

**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED JUNE 2011**

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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**FIELD SERVED**

POLICE and SECURITY NEWS serves the field of law enforcement and homeland security, including municipal police; college/university police; city/county sheriffs; state police/highway patrol; state criminal investigation units; state environmental law enforcement; law enforcement training academies; transportation law enforcement—railroad/transit police, airport police and harbor police; federal law enforcement; homeland security; state and federal correctional institutions; nuclear, contract and in-house security services; police equipment dealers, distributors, manufacturers and service providers.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are police chiefs/commissioners; public safety directors; sheriffs; deputy sheriffs; unit administrators; executives; managers; commanders; captains; supervisors; investigators; sergeants; lieutenants; training directors; instructors; patrol agents; resident/special agents in charge; superintendents/wardens; deputy/ assistant superintendents/wardens; port directors; harbor masters; security service owners, executives and supervisory personnel; and others allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	129
Advertiser and Agency _____	448
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	2,450
Digital _____	-
All Other _____	492
<b>TOTAL</b>	<b>3,519</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	20,947	100.0	20,947	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,947</b>	<b>100.0</b>	<b>20,947</b>	<b>100.0</b>	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2011 Issue	Number Removed	Number Added	Total Qualified
January/February _____	675	646	20,809
March/April _____	910	1,112	21,011
May/June _____	693	704	21,022
<b>TOTAL</b>	<b>2,278</b>	<b>2,462</b>	

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011**  
**This issue is 0.5% or 112 copies above the average of the other 2 issues reported in Paragraph two.**

CLASSIFICATION BY TITLE	TOTAL QUALIFIED	PERCENT OF TOTAL
Municipal Police Chiefs/ Commissioners (Note 1) _____	11,448	54.6
City/ County Sheriffs/ Deputy Sheriffs; Sheriff Department Supervisory Personnel _____	3,857	18.3
State Police/ Highway Patrol Executives, Commanders, Supervisory Personnel _____	735	3.5
Municipal/ County/ State Law Enforcement Officers _____	863	4.1
Law Enforcement Training Academy Executives, Commanders, Trainers/ Instructors, Supervisory Personnel _____	645	3.1
Federal Law Enforcement Directors, Supervisors, Agents, Investigators _____	735	3.5
Homeland Security Directors, Administrators, Chief Patrol Agents, Supervisory Personnel _____	1,089	5.2
Transportation Law Enforcement (Note 2) _____	271	1.3
State Criminal Investigation Unit Executives, Division heads, Commanders, Supervisory Personnel _____	156	0.7
State Environmental Law Enforcement Agency Directors, Chiefs, Supervisory Personnel _____	73	0.3
State/ Federal Correctional Institution Directors, Wardens, Assistant Wardens, Supervisory Personnel _____	553	2.6
Contract/ In-House Security Service Directors, Managers, Supervisory Personnel _____	361	1.7
Police Equipment Manufacturers, Dealers, Distributors and Service Providers _____	236	1.1
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>21,022</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	

Note 1: Also includes: College/ University Police Chiefs/ Public Safety Directors; Municipal, County, and Police Supervisory Personnel (Apart from Chiefs)

Note 2: Includes: Railroad/ Transit Police/ Airport Police/ Harbor Police Executives, Chiefs, Agents, Supervisory Personnel

Note 3: POLICE and SECURITY NEWS serves the field of law enforcement and homeland security.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011					
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 year	2 years	3 years		
I. <b>TOTAL</b> - Direct Request: _____	<b>2,034</b>	<b>1,472</b>	<b>1,986</b>	<b>5,492</b>	<b>26.1</b>
a. Written _____	1,585	1,126	1,986	4,697	22.3
b. Telecommunication _____	-	-	-	-	-
c. Electronic _____	449	346	-	795	3.8
II. <b>TOTAL</b> - Request from recipient's company: _____	-	-	-	-	-
a. Written _____	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-
c. Electronic _____	-	-	-	-	-
III. <b>TOTAL</b> - Membership Benefit: _____	-	-	-	-	-
a. Individual _____	-	-	-	-	-
b. Organizational _____	-	-	-	-	-
IV. <b>TOTAL</b> - Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
a. Written _____	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-
c. Electronic _____	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	<b>1,639</b>	<b>10,667</b>	<b>3,224</b>	<b>15,530</b>	<b>73.9</b>
*Association rosters and directories _____	341	316	105	762	3.6
*Business directories _____	1,298	10,351	3,119	14,768	70.3
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-
Other sources _____	-	-	-	-	-
VI. <b>TOTAL</b> - Single Copy Sales: _____	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>3,673</b>	<b>12,139</b>	<b>5,210</b>	<b>21,022</b>	<b>100.0</b>
<b>PERCENT</b>	<b>17.5</b>	<b>57.7</b>	<b>24.8</b>	<b>100.0</b>	

