



# REPORT

## TOTAL AUDIENCE PROFILE

ENDEAVOR BUSINESS MEDIA, LLC  
1233 Janesville Ave., Fort Atkinson, WI 53538  
800.547.7377 ■ EndeavorBusinessMedia.com

For Period of April-June 2019



### PROFILE OF MARKET SERVED:

Officer.com, Law Enforcement Technology and Law Enforcement Product News audiences include chiefs, sheriffs, marshals, deputy sheriffs, commanders, majors, lieutenants, sergeants, patrolmen, officers, troopers, rangers, 911, S.W.A.T, including managers, supervisors and administrators and related personnel, serving in the field of law enforcement, investigations, forensics and protective services.



Audience Profile for Quarterly Period:	Frequency	Qualified Distribution
<b>Law Enforcement Product News</b>		
Print & Digital Version (Publisher's Own Data)	8	30,930
<b>Law Enforcement Technology</b>		
Print & Digital Version (Publisher's Own Data)	10	30,928
<b>Mobile</b>		
Mobile Sessions		726,549
<b>E-Newsletters</b>		
Newsday	Daily	52,242
Jobs Central	Weekly	29,585
Command Staff Briefing	Monthly	20,515
Tactical & SpecOps Updates	Monthly	10,423
Line of Duty Death Notifications	As Required	30,148
Law Enforcement Product News	8	24,197
Law Enforcement Technology	10	24,272
<b>E-Mail Marketing</b>		
Officer.com Customized E-Mail Marketing		60,036
<b>Social Media</b>		
Officer.com Facebook Likes		69,020
Officer.com Twitter Followers		35,504
LinkedIn Discussion Group Members		2,399
Officer.com Forum Members		197,829



## WEBSITE METRICS

	Sessions	Users	Pageviews	Average Session Duration
April	1,077,649	680,675	2,143,494	0:02:18
May	1,090,795	692,060	2,146,821	0:02:15
June	1,077,139	693,860	2,065,084	0:02:11
<b>Average for Period</b>	<b>1,081,861</b>	<b>688,865</b>	<b>2,118,466</b>	<b>0:02:15</b>



**Source:** Google Analytics

**Sessions:** Total number of visits to the site.

**Users:** The total number of unique people who visited the site, based on browser and/or device combinations.

**Pageviews:** The total number of pages viewed on the site.

**Average Session Duration:** The average time a person spends on the website each visit.

## LAW ENFORCEMENT PRODUCT NEWS PRINT/DIGITAL ISSUE DISTRIBUTION

CLASSIFICATION BY TITLE												
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	% OF TOTAL	PRINT	DIGITAL	Chief, Sheriff, Marshal & Related Personnel	Corrections Officer & Related Personnel	Deputy Sheriff/ Chief/ Commander & Related Personnel	Patrolman, Officer, Trooper, Ranger, 911, S.W.A.T. Tactical & Related Personnel (Note 2)	Purchasing Agent, Assistants, Supervisors & Related Personnel (Note 3)	Training Officer & Related Personnel	Captain, Major, Lieutenant, Sgt, Corporal, Dept Head, Manager & Related Personnel (Note 4)	Investigator, Detective, Inspector & Related Personnel
Security	972	3.1%	976	117	171	34	33	103	243	57	243	88
Private Guard Patrol/ Protective Services	297	1.0%	314	39	41	-	8	55	43	21	64	65
Security Product Manufacturer/Retail/ Exporter	174	0.6%	184	23	10	2	2	4	60	8	81	7
Municipal Police Department (Note 1)	16,379	53.0%	14,658	1,084	10,749	25	251	1,190	1,284	191	2,302	387
Training Academy/ School	1,262	4.1%	1,161	142	122	1	49	31	381	478	180	20
State Police Department	2,053	6.6%	2,167	140	311	5	330	215	272	54	660	206
County Sheriff Office/ Department	5,025	16.3%	4,892	453	2,620	166	656	173	182	92	937	199
Correctional Agency/ Patrol Office	4,768	15.4%	4,382	206	325	2,639	173	28	933	62	572	36
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,930</b>	<b>100.0%</b>	<b>28,734</b>	<b>2,204</b>	<b>14,349</b>	<b>2,872</b>	<b>1,502</b>	<b>1,799</b>	<b>3,398</b>	<b>963</b>	<b>5,039</b>	<b>1,008</b>
<b>PERCENT</b>	<b>100.0%</b>		<b>92.9%</b>	<b>7.1%</b>	<b>46.4%</b>	<b>9.3%</b>	<b>4.9%</b>	<b>5.8%</b>	<b>11.0%</b>	<b>3.1%</b>	<b>16.3%</b>	<b>3.4%</b>

Source: LEPN May/June 2019 Issue - Publisher's Own Data Pending June 2019 audit by Verified Audit Circulation.

