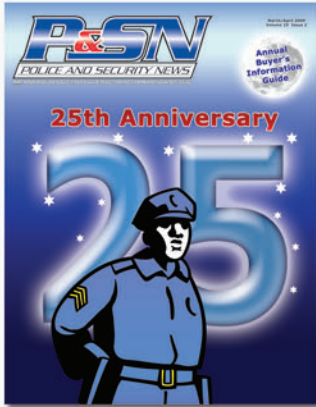


Why Advertise in P&SN?

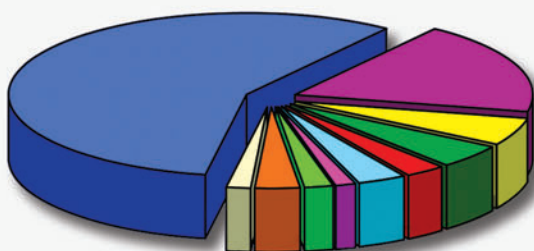


- ✓ **Experience** - We have over 25 years of experience in uniting buyers and sellers.
- ✓ **High Impact Size** - Our oversized (mini-tab) format is always first to be noticed - first to be read. It sets itself apart from the magazine-sized periodicals currently available.
- ✓ **Rates** - Compare our rates to others in the industry. You'll find them to be very competitive - even more so when you compare ad size 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.

Our Readers Are Your Buyers!

Police and Security News keeps law enforcement professionals informed about the latest news and information, products, services, and developments which affect policing around the nation. With a total nationwide circulation reaching 23,000*, P&SN is read by all levels of government – local/city, county, state, and federal agencies, including Homeland Security.

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.



■	Municipal Police Supervisory Personnel - 57.3%
■	County Law Enforcement Supervisory Personnel - 18.3%
■	State Police Supervisory Personnel - 5.5%
■	Homeland Security Supervisory Personnel - 4.8%
■	Federal Law Enforcement Supervisory Personnel - 2.7%
■	Training Academies Supervisory Personnel - 3.4%
■	Transportation Law Enforcement Supervisory Personnel - 1.4%
■	University Police Supervisory Personnel - 1.9%
■	Police Equipment Manufacturers, Dealers, Distributors - 3.1%
■	Security Service Supervisory Personnel - 1.7%

*average circulation per issue, including trade show distribution