

Police
and
Security
News

LAW ENFORCEMENT + HOMELAND SECURITY

2027

MEDIA PLANNING GUIDE

Connecting Advertisers with
Law Enforcement Decision-Makers



Connecting You with Law Enforcement Decision-Makers

Police and Security News helps advertisers reach an influential nationwide audience across municipal/city, county, state, federal and Homeland Security markets.

For Readers

Every issue delivers timely, practical information, current news, expert perspectives and useful guidance for today's law enforcement professionals.

For Advertisers

P&SN connects your message with supervisory, command-level and administrative personnel involved in specifying, recommending and authorizing purchases.

Why It Works



Qualified Audience

Reaches decision-makers across all levels of law enforcement.



Credible Editorial Environment

Advertiser messages appear alongside trusted professional content.



Multiple Opportunities

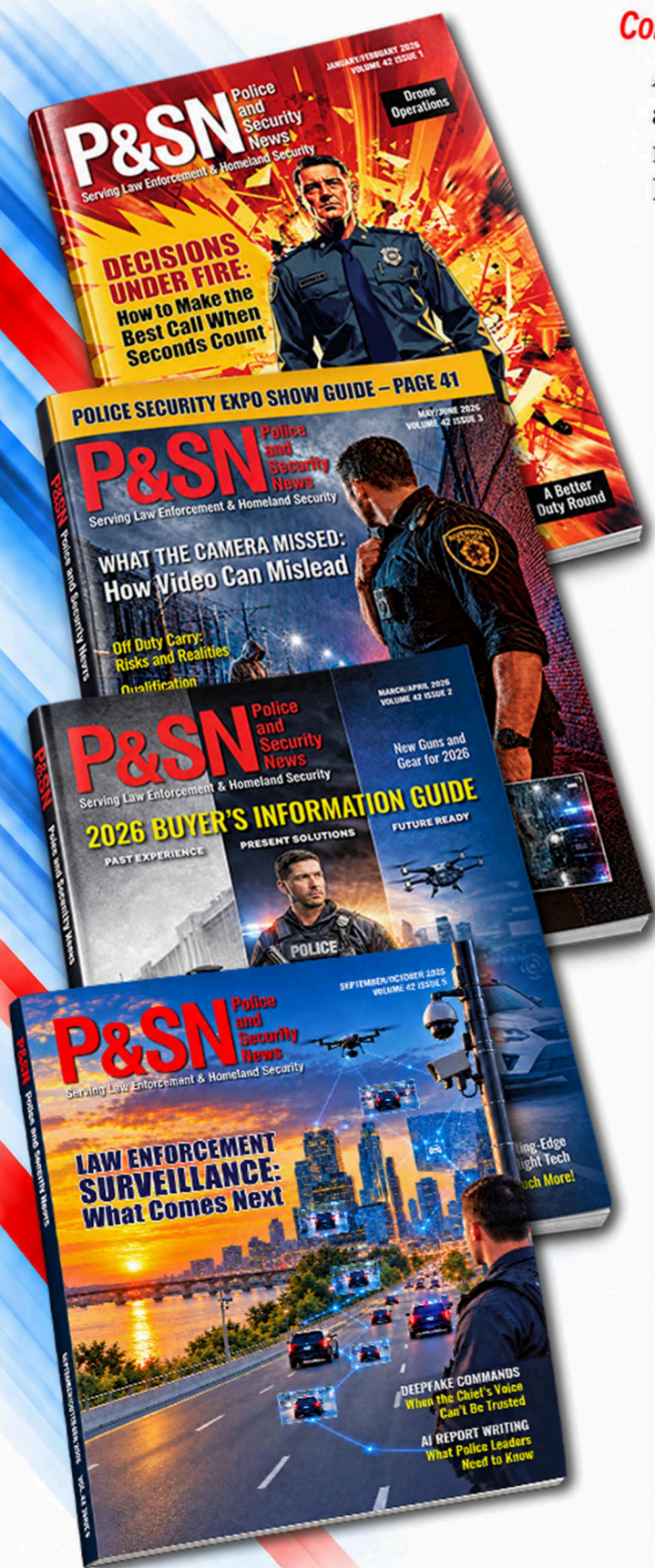
Print, digital and bonus-distribution opportunities extend visibility.



Long-Term Industry Presence

A respected publication serving law enforcement and Homeland Security.

**Reach the people who help
shape purchasing decisions.**



Reach Buyers Before the Sales Call

43 Years of Uniting Buyers and Sellers

For more than 43 years, *Police and Security News* has helped connect advertisers with law enforcement decision-makers. *P&SN* reaches police chiefs, sheriffs, commanders, purchasing agents, division heads, superintendents and other middle/upper management professionals who rely on *P&SN* for information on equipment, services and technology.

This Media Planning Guide outlines the circulation, readership, bonus trade show distribution, editorial focus and advertising opportunities which combine to make *P&SN* a cost-efficient and highly effective marketing vehicle.



P&SN helps position your brand early — while law enforcement professionals are discovering solutions, evaluating options and shaping the recommendation.