**Note 1:** Includes College/University campus police departments.

**Note 2:** Includes public information officers.

**Note 3:** Includes non-purchasing related titles and other allied to the field.

**Note 4:** Include Officer in Charge (OIC).



## LAW ENFORCEMENT TECHNOLOGY PRINT/DIGITAL ISSUE DISTRIBUTION

	CLASSIFICATION BY TITLE									
	TOTAL QUALIFIED	% OF TOTAL	PRINT	DIGITAL	Chief, Sheriff, Marshal & Related Personnel	Deputy Chief, Deputy Sheriff, Deputy Commander & Related Personnel	Head or Supervisor of Specialized Line, Staff Unit & Related Personnel (Note 1)	Member of Specialized Line, Staff Unit & Related Personnel (Note 1)	Administrator, Director or other Civilian Supervisor of Police/ Security Services & Related Personnel	Captain, Major, Lieutenant, Sergeant, Corporal, Head, Supervisor & Related Personnel
<b>BUSINESS AND INDUSTRY</b>										
<b>MUNICIPAL POLICE/SCHOOL DISTRICT POLICE serving population:</b>										
Under 2,500	4,565	14.8%	4,369	196	3,326	128	75	184	288	564
2,500 - 9,999	5,178	16.8%	4,945	233	3,419	172	93	266	266	962
10,000 - 49,999	5,234	16.9%	4,530	704	2,501	290	145	405	331	1,562
50,000 - 99,999	1,312	4.2%	1,194	118	428	106	57	165	83	473
100,000 - 499,999	1,139	3.7%	1,011	128	251	91	98	219	94	386
500,00 and more	552	1.8%	533	19	75	44	40	149	42	202
Population not reported	-	-	-	-	-	-	-	-	-	-
<b>SUBTOTAL</b>	<b>17,980</b>	<b>58.1%</b>	<b>16,582</b>	<b>1,398</b>	<b>10,000</b>	<b>831</b>	<b>508</b>	<b>1,388</b>	<b>1,104</b>	<b>4,149</b>
<b>COUNTY SHERIFFS OFFICE/DEPARTMENT serving population:</b>										
Under 2,500	999	3.2%	984	15	448	135	38	46	122	210
2,500 - 9,999	1,095	3.5%	1,073	22	629	183	23	56	67	137
10,000 - 49,999	2,239	7.2%	2,058	181	1,077	409	49	103	164	437
50,000 - 99,999	905	2.9%	890	15	287	165	34	81	66	272
100,000 - 499,999	1,362	4.4%	1,372	(10)	292	310	63	121	76	500
500,00 and more	740	2.4%	722	18	96	182	42	114	43	263
Population not reported	-	-	-	-	-	-	-	-	-	-
<b>SUBTOTAL</b>	<b>7,340</b>	<b>23.7%</b>	<b>7,099</b>	<b>241</b>	<b>2,829</b>	<b>1,384</b>	<b>249</b>	<b>521</b>	<b>538</b>	<b>1,819</b>
State Police Department	2,379	7.7%	2,201	178	463	235	159	259	228	1,035
Federal Agency	1,549	4.9%	1,504	45	333	83	277	411	192	253
Police attached to other government units	944	3.1%	724	220	284	64	86	141	170	199
Investigation and Forensics	736	2.4%	620	116	88	16	115	285	136	96
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,928</b>	<b>100.0%</b>	<b>28,730</b>	<b>2,198</b>	<b>13,997</b>	<b>2,613</b>	<b>1,394</b>	<b>3,005</b>	<b>2,368</b>	<b>7,551</b>
<b>PERCENT</b>	<b>100.0%</b>		<b>92.9%</b>	<b>7.1%</b>	<b>45.3%</b>	<b>8.4%</b>	<b>4.5%</b>	<b>9.7%</b>	<b>7.7%</b>	<b>24.4%</b>

Source: LET June/July 2019 Issue - Publisher's Own Data Pending June 2019 audit by Verified Audit Circulation.

