

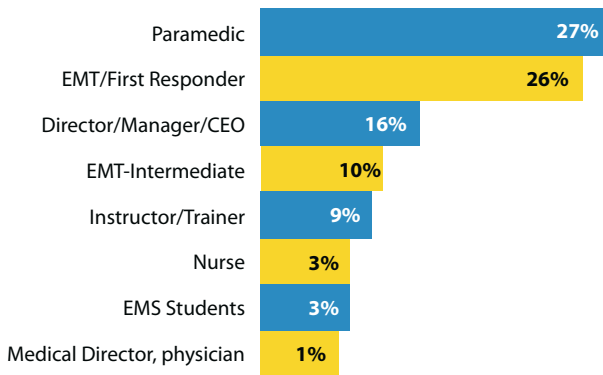
Between **EMS1.com**, our best-in-class eNewsletters, our extended network of Paramedic/EMT Microsites and social media, EMS1 reaches deeply and broadly into the EMS community. With more than **135,000 registered EMS1 members**, our membership is balanced geographically as well as functionally across all ranks and divisions. Our membership is also weighted toward decision makers, with 89% of our members either influencing or making purchasing decisions for their department or purchasing product for themselves. EMS1 has quickly established itself as the most relied-upon resource for the EMS community, and with a traffic rate that has grown 26% over the past year, our market presence continues to expand.

### EMS1's reach includes:

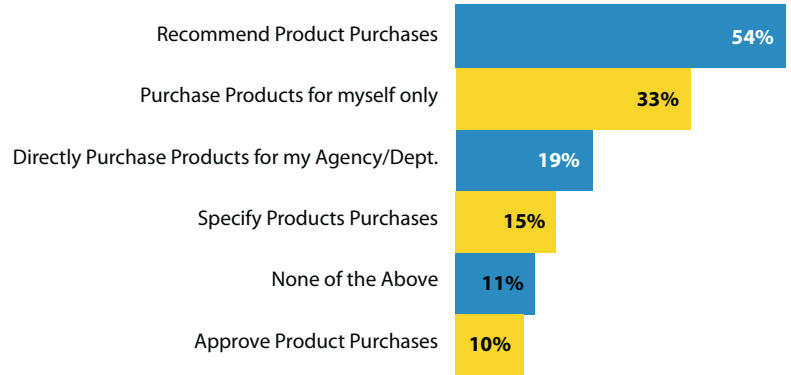
- An average of 200,000 unique visitors across the EMS1 Network each month\*
- More than 40,000 unique visitors to our EMS1 Product Categories each month
- 675,000 page views per month
- 105,000 subscribers to our twice-weekly EMS1 eNewsletter

EMS1's network of specialized EMS community Web sites includes [www.ParamedicTV.com](http://www.ParamedicTV.com), [www.Paramedic.com](http://www.Paramedic.com), [www.EMSGrantsHelp.com](http://www.EMSGrantsHelp.com) and [www.EMSConnect.com](http://www.EMSConnect.com).

### Rank/Job Function

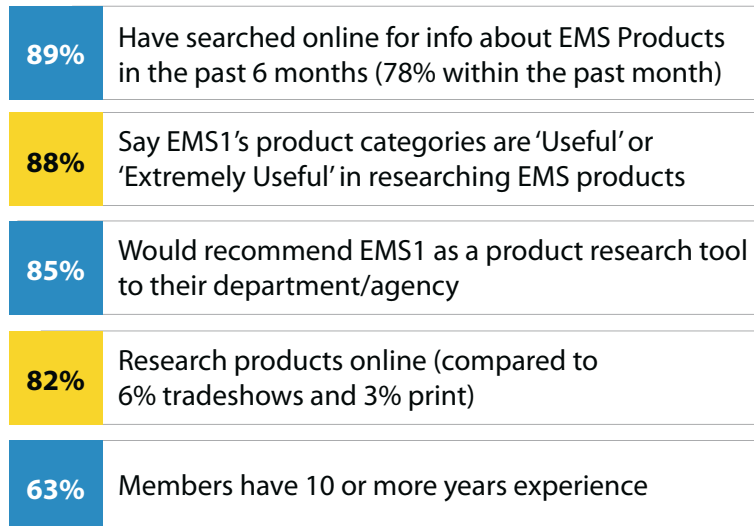


### Role in Purchasing Products for Agency/Dept.\*



\*Total adds up to more than 100% because multiple options accepted

### Member Purchasing Influence



\* Audited by Omniture

### Member Feedback

*"I love the variety of information. I do get my ideas from EMS1 and have ordered some new products and then told others about them. I love the web site!"*

- **Debra Gessaman, Field Instructor, Fort Benton Memorial Ambulance**

*"EMS1 was one of the first online sources of information I signed up for to receive information through my email. I find the headlines very informative and they let me keep up-to-date on things happening across the country."*

- **John Fekety, Paramedic, Southern Berks Regional EMS**

*"I use your website twice if not 3 times a week (it's just that great!!)"*

- **Hudson Timm, First Response Private Resource**

Source: Member correspondence and surveys