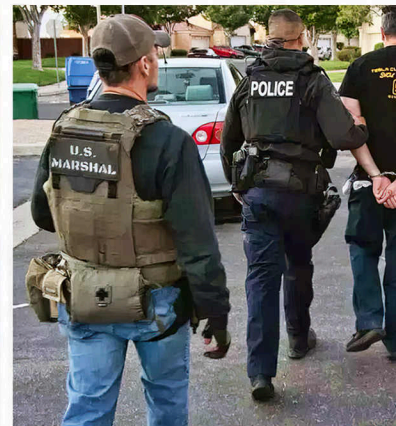
Municipal / City



County / Sheriff



State



Federal



Decision-Maker Audience

Reaches the commanders, managers and purchasing professionals who make buying decisions.



Nationwide Law Enforcement Reach

Connects your message across municipal, county, state and federal markets in all 50 states.



Build Awareness Before the Purchase

Puts your brand in front of buyers early in the process so you stay top of mind when it's time to buy.

REAL RESULTS. LONG-TERM PARTNERSHIPS.

Nothing speaks louder than success. Successful marketing results are what P&SN delivers – consistently. Here is what longtime advertisers say about their experience with Police and Security News.

“ For more than 29 years, the NRA’s Law Enforcement Division has trusted Police and Security News as an advertising partner. No other publication reaches our target audience so directly or delivers a better return on our advertising investment. Their professionalism and service have been consistently outstanding.

Glen Hoyer, Director (Retired, September 2026)
NRA Law Enforcement Division

“ For more than ten years, P&SN has helped our ads and products stand out while editorial coverage has given us valuable exposure. We’ve seen sales grow and view the relationship as a true partnership.

George Petronis, President
The Gun Shop

“ We’ve advertised with P&SN for 31 years, and it has consistently delivered excellent results. Their team is wonderful to work with and always goes the extra mile for our marketing and editorial needs.

Judy Setina, Vice President
Setina Manufacturing

“ For almost ten years, I’ve advertised in P&SN issues that support my products with editorial coverage or trade show distribution. Their art department also creates and updates ads quickly and efficiently. I’m pleased with the results and plan to continue.

David Wasserstrom, Executive Manager
Sentinel Camera Systems, LLC

“ P&SN helps Traka stay connected to the law enforcement community and better understand evolving trends, challenges and priorities. That insight helps us align our solutions with the needs of the professionals we serve.

Heather Fraser, Marketing Manager
Traka Americas

“ I advertise with P&SN because it gives my company – and the products I sell – the visibility I need to be successful and the products that law enforcement needs to be successful.

Ward W. Brien, President
Sniper Tools Design Company, LLC

“ P&SN gives WaterShed valuable visibility in the law enforcement market through advertising, product articles and targeted editorials. The team is professional, responsive and helps us get more from our marketing budget while reaching new customers.

Anna Yerton, CSS Dept. Manager
WaterShed® LLC

WHY ADVERTISE IN P&SN?

Reach the law enforcement and Homeland Security professionals who specify, recommend and purchase products, services and solutions.



Cost-Effective Reach

Approximately 20,000 copies are mailed nationwide, delivering consistent visibility in a targeted professional environment.



Tradeshow Support

For 41 years, P&SN has been the official media sponsor of the largest, longest running law enforcement trade show in the East – the Police Security Expo.



Direct Access to Decision-Makers

P&SN reaches middle and upper management, command staff and administrative personnel across law enforcement and Homeland Security.



Editorial Alignment

Your advertising appears alongside trusted editorial coverage of technology, fleet, training, armor, tactics, communications and operations.



Print + Digital Integration

Advertisers benefit from both print presence and digital edition exposure, creating added value from a single placement.



Flexible Programs

From full-page advertising to special sections, show guides and digital advertising opportunities, P&SN offers programs that fit different goals and budgets.



Advertiser Support

We make participation easy with responsive assistance, proofing help and a practical understanding of law enforcement marketing.



Since 1984

A Trusted Source. A Stronger Tomorrow.

1984

1989

2005

2015

2027

2027 EDITORIAL CALENDAR

Advertising & Editorial Opportunities

JANUARY / FEBRUARY 2027

Ad Space: 12/04/26
Materials: 12/11/26
Mail Date: 01/08/27

Editorial Feature

SWAT / Tactical Operations

- Tactical team training
- Equipment and innovation

Focus on Technology

Drones & Mission Accessories

- UAS platforms and payloads
- Batteries, controllers and mission accessories

Focus Report

Firearms Accessories

- Optics, lights, sights and related gear
- Duty-use trends and product developments

