

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

Bobit Business Media  
3520 Challenger Street  
Torrance, CA 90503  
Tel. No.: (310) 533-2400  
Fax No.: (310) 533-2510  
www.PoliceMag.com

**POLICE** is a B2B brand intended for individuals with broad-based interests in law enforcement industries. The brand content and editorial scope of the publication includes news and industry comment, in-depth technical articles, industry round-up and special features. The content of every issue is also available to subscribers globally via the online digital version.

**FIELD SERVED**

**POLICE** serves the law enforcement community including Municipal, County, State, Federal, Private/Security, Academy/School/Training Center, Police Equipment Manufacturer/Dealer, Corrections, and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are personnel including Administrators, Command and Middle Level Management, Line Personnel/Officer Rank, Special Agents/Federal Agents, and other titled and non-titled personnel.

**CHANNELS**

**POLICE  
MAGAZINE**



6 Issues in the period  
46,008 average circulation

**EXECUTIVE SUMMARY**

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
<b>POLICE MAGAZINE</b> Unique Total* (6 issues in the period)	35,826	10,182	46,008
a. Print	31,823	8,287	40,110
b. Digital	12,142	3,967	16,109
1. Requested	11,489	3,967	15,456
2. Non-Requested	653	-	653

\*Unique Total represents unique recipients, not the sum of Print and Digital.

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere		Copies
Other Paid Circulation		1
Advertiser and Agency		980
Allocated for Trade Shows and Conventions		2,025
All Other		821
<b>TOTAL</b>		<b>3,827</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	44,934	97.7	34,800	75.7	10,134	22.0
Sponsored Individually Addressed	36	0.1	-	-	36	0.1
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	1,038	2.2	1,026	2.2	12	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>46,008</b>	<b>100.0</b>	<b>35,826</b>	<b>77.9</b>	<b>10,182</b>	<b>22.1</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2017 Issue	Print	Digital	Unique Total Qualified*
January	40,188	16,604	46,002
February	40,307	16,235	46,001
March	40,098	16,242	46,005
April	40,196	15,640	46,004
May	40,016	16,014	46,030
June	39,856	15,918	46,003

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017**  
 This issue is 0.1% or 27 copies above the average of the other 5 issues reported in Paragraph 2.

BUSINESS & INDUSTRY	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	Print	Digital	Administrators (Note 1)	Command and Middle Level Management (Note 2)	Line Personnel/ Officer Rank (Note 3)	Special Agents/ Federal Agents (Note 4)	Other titled and Non-Titled Personnel
Municipal/City	22,489	48.9	19,556	8,743	13,807	5,625	2,625	61	371
County	10,454	22.7	9,155	3,629	4,539	3,456	1,773	13	673
State	5,931	12.9	5,322	1,658	1,518	3,295	765	110	243
Federal/Military	3,694	8.0	3,050	953	849	978	729	995	143
Academy/ School/ Training Center	1,202	2.6	986	392	258	630	79	2	233
Corrections	147	0.3	116	48	35	69	30	1	12
Private/ Security	830	1.8	658	333	231	311	213	15	60
Police Equipment Manufacturer/ Dealer	100	0.2	77	45	61	21	5	1	12
Others Allied to the Field	1,183	2.6	1,096	213	102	162	163	21	735
<b>Subtotal</b>	<b>46,030</b>	<b>100.0</b>	<b>40,016</b>	<b>16,014</b>	<b>21,400</b>	<b>14,547</b>	<b>6,382</b>	<b>1,219</b>	<b>2,482</b>
Other Paid Subscriptions	-	-	-	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>46,030</b>	<b>100.0</b>	<b>40,016</b>	<b>16,014</b>	<b>21,400</b>	<b>14,547</b>	<b>6,382</b>	<b>1,219</b>	<b>2,482</b>
<b>PERCENT</b>	<b>100.0</b>		<b>86.9</b>	<b>34.8</b>	<b>46.5</b>	<b>31.6</b>	<b>13.9</b>	<b>2.6</b>	<b>5.4</b>

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

Note 1: Includes Chiefs, Sheriffs, Superintendents, Chairmen, CEOs, Owners and Presidents.

Note 2: Includes Directors, Department Heads, Managers, Captains, Commanders, Majors, Training Officers, Sergeants, and Lieutenants.

Note 3: Includes Officers, Deputies, Troopers, Detectives, Investigators, and Inspectors.

Note 4: Includes Marshalls

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017**

QUALIFICATION SOURCE	Qualified Within					Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	28,465	9,383	1,545	34,004	15,100	39,393	85.6
II. Request from recipient's company:	112	77	12	200	9	201	0.4
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	6,425	-	11	5,812	905	6,436	14.0
Association rosters and directories	-	-	-	-	-	-	-
**Business directories	6,425	-	6	5,807	905	6,431	14.0
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
**Other sources	-	-	5	5	-	5	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>35,002</b>	<b>9,460</b>	<b>1,568</b>	<b>40,016</b>	<b>16,014</b>	<b>46,030</b>	<b>100.0</b>
<b>PERCENT</b>	<b>76.0</b>	<b>20.6</b>	<b>3.4</b>	<b>86.9</b>	<b>34.8</b>	<b>100.0</b>	