**Note 1:** Specialized line, staff unit include: Radio/Telecommunications, Data/Records/Computers, Training, Weapons, Vehicles, Investigation/Surveillance, Photo/Video/AV/Graphic Services, SWAT Team, Planning and Development, Equipment Supply, Gang Units, Emergency Medical Services/Search & Rescue, Marine Units/Aircraft, K-9 Unit, Drug Enforcement/Narcotics, Purchasing, Community Policing and other specialized units/sections. Including titles of, but not limited to, warden, coroner, detective, patrolman, dispatcher, police officer, federal security personnel, military police, investigator and related personnel.



## E-NEWSLETTER DISTRIBUTION

Newsday		CLASSIFICATION BY TITLE												
BUSINESS AND INDUSTRY	TOTAL	% OF TOTAL	Chief, Sheriff, Marshal & Related Personnel	Administrator, Director, Civilian Supervisor of Police/Security Services & Related Personnel	Deputy Sheriff/Chief/Commander & Related Personnel	Captain/Major/Lieutenant/Sergeant/Corporal/Head Supervisor & Related Personnel	Head Supervisor, Specialized Line, Staff Unit & Related Personnel	Member of Specialized Line, Staff Unit & Related Personnel	Corrections Officer & Related Personnel	Patrolman, Officer, Trooper, 911, SWAT Tactical & Related Personnel	Purchasing Agent, Assistants, Supervisor & Related Personnel	Training Officer & Related Personnel	Investigator, Inspector, Detective & Related Personnel	Other Titled & Non-Titled Copies
Municipal Police/School District Police	13,842	26.5%	3,611	503	448	3,332	411	828	26	2,596	309	278	673	827
County Sheriff Office/Department	6,043	11.6%	889	203	1,615	1,431	178	289	263	389	64	127	236	359
State Police Department	2,485	4.8%	182	114	103	594	90	209	19	622	47	75	198	232
Federal Agency	1,924	3.7%	126	119	44	220	176	295	72	290	16	65	207	294
Police Attached to Other Government Units	791	1.5%	76	94	25	153	47	92	2	121	5	21	50	105
Investigations and Forensics	681	1.3%	60	98	14	56	81	167	1	3	1	3	145	52
Security	939	1.8%	57	48	13	117	27	16	20	122	82	71	63	303
Private Guard Patrol-Protective Services	309	0.6%	27	9	8	47	3	11	3	52	17	29	42	61
Security Product Manufacturer/Retail/Exporter	195	0.4%	2	7	0	23	4	6	0	3	42	5	5	98
Training Academy/School	860	1.6%	40	13	11	82	11	11	18	45	94	304	16	215
Correctional Agency/Parole Office	1,833	3.5%	50	24	30	233	12	22	1,092	30	146	55	34	105
<b>SUBTOTAL</b>	<b>29,902</b>	<b>57.2%</b>	<b>5,120</b>	<b>1,232</b>	<b>2,311</b>	<b>6,288</b>	<b>1,040</b>	<b>1,946</b>	<b>1,516</b>	<b>4,273</b>	<b>823</b>	<b>1,033</b>	<b>1,669</b>	<b>2,651</b>
Others Allied to the Field	22,340	42.8%	101	86	58	268	44	111	32	305	60	75	153	21,047
<b>TOTAL CIRCULATION</b>	<b>52,242</b>	<b>100.0%</b>	<b>5,221</b>	<b>1,318</b>	<b>2,369</b>	<b>6,556</b>	<b>1,084</b>	<b>2,057</b>	<b>1,548</b>	<b>4,578</b>	<b>883</b>	<b>1,108</b>	<b>1,822</b>	<b>23,698</b>
<b>PERCENT</b>	<b>100.0%</b>		<b>10.0%</b>	<b>2.5%</b>	<b>4.5%</b>	<b>12.5%</b>	<b>2.1%</b>	<b>3.9%</b>	<b>3.0%</b>	<b>8.8%</b>	<b>1.7%</b>	<b>2.1%</b>	<b>3.5%</b>	<b>45.4%</b>



Unless otherwise noted, all data reported is publisher's own data.

