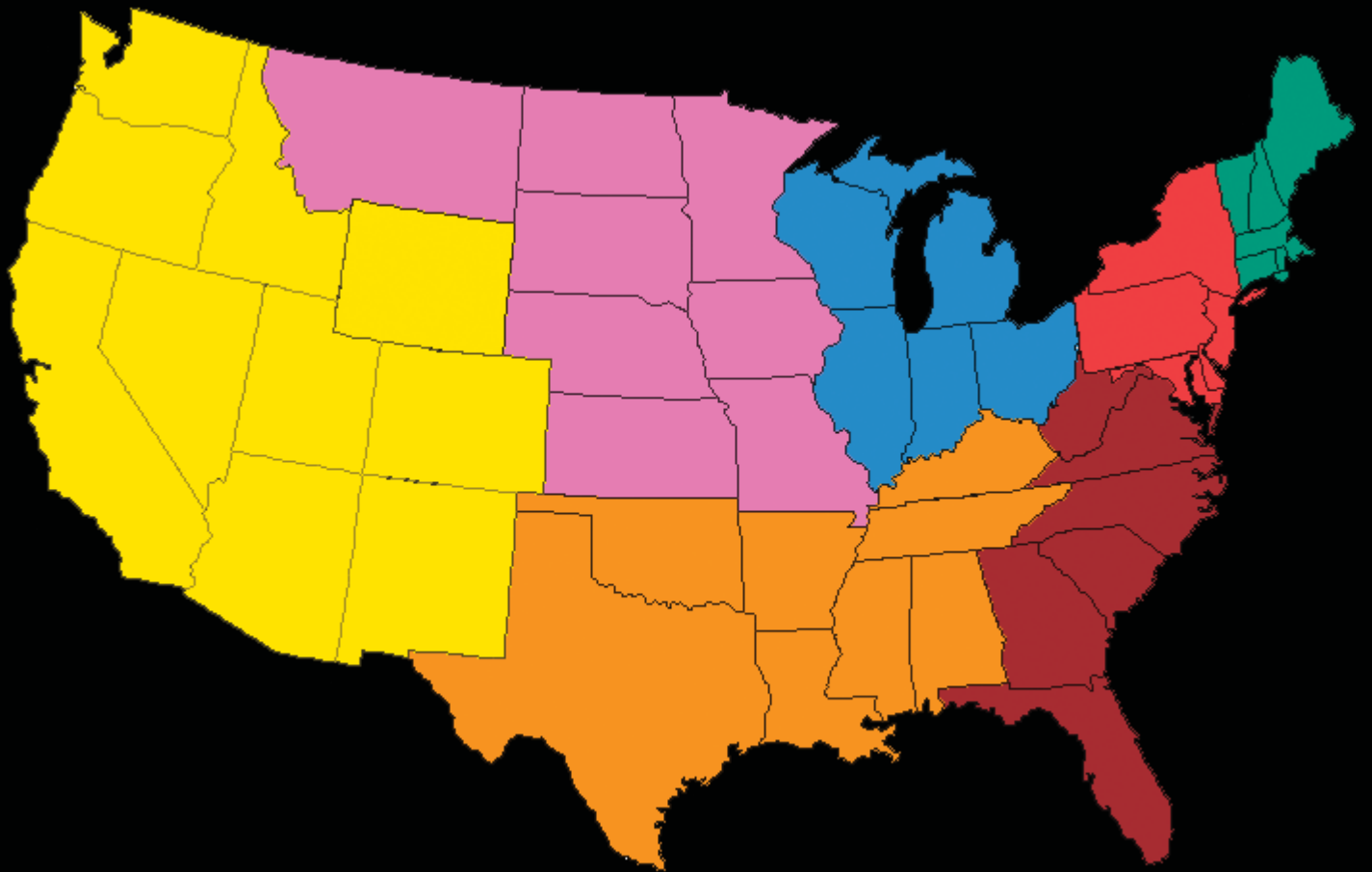


# Firehouse Magazine

A Division of Cygnus Business Media



## Exclusive Regional Advertising Program



**Looking for a new and innovative way  
to promote your products and services?**