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

\*\*See Additional Data

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017**

MAILING ADDRESS	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	37,210	15,357	42,952	93.3
Individuals by name only	767	79	786	1.7
Titles or functions only	249	9	252	0.6
Company names only	66	-	66	0.1
Multi-Copy Same Addressee copies	1,724	569	1,974	4.3
Single Copy Sales	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>40,016</b>	<b>16,014</b>	<b>46,030</b>	<b>100.0</b>

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2014	January - June 2015	July - December 2015	January - June 2016	July - December 2016*	January - June 2017*
Unique Total Audit Average Qualified***	46,023	46,005	46,005	46,014	46,011	46,008
Unique Qualified Non-Paid Total***	30,447	31,019	32,389	33,658	35,178	35,826
Print	28,467	29,053	30,502	30,821	32,318	31,823
Digital	2,752	3,327	3,620	6,195	12,800	12,142
Unique Qualified Paid Total***	15,576	14,986	13,616	12,356	10,833	10,182
Print:	15,174	14,606	13,248	10,493	8,899	8,287
Digital:	1,205	1,590	1,669	3,363	4,877	3,967
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	1.80%	**NC	**NC	1.60
Average Annual Order Price:	\$22.03	\$21.84	\$23.77	\$25.32	\$23.72	\$18.93

\*NOTE: July 2016 - June 2017 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

\*\*\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017**

State	Print	Digital	Unique Total Qualified*	Percent
Maine	295	107	334	
New Hampshire	390	152	437	
Vermont	145	44	162	
Massachusetts	933	351	1,064	
Rhode Island	127	55	152	
Connecticut	411	180	485	
<b>NEW ENGLAND</b>	<b>2,301</b>	<b>889</b>	<b>2,634</b>	<b>5.7</b>
New York	1,661	687	1,909	
New Jersey	1,268	561	1,471	
Pennsylvania	1,992	691	2,222	
<b>MIDDLE ATLANTIC</b>	<b>4,921</b>	<b>1,939</b>	<b>5,602</b>	<b>12.2</b>
Ohio	1,626	712	1,911	
Indiana	1,073	425	1,197	
Illinois	1,900	723	2,136	
Michigan	1,137	503	1,315	
Wisconsin	917	353	1,054	
<b>EAST NO. CENTRAL</b>	<b>6,653</b>	<b>2,716</b>	<b>7,613</b>	<b>16.5</b>
Minnesota	789	312	928	
Iowa	664	263	773	
Missouri	1,084	382	1,197	
North Dakota	226	85	259	
South Dakota	271	103	302	
Nebraska	418	156	465	
Kansas	630	271	732	
<b>WEST NO. CENTRAL</b>	<b>4,082</b>	<b>1,572</b>	<b>4,656</b>	<b>10.1</b>
Delaware	123	52	137	
Maryland	543	226	618	
Washington, DC	197	53	229	
Virginia	1,017	402	1,184	
West Virginia	484	149	524	
North Carolina	1,187	522	1,366	
South Carolina	576	250	664	
Georgia	1,386	549	1,591	
Florida	1,619	769	1,962	
<b>SOUTH ATLANTIC</b>	<b>7,132</b>	<b>2,972</b>	<b>8,275</b>	<b>18.0</b>
Kentucky	787	286	871	
Tennessee	919	328	1,022	
Alabama	767	277	876	
Mississippi	594	198	643	
<b>EAST SO. CENTRAL</b>	<b>3,067</b>	<b>1,089</b>	<b>3,412</b>	<b>7.4</b>
Arkansas	645	231	720	
Louisiana	760	285	843	
Oklahoma	736	272	831	
Texas	2,875	1,139	3,333	
<b>WEST SO. CENTRAL</b>	<b>5,016</b>	<b>1,927</b>	<b>5,727</b>	<b>12.4</b>
Montana	291	97	320	
Idaho	322	116	372	
Wyoming	215	70	237	
Colorado	681	296	791	
New Mexico	377	142	428	
Arizona	531	229	647	
Utah	322	126	372	
Nevada	288	119	329	
<b>MOUNTAIN</b>	<b>3,027</b>	<b>1,195</b>	<b>3,496</b>	<b>7.6</b>
Alaska	173	38	190	
Washington	668	256	797	
Oregon	403	150	461	
California	2,271	1,089	2,747	
Hawaii	97	38	116	
<b>PACIFIC</b>	<b>3,612</b>	<b>1,571</b>	<b>4,311</b>	<b>9.4</b>
<b>UNITED STATES</b>	<b>39,811</b>	<b>15,870</b>	<b>45,726</b>	<b>99.3</b>
U.S. Territories	33	18	46	
Canada	55	57	99	
Mexico	3	2	3	
Other International	100	62	139	
APC/FPO	14	5	17	
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>40,016</b>	<b>16,014</b>	<b>46,030</b>	<b>100.0</b>

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

## ADDITIONAL DATA

### METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipients' qualification as reported above. Copies are distributed via the US Postal Service under a Periodicals class permit for the print version. Recipients of the digital version are notified by email when the version is delivered.

### STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

### PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 1 copy or -% to 6,425 copies or 14.0%, including The National Directory of Law Enforcement Administrators.

Other sources include 1 source of circulation for a quantity of 5 copies or -%.

### PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Kati Tucker, Audience Development Manager

Leslie Pfeiffer, Publisher

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

#### IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

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#### About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.