is most impressive about *NFPA Journal* is their clear separation of editorial and advertising. This editorial integrity generates serious, qualified readers that advertisers appreciate."

~ Marketing Communications Manager, Marinette, WI

**2**

"We need to reach the people in fire protection engineering who are ready to push their careers to the next level. We find the *NFPA Journal* is regularly read by both the fire workforce and its management team—just the audience we want."

~ Associate Director of Marketing, Worcester, MA

**3**

"We have been placing ads with *NFPA Journal* for over 15 years. Together with *NFPA's* large distribution scale and great ad placement, the results enable greater reader response, which equals good business."

~ Customer Service Manager, Las Vegas, NV

- **NFPA Journal** readers spend millions of dollars annually specifying, purchasing, or installing fire and life safety products!
- 85% of **NFPA Journal** readers are involved in specifying, recommending, and approving product purchases.
- 84% of readers took one or more actions as a result of seeing an advertisement or article in **NFPA Journal**—up 35% in the past year.
- 42% of **NFPA Journal** readership is unduplicated by other professional publications—proof that, even when budgets get tight, **NFPA Journal is the ONE publication the industry can't do without.**