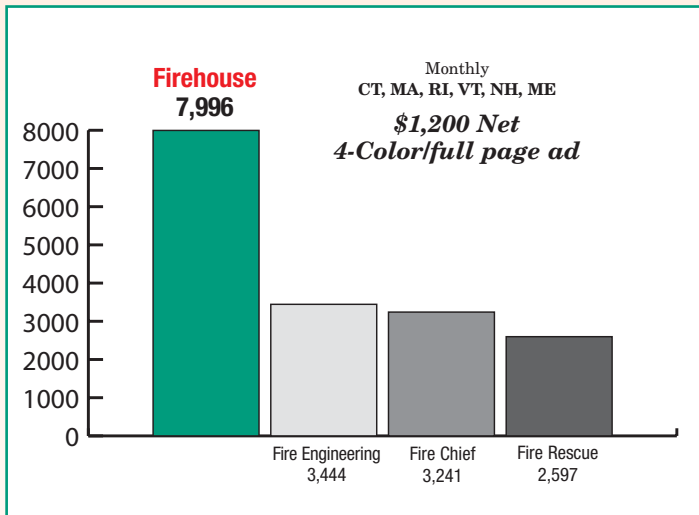
***Firehouse® Magazine has the most cost-effective solution.***

# Firehouse Magazine's Exclusive

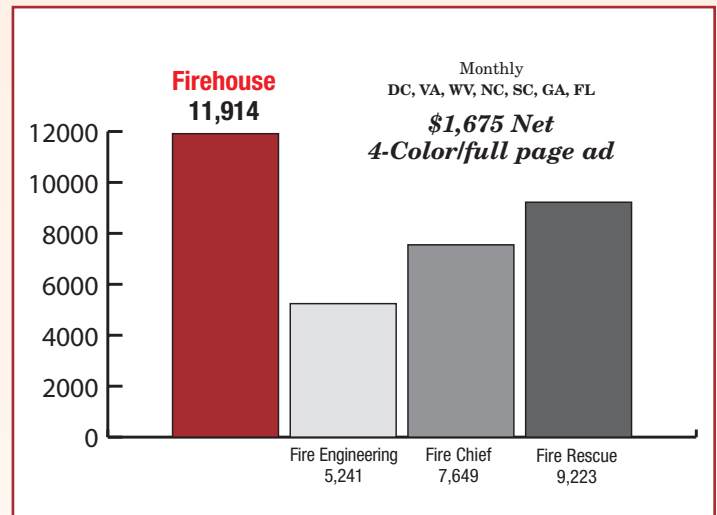
## Your Most Effective and Targeted Media Buy