Product Highlight

Video / VR Training Simulators

- Training systems
- Scenario-based learning

Bonus Distribution

SHOT Show 2027

- Pre-show coverage
- On-site distribution

MARCH / APRIL 2027

Ad Space: 02/05/27
Materials: 02/12/27
Mail Date: 03/12/27

Editorial Feature

Annual Buyer's Information Guide

- Comprehensive directory
- Market trends and analysis

Focus on Technology

Computer Hardware and Software Solutions

- Rugged hardware
- Software for public safety

Focus Report

New Guns for 2027

- Product innovations
- Industry trends

Product Highlight

Flashlights for Law Enforcement

- Duty and tactical lighting
- New product innovations

Bonus Distribution

ILEETA Training Conference

- Show preview and education
- On-site distribution

MAY / JUNE 2027

Ad Space: 04/02/27
Materials: 04/09/27
Mail Date: 05/14/27

Editorial Feature

Law Enforcement Weaponry

- Firearms and less-lethal options
- Training and policy considerations

Focus on Technology

Police Vehicles and Equipment

- Fleet modernization
- In-car technology

Focus Report

2027 Police Security Expo Show Guide

- Event preview
- Exhibitor highlights

Product Highlight

Training – Firearms / Tactical Use of Force

- Firearms training tools
- Use-of-force systems

Bonus Distribution

41st Annual Police Security Expo

- Event preview
- On-site distribution



**Editorial
Feature**



**Focus on
Technology**



**Focus
Report**



**Product
Highlight**



**Bonus
Distribution**

JULY / AUGUST 2027

Ad Space: 06/04/27
Materials: 06/11/27
Mail Date: 07/09/27



Editorial Feature

Police Science / Forensics

- Forensic technology
- Crime scene investigation



Focus on Technology

SWAT / Tactical Equipment

- Personal gear and equipment
- Communications systems



Focus Report

Body Armor 2027

- Protection technologies
- Standards and testing



Product Highlight

Made for Female Officers

- Apparel, gear and products designed for women
- Fit, comfort and duty performance



Bonus Distribution

NTOA Conference / Police Fleet Expo 2027

- Training and education focus
- On-site distribution

SEPTEMBER / OCTOBER 2027

Ad Space: 08/06/27
Materials: 08/13/27
Mail Date: 09/10/27



Editorial Feature

Hardware / Software Solutions

- Technology for modern policing
- Interoperability and data sharing



Focus on Technology

Technology Solutions

- Integrated platforms and digital tools
- Efficiency, data and interoperability



Focus Report

Traffic Safety and Enforcement

- Roadway safety technologies
- Enforcement strategies



Product Highlight

Vehicle Storage Solutions

- Storage and organization
- In-vehicle equipment mounts



Bonus Distribution

2027 IACP Conference

- Show preview and key trends
- On-site distribution

NOVEMBER / DECEMBER 2027

Ad Space: 10/01/27
Materials: 10/08/27
Mail Date: 11/12/27



Editorial Feature

Law Enforcement Training

- Recruit and in-service training
- Policy, standards and curriculum



Focus on Technology

Body-Armor and Ballistic Protection

- Latest protection technologies
- Standards and testing



Focus Report

Police Vehicles and Equipment for 2028

- Emerging vehicle technologies
- Fleet planning and procurement



Product Highlight

Training Aids and Equipment

- Simulation and scenario products
- Less-lethal training systems

Official Media Sponsor

P&SN is the Official Media Sponsor of the 41st Annual Police Security Expo.

2027 TRADE SHOWS & EXPOSITIONS

JANUARY

Jan. 19–22 | **SHOT Show**
Venetian Expo & Caesars Forum, Las Vegas, NV
shotshow.org

FEBRUARY

Feb. 8–12 | **National Sheriffs' Association Winter Conference**
Omni Shoreham Hotel, Washington, DC
sheriffs.org

MARCH

Mar. 22–27 | **ILEETA Conference & Expo**
St. Louis Union Station Hotel, St. Louis, MO
ileeta.org

APRIL

Apr. 12–16 | **NYTOA TacOps North Conference & Trade Show**
Trade Show
Apr. 14–15
Turning Stone Resort & Casino, Verona, NY
tacticalconference.com

Apr. 27–28 | **Border Security Expo**
Phoenix Convention Center, Phoenix, AZ
bordersecurityexpo.com

MAY

May 22–26 | **American Jail Association Conference & Jail Expo**
Spokane Convention Center, Spokane, WA
americanjail.org

May 25–27 | **TacOps Florida Conference & Trade Show**
Trade Show
May 25–26
Hilton Lake Buena Vista at Disney Springs, Orlando, FL
tacticalconference.com

JUNE

Jun. 21–24 | **National Sheriffs' Association Annual Conference & Tradeshow**
Charlotte, NC
nsaconference.org

Jun. 22–23 | **Police Security Expo – PSE 2027**
Atlantic City Convention Center, Atlantic City, NJ
police-security.com

Jun. 22–25 | **IACLEA Annual Conference & Exposition – Campus Law Enforcement/Public Safety**
Atlantic City, NJ
iaclea.org

Jun. 26–Jul. 1 | **NENA Annual Conference & Expo – 911/Public Safety Communications**
Music City Center, Nashville, TN
nena.org

JULY

Jul. 4–9 | **NASRO National School Safety Conference & Exhibit Hall**
Gaylord Opryland Resort & Convention Center, Nashville, TN
nasro.org

