



Established 1976
Issues Per Year: 12
Issues This Report: 6

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PUBLICATION DESCRIPTION

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/DEFINITION OF RECIPIENT QUALIFICATION

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

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 CIRCULATION: JANUARY 1, 2019 – JUNE 30, 2019

QUALIFIED CIRCULATION	Non-Paid Print	Paid Print	Non-Paid Digital	Paid Digital	Total Unduplicated Qualified
Individual Subscription	35,267	3,759	14,199	1,213	46,011
Rotated	-	-	-	-	-
Single Copy Sales	-	-	-	-	-
Bulk Distribution	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION *	35,267	3,759	14,199	1,213	46,011

TOTAL NON-QUALIFIED CIRCULATION	3,865
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* Combined print and digital may not equal Total Qualified Unduplicated. Qualified print includes recipients who receive the print edition and the print and digital edition. Qualified digital includes recipients who receive the digital edition and the print and digital edition.

Please see the following pages for Recipient Classification, Subscription Source, Recency of Renewal, Business/Industry Classification, Business/Industry Classification by Job Title, Geographical Distribution, Qualified Circulation by Issue, Explanation, Audit of Internal Records, and Affidavit.

RECIPIENT CLASSIFICATION

RECIPIENT	Non-Paid Print	Paid Print	Non-Paid Digital	Paid Digital	Total Qualified Unduplicated*	
					Unduplicated*	Percent
Individual by Name and Title and/or Company	35,334	3,087	13,615	1,144	44,649	98.6%
Individual by Name Only	2	406	-	18	408	0.9%
Title Only	124	47	-	1	171	0.4%
Company Name Only	-	79	-	7	79	0.1%
Total Qualified Circulation	35,460	3,619	13,615	1,170	46,008	100.0%

* Combined print and digital may not equal Total Qualified Unduplicated.

SUBSCRIPTION SOURCE AND RECENCY OF RENEWAL

RECIPIENT	Non-Paid Print	Paid Print	Non-Paid Digital	Paid Digital	Renewed, Requested, or Updated Within		Total Qualified Unduplicated*	
					1-3 Years	3+ Years	Unduplicated*	Percent
Direct Request from the Recipient	27,785	3,603	12,759	1,170	38,009	124	38,133	82.9%
Request from Recipient's Company	-	16	-	-	11	5	16	-
Association/Group/Directory Lists	7,675	-	856	-	7,859	-	7,859	17.1%
Total Qualified Circulation	35,460	3,619	13,615	1,170	45,879	129	46,008	100.0%

* Combined print and digital may not equal Total Qualified Unduplicated.

BUSINESS/INDUSTRY AND JOB TITLE CLASSIFICATION

Description	Total Qualified Unduplicated *		Percent	Administrators (Note 1)	Command & Mid-Level Management (Note2)	Line Personnel/ Officer Rank (Note 3)	Special Agent/ Federal Agent (Note 4)	Other Titled & Non-Titled Personnel	
	Print	Digital							
Municipal/City	18,740	7,981	23,291	50.6%	13,394	6,573	2,515	44	765
County	8,083	3,288	9,908	21.5%	4,260	3,448	1,497	18	685
State	4,097	1,364	4,779	10.4%	989	2,845	622	75	248
Federal/Military	2,790	863	3,091	6.7%	763	947	333	854	194
Academy/School/Training CTR	507	312	1,715	3.8%	626	834	65	1	189
Corrections	1,479	473	1,481	3.2%	926	482	37	2	34
Private/Security	103	59	614	1.3%	162	246	97	13	96
Police Equip Manufacturer/ Dealer	1,451	128	119	0.3%	63	31	2	2	21
Others Allied to the Field	902	317	1,010	2.2%	185	152	70	14	589
Total Qualified Circulation	38,152	14,785	46,008	100.0%	21,368	15,558	5,238	1,023	2,821
Percent	82.9%	32.1%	100.0%	100.0%	46.4%	33.8%	11.4%	2.2%	6.2%

*Total Qualified Unduplicated represents unique recipients, not the sum of Print and Digital
 Note 1: Includes Chiefs, Sheriffs, Superintendents, Chairman, 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.