## E-NEWSLETTER DISTRIBUTION CONTINUED

Jobs Central		CLASSIFICATION BY TITLE												
BUSINESS AND INDUSTRY	TOTAL	% OF TOTAL	Chief, Sheriff, Marshal & Related Personnel	Adminstrator, Director, Civilian Supervisor of Police/Security & Related Personnel	Deputy Sheriff/ Chief/ Commander & Related Personnel	Captain/ Major/ Lieutenant/ Sergeant/ Corporal/ Head Supervisor & Related Personnel	Head Supervisor, Specialized Line, Staff Unit & Related Personnel	Member of Specialized Line, Staff Unit & Related Personnel	Corrections Officer & Related Personnel	Patrolman, Officer, Trooper, 911, SWAT Tactical & Related Personnel	Purchasing Agent, Assistants, Supervisor & Related Personnel	Training Officer & Related Personnel	Investigator, Inspector, Detective & Related Personnel	Other Titled & Non-Titled Copies
Municipal Police/School District Police	11,128	37.6%	3,498	316	381	2,641	312	672	22	1,891	270	185	455	485
County Sheriff Office/Department	4,357	14.7%	745	97	1,152	1,073	123	209	204	262	48	61	161	222
State Police Department	1,865	6.3%	188	62	88	466	67	171	11	450	38	48	131	145
Federal Agency	1,498	5.1%	115	66	36	162	142	233	65	230	10	40	164	235
Police Attached to Other Government Units	604	2.0%	65	65	16	112	36	80	2	102	6	15	39	66
Investigations and Forensics	506	1.7%	38	62	13	52	64	133	3	2	4	1	104	30
Security	785	2.7%	46	26	6	97	9	10	18	125	69	50	59	270
Private Guard Patrol-Protective Services	230	0.8%	17	2	7	29	2	10	5	47	18	24	28	41
Security Product Manufacturer/ Retail/Exporter	117	0.4%	6	4	1	16	1	2	0	4	26	2	7	48
Training Academy/School	665	2.2%	38	6	16	76	7	7	25	38	70	203	16	163
Correctional Agency/Parole Office	1,459	4.9%	38	12	20	163	6	10	961	19	99	33	23	75
<b>SUBTOTAL</b>	<b>23,214</b>	<b>78.5%</b>	<b>4,794</b>	<b>718</b>	<b>1,736</b>	<b>4,887</b>	<b>769</b>	<b>1,537</b>	<b>1,316</b>	<b>3,170</b>	<b>658</b>	<b>662</b>	<b>1,187</b>	<b>1,780</b>
Others Allied to the Field	6,371	21.5%	69	49	44	179	37	97	34	269	63	48	116	5,366
<b>TOTAL CIRCULATION</b>	<b>29,585</b>	<b>100.0%</b>	<b>4,863</b>	<b>767</b>	<b>1,780</b>	<b>5,066</b>	<b>806</b>	<b>1,634</b>	<b>1,350</b>	<b>3,439</b>	<b>721</b>	<b>710</b>	<b>1,303</b>	<b>7,146</b>
<b>PERCENT</b>	<b>100.0%</b>		<b>16.4%</b>	<b>2.6%</b>	<b>6.0%</b>	<b>17.1%</b>	<b>2.7%</b>	<b>5.5%</b>	<b>4.6%</b>	<b>11.6%</b>	<b>2.4%</b>	<b>2.4%</b>	<b>4.4%</b>	<b>24.2%</b>

The screenshot shows the Officer.com Jobs Central interface. At the top, there are social media icons for Facebook, Twitter, and LinkedIn. Below that, a 'FEATURED JOBS' section highlights two positions: 'Academy Police Department' and 'City of Round Rock'. Each job listing includes details like 'Position Type', 'Salary', 'Posting Date', and 'Closing Date'. A 'NEWS' section at the bottom features an article titled 'Lessons in Leadership: General Buford at the Battle of Gettysburg'.

Unless otherwise noted, all data reported is publisher's own data.

