

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.

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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.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

**POLICE
MAGAZINE**



6 Issues in the period
46,023 average circulation

**POLICE
WEBSITE**



325,288 average
unique browsers

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
POLICE MAGAZINE Unique Total* (6 issues in the period)	30,447	15,576	46,023
a. Print	28,467	15,174	43,641
b. Digital	2,752	1,205	3,957
1. Requested	2,729	1,205	3,934
2. Non-Requested	23	-	23
POLICE WEBSITE (Monthly Unique Browsers with 795,698 average Page Impressions)	325,288	-	325,288

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

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.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	2
Advertiser and Agency	896
Allocated for Trade Shows and Conventions	1,462
All Other	1,069
TOTAL	3,429

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	45,885	99.7	30,447	66.2	15,438	33.5
Sponsored Individually Addressed	95	0.2	-	-	95	0.2
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	43	0.1	-	-	43	0.1
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	46,023	100.0	30,447	66.2	15,576	33.8

1a. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - PRINT

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	43,504	99.7	28,467	65.2	15,037	34.5
Sponsored Individually Addressed	94	0.2	-	-	94	0.2
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	43	0.1	-	-	43	0.1
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	43,641	100.0	28,467	65.2	15,174	34.8

1b. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - DIGITAL

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	3,953	99.9	2,752	69.5	1,201	30.4
Sponsored Individually Addressed	4	0.1	-	-	4	0.1
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	3,957	100.0	2,752	69.5	1,205	30.5

1c. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - BOTH

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	1,572	99.8	772	49.0	800	50.8
Sponsored Individually Addressed	3	0.2	-	-	3	0.2
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	1,575	100.0	772	49.0	803	51.0

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2014 Issue	Print	Digital	Unique Total Qualified*
July	43,385	3,628	45,836
August	43,627	3,816	46,025
September	44,012	3,792	46,377
October	43,762	4,042	46,079
November	43,565	4,135	45,937
December	43,496	4,332	45,887

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2014

This issue is 0.2% or 104 copies below the average of the other 5 issues reported in Paragraph 2.

BUSINESS & INDUSTRY	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	Print		Command and Middle Level Management (Note 1)		Line Personnel/Officer Rank (Note 3)	Special Agents/Federal Agents	Other titled and Non-Titled Personnel
			Print	Digital	(Note 1)	(Note 2)	(Note 3)		
Municipal/City	23,244	50.6	21,863	2,244	12,461	6,888	3,451	15	429
County	10,804	23.5	10,296	902	5,417	2,960	2,158	8	261
State	4,869	10.6	4,630	409	1,338	2,353	810	88	280
Federal/Military	2,311	5.1	2,182	225	595	624	327	648	117
Academy/ School/ Training Center	949	2.1	901	99	169	373	78	-	329
Corrections	229	0.5	222	25	55	69	80	1	24
Private/ Security	1,067	2.3	1,043	117	256	349	309	16	137
Police Equipment Manufacturer/ Dealer	143	0.3	134	15	83	28	8	2	22
Others Allied to the Field	1,947	4.2	1,920	88	271	274	484	23	895
Subtotal	45,563	99.2	43,191	4,124	20,645	13,918	7,705	801	2,494
Other Paid Subscriptions	374	0.8	374	11	-	-	-	-	374
Single Copy Sales	-	-	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	45,937	100.0	43,565	4,135	20,645	13,918	7,705	801	2,868
PERCENT	100.0		94.8	9.0	45.0	30.3	16.8	1.7	6.2

*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.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2014

QUALIFICATION SOURCE	Qualified Within					Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	29,979	10,021	1,524	39,175	4,105	41,524	90.4
II. Request from recipient's company:	384	97	10	490	8	491	1.1
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	1	-	-	1	-	1	-
V. TOTAL - Sources other than above (listed alphabetically):	3,916	5	-	3,899	22	3,921	8.5
Association rosters and directories	-	-	-	-	-	-	-
**Business directories	3,916	-	-	3,894	22	3,916	8.5
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
**Other sources	-	5	-	5	-	5	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	34,280	10,123	1,534	43,565	4,135	45,937	100.0
PERCENT	74.6	22.1	3.3	94.8	9.0	100.0	

*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 NOVEMBER 2014

MAILING ADDRESS	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	42,023	4,105	44,395	96.7
Individuals by name only	661	27	661	1.4
Titles or functions only	547	1	547	1.2
Company names only	290	2	290	0.6
Multi-Copy Same Addressee copies	44	-	44	0.1
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	43,565	4,135	45,937	100.0

