

FIRE RESCUE MAGAZINE

FireRescue Magazine reaches qualified firefighters and fire officers as well as other rescue professionals with news and information they can use on the job. A direct marketing list from *FireRescue Magazine* will help you target decision-makers with purchasing influence in volunteer and paid fire departments, government agencies and more.



- ◆ Target subscribers with the following job functions:
 - ◆ Fire Chief
 - ◆ Firefighter
 - ◆ Company Officer
 - ◆ Instructor/Training Officer
 - ◆ EMT/Paramedic
- ◆ Promote products such as:
 - ◆ Telecommunications Equipment
 - ◆ Extrication Equipment
 - ◆ Transportation
 - ◆ Clothing/Uniforms
 - ◆ Tools
 - ◆ Protective Gear/Products

The *FireRescue Magazine* list is updated quarterly. Contact a DM2 Account Executive for up-to-the-minute counts.

Postal List Size: 33,469
Postal Price: \$140/M

SELECTIONS (ADDITIONAL COST / M)

Geographic Analysis		Recency	\$30/M
Geo/State/Province/SCF	\$10/M	Sales Volume	\$25/M
Geo/5-digit ZIP Code	\$10/M	Telephone Numbers	\$60/M
Acquisition Source	\$20/M		
Business Type	\$25/M		
Canadian Names	\$20/M		
Company Name Match/Omit	\$50/M		
Employee Size	\$25/M		
Job Function	\$25/M		
One Per Location	\$20/M		

SEE ALSO

DecisionMaker® Medical Marketplace Database
 Jems
 Nurse Respondent Database
 Wildland Firefighter

Multi-Channel Pricing

Mailing/Telemarketing: \$240/M

GEOGRAPHIC ANALYSIS

State	SCF	Individuals
ME	039-049	312
NH	030-038	255
VT	050-059	212
MA	010-027	603
RI	028-029	99
CT	060-069	447
New England	5.8%	1,928
NY	100-149	2,266
NJ	070-089	941
PA	150-196	3,579
Middle Atlantic	20.3%	6,786
OH	430-458	2,316
IN	460-479	479
IL	600-629	1,079
MI	480-499	812
WI	530-549	792
East North Central	16.4%	5,478
MN	550-567	428
IA	500-528	526
MO	630-658	670
ND	580-588	227
SD	570-577	284
NE	680-693	252
KS	660-679	412
West North Central	8.4%	2,809
DE	197-199	130
MD	206-219	621
DC	200-205	105
VA	220-246	1,059
WV	247-268	312
NC	270-289	1,905
SC	290-299	736
GA	300-319	884
FL	320-349	1,222
South Atlantic	20.8%	6,974
KY	400-427	546
TN	370-385	463
AL	350-369	880
MS	386-397	285
East South Central	6.5%	2,174
AR	716-729	387
LA	700-714	386
OK	730-749	376
TX	750-799	1,869
West South Central	9.0%	3,018
MT	590-599	238
ID	832-838	226
WY	820-831	137
CO	800-816	486
NM	870-884	289
AZ	850-865	380
UT	840-847	198
NV	889-898	175
Mountain	6.4%	2,129
AK	995-999	72
WA	980-994	400
OR	970-979	403
CA	900-961	1,141
HI	967-968	30
Pacific	6.1%	2,046
United States	99.6%	33,342
U.S. Territories	0.0%	5
Canada	0.4%	122
Mexico		-
Other International		-
APO/FPO		-
Total	100.0%	33,469

Minimum Order: 5,000 Names
 1 year unlimited usage available
 Prices subject to change without notice
 Call for any additional costs, conditions and terms.

BUSINESS TYPE	Postal
Educational Institution/Library	135
Equipment Manufacturer, Dealer, Distributor	159
Federal/State/Local Government	585
Industrial Fire Brigade	145
Municipal Agency	245
Paid Fire Department	6,333
Part/Paid Fire Department	6,962
Rescue Squad	345
Trade or Professional Organization	67
Volunteer Fire Department	16,698

JOB FUNCTION	Postal
Assistant or Deputy Chief	3,225
Company Officer	4,352
EMT/Paramedic	1,581
Fire Chief	12,707
Fire Commissioner	240
Firefighter	5,898
First Responder	27
Instructor/Training Officer	1,452
Military	25
State or Local Fire Marshall	255
Student	169
Supervisor	570
Other	3

EMPLOYEE SIZE‡

Less than 20
20-49
50-99
100-249
250-499
500-999
More than 1,000

SALES VOLUME‡

Less than \$1 Million
\$1 Million to \$9 Million
\$10 Million to \$49 Million
\$50 Million to \$249 Million
\$250 Million to \$1 Billion
More than \$1 Billion

*Source: Publisher's own data
‡ Call a DM2 Account Executive
for the latest counts.*