## E-NEWSLETTER DISTRIBUTION CONTINUED

Line of Duty Death Notification		CLASSIFICATION BY TITLE												
BUSINESS AND INDUSTRY	TOTAL	% OF TOTAL	Chief, Sheriff, Marshal & Related Personnel	Adminstrator, Director, Civilian Supervisor of Police/Security Services & Related Personnel	Deputy Sheriff/Chief/Commander & Related Personnel	Captain/Major/Lieutenant/Sergeant/Corporal/Head Supervisor & Related Personnel	Head Supervisor, Specialized Line, Staff Unit & Related Personnel	Member of Specialized Line, Staff Unit & Related Personnel	Corrections Officer & Related Personnel	Patrolman, Officer, Trooper, 911, SWAT Tactical & Related Personnel	Purchasing Agent, Assistants, Supervisor & Related Personnel	Training Officer & Related Personnel	Investigator, Inspector, Detective & Related Personnel	Other Titled & Non-Titled Copies
Municipal Police/School District Police	12,318	40.9%	3,398	457	434	3,181	279	787	17	2,132	238	219	552	624
County Sheriff Office/Department	5,288	17.5%	838	170	1,390	1,388	113	245	181	301	57	86	211	308
State Police Department	2,072	6.9%	151	91	92	569	64	169	9	510	42	47	145	183
Federal Agency	1,493	5.0%	128	106	36	182	107	226	50	224	8	39	158	229
Police Attached to Other Government Units	618	2.0%	66	89	25	117	38	76	3	94	4	11	36	59
Investigations and Forensics	530	1.8%	49	81	11	53	57	147	1	1	2	3	91	34
Security	596	2.0%	43	30	7	75	7	8	17	83	46	42	35	203
Private Guard Patrol/Protective Services	217	0.7%	22	4	6	33	0	6	5	46	15	16	21	43
Security Product Manufacturer/Retail/Exporter	115	0.4%	5	5	1	17	1	4	2	2	19	4	3	52
Training Academy/School	661	2.2%	43	12	12	70	8	8	15	45	71	215	9	153
Correctional Agency/Parole Office	1,113	3.7%	35	22	18	172	3	17	629	20	70	39	24	64
<b>SUBTOTAL</b>	<b>25,021</b>	<b>83.0%</b>	<b>4,778</b>	<b>1,067</b>	<b>2,032</b>	<b>5,857</b>	<b>677</b>	<b>1,693</b>	<b>929</b>	<b>3,458</b>	<b>572</b>	<b>721</b>	<b>1,285</b>	<b>1,952</b>
Others Allied to the Field	5,127	17.0%	74	61	41	201	23	91	34	216	27	42	95	4,222
<b>TOTAL CIRCULATION</b>	<b>30,148</b>	<b>100.0%</b>	<b>4,852</b>	<b>1,128</b>	<b>2,073</b>	<b>6,058</b>	<b>700</b>	<b>1,784</b>	<b>963</b>	<b>3,674</b>	<b>599</b>	<b>763</b>	<b>1,380</b>	<b>6,174</b>
<b>PERCENT</b>	<b>100.0%</b>		<b>16.1%</b>	<b>3.7%</b>	<b>6.9%</b>	<b>20.1%</b>	<b>2.3%</b>	<b>5.9%</b>	<b>3.2%</b>	<b>12.2%</b>	<b>2.0%</b>	<b>2.5%</b>	<b>4.6%</b>	<b>20.5%</b>

Unless otherwise noted, all data reported is publisher's own data.

## E-NEWSLETTER DISTRIBUTION CONTINUED

Law Enforcement Product News eNewsletter			CLASSIFICATION BY TITLE								
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	% OF TOTAL	Chief, Sheriff, Marshal & Related Personnel	Corrections Officer & Related Personnel	Deputy Sheriff/Chief/Commander & Related Personnel	Patrolman, Officer, Trooper, Ranger, 911, S.W.A.T. Tactical & Related Personnel	Purchasing Agent, Assistants, Supervisors & Related Personnel	Training Officer & Related Personnel	Captain, Major, Lieutenant, Sgt, Corporal, Dept Head, Manager & Related Personnel	Investigator, Detective, Inspector & Related Personnel	Other Titled & Non-Titled Copies
Security	835	3.5%	135	41	22	162	139	69	109	117	41
Private Guard Patrol/Protective Services	309	1.3%	35	7	6	66	25	34	46	84	6
Security Product Manufacturer/Retail/Exporter	176	0.7%	6	3	2	2	61	9	33	12	48
Municipal Police Department	9,181	37.9%	4137	20	208	1272	631	211	2122	439	141
Training Academy/School	705	2.9%	69	5	19	30	114	313	104	21	30
State Police Department	1,312	19.7%	141	12	100	327	97	52	388	172	23
County Sheriff Office/Department	3,321	49.9%	944	148	688	190	113	100	891	195	52
Correctional Agency/Patrol Office	1,697	7.0%	127	983	50	17	188	57	214	35	26
<b>SUBTOTAL</b>	<b>17,536</b>	<b>72.5%</b>	<b>5,594</b>	<b>1,219</b>	<b>1,095</b>	<b>2,066</b>	<b>1,368</b>	<b>845</b>	<b>3,907</b>	<b>1,075</b>	<b>367</b>
Others Allied to the Field	6,661	67.6%	136	2	46	250	93	60	356	400	5,318
<b>TOTAL CIRCULATION</b>	<b>24,197</b>	<b>100.0%</b>	<b>5,730</b>	<b>1,221</b>	<b>1,141</b>	<b>2,316</b>	<b>1,461</b>	<b>905</b>	<b>4,263</b>	<b>1,475</b>	<b>5,685</b>
<b>PERCENT</b>	<b>100.0%</b>		<b>23.7%</b>	<b>5.0%</b>	<b>4.7%</b>	<b>9.6%</b>	<b>6.0%</b>	<b>3.7%</b>	<b>17.6%</b>	<b>6.1%</b>	<b>23.5%</b>



