

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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Law Enforcement product news



Cygnus Business Media
1233 Janesville Avenue
P.O. Box 803
Fort Atkinson, WI 53538-0803
Tel. No.: (920) 563-6388
Fax No.: (920) 563-1702
www.officer.com

Official Publication of: None
Established: 1990
Issues Per Year: 8



FIELD SERVED

LAW ENFORCEMENT PRODUCT NEWS serves law enforcement officers in all public agencies, corrections officers in all public institutions, and private security personnel in all capacities as shown in Paragraph 3a.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are chiefs, sheriffs, marshals, and related personnel, corrections officers, deputy sheriffs/chiefs/commanders, patrolmen, officers, troopers, rangers, 911, S.W.A.T. tactical, purchasing agents, assistants, supervisors, training officers, captains, majors, lieutenants, sergeants, corporals, department heads, managers, investigators, detectives, inspectors, and other titled personnel.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	18
Advertiser and Agency _____	846
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	390
Digital _____	-
All Other _____	194
TOTAL	1,448

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	30,298	100.0	30,298	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	30,298	100.0	30,298	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2011 Issue	Print Version Only (A)	Digital Version Only (B)	Total Qualified
July/August _____	28,735	2,159	30,894
September _____	28,735	2,038	30,773
October/November _____	28,735	2,060	30,795
December _____	28,732	-	28,732

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2011

This issue is 0.4% or 117 copies below the average of the other 3 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	Corrections Officer & Related Personnel	Deputy Sheriff/Chief/Commander & Related Personnel	Patrolman, Officer, Trooper, Ranger, 911, S.W.A.T. Tactical & Related Personnel	Purchasing Agent, Assistants, Supervisors & Related Personnel	Training Officer & Related Personnel	Captain, Major, Lieutenant, Sgt. Corporal, Dept Head, Mgr & Related Personnel	Investigator, Detective, Inspector & Related Personnel
Security _____	1,142	3.7	1,032	110	227	44	35	135	170	78	326	127
Private Guard Patrol/Protective Services _____	447	1.4	407	40	77	7	18	60	42	32	127	84
Security Product Mfr/Retail/Exporter _____	339	1.1	310	29	33	4	3	8	122	8	138	23
Municipal Police Department _____	16,984	55.1	15,918	1,066	2,716	47	405	2,008	717	505	9,899	687
Training Academy/School _____	945	3.1	847	98	113	19	32	53	111	359	231	27
State Police Department _____	2,424	7.9	2,257	167	228	21	105	358	169	79	1,250	214
County Sheriff Office/Department _	6,794	22.1	6,370	424	993	269	1,164	380	266	187	3,187	348
Correctional Agency/Parole Office _	1,720	5.6	1,594	126	199	679	60	36	181	57	456	52
TOTAL QUALIFIED CIRCULATION	30,795	100.0	28,735	2,060	4,586	1,090	1,822	3,038	1,778	1,305	15,614	1,562
PERCENT	100.0		93.3	6.7	14.9	3.5	5.9	9.9	5.8	4.2	50.7	5.1

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/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: _____	19,802	6,001	-	23,743	2,060	25,803	83.8
II. Request from recipient's company: _____	737	-	-	737	-	737	2.4
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	4,255	-	-	4,255	-	4,255	13.8
Association rosters and directories _____	-	-	-	-	-	-	-
*Business directories _____	660	-	-	660	-	660	2.1
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
*Other sources _____	3,595	-	-	3,595	-	3,595	11.7
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	24,794	6,001	-	28,735	2,060	30,795	100.0
PERCENT	80.5	19.5	-	93.3	6.7	100.0	

*See Additional Data

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

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	28,735	2,060	30,795	100.0
Individuals by name only _____	-	-	-	-
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	28,735	2,060	30,795	100.0

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

State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine _____	218	11	229		Kentucky _____	464	29	493	
New Hampshire _____	220	19	239		Tennessee _____	660	45	705	
Vermont _____	88	1	89		Alabama _____	603	25	628	
Massachusetts _____	941	43	984		Mississippi _____	296	8	304	
Rhode Island _____	118	11	129		EAST SO. CENTRAL	2,023	107	2,130	6.9
Connecticut _____	437	30	467		Arkansas _____	464	27	491	
NEW ENGLAND	2,022	115	2,137	6.9	Louisiana _____	450	22	472	
New York _____	1,278	86	1,364		Oklahoma _____	506	32	538	
New Jersey _____	930	53	983		Texas _____	2,137	247	2,384	
Pennsylvania _____	1,208	83	1,291		WEST SO. CENTRAL	3,557	328	3,885	12.6
MIDDLE ATLANTIC	3,416	222	3,638	11.8	Montana _____	136	8	144	
Ohio _____	1,339	83	1,422		Idaho _____	195	13	208	
Indiana _____	786	45	831		Wyoming _____	129	9	138	
Illinois _____	1,225	91	1,316		Colorado _____	452	43	495	
Michigan _____	893	51	944		New Mexico _____	153	12	165	
Wisconsin _____	667	45	712		Arizona _____	342	35	377	
EAST NO. CENTRAL	4,910	315	5,225	17.0	Utah _____	205	7	212	
Minnesota _____	497	36	533		Nevada _____	264	85	349	
Iowa _____	376	36	412		MOUNTAIN	1,876	212	2,088	6.8
Missouri _____	771	53	824		Alaska _____	50	5	55	
North Dakota _____	124	6	130		Washington _____	378	32	410	
South Dakota _____	127	14	141		Oregon _____	276	19	295	
Nebraska _____	209	16	225		California _____	1,861	117	1,978	
Kansas _____	480	44	524		Hawaii _____	53	4	57	
WEST NO. CENTRAL	2,584	205	2,789	9.1	PACIFIC	2,618	177	2,795	9.1
Delaware _____	81	6	87		UNITED STATES	28,677	2,027	30,704	99.7
Maryland _____	452	26	478		U.S. Territories _____	53	1	54	
Washington, DC _____	68	3	71		Canada _____	-	16	16	
Virginia _____	604	35	639		Mexico _____	-	3	3	
West Virginia _____	203	7	210		Other International _____	-	13	13	
North Carolina _____	1,093	71	1,164		APO/FPO _____	5	-	5	
South Carolina _____	497	28	525		TOTAL QUALIFIED CIRCULATION	28,735	2,060	30,795	100.0
Georgia _____	1,036	59	1,095						
Florida _____	1,637	111	1,748						
SOUTH ATLANTIC	5,671	346	6,017	19.5					

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	30,494	30,631	30,608	30,655	30,298
Qualified Non-Paid: _____	30,006	30,494	30,631	30,608	30,655	30,298
Print Version Only _____	30,006	28,730	28,734	28,735	28,733	28,734
Digital Version Only _____	-	1,764	1,897	1,873	1,922	1,564
Qualified Paid: _____	-	-	-	-	-	-
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 six 6-month periods of data are displayed.

**NC = None Claimed

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified copies conform 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.

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 660 copies or 2.1%.

Other sources include 1 source of circulation for a quantity of 3,595 copies or 11.7%, including the Lawscan List.

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 _____	28,734	100.0	28,734	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	28,734	100.0	28,734	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 _____	1,564	100.0	1,564	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	1,564	100.0	1,564	100.0	-	-

PUBLISHER'S AFFIDAVIT

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

Michael George, Publisher

Sharon Haberhorn, 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 circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed January 13, 2012

State Wisconsin

County Jefferson

Received by BPA Worldwide January 13, 2012

Type PJ

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