

...gone completely glossy!

Starting in January 2009,

our format will be upgraded to an all gloss paper stock – similar to most magazines.

Still Larger Than a Magazine!

Although we are still publishing in an oversized format, we have "streamlined" the size – the new P&SN now measures 9.5" wide x 12.25" high.



*Previous Size
& Stock*



*New "Streamlined"
Size & Gloss Stock*

The Result?

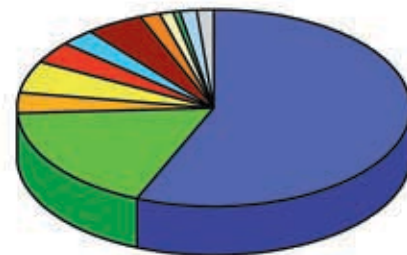
P&SN still has the impact of a larger-sized periodical, as compared to a standard magazine.

Advertising with P&SN Just Got Better!

This new format coincides with a publication redesign which brings P&SN more in-line with a magazine look – powerful design, sharper graphics, and more!

Designed to Deliver!

How does all of this benefit you, the advertiser? By combining the rock solid reliability which P&SN has earned over the past 25 years with its new energetic look and feel, you can be guaranteed that your advertising message is read first and foremost – a definite advantage for you!










- Municipal Police Chiefs and other Supervisory Personnel
- Sheriffs, Deputy Sheriffs, and other Supervisory Personnel
- State Police Commanders and other Supervisory Personnel
- Municipal, County, and State Law Enforcement Officers
- Law Enforcement Training Commanders, Instructors, and other Supervisory Personnel
- Federal Law Enforcement Agents and other Supervisory Personnel
- Homeland Security Administrators, Agents, and other Supervisory Personnel
- Transportation Law Enforcement Executives and other Supervisory Personnel
- State Criminal and Environmental Agency Directors and other Supervisory Personnel
- Correctional Institution Wardens, Assistant Wardens, and other Supervisory Personnel
- Security Service Supervisory Personnel
- Police Equipment Manufacturers, Dealers, Distributors, and Service Providers

Our Readers Are Your Buyers!



Why Advertise in P&SN?

-  **Experience** - We have 25 years of experience in uniting buyers and sellers.
-  **High Impact Size** - Our oversized (tab) format is always first to be noticed - first to be read. It sets itself apart from the magazine-sized periodicals currently available.
-  **Rates** - Compare our rates to others in the industry. You'll find them to be very competitive - even more so when you compare ads of equal dimensions.
-  **Markets Covered** - We not only reach traditional areas of law enforcement, but also lucrative market areas not covered by other competitive periodicals.
-  **Readership** - Middle/upper management and top administrative personnel in a multitude of marketplaces within law enforcement and Homeland Security.
-  **Editorial** - A unique blend of in-depth articles; current news and information; new technologies; and much more.
-  **Friendly Service** - The professionals at Police and Security News are personable, knowledgeable, and friendly. We always go that extra step to ensure your satisfaction.

What Advertisers Are Saying!

"We have been advertising in P&SN for at least five years, and we couldn't be happier. We get profitable leads from every ad, and many have led to recurring customers. The staff at P&SN are all so helpful and easy to work with. Taking the plunge and placing that first ad was definitely one of the best things we ever did for the good of our company!"

Cristen Cervellini-Calfo
VP, Operations
Franzen Security Products, Inc.

"Adamson Industries has had awesome experience with Police and Security News!! The leads are of great quality, the products that we advertise sell and I personally recommend that any company selling law enforcement related products give them a try!"

Steve Contarino
Vice-President
Adamson Industries Corp.

"The style and format of Police and Security News makes it stand out when compared to other periodicals. P&SN attracts the type of readers who we want to reach with our ads, which is why we've advertised with them for many years. We will continue to do so because we get a great bang for our buck with our advertising dollars."

Ed Nowicki - Executive Director, ILEETA

"The courteous staff of P&SN know the trends of the law enforcement community and helps us tailor our advertising to meet those trends. Through many years, we have always seen positive results from P&SN placements."

Kevin Dallet
Vice President
Aerko International

"P&SN offers a whole lot of bang for your advertising dollar; reasonable rates with a large circulation."

Stacy Schultz, G.M.
Humane Restraint Co., Inc.

"I am writing to extend my appreciation to Police and Security News magazine. We have advertised for a number of years and have seen a great response. It is not often in this day and time that you find a company that still works on a one-on-one basis and in the best interest of the customer."

Jennifer Hoover
Advertising Mgr.
American Aluminum Accessories, Inc.

"P&SN not only reaches our target market for an affordable price, but the staff are some of the best I've encountered in the industry."

Mark Eumurian
Patrol Bike Systems Inc

"P&SN continues to generate legitimate sales leads issue after issue, year after year."

Eric B. Michaelson
President
Instant Armor, Inc

Editorial

Police and Security News is a bimonthly publication edited for training, management, and administrative personnel.

Each issue brings forth the very best...

- In-depth articles by well known writers;
- Current news and information;
- Useful tips and guidelines;
- State-of-the-art products recently introduced; and upcoming innovations.

Readership

Our readership is comprised of middle and upper management and top administration within the law enforcement and Homeland Security industries. 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.

Circulation

P&SN's nationwide circulation not only reaches traditional areas of law enforcement - city/municipal, state and county law enforcement agencies - but also lucrative market areas not covered by other publications, such as federal agencies; Homeland Security; campus law enforcement; transit, airport, and harbor agencies; as well as most equipment dealers and distributors.