\*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011		
MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	20,785	98.9
Individuals by name only _____	47	0.2
Titles or functions only _____	189	0.9
Company names only _____	1	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>21,022</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011					
State	Total Qualified	Percent	State	Total Qualified	Percent
Maine _____	184		Kentucky _____	403	
New Hampshire _____	240		Tennessee _____	484	
Vermont _____	109		Alabama _____	500	
Massachusetts _____	486		Mississippi _____	338	
Rhode Island _____	71		<b>EAST SO. CENTRAL</b>	<b>1,725</b>	<b>8.2</b>
Connecticut _____	198		Arkansas _____	360	
<b>NEW ENGLAND</b>	<b>1,288</b>	<b>6.1</b>	Louisiana _____	441	
New York _____	810		Oklahoma _____	385	
New Jersey _____	807		Texas _____	1,232	
Pennsylvania _____	1,255		<b>WEST SO. CENTRAL</b>	<b>2,418</b>	<b>11.5</b>
<b>MIDDLE ATLANTIC</b>	<b>2,872</b>	<b>13.7</b>	Montana _____	143	
Ohio _____	969		Idaho _____	138	
Indiana _____	601		Wyoming _____	90	
Illinois _____	1,078		Colorado _____	332	
Michigan _____	680		New Mexico _____	168	
Wisconsin _____	546		Arizona _____	251	
<b>EAST NO. CENTRAL</b>	<b>3,874</b>	<b>18.4</b>	Utah _____	159	
Minnesota _____	463		Nevada _____	115	
Iowa _____	369		<b>MOUNTAIN</b>	<b>1,396</b>	<b>6.6</b>
Missouri _____	639		Alaska _____	88	
North Dakota _____	131		Washington _____	342	
South Dakota _____	111		Oregon _____	203	
Nebraska _____	207		California _____	965	
Kansas _____	385		Hawaii _____	45	
<b>WEST NO. CENTRAL</b>	<b>2,305</b>	<b>11.0</b>	<b>PACIFIC</b>	<b>1,643</b>	<b>7.8</b>
Delaware _____	60		<b>UNITED STATES</b>	<b>20,981</b>	<b>99.8</b>
Maryland _____	249		U.S. Territories _____	36	
Washington, DC _____	51		Canada _____	4	
Virginia _____	494		Mexico _____	-	
West Virginia _____	208		Other International _____	-	
North Carolina _____	608		APO/FPO _____	1	
South Carolina _____	315		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>21,022</b>	<b>100.0</b>
Georgia _____	761				
Florida _____	714				
<b>SOUTH ATLANTIC</b>	<b>3,460</b>	<b>16.5</b>			

<b>AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS</b>						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010*	January - June 2011*
Total Audit Average Qualified: _____	22,701	21,880	20,809	20,751	20,830	20,947
Qualified Non-Paid: _	22,701	20,880	20,809	20,751	20,830	20,947
Qualified Paid: _____	-	-	-	-	-	-
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 2010 – June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

#### **ADDITIONAL DATA**

##### **PARAGRAPH 3b:**

Association rosters and directories include 1 source of circulation for a quantity of 762 copies or 3.6%, including ILEETA.

Business directories include 1 source of circulation for quantities of 14,768 copies or 70.3%, including National Directory of Law Enforcement Administrators.

#### **PUBLISHER'S AFFIDAVIT**

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

David A. Yaw, Publisher

Cindie Bonsall, General 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 July 15, 2011

State Pennsylvania

County Bucks

Received by BPA Worldwide July 15, 2011

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