Jul. 25–28 | **APCO Annual Conference & Expo – Public Safety Communications**
Anaheim, CA
apcointl.org

AUGUST

Aug. 9–12 | **Police Fleet Expo – PFE 2027**
St. Louis, MO
signalbusinessgroup.com

Aug. 25–27 | **TacOps South Conference & Trade Show**
Trade Show
Aug. 25–26
Sheraton Music City, Nashville, TN
tacticalconference.com

SEPTEMBER

Sep. 8–10 | **TacOps East Conference & Trade Show**
Trade Show
Sep. 8–9
Bethesda North Marriott, Rockville, MD / Washington, DC Metro
tacticalconference.com

OCTOBER

Oct. 9–12 | **IACP Annual Conference & Exposition**
Philadelphia, PA
theiacpconference.org

Oct. 10–15 | **NTOA LE Operations Conference**
Gaylord Rockies Resort & Convention Center, Aurora, CO
ntoa.org

NOVEMBER

TBD | **SWAT Roundup International**
Orlando, FL
floridaswat.org

Planning note: Event dates and locations can change. Confirm current details with the event organizer before travel.

2027 AD RATES

Four Color Rates

	6x	3x	1x
Full Page	\$2,775	\$2,925	\$3,075
2/3 Page	\$2,410	\$2,510	\$2,610
1/2 Island	\$2,150	\$2,300	\$2,450
1/2 Page	\$2,050	\$2,125	\$2,200
1/3 Page	\$1,570	\$1,670	\$1,770
1/3 Page Square	\$1,570	\$1,670	\$1,770
1/4 Page	\$1,180	\$1,255	\$1,330
1/6 Page	\$1,075	\$1,100	\$1,125

Terms and Conditions

- No advertising may be cancelled after the space reservation closing date.
- If a contract is terminated for any reason, prior run advertising will be billed at the earned frequency rate.
- Net 30 days. A 5% discount applies if payment is received prior to issue closing date.
- Recognized advertising agencies receive a 15% discount when providing print-ready electronic files and paying within 30 days.
- In the event an advertising agency defaults on payment, the client (advertiser) will be responsible for said payment.
- Advertisers and agencies assume liability for ad content; publisher reserves the right to refuse advertising deemed unfit for publication.

NEED MORE INFO?

Contact Al Menear at:
amenear@policeandsecuritynews.com

Contact Toni Saturno at:
tsaturno@policeandsecuritynews.com

 www.policeandsecuritynews.com

PREMIUM POSITIONS

Cover II (Inside Front)
20% Premium

Cover III (Inside Back)
10% Premium

Cover IV (Back Cover)
25% Premium

Guaranteed Position Rate
Space Charge Plus 10%



Ask About Integrated
Print + Digital Programs

Custom programs are available combining
P&SN print advertising with digital opportunities.



Two-Page Spread

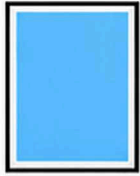
6x
\$4,725

3x
\$4,950

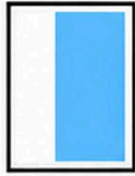
1x
\$5,175

2027 PRINT AD SPECIFICATIONS

Diagrams are proportional references; use the dimensions below for production.



Full Page



2/3 Vertical



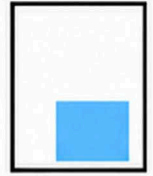
1/2 Island



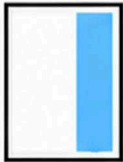
1/2 Vertical



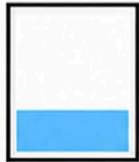
1/2 Horizontal



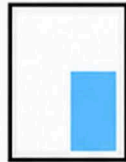
1/3 Square



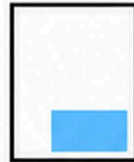
1/3 Vertical



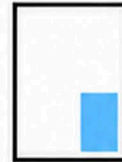
1/3 Horizontal



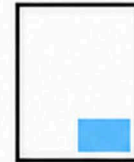
1/4 Vertical



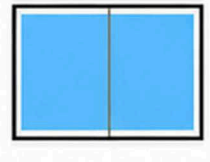
1/4 Horizontal



1/6 Vertical



1/6 Horizontal



Page Spread

STANDARD AD SIZES	WIDTH x HEIGHT
Full Page	7" x 10"
2/3 Page Vertical	4 5/8" x 10"
1/2 Page Island	4 5/8" x 7 3/8"
1/2 Page Vertical	3 3/8" x 10"
1/2 Page Horizontal	7" x 4 7/8"
1/3 Page Square	4 5/8" x 4 7/8"
1/3 Page Vertical	2 1/4" x 10"
1/3 Page Horizontal	7" x 3 3/8"
1/4 Page Vertical	3 3/8" x 4 7/8"
1/4 Page Horizontal	4 7/8" x 3 3/8"
1/6 Page Vertical	2 1/4" x 4 7/8"
1/6 Page Horizontal	4 7/8" x 2 1/4"
Column Width	2 1/4"
Double Column Width	4 7/8"

