

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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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. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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Official Publication of: None
Established: 1974
Issues Per Year: 12



FIELD SERVED

LAW ENFORCEMENT TECHNOLOGY serves the field of municipal police/school district police, county sheriffs office/department, state police department, federal agency, police attached to other government units, investigation and forensics.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are chiefs, sheriffs, marshals, deputy chiefs, deputy sheriffs, deputy commanders, captains, majors, lieutenants, sergeants, corporals, head supervisors, administrators, directors, other civilian supervisors of police/security services, heads or supervisors of specialized line, staff unit, members of specialized line, staff unit and related personnel.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	200
Advertiser and Agency _____	1,088
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	279
Digital _____	-
All Other _____	227
TOTAL	1,794

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	30,409	100.0	30,409	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	30,409	100.0	30,409	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2011 Issue	Print Version Only (A)	Digital Version Only (B)	Total Qualified
July _____	27,884	2,451	30,335
August _____	28,387	2,195	30,582
September _____	28,538	2,237	30,775
October _____	28,657	2,231	30,888
November _____	28,739	2,404	31,143
December _____	28,733	-	28,733

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011**This issue is 1.3% or 397 copies above the average of the other 5 issues reported in Paragraph two.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	CLASSIFICATION BY TITLE					
					Chief, Sheriff, Marshal & Related Personnel	Deputy Chief, Deputy Sheriff, Deputy Commander, & Related Personnel	Head or Supervisor of Specialized Line, Staff Unit & Related Personnel (Note 1)	Member of Specialized Line, Staff Unit & Related Personnel (Note 1)	Administrator, Director, or other Civilian Supervisor of Police/Security Services & Related Personnel	Captain, Major, Lt., Sgt., Corporal, Head Supervisor & Related Personnel
MUNICIPAL POLICE / SCHOOL DISTRICT POLICE serving population:										
Under 2,500 _____	3,418	11.0	3,236	182	2,299	125	73	161	185	575
2,500 - 9,999 _____	4,457	14.3	4,185	272	2,478	180	106	217	172	1,304
10,000 - 49,999 _____	5,599	18.0	5,161	438	1,926	341	186	380	277	2,489
50,000 - 99,999 _____	1,647	5.3	1,487	160	374	116	91	238	96	732
100,000 - 499,999 _____	1,314	4.2	1,158	156	216	95	88	274	117	524
500,000 and more _____	607	1.9	511	96	66	45	54	183	45	214
Population not reported _____	-	-	-	-	-	-	-	-	-	-
SUBTOTAL	17,042	54.7	15,738	1,304	7,359	902	598	1,453	892	5,838
COUNTY SHERIFF/OFFICE/DEPARTMENT serving population:										
Under 2,500 _____	879	2.8	837	42	348	143	50	26	110	202
2,500 - 9,999 _____	966	3.1	927	39	460	217	43	33	77	136
10,000 - 49,999 _____	2,142	6.9	2,031	111	868	478	76	75	162	483
50,000 - 99,999 _____	1,010	3.2	923	87	263	241	38	49	74	345
100,000 - 499,999 _____	1,514	4.9	1,362	152	245	397	93	120	96	563
500,000 and more _____	852	2.7	746	106	69	222	60	176	43	282
Population not reported _____	-	-	-	-	-	-	-	-	-	-
SUBTOTAL	7,363	23.6	6,826	537	2,253	1,698	360	479	562	2,011
State Police Department _____	2,948	9.5	2,746	202	511	231	231	298	433	1,244
Federal Agency _____	1,954	6.3	1,787	167	361	87	394	415	403	294
Police attached to other government units _____	980	3.1	886	94	227	56	117	132	259	189
Investigation and Forensics _____	856	2.8	756	100	74	13	175	292	238	64
TOTAL QUALIFIED CIRCULATION	31,143	100.0	28,739	2,404	10,785	2,987	1,875	3,069	2,787	9,640
PERCENT	100.0		92.3	7.7	34.6	9.6	6.0	9.9	8.9	31.0

Note 1: Specialized line, staff unit include: Radio/Telecommunications, Data/Records/Computers, Training, Weapons, Vehicles, Investigation/Surveillance, Photo/Video/AV/Graphic Services, SWAT Team, Planning and Development, Equipment Supply, Gang Units, Emergency Medical Services/Search & Rescue, Marine Units/Aircraft, K-9 Unit, Drug Enforcement/Narcotics, Purchasing, Community Policing, and other specialized units/sections.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	31,143	-	-	28,739	2,404	31,143	100.0
II. Request from recipient's company: _____	-	-	-	-	-	-	-
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	-	-	-	-	-	-	-
Association rosters and directories _____	-	-	-	-	-	-	-
Business directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	31,143	-	-	28,739	2,404	31,143	100.0
PERCENT	100.0	-	-	92.3	7.7	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	28,739	2,404	31,143	100.0
Individuals by name only _____	-	-	-	-
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	28,739	2,404	31,143	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011

