

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

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

### 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  
23,480 average circulation

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>THE POLICE CHIEF MAGAZINE</b> (6 issues in the period)	2,184	21,296	23,480

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	1,022
Advertiser and Agency	310
Allocated for Trade Shows and Conventions	-
All Other	3,190
<b>TOTAL</b>	<b>4,522</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	3,468	14.8	2,184	9.3	1,284	5.5
Sponsored Individually Addressed	-	-	-	-	-	-
*Membership Benefit	20,012	85.2	-	-	20,012	85.2
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>23,480</b>	<b>100.0</b>	<b>2,184</b>	<b>9.3</b>	<b>21,296</b>	<b>90.7</b>

\*See Additional Data

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2017 Issue	Qualified Non-Paid	Qualified Paid	Total Qualified
January	1,948	20,107	22,055
February	2,255	20,815	23,070
March	2,237	21,480	23,717
April	2,230	21,466	23,696
May	2,218	21,813	24,031
June	2,216	22,100	24,316

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017**

This issue is 2.8% or 660 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)	23,524	97.9	2,215	21,309
2. Law Enforcement Officials (Note 2)	97	0.4	3	94
3. Libraries	410	1.7	-	410
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>24,031</b>	<b>100.0</b>	<b>2,218</b>	<b>21,813</b>
<b>PERCENT</b>	<b>100.0</b>		<b>9.2</b>	<b>90.8</b>

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 MAY 2017**

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	1,516	402	300	2,218	-	2,218	9.2
II. Request from recipient's company:	915	236	35	-	1,186	1,186	4.9
III. Membership Benefit:	17,030	3,361	236	-	20,627	20,627	85.9
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:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>19,461</b>	<b>3,999</b>	<b>571</b>	<b>2,218</b>	<b>21,813</b>	<b>24,031</b>	<b>100.0</b>
<b>PERCENT</b>	<b>81.0</b>	<b>16.6</b>	<b>2.4</b>	<b>9.2</b>	<b>90.8</b>	<b>100.0</b>	

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017**

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	-	-	-	-
Individuals by name only	2,218	21,367	23,585	98.1
Titles or functions only	-	-	-	-
Company names only	-	446	446	1.9
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>2,218</b>	<b>21,813</b>	<b>24,031</b>	<b>100.0</b>

### GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

State	Non-Paid	Paid	Total Qualified	Percent
Maine	16	145	161	
New Hampshire	27	214	241	
Vermont	10	100	110	
Massachusetts	79	764	843	
Rhode Island	6	91	97	
Connecticut	44	332	376	
NEW ENGLAND	182	1,646	1,828	7.6
New York	91	965	1,056	
New Jersey	131	892	1,023	
Pennsylvania	95	784	879	
MIDDLE ATLANTIC	317	2,641	2,958	12.3
Ohio	74	638	712	
Indiana	28	242	270	
Illinois	128	1,114	1,242	
Michigan	56	513	569	
Wisconsin	44	380	424	
EAST NO. CENTRAL	330	2,887	3,217	13.4
Minnesota	38	321	359	
Iowa	21	205	226	
Missouri	74	433	507	
North Dakota	2	40	42	
South Dakota	2	57	59	
Nebraska	15	109	124	
Kansas	25	268	293	
WEST NO. CENTRAL	177	1,433	1,610	6.7
Delaware	19	120	139	
Maryland	60	599	659	
Washington, DC	3	306	309	
Virginia	112	1,012	1,124	
West Virginia	9	64	73	
North Carolina	65	512	577	
South Carolina	37	205	242	
Georgia	45	567	612	
Florida	235	1,203	1,438	
SOUTH ATLANTIC	585	4,588	5,173	21.5

State	Non-Paid	Paid	Total Qualified	Percent
Kentucky	14	216	230	
Tennessee	32	306	338	
Alabama	18	270	288	
Mississippi	2	101	103	
EAST SO. CENTRAL	66	893	959	4.0
Arkansas	13	122	135	
Louisiana	21	238	259	
Oklahoma	17	178	195	
Texas	115	1,283	1,398	
WEST SO. CENTRAL	166	1,821	1,987	8.3
Montana	7	54	61	
Idaho	6	106	112	
Wyoming	3	70	73	
Colorado	38	468	506	
New Mexico	19	158	177	
Arizona	60	491	551	
Utah	17	180	197	
Nevada	16	176	192	
MOUNTAIN	166	1,703	1,869	7.8
Alaska	5	61	66	
Washington	42	383	425	
Oregon	18	261	279	
California	128	1,853	1,981	
Hawaii	4	41	45	
PACIFIC	197	2,599	2,796	11.6
UNITED STATES	2,186	20,211	22,397	93.2
U.S. Territories	3	41	44	
Canada	14	440	454	
Mexico	-	11	11	
Other International	15	1,110	1,125	
AP0/FPO	-	-	-	
TOTAL QUALIFIED CIRCULATION	2,218	21,813	24,031	100.0

## ADDITIONAL DATA

### PARAGRAPH 1:

Qualified paid Membership Benefit subscriptions averaging 20,012 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.

**AVERAGE ANNUAL ORDER PRICE: \$25.80**

### PUBLISHER'S AFFIDAVIT

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

Gene Voegtlin, Director of 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.

Date signed	September 8, 2017
State	Virginia
County	Alexandria
Received by BPA Worldwide	September 8, 2017
Type	BD
ID Number	P190B0J7

#### About BPA Worldwide:

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. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.