BLEED SPECIFICATIONS	WIDTH x HEIGHT
FULL PAGE BLEED	
Bleed	8 3/8" x 11"
Trim Size	7 7/8" x 10 3/4"
Live/Safe Area	7 1/8" x 10"
1/2 PAGE VERTICAL	
Bleed	4 1/8" x 11"
Live/Safe Area	3 3/8" x 10"
1/2 PAGE HORIZONTAL	
Bleed	8 3/8" x 5 5/8"
Live/Safe Area	7 1/8" x 4 7/8"
PAGE SPREAD	
Bleed	16 3/4" x 11"
Trim Size	15 3/4" x 10 3/4"
Live/Safe Area	15" x 10"

PRINT-READY FILE REQUIREMENTS

- Preferred format: Print-ready Adobe Acrobat PDF.
- Color: CMYK. Grayscale is acceptable for black-and-white artwork; convert RGB and spot colors before submission.
- Resolution: 300 dpi at final reproduction size.
- Fonts: Embed all fonts or convert them to outlines.
- Bleed ads: Extend artwork to the specified bleed dimensions and keep critical text and logos inside the Live/Safe Area.
- Separate artwork: High-resolution TIFF, EPS or PDF files may be accepted when required.

Supply ads at final publication size. Avoid unnecessary printer marks. Include a reference PDF if special color or placement instructions apply.

SUBMITTING AD MATERIALS

Email completed advertising materials to advertising@policeandsecuritynews.com. Larger files may be supplied through a download or file-transfer link such as WeTransfer, Dropbox, Google Drive or OneDrive. Please include the advertiser/company name and issue date with all materials.

QUESTIONS ABOUT AD MATERIALS?

advertising@policeandsecuritynews.com | 215-538-1240, Ext. 10

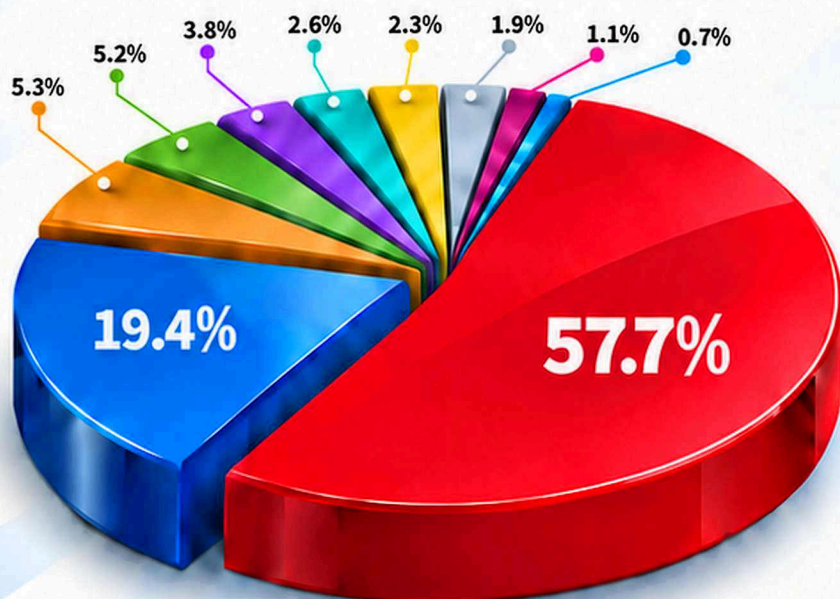
OUR READERS ARE YOUR BUYERS - SINCE 1984!

P&SN reaches the law enforcement professionals who help determine what their agencies buy. Its readership is concentrated among supervisory, middle and upper management, command staff and administrative personnel. These are the professionals who initiate, specify, recommend and, in larger agencies, authorize purchases for their divisions.



P&SN READERSHIP BREAKDOWN

Supervisory and professional readership by sector



●	Municipal Police Supervisory Personnel	57.7%
●	County Law Enforcement Supervisory Personnel	19.4%
●	State Police Supervisory Personnel	5.3%
●	Homeland Security Supervisory Personnel	5.2%
●	Federal Law Enforcement Supervisory Personnel	3.8%
●	Training Academies Supervisory Personnel	2.6%
●	University Police Supervisory Personnel	2.3%
●	Security Service Supervisory Personnel	1.9%
●	Transportation Law Enforcement Supervisory Personnel	1.1%
●	Police Equipment Manufacturers, Dealers, Distributors	0.7%

Our most recent readership study indicates...



4.86 READERS PER COPY

A yearly readership survey has determined an average of 4.86 readers per copy of P&SN (publisher's data: survey sample size of 1546).

With the inclusion of bonus trade show distribution, the average number of copies per issue is **22,000** and the number of readers per issue is **106,920** (not including digital readership).



NATIONWIDE REACH

P&SN is read across all levels of government – municipal/city, county, state and federal agencies, including Homeland Security.



WHY IT MATTERS

For advertisers, readership quality matters as much as quantity. P&SN is designed to put products, services and solutions in front of professionals who influence purchasing decisions.



