The PoliceChief

BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED DECEMBER 2016

BPA WORLDWIDE

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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THE POLICE CHIEF serves the Law Enforcement profession including members of the International Association of Chiefs of Police, Law Enforcement Officials, and Libraries.

FIELD SERVED

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DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are commissioners, superintendents, chiefs, directors, assistant chiefs of police, deputy chiefs of police, executive heads, and division, district, and bureau commanding officers, police officers and prosecuting attorneys. Also qualified are chief executives, administrators, command officials, supervisors, line personnel, other personnel and others allied to the field.

CHANNELS

THE POLICE CHIEF MAGAZINE

6 Issues in the period
21,935 average circulation

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
THE POLICE CHIEF MAGAZINE (6 issues in the period)	2,308	19,627	21,935

MAGAZINE CHANNEL

Official Publication of: International Association of Chiefs of Police, Inc.
Established: 1934/Issues Per Year: 12

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	1,455
Advertiser and Agency	298
Allocated for Trade Shows and Conventions	-
All Other	3,202
TOTAL	**4,955**

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

	Total Qualified		Qualified Non-Paid		Qualified Paid	
QUALIFIED CIRCULATION	Copies	Percent	Copies	Percent	Copies	Percent
Individual	3,575	16.3	2,308	10.5	1,267	5.8
Sponsored Individually Addressed	-	-	-	-	-	-
*Membership Benefit	18,360	83.7	-	-	18,360	83.7
Multi–Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**21,935**	**100.0**	**2,308**	**10.5**	**19,627**	**89.5**

***See Additional Data**

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Qualified Non-Paid	Qualified Paid	Total Qualified
July	2,290	20,987	23,277
August	2,324	18,309	20,633
September	2,311	18,957	21,268
October	2,309	19,486	21,795
November	2,309	19,958	22,267
December	2,307	20,064	22,371

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

This issue is 1.8% or 398 copies above the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Qualified Non-Paid	Qualified Paid
1. Members of the International Association of Chiefs of Police (Note 1)	21,713	97.5	2,305	19,408
2. Law Enforcement Officials (Note 2)	96	0.4	4	92
3. Libraries	458	2.1	-	458
TOTAL QUALIFIED CIRCULATION	**22,267**	**100.0**	**2,309**	**19,958**
PERCENT	**100.0**		**10.4**	**89.6**

Note 1: Titles including commissioners, superintendents, chiefs, directors, assistant chiefs of police, deputy chiefs of police, executive heads, and division, district, or bureau commanding officers, police officers, prosecuting attorneys, chief executives, and other personnel.
Note 2: Titles including administrators, command officials, supervisors, line personnel and other personnel.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

	Qualified Within						
QUALIFICATION SOURCE	1 Year	2 Years	3 Years	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
I. Direct Request:	1,536	440	333	2,309	-	2,309	10.4
II. Request from recipient's company:	1,118	127	12	-	1,257	1,257	5.6
III. Membership Benefit:	16,646	1,901	154	-	18,701	18,701	84.0
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**19,300**	**2,468**	**499**	**2,309**	**19,958**	**22,267**	**100.0**
PERCENT	**86.7**	**11.1**	**2.2**	**10.4**	**89.6**	**100.0**	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	-	-	-	-
Individuals by name only	2,309	19,457	21,766	97.8
Titles or functions only	-	-	-	-
Company names only	-	501	501	2.2
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**2,309**	**19,958**	**22,267**	**100.0**

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

State	Non-Paid	Paid	Total Qualified	Percent
Maine	21	133	154	
New Hampshire	30	191	221	
Vermont	10	94	104	
Massachusetts	82	699	781	
Rhode Island	7	76	83	
Connecticut	48	301	349	
NEW ENGLAND	198	1,494	1,692	7.6
New York	93	866	959	
New Jersey	138	803	941	
Pennsylvania	98	693	791	
MIDDLE ATLANTIC	329	2,362	2,691	12.1
Ohio	78	577	655	
Indiana	27	212	239	
Illinois	134	1,042	1,176	
Michigan	62	451	513	
Wisconsin	45	345	390	
EAST NO. CENTRAL	346	2,627	2,973	13.3
Minnesota	38	291	329	
Iowa	21	181	202	
Missouri	75	381	456	
North Dakota	2	37	39	
South Dakota	2	52	54	
Nebraska	15	98	113	
Kansas	28	230	258	
WEST NO. CENTRAL	181	1,270	1,451	6.5
Delaware	17	111	128	
Maryland	65	555	620	
Washington, DC	5	288	293	
Virginia	118	977	1,095	
West Virginia	10	53	63	
North Carolina	66	475	541	
South Carolina	35	192	227	
Georgia	51	528	579	
Florida	234	1,092	1,326	
SOUTH ATLANTIC	601	4,271	4,872	21.9
Kentucky	16	188	204	
Tennessee	32	285	317	
Alabama	19	240	259	
Mississippi	2	85	87	
EAST SO. CENTRAL	69	798	867	3.9
Arkansas	13	110	123	
Louisiana	20	219	239	
Oklahoma	18	159	177	
Texas	117	1,158	1,275	
WEST SO. CENTRAL	168	1,646	1,814	8.1
Montana	7	53	60	
Idaho	7	97	104	
Wyoming	4	59	63	
Colorado	42	427	469	
New Mexico	20	141	161	
Arizona	61	455	516	
Utah	19	174	193	
Nevada	18	165	183	
MOUNTAIN	178	1,571	1,749	7.9
Alaska	6	58	64	
Washington	44	341	385	
Oregon	19	242	261	
California	131	1,709	1,840	
Hawaii	4	41	45	
PACIFIC	204	2,391	2,595	11.7
UNITED STATES	2,274	18,430	20,704	93.0
U.S. Territories	3	48	51	
Canada	15	407	422	
Mexico	-	10	10	
Other International	17	1,063	1,080	
APO/FPO	-	-	-	
TOTAL QUALIFIED CIRCULATION	**2,309**	**19,958**	**22,267**	**100.0**

ADDITIONAL DATA

PARAGRAPH 1:
Qualified paid Benefit of Membership subscriptions averaging 18,360 copies were sold to qualified recipients at the following subscription price: $30. Members yearly subscription price is included in the dues and is non-deductible therefrom.

PUBLISHER'S AFFIDAVIT

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

Gene Voegtlin, Director of Partnership Engagement and Outreach

Joel Berry, Director of Finance

(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 brand report has been checked against the previous audit report.
It will be included in the annual audit made by BPA Worldwide.

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