Unless otherwise noted, all data reported is publisher's own data.

## E-NEWSLETTER DISTRIBUTION CONTINUED

Law Enforcement Technology eNewsletter			CLASSIFICATION BY TITLE						
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	% OF TOTAL	Chief, Sheriff, Marshal & Related Personnel	Administrator, Director or other Civilian Supervisor of Police/Security Services & Related Personnel	Deputy Chief, Deputy Sheriff, Deputy Commander & Related Personnel	Captain, Major, Lieutenant, Sergeant, Corporal, Head, Supervisor & Related Personnel	Head or Supervisor of Specialized Line, Staff Unit & Related Personnel (Note 1)	Member of Specialized Line, Staff Unit & Related Personnel (Note 1)	Other Titled & Non-Titled Copies
Municipal Police/School District Police	8,402	52.5%	3,141	603	406	2,545	407	1,084	216
County Sheriffs Office/Department	3,853	24.1%	864	288	892	1,139	209	396	65
State Police Department	1,267	7.9%	152	130	85	511	121	242	26
Federal Agency	1,171	7.3%	162	158	52	178	187	394	40
Police attached to other govt units	600	3.8%	100	129	29	125	62	135	20
Investigations and Forensics	697	4.4%	68	140	17	71	120	264	17
<b>SUBTOTAL</b>	<b>15,990</b>	<b>100.0%</b>	<b>4,487</b>	<b>1,448</b>	<b>1,481</b>	<b>4,569</b>	<b>1,106</b>	<b>2,515</b>	<b>384</b>
Others Allied to the Field	8,282	67.6%	107	187	103	276	77	261	7,271
<b>TOTAL CIRCULATION</b>	<b>24,272</b>	<b>100.0%</b>	<b>4,594</b>	<b>1,635</b>	<b>1,584</b>	<b>4,845</b>	<b>1,183</b>	<b>2,776</b>	<b>7,655</b>
<b>PERCENT</b>	<b>100.0%</b>		<b>18.9%</b>	<b>6.7%</b>	<b>6.5%</b>	<b>20.0%</b>	<b>4.9%</b>	<b>11.4%</b>	<b>31.5%</b>

**Note 1:** Specialized line, staff unit include: Radio/Telecommunications, Data/Records/Computers, Training, Weapons, Vehicles, Investigation/Surveillance, Photo/Video/AV/Graphic Services, SWAT Team, Planning and Development, Equipment Supply, Gang Units, Emergency Medial Services/Search & Rescue, Marine Units/Aircraft, K-9 Unit, Drug Enforcement/Narcotics, Purchasing, Community Policing and other specialized units/sections. Including titles of, but not limited to, warden, coroner, detective, patrolman, dispatcher, police officer, federal security personnel, military police, investigator and related personnel.