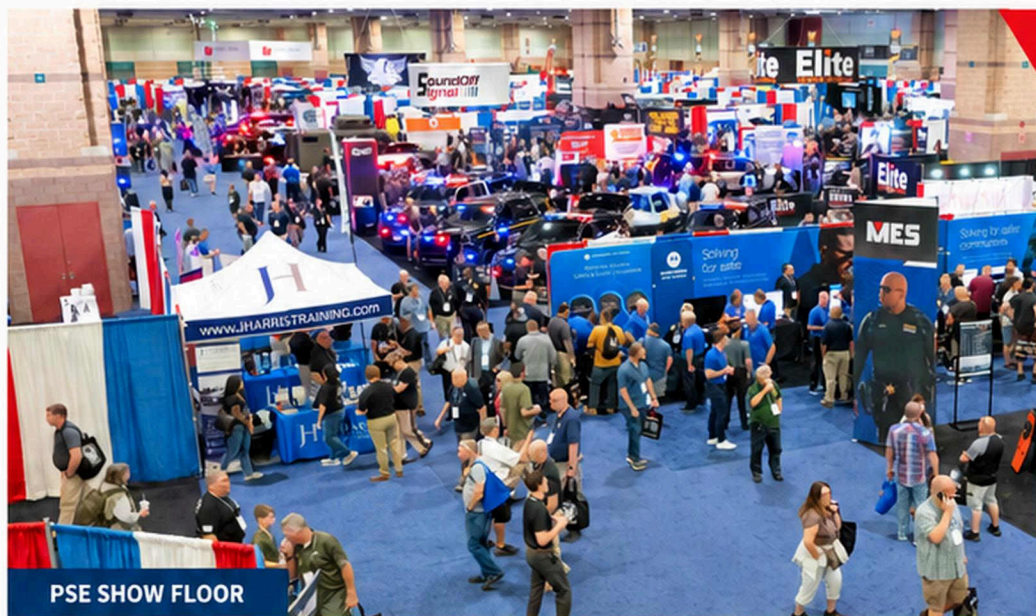
P&SN'S READERSHIP INCLUDES DECISION MAKERS

P&SN's readership is comprised of middle and upper management and top administration. P&SN includes middle and upper management because of the role they play in the purchasing of products and services – initiating, specifying and recommending – and, in larger agencies, authorizing purchases for its various divisions.

POLICE SECURITY EXPO 2027

BONUS DISTRIBUTION + SHOW GUIDE EXPOSURE REACH LAW ENFORCEMENT BUYERS AT PSE 2027

JUNE 22-23 | ATLANTIC CITY CONVENTION CENTER



PSE 2027 • ATLANTIC CITY

4,500+ BONUS COPIES AT THE EXPO

P&SN extends your May/June advertising investment directly onto the show floor, placing your message in front of law enforcement and public safety professionals attending PSE.



FACE-TO-FACE CONNECTIONS



BUYER / EXHIBITOR ENGAGEMENT

2027 ADVERTISER OPPORTUNITIES

- **May/June display advertising**
Build awareness before PSE and extend your message on-site.
- **Official PSE Show Guide**
Dedicated event exposure in the issue distributed at the show.
- **Exhibitor Showcase**
Compact product and booth visibility for participating exhibitors.

PLAN NOW FOR THE MAY/JUNE 2027 ISSUE

Contact P&SN for advertising deadlines and Show Guide opportunities.

OFFICIAL MEDIA SPONSOR POLICE & SECURITY NEWS

P&SN's media sponsorship connects nationwide print exposure with on-site visibility at the 41st Annual Police Security

PSE 2027 AT A GLANCE

7,500+ Industry Professionals
600+ Exhibiting Companies
282,000+ Sq. Ft. Exhibit Space



THE U.S. LAW ENFORCEMENT MARKET AT A GLANCE

A concise view of the size, spending power and structure of major U.S. law-enforcement markets.

The following represents the most recent information available from the U.S. Department of Justice/Bureau of Justice Statistics. Data year and report release date are shown separately because federal statistical reports are published after collection and analysis are completed. Searching for additional information? This page provides quick access to the data table archives and other files associated with the newest Bureau of Justice Statistics releases: <https://tinyurl.com/y693s62z>

LOCAL POLICE

\$80 BILLION

Nearly \$80 billion budgeted nationwide

11,800 local police departments employed nearly 473,000 full-time sworn officers. Only 3% served 100,000+ residents, yet they employed 52% of full-time sworn local officers. [1]

Data year: 2020 | Released: Nov. 2022

SHERIFFS' OFFICES

\$44 BILLION

Combined budgets reported nationwide

2,900 sheriffs' offices employed about 174,000 full-time sworn officers. More than half (54%) employed fewer than 25 FTE sworn officers. [2]

Data year: 2020 | Released: Nov. 2022

PRIMARY STATE AGENCIES

\$317 MILLION

Average budget per primary state agency

Primary state law-enforcement agencies employed about 92,900 full-time personnel, including 61,200 full-time sworn officers. [3]

Data year: 2020 | Released: Jan. 2024

CAMPUS LAW ENFORCEMENT

\$2.7 BILLION

Combined budget at 4-year institutions with 1,000+ students

Nearly 1,300 campus law-enforcement agencies employed 42,645 full-time personnel at 4-year institutions with 1,000+ full-time students. [4]

Data year: 2021-2022 | Released: Nov. 2024

TRAINING MARKET

747

state/local academies

60,214

recruits trained

806

avg. basic-training hours

85%

completion rate

[5]

SOURCES

[1] BJS, Local Police Departments Personnel, 2020 (released Nov. 2022).

