

Deadline Dates	Editorial Focus	Focus on Technology	Focus Report	Product Highlight	Bonus Distribution
<b>January/February</b> Ad Space: 12/02/11 Materials: 12/09/11	<b>Training Issue</b> 	<b>Firearms/ Ammunition and Accessories</b>		<b>Night Vision &amp; IR/Thermal Imaging Equipment</b>	•SHOT Show 2012 
<b>March/April</b> Ad Space: 02/03/12 Materials: 02/10/12	<b>Annual Buyer's Guide</b> 	<b>Computers and Software</b>	<b>New Guns for 2012</b>  The 21st Annual SHOT Show Report	<b>Flashlights</b>	*ILEETA Training Conference and Expo *NY Tactical Expo
<b>May/June</b> Ad Space: 04/06/12 Materials: 04/13/12	<b>Weapons Issue</b> 	<b>Police Vehicles and Accessories</b>		<b>Footwear</b>	*Police Security Expo 2012 
<b>July/August</b> Ad Space: 06/01/12 Materials: 06/08/12	<b>Communications Issue</b> 	<b>SWAT/Tactical Equipment</b>	<b>Body Armor 2012</b>  The 19th Annual Report on Ballistic Protection	<b>Apparel &amp; Accessories</b>	•TREXPO East •NTOA Conf. •NRA NPSC •Police Fleet Expo
<b>September/October</b> Ad Space: 08/03/12 Materials: 08/10/12	<b>Hardware/ Software Issue</b> 	<b>Uniforms, Body Armor, and Duty Gear</b>		<b>Handguns</b>	•IACP Conference •COPSWest
<b>November/December</b> Ad Space: 10/05/12 Materials: 10/12/12	<b>SWAT/Tactical Ops Issue</b> 	<b>Less-Lethal Technology</b>	<b>Police Vehicles 2013</b>  The Newest Cars & Equipment	<b>On and Off Duty Holsters</b>	*Police and Security News is the Official Media Sponsor of these events!