U.S. GEOGRAPHICAL DISTRIBUTION

REGION	Non-Paid Print	Paid Print	Non-Paid Digital	Paid Digital	Total Qualified Unduplicated*	Percent	REGION	Non-Paid Print	Paid Print	Non-Paid Digital	Paid Digital	Total Qualified Unduplicated*	Percent
Maine	265	22	99	5	332	0.7%	Kentucky	698	41	211	16	837	1.8%
New Hampshire	322	17	130	8	396	0.9%	Tennessee	796	64	261	17	985	2.1%
Vermont	128	15	37	1	163	0.4%	Alabama	772	40	240	8	929	2.0%
Massachusetts	846	72	331	12	1,079	2.3%	Mississippi	614	21	171	7	705	1.5%
Rhode Island	130	10	46	5	164	0.4%	E. S. Central	2,880	166	883	48	3,456	7.4%
Connecticut	375	54	147	19	509	1.1%	Arkansas	599	24	191	6	711	1.5%
New England	2,066	190	790	50	2,643	5.8%	Louisiana	747	46	229	14	886	1.9%
New York	1,367	237	568	77	1,875	4.1%	Oklahoma	698	26	216	5	820	1.8%
New Jersey	1,257	124	638	33	1,674	3.6%	Texas	2,636	232	973	83	3,375	7.3%
Pennsylvania	1,713	182	598	50	2,172	4.7%	W. S. Central	4,680	328	1,609	108	5,792	12.5%
Mid Atlantic	4,337	543	1,804	160	5,721	12.4%	Montana	263	19	73	5	317	0.7%
Delaware	130	17	46	5	163	0.4%	Idaho	242	14	104	5	318	0.7%
Maryland	448	88	211	26	644	1.4%	Wyoming	181	9	54	3	218	0.5%
D.C.	175	7	51	3	215	0.5%	Colorado	570	84	245	25	796	1.7%
Virginia	885	112	337	46	1,190	2.6%	New Mexico	318	24	112	7	403	0.9%
West Virginia	444	15	118	3	506	1.1%	Arizona	404	89	216	34	645	1.4%
North Carolina	1,155	68	455	21	1,450	3.2%	Utah	292	23	117	10	372	0.8%
South Carolina	496	48	200	18	640	1.4%	Nevada	210	60	84	24	321	0.7%
Georgia	1,296	94	468	25	1,605	3.5%	Mountain	2,480	322	1,005	113	3,390	7.4%
Florida	1,437	200	634	80	1,997	4.3%	Alaska	129	9	26	5	159	0.3%
S. Atlantic	6,466	649	2,520	227	8,410	18.4%	Washington	538	66	234	15	743	1.6%
Ohio	1,427	145	593	52	1,871	4.1%	Oregon	362	32	129	14	467	1.0%
Indiana	871	59	337	19	1,091	2.4%	California	1,873	429	828	141	2,798	6.1%
Illinois	1,730	199	645	62	2,234	4.9%	Hawaii	77	18	27	6	116	0.3%
Michigan	964	109	406	33	1,267	2.8%	Pacific	2,979	554	1,244	181	4,283	9.3%
Wisconsin	818	59	320	13	1,021	2.1%	U.S. Territory	40	8	18	2	61	0.1%
E. N. Central	5,810	571	2,301	179	7,484	16.3%	U.S. Total	35,447	3,550	13,513	1,146	45,822	99.6%
Minnesota	711	61	272	25	918	2.0%	Canada	13	24	50	9	88	0.2%
Iowa	603	27	220	6	735	1.6%	Foreign	-	45	51	15	97	0.2%
Missouri	1,022	54	328	14	1,225	2.7%	Foreign Total	13	69	101	24	185	0.4%
North Dakota	199	7	70	4	246	0.5%	Email Only	-	-	1	-	1	-
South Dakota	225	8	85	5	272	0.6%							
Nebraska	362	29	127	12	446	1.0%							
Kansas	587	33	237	12	740	1.6%							
W. N. Central	3,709	219	1,339	78	4,582	10.0%	Total Qualified	35,460	3,619	13,615	1,170	46,008	100.0%

* Combined print and digital may not equal Total Qualified Unduplicated.
 ** Percentages rounded to the nearest tenth. Due to this rounding, percentages may not total to 100.0%.

QUALIFIED CIRCULATION BY ISSUE

ISSUE	Non-Paid Print	Non-Paid Digital	Non-Paid Print & Digital	Paid Print	Paid Digital	Paid Print & Digital	Total
January 2019	27,517	6,806	7,622	2,795	100	1,170	46,010
February 2019	27,490	6,872	7,646	2,752	102	1,147	46,009
March 2019	27,514	6,958	7,646	2,660	100	1,127	46,005
April 2019	27,660	7,058	7,447	2,641	98	1,121	46,025
May 2019	28,684	6,839	6,776	2,539	90	1,080	46,008
June 2019	28,880	6,798	6,721	2,466	87	1,054	46,006
6 Month Average	27,958	6,889	7,310	2,642	96	1,117	46,011

EXPLANATION

Publisher is not required to submit data for all paragraphs/tables. Association/Group/Directory records are sourced from Whitepaper Download and Business Directory- NDLEA, Safety Source.

Audit of Records and Affidavit

Verified has conducted an audit of printing, distribution, and financial records, as well other data to substantiate circulation data submitted to Verified. This audit followed guidelines prepared in conformity with generally accepted circulation auditing procedures involving records covering all distribution methods utilized for qualified circulation during the period(s) covered by the reports. The results of this audit warrant the issuance of this audit report as a true and accurate statement of the qualified circulation of the client publication.

Verified Audit Circulation swears that to the best of its knowledge, all statements contained in this report are true and accurate