[2] BJS, Sheriffs' Offices Personnel, 2020 (released Nov. 2022).

[3] BJS, Primary State Law Enforcement Agencies: Personnel, 2020 (released Jan. 2024).

[4] BJS, Campus Law Enforcement Agencies Serving 4-year Institutions, 2021-2022 - Statistical Tables (released Nov. 2024).

[5] BJS, State and Local Law Enforcement Training Academies and Recruits, 2022 - Statistical Tables (released Nov. 2024).

TRAINING, EQUIPMENT & TECHNOLOGY

Key indicators of the products, systems and training used across local police, sheriffs' offices, campus law enforcement and training academies.

TRAINING

73 HRS

avg. firearms instruction

75%

use-of-force simulator training

85%

nonlethal live-fire training

98%

trained under simulated stress

Nearly all recruits (97%) were trained with semiautomatic pistols. Recruits also had access to defensive-tactics rooms (97%), driving tracks (94%) and scenario-training rooms/facilities (94%). [1]

FIREARMS & LESS-LETHAL

LOCAL POLICE

94% authorized semiautomatic rifles on duty; 93% authorized conducted-energy devices regularly or under limited circumstances. [2]

SHERIFFS' OFFICES

98% authorized semiautomatic rifles on duty; 97% authorized conducted-energy devices regularly or under limited circumstances. [3]

CAMPUS LAW ENFORCEMENT

95% authorized handguns for full-time sworn officers. [4]

VIDEO / SURVEILLANCE

LOCAL POLICE [2]

Officers in departments using body-worn cameras **79%**

Departments with in-car video **62%**

Fixed-site public surveillance **43%**

Aerial drone video **12%**

SHERIFFS' OFFICES [3]

Offices using body-worn cameras **65%**

Patrol-car video **68%**

Fixed-site surveillance **36%**

Aerial drone video **29%**

LAW-ENFORCEMENT TECHNOLOGY

Local police: 87% used records management systems (RMS) and 79% used computer-aided dispatch (CAD). Larger departments were more likely to use Automated Fingerprint Identification/Next Generation Identification (AFIS/NGI), geographic information systems (GIS), infrared imagers and license-plate readers. [2]

Sheriffs: 90% RMS; 84% CAD; 75% AFIS/NGI. [3]

Data year: 2020 | Reports released: Nov. 2023

K-9 MARKET

One-third of local police departments had K-9 units, and more than 79% of local officers worked in departments with K-9 units. Drug detection, person trailing and general enforcement were leading uses. [2]

Almost all (97%) sheriffs' offices had K-9 units, and more than 89% of deputies worked in offices with K-9 units. [3]

Data year: 2020 | Reports released: Nov. 2023

SOURCES

[1] BJS, State and Local Law Enforcement Training Academies' Training Topics and Instructors, 2022 - Statistical Tables (released June 2025).

[2] BJS, Local Police Departments, Procedures, Policies, and Technology, 2020 - Statistical Tables (released Nov. 2023).

[3] BJS, Sheriffs' Offices, Procedures, Policies, and Technology, 2020 - Statistical Tables (released Nov. 2023).

[4] BJS, Campus Law Enforcement Agencies Serving 4-year Institutions, 2021-2022 - Statistical Tables (released Nov. 2024).

SPECIALIZED & EMERGING LAW ENFORCEMENT MARKETS

These figures highlight school policing, specialized units, special jurisdictions and workforce trends that broaden the U.S. law-enforcement marketplace.

SCHOOL RESOURCE OFFICERS

24,900
sworn SROs

5,500
employing agencies

79% of agencies reported funding from the school districts their SRO programs served. Local police departments (98%) and sheriffs' offices (97%) reported that SROs were allowed to carry agency-issued firearms on campus. [1]
Equipment snapshot: body-worn cameras - 60% local police, 62% sheriffs, 52% school-district police; handheld metal-detector wands - 59% school-district police. [1]

WORKFORCE SNAPSHOT

The percentages below show the female share of sworn officers/personnel in each cited BJS study.

Local police	14%	[2]
Sheriffs' offices	14%	[3]
School resource officers	19%	[1]
Campus sworn officers	18%	[4]
Federal officers	15%	[6]

First-line supervisors: local police 11%; sheriffs' offices 12%. [2][3]

SPECIALIZED UNITS / DESIGNATED PERSONNEL

These percentages show agencies with designated personnel - including personnel assigned full time to specialized units - for the listed functions.