### E-NEWSLETTER DISTRIBUTION CONTINUED

Command Staff Briefing	CLASSIFICATION BY TITLE													
	TOTAL	% OF TOTAL	Chief, Sheriff, Marshal & Related Personnel	Administrator, Director, Civilian Supervisor of Police/Security Services & Related Personnel	Deputy Sheriff/Chief/Commander & Related Personnel	Captain/Major/Lieutenant/Sergeant/Corporal/Head Supervisor & Related Personnel	Head Supervisor, Specialized Line, Staff Unit & Related Personnel	Member of Specialized Line, Staff Unit & Related Personnel	Corrections Officer & Related Personnel	Patrolman, Officer, Trooper, 911, SWAT Tactical & Related Personnel	Purchasing Agent, Assistants, Supervisor & Related Personnel	Training Officer & Related Personnel	Investigator, Inspector, Detective & Related Personnel	Other Titled & Non-Titled Copies
Municipal Police/School District Police	11,585	56.5%	6,477	506	508	3,414	388	16	0	21	7	11	68	169
County Sheriff Office/Department	4,977	24.3%	1,587	170	1,456	1,400	168	2	2	5	0	8	47	132
State Police Department	1,196	5.8%	223	102	111	616	92	2	1	4	1	1	19	24
Federal Agency	580	2.8%	95	98	33	149	155	3	0	2	0	0	18	27
Police Attached to Other Government Units	375	1.8%	74	99	22	127	32	1	0	3	0	1	5	11
Investigations and Forensics	325	1.6%	60	90	17	41	89	4	0	0	0	0	12	12
Security	235	1.1%	74	26	9	88	9	0	0	1	0	1	5	22
Private Guard Patrol-Protective Services	87	0.4%	19	4	5	30	0	0	0	0	0	0	15	14
Security Product Manufacturer/Retail/Exporter	13	0.1%	0	1	0	1	0	0	0	0	1	0	0	10
Training Academy/School	190	0.9%	55	12	18	77	2	1	0	2	1	5	5	12
Correctional Agency/Parole Office	445	2.2%	128	34	39	208	4	0	15	0	1	0	5	11
<b>SUBTOTAL</b>	<b>20,008</b>	<b>97.5%</b>	<b>8,792</b>	<b>1,142</b>	<b>2,218</b>	<b>6,151</b>	<b>939</b>	<b>29</b>	<b>18</b>	<b>38</b>	<b>11</b>	<b>27</b>	<b>199</b>	<b>444</b>
Others Allied to the Field	507	2.5%	22	30	25	75	8	6	4	28	2	6	9	292
<b>TOTAL CIRCULATION</b>	<b>20,515</b>	<b>100.0%</b>	<b>8,814</b>	<b>1,172</b>	<b>2,243</b>	<b>6,226</b>	<b>947</b>	<b>35</b>	<b>22</b>	<b>66</b>	<b>13</b>	<b>33</b>	<b>208</b>	<b>736</b>
<b>PERCENT</b>	<b>100.0%</b>		<b>43.0%</b>	<b>5.7%</b>	<b>10.9%</b>	<b>30.3%</b>	<b>4.6%</b>	<b>0.2%</b>	<b>0.1%</b>	<b>0.3%</b>	<b>0.1%</b>	<b>0.2%</b>	<b>1.0%</b>	<b>3.6%</b>

Unless otherwise noted, all data reported is publisher's own data.