State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine _____	219	23	242	
New Hampshire _____	253	16	269	
Vermont _____	119	4	123	
Massachusetts _____	752	44	796	
Rhode Island _____	94	8	102	
Connecticut _____	374	32	406	
NEW ENGLAND	1,811	127	1,938	6.2
New York _____	1,288	95	1,383	
New Jersey _____	833	62	895	
Pennsylvania _____	1,262	78	1,340	
MIDDLE ATLANTIC	3,383	235	3,618	11.6
Ohio _____	1,687	153	1,840	
Indiana _____	790	52	842	
Illinois _____	1,349	104	1,453	
Michigan _____	883	67	950	
Wisconsin _____	758	55	813	
EAST NO. CENTRAL	5,467	431	5,898	18.9
Minnesota _____	513	41	554	
Iowa _____	439	27	466	
Missouri _____	816	53	869	
North Dakota _____	161	8	169	
South Dakota _____	179	12	191	
Nebraska _____	238	23	261	
Kansas _____	525	44	569	
WEST NO. CENTRAL	2,871	208	3,079	9.9
Delaware _____	64	7	71	
Maryland _____	415	45	460	
Washington, DC _____	123	12	135	
Virginia _____	712	44	756	
West Virginia _____	310	10	320	
North Carolina _____	1,026	64	1,090	
South Carolina _____	477	29	506	
Georgia _____	1,016	78	1,094	
Florida _____	1,449	138	1,587	
SOUTH ATLANTIC	5,592	427	6,019	19.3
Kentucky _____	522	36	558	
Tennessee _____	654	46	700	
Alabama _____	567	30	597	
Mississippi _____	286	18	304	
EAST SO. CENTRAL	2,029	130	2,159	6.9
Arkansas _____	503	24	527	
Louisiana _____	409	44	453	
Oklahoma _____	640	32	672	
Texas _____	2,261	242	2,503	
WEST SO. CENTRAL	3,813	342	4,155	13.4
Montana _____	144	16	160	
Idaho _____	197	23	220	
Wyoming _____	111	12	123	
Colorado _____	420	56	476	
New Mexico _____	163	15	178	
Arizona _____	332	45	377	
Utah _____	148	17	165	
Nevada _____	197	80	277	
MOUNTAIN	1,712	264	1,976	6.4
Alaska _____	98	4	102	
Washington _____	358	33	391	
Oregon _____	232	15	247	
California _____	1,309	138	1,447	
Hawaii _____	33	3	36	
PACIFIC	2,030	193	2,223	7.1
UNITED STATES	28,708	2,357	31,065	99.7
U.S. Territories _____	22	3	25	
Canada _____	-	28	28	
Mexico _____	-	1	1	
Other International _____	-	14	14	
APD/FPO _____	9	1	10	
TOTAL QUALIFIED CIRCULATION	28,739	2,404	31,143	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January-June 2009	July-December 2009	January-June 2010	July-December 2010	January-June 2011	July-December 2011*
Total Audit Average Qualified _____	30,006	30,153	30,134	30,068	30,145	30,409
Qualified Non-Paid Total _____	30,006	30,153	30,134	30,068	30,145	30,409
Print Version Only _____	30,006	28,370	28,372	28,428	28,189	28,490
Digital Version Only _____	-	1,783	1,762	1,640	1,956	1,920
Qualified Paid Total _____	-	-	-	-	-	-
Print Version Only _____	-	-	-	-	-	-
Digital Version Only _____	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price _____	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July - December 2011 data is unaudited. With each successive period, new data will be added until 6 six month periods of data are displayed.

** = None Claimed.

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Replica - Editorial and design are unchanged from the original print edition.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	28,490	100.0	28,490	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	28,490	100.0	28,490	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	1,920	100.0	1,920	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	1,920	100.0	1,920	100.0	-	-

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	January 13, 2012
Patrick Bernardo, Brand Director	State	Wisconsin
Sharon Haberkorn, Audience Development Manager	County	Jefferson
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	January 13, 2012
IMPORTANT NOTE:	Type	PJ
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	L023POD1