LOCAL POLICE DEPARTMENTS SERVING 100,000+ [2]

Traffic enforcement 98%
Sexual assault 94%
Child abuse/endangerment 92%
Domestic violence 89%
Gangs 87%
Firearms 83%

SHERIFFS' OFFICES WITH 100+ FTE SWORN [3]

Special operations 97%
Internal affairs 92%
Agency standards/accreditation 79%
Crime analysis 77%
Traffic enforcement 74%

PRIMARY STATE AGENCIES [5]

Terrorism/homeland security 81%
Cybercrime 73%
Firearms 71%
Opioids 65%
Human trafficking 60%

SPECIAL JURISDICTION LAW ENFORCEMENT

BJS uses "special jurisdiction" for state/local agencies that serve a special geographic jurisdiction or have special enforcement or investigative responsibilities - including campus, school-district, natural-resource and transportation agencies. [4]

1,753
state/local agencies

132,000
full-time personnel

61,000
sworn officers

11,486
transportation
sworn

The 2018 census also identified 13,161 sworn personnel at 510 four-year public university/college agencies and 13,390 sworn personnel in natural-resource jurisdictions. [4]

SOURCES

- [1] BJS, Law Enforcement Agencies that Employ School Resource Officers, 2019 (released Nov. 2022).
[2] BJS, Local Police Departments Personnel, 2020 (released Nov. 2022).
[3] BJS, Sheriffs' Offices Personnel, 2020 (released Nov. 2022).
[4] BJS, Census of State and Local Law Enforcement Agencies, 2018 - Statistical Tables (released Oct. 2022).
[5] BJS, Primary State Law Enforcement Agencies: Personnel, 2020 (released Jan. 2024).
[6] BJS, Federal Law Enforcement Officers, 2023 - Statistical Tables (released May 2026).

FEDERAL LAW ENFORCEMENT: 2023 MARKET SNAPSHOT

The newest Bureau of Justice Statistics census of federal law-enforcement officers - released May 2026.

133,798

FULL-TIME FEDERAL LAW-ENFORCEMENT OFFICERS

These officers were authorized to make arrests, carry firearms, or both. About 49% worked for DHS and 30% for DOJ. [1]

WHERE FEDERAL OFFICERS WORK

Department of Homeland Security 48.7%

Department of Justice 30.4%

Other executive branch 11.8%

Judicial / independent / legislative 9.1%

About 91% of officers worked for executive-branch agencies. [1]

PRIMARY FUNCTIONS

Criminal investigation/enforcement 70.2%

Corrections 11.6%

Police response/patrol 8.7%

All other functions / not reported 9.5%

U.S. Customs and Border Protection employed 46,047 officers - more than any other federal agency. [1]

HIRING & WORKFORCE

10,666 officers hired; 8,766 separated - a net increase of 1,900. About 15% of federal officers were female. [1][2]

FY 2023 | Released: May 2026

EQUIPMENT AUTHORIZATION

Of federal law-enforcement agencies, 91.8% authorized batons; 58.1% oleoresin capicum (OC) spray; 21.2% conducted-energy devices; and 21.2% chemical-agent projectiles. [3]

FY 2023 | Released: May 2026

FEDERAL TRAINING

97% of reporting agencies required firearms and/or weapons qualifications training two or more times per year. For use-of-force/control-tactics/arrest training, 58% required it once yearly and 35% two or more times yearly. [4]

FY 2023 | Released: May 2026

OFFICER WELLNESS

98% of reporting agencies offered at least one formal wellness program; 91% reported general stress-management or psychological/mental-health treatment resources. [5]

FY 2023 | Released: May 2026

SOURCES

[1] BJS, Federal Law Enforcement Officers, 2023 - Statistical Tables, highlights and employment/functions (released May 2026).

[2] Same report, hiring and separations table, FY 2023.

[3] Same report, Table 7: selected equipment and techniques, FY 2023.

[4] Same report, Figure 6: required training frequency, FY 2023.

[5] Same report, Table 8: formal wellness programs, FY 2023.

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VISITS

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AVG. MONTHLY
PAGE VIEWS

 **20,482**
AVG. MONTHLY
UNIQUE VISITORS

Traffic based on 2025 site analytics.

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Premium Leaderboard	Responsive wide format: 728 x 90 / 970 x 90 / mobile 320 x 50	\$20 CPM
Half Page	300 x 600	\$22 CPM
Medium Rectangle	300 x 250	\$16 CPM
Secondary / ROS Display	Rotating run-of-site placement	\$12 CPM

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-  Digital Edition Advertising
-  Homepage Takeovers
-  E-Newsletter / Email Sponsorships
-  Custom Integrated Campaigns

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Issue Sponsorship	Print ad + context-aligned digital promotion tied to editorial themes
Annual Market Presence	Multi-issue print schedule + continuous web visibility + custom digital support

DIGITAL AD SPECIFICATIONS

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- RGB color
- Desktop and mobile creative recommended
- Target URL required with all materials
- HTML5 by prior arrangement
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