Perfect for manufacturers and dealers whose sales

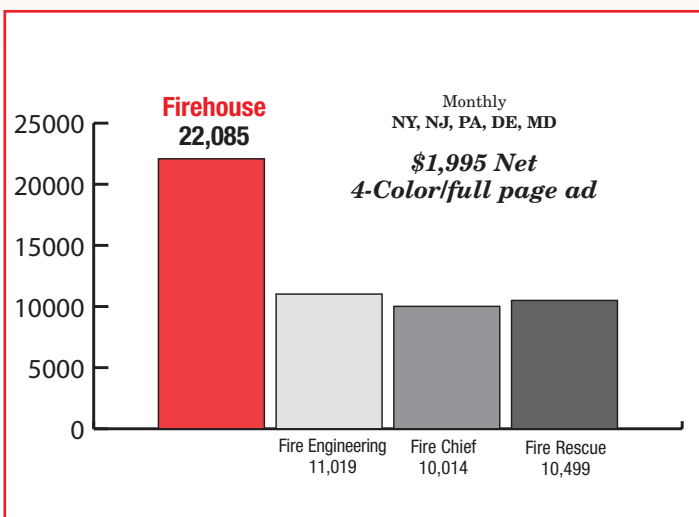
### REGION 1 / NEW ENGLAND



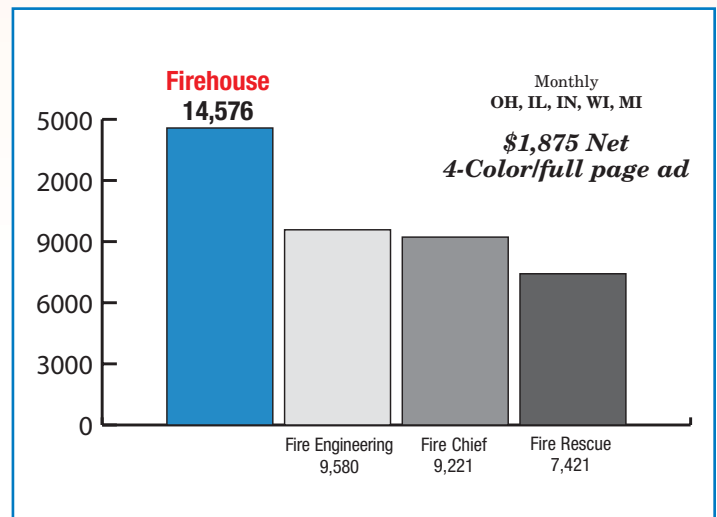
### REGION 3 / SOUTH ATLANTIC



### REGION 2 / EAST



### REGION 4 / NORTH CENTRAL



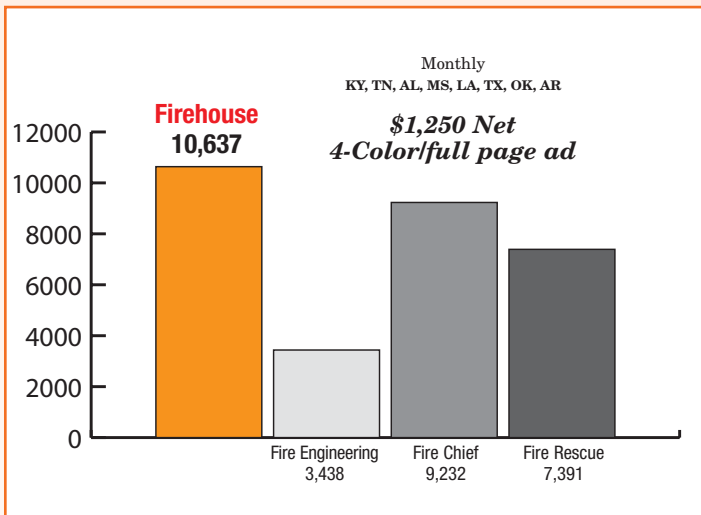
Target and reach more of your customers than a

# The Regional Advertising Program

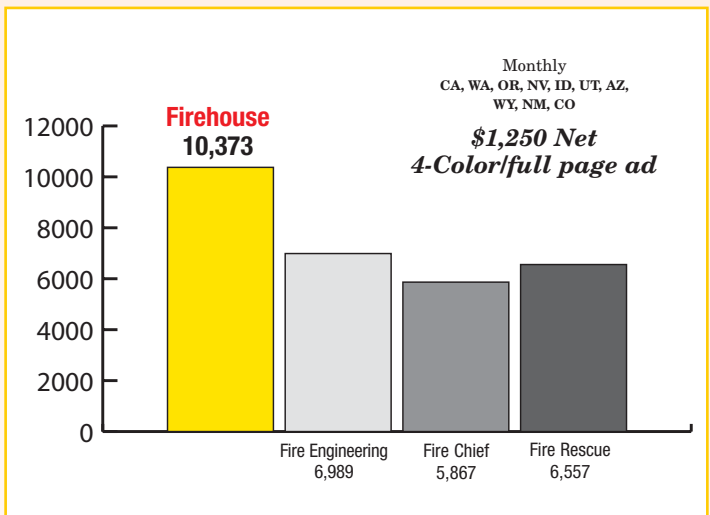
**Only - The Only Kind in the Fire Service Industry**

