READERSHIP

P&SN Police and Security News
LAW ENFORCEMENT + HOMELAND SECURITY

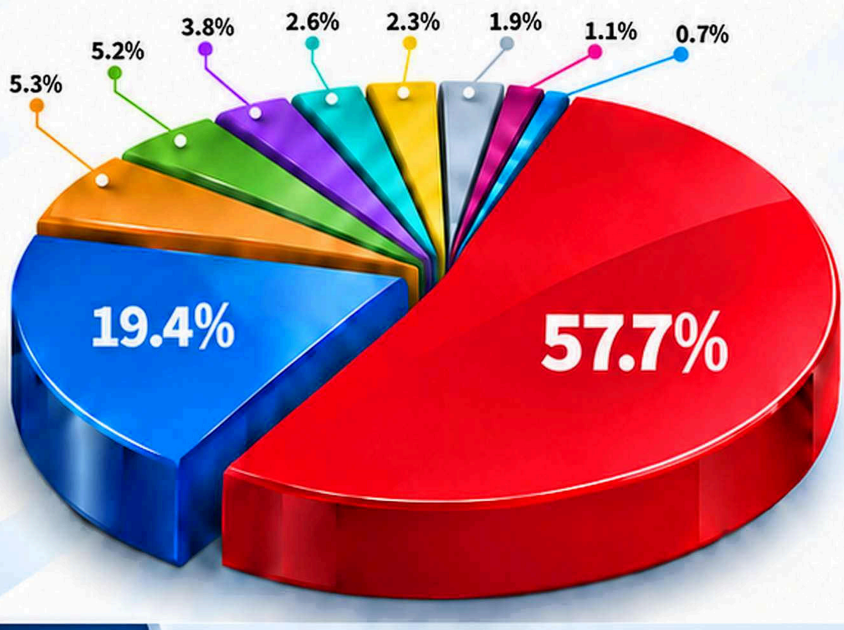
OUR READERS ARE YOUR BUYERS - SINCE 1984!

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.