*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	
	January - June 2012	July - December 2012	January - June 2013	July - December 2013	January - June 2014	July - December 2014*				
Unique Total Audit Average Qualified***	46,137	46,139	46,113	45,939	46,066	46,023				
Unique Qualified Non-Paid Total***	25,475	27,061	28,003	28,994	29,444	30,447				
Print	24,126	25,658	26,310	27,168	27,507	28,467				
Digital	1,381	1,419	1,698	1,829	2,220	2,752				
Unique Qualified Paid Total***	20,662	19,078	18,110	16,945	16,622	15,576				
Print:	20,274	18,638	17,594	16,486	16,177	15,174				
Digital:	610	564	592	515	815	1,205				
Post Expire Copies included in Total Qualified Circulation:	3.0 %	2.7 %	2.8 %	2.1 %	**NC	**NC				
Average Annual Order Price:	\$21.27	\$21.57	\$21.36	\$21.52	\$21.36	\$22.03				

*NOTE: July - December 2014 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 NOVEMBER 2014**

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	294	22	311		Kentucky	741	50	774	
New Hampshire	395	32	416		Tennessee	957	77	1,006	
Vermont	161	12	166		Alabama	841	75	882	
Massachusetts	1,063	74	1,113		Mississippi	584	29	600	
Rhode Island	168	14	171		EAST SO. CENTRAL	3,123	231	3,262	7.1
Connecticut	483	44	504		Arkansas	556	42	585	
NEW ENGLAND	2,564	198	2,681	5.8	Louisiana	802	55	831	
New York	2,036	164	2,111		Oklahoma	720	65	759	
New Jersey	1,695	168	1,777		Texas	2,804	347	3,020	
Pennsylvania	2,197	149	2,274		WEST SO. CENTRAL	4,882	509	5,195	11.3
MIDDLE ATLANTIC	5,928	481	6,162	13.4	Montana	222	17	233	
Ohio	1,913	198	2,019		Idaho	281	20	294	
Indiana	993	82	1,049		Wyoming	182	24	197	
Illinois	1,984	176	2,077		Colorado	778	96	847	
Michigan	1,258	138	1,334		New Mexico	347	39	370	
Wisconsin	924	78	971		Arizona	609	81	647	
EAST NO. CENTRAL	7,072	672	7,450	16.2	Utah	318	41	345	
Minnesota	804	75	855		Nevada	365	46	385	
Iowa	585	74	636		MOUNTAIN	3,102	364	3,318	7.2
Missouri	1,052	127	1,123		Alaska	102	6	103	
North Dakota	183	23	195		Washington	707	76	758	
South Dakota	199	20	216		Oregon	449	46	477	
Nebraska	364	27	383		California	3,194	357	3,377	
Kansas	617	64	665		Hawaii	98	5	100	
WEST NO. CENTRAL	3,804	410	4,073	8.9	PACIFIC	4,550	490	4,815	10.5
Delaware	117	14	124		UNITED STATES	43,332	4,098	45,678	99.4
Maryland	694	56	720		U.S. Territories	31	5	34	
Washington, DC	159	18	173		Canada	60	10	67	
Virginia	1,187	100	1,243		Mexico	2	-	2	
West Virginia	494	26	514		Other International	131	17	143	
North Carolina	1,419	140	1,498		APO/FPO	9	5	13	
South Carolina	687	57	723						
Georgia	1,478	113	1,541						
Florida	2,072	219	2,186						
SOUTH ATLANTIC	8,307	743	8,722	19.0					
					UNIQUE TOTAL QUALIFIED CIRCULATION*	43,565	4,135	45,937	100.0

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

WEBSITE CHANNEL

WWW.POLICEMAG.COM

2014	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	820,399	416,901	326,231	1.28	01:37	01:37
August	804,703	406,732	307,594	1.32	01:37	01:45
September	730,021	375,953	290,268	1.30	01:43	01:41
October	779,864	422,764	323,858	1.31	01:44	01:36
November	779,615	442,007	353,551	1.25	01:46	01:26
December	859,587	456,810	350,231	1.30	01:50	01:37
AVERAGE:	795,698	420,194	325,288	1.29	01:42	01:37

July – December 2014 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Page Impressions: A Page Impression is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

User Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Unique Browsers: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Unique Browser Frequency: Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

Page Duration: The average time spent viewing any page on a web site.

User Session Duration: The average time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

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.

MAGAZINE:

PARAGRAPH 3b:

Business directories include 4 sources of circulation for quantities of 208 copies or 0.5% to 2,923 copies or 6.4%. Other sources include 1 source of circulation for a quantity of 5 copies or -%.

GEOGRAPHIC DISTRIBUTION:

Geographic data for Website is not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

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

Leslie Pfeiffer, Publisher

James Marinaccio, Audience Development Manager

(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.

Date signed

State

City

Received by BPA Worldwide

Type

ID Number

February 13, 2015

California

Torrance

February 13, 2015

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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 for the latest audit reports, membership information and publishing and advertising industry news.