*are concentrated in specific geographic regions.*

## REGION 5 / SOUTH CENTRAL

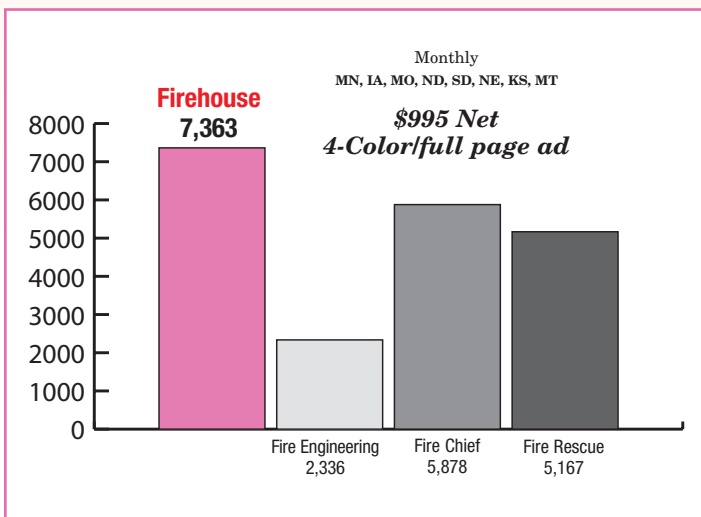


## REGION 7 / WEST

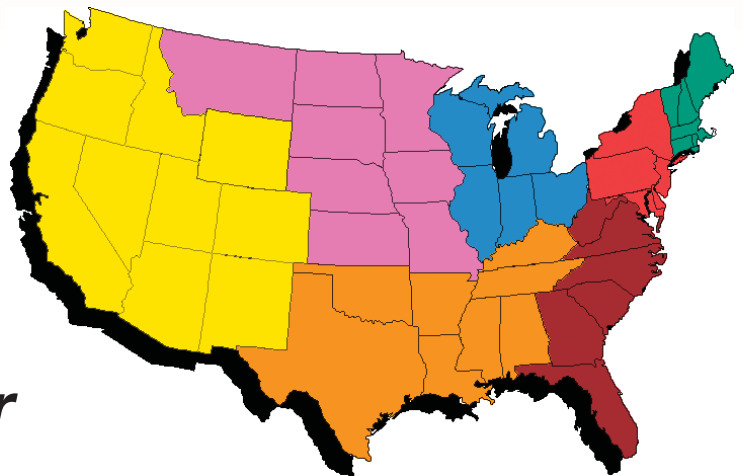


**New for 2004**

## REGION 6 / WEST CENTRAL








*The best national and regional buy in the market. Firehouse continues to deliver the highest qualified circulation in the fire service industry!*



*local publication can offer*

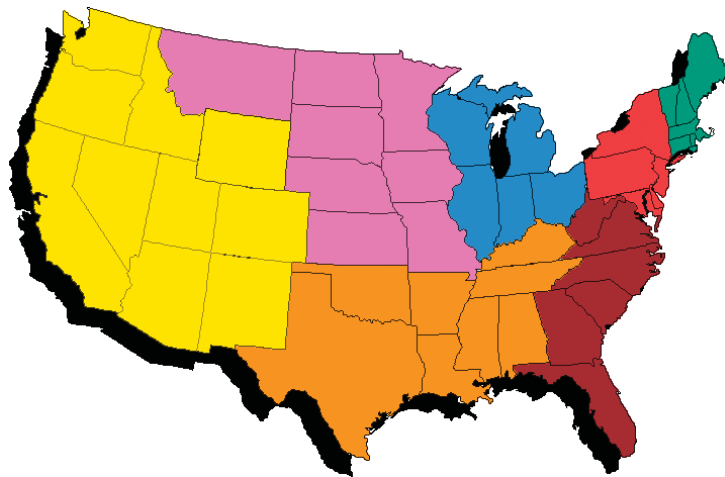
# Regional Advertiser Benefits

**Supplement your national advertising program and support your dealer network and distributors with regional ads in areas of greatest sales potential.**

-  Target and reach more of your customers than a local publication can offer
-  Bonus distribution will allow your advertising message to be seen in up to 2,000 additional copies of Firehouse®Magazine
-  On-site distribution at major trade shows in your region - drive traffic to your booth and generate sales
-  Retain loyal customers with increased brand awareness
-  Customize your sales message to suit the needs of a certain region and/or product line

## **Regional Advertising - A Firehouse Exclusive**

*Join the industry's leading manufacturers and dealers who have taken advantage of our affordable regional advertising rates and have had their own sales message seen by new and existing customers right in their own backyard, in specially targeted issues.*



**To learn more about Firehouse®Magazine's Regional Advertising Program, contact your Firehouse sales representative or the Firehouse Sales Department at (631) 845-2700, ext. 220**

Cygnus Business Media • 445 Broad Hollow Road • Melville, NY 11747