## E-MAIL MARKETING

Officer.com Customized E-Mail Marketing		CLASSIFICATION BY TITLE												
BUSINESS AND INDUSTRY	TOTAL	% OF TOTAL	Chief, Sheriff, Marshal & Related Personnel	Adminstrator, Director, Civilian Supervisor of Police/Security Services & Related Personnel	Deputy Sheriff/ Chief/ Commander & Related Personnel	Captain/ Major/ Lieutenant/ Sergeant/ Corporal/ Head Supervisor & Related Personnel	Head Supervisor, Specialized Line, Staff Unit & Related Personnel	Member of Specialized Line, Staff Unit & Related Personnel	Corrections Officer & Related Personnel	Patrolman, Officer, Trooper, 911, SWAT Tactical & Related Personnel	Purchasing Agent, Assistants, Supervisor & Related Personnel	Training Officer & Related Personnel	Investigator, Inspector, Detective & Related Personnel	Other Titled & Non-Titled Copies
Municipal Police/School District Police	17,784	29.6%	6,243	620	499	3,810	407	820	35	2,969	487	296	684	914
County Sheriff Office/Department	7,319	12.2%	1,650	260	1,724	1,545	197	300	317	415	103	136	264	408
State Police Department	2,868	4.8%	280	146	149	718	97	217	18	643	87	60	190	263
Federal Agency	2,281	3.8%	136	153	54	217	179	355	95	387	16	65	226	398
Police Attached to Other Government Units	923	1.5%	97	119	36	169	52	109	8	138	6	22	56	111
Investigations and Forensics	741	1.2%	62	104	22	65	94	182	2	1	3	3	143	60
Security	1,231	2.1%	73	52	11	147	32	17	36	155	108	77	84	439
Private Guard Patrol-Protective Services	423	0.7%	36	15	11	57	2	10	12	72	40	35	50	83
Security Product Manufacturer/Retail/Exporter	257	0.4%	2	10	0	21	5	11	1	8	43	9	13	134
Training Academy/School	1,094	1.8%	55	9	27	117	10	8	35	57	159	336	15	266
Correctional Agency/Parole Office	2,842	4.7%	89	33	43	346	16	19	1,623	37	326	64	39	207
<b>SUBTOTAL</b>	<b>37,763</b>	<b>62.9%</b>	<b>8,723</b>	<b>1,521</b>	<b>2,576</b>	<b>7,212</b>	<b>1,091</b>	<b>2,048</b>	<b>2,182</b>	<b>4,882</b>	<b>1,378</b>	<b>1,103</b>	<b>1,764</b>	<b>3,283</b>
Others Allied to the Field	22,273	37.1%	126	132	86	387	60	148	61	480	98	91	201	20,403
<b>TOTAL CIRCULATION</b>	<b>60,036</b>	<b>100.0%</b>	<b>8,849</b>	<b>1,653</b>	<b>2,662</b>	<b>7,599</b>	<b>1,151</b>	<b>2,196</b>	<b>2,243</b>	<b>5,362</b>	<b>1,476</b>	<b>1,194</b>	<b>1,965</b>	<b>23,686</b>
<b>PERCENT</b>	<b>100.0%</b>		<b>14.7%</b>	<b>2.8%</b>	<b>4.4%</b>	<b>12.7%</b>	<b>1.9%</b>	<b>3.7%</b>	<b>3.7%</b>	<b>8.9%</b>	<b>2.5%</b>	<b>2.0%</b>	<b>3.3%</b>	<b>39.5%</b>

Unless otherwise noted, all data reported is publisher's own data.

## E-MAIL MARKETING CONTINUED

Officer Email Marketing - Geographical Breakout					
State	Total	Percent	State	Total	Percent
Maine	275		Kentucky	700	
New Hampshire	299		Tennessee	1,070	
Vermont	127		Alabama	847	
Massachusetts	1,079		Mississippi	514	
Rhode Island	161		EAST SO. CENTRAL	3,131	5.2%
Connecticut	531		Arkansas	537	
NEW ENGLAND	2,472	4.1%	Louisiana	889	
New York	3,836		Oklahoma	660	
New Jersey	1,532		Texas	3,591	
Pennsylvania	1,966		<b>WEST SO. CENTRAL</b>	<b>5,677</b>	<b>9.5%</b>
<b>MIDDLE ATLANTIC</b>	<b>7,334</b>	<b>12.2%</b>	Montana	183	
Ohio	2,103		Idaho	270	
Indiana	1,098		Wyoming	136	
Illinois	2,157		Colorado	776	
Michigan	1,216		New Mexico	329	
Wisconsin	838		Arizona	807	
<b>EAST NO. CENTRAL</b>	<b>7,412</b>	<b>12.3%</b>	Utah	308	
Minnesota	638		Nevada	427	
Iowa	466		<b>MOUNTAIN</b>	<b>3,236</b>	<b>5.4%</b>
Missouri	1,120		Alaska	116	
North Dakota	141		Washington	650	
South Dakota	149		Oregon	348	
Nebraska	327		California	3,549	
Kansas	547		Hawaii	104	
<b>WEST NO. CENTRAL</b>	<b>3,388</b>	<b>5.6%</b>	<b>PACIFIC</b>	<b>4,767</b>	<b>7.9%</b>
Delaware	136		STATE UNKNOWN	12,496	
Maryland	1,007		<b>UNITED STATES</b>	<b>59,891</b>	<b>99.8%</b>
Washington, DC	222		U.S. Territories	102	
Virginia	1,430		Canada	4	
West Virginia	356		Other International		
North Carolina	1,557		APO/FPO	39	
South Carolina	822		Unknown	-	
Georgia	1,684				
Florida	2,764		<b>TOTAL CIRCULATION</b>	<b>60,036</b>	<b>100.0%</b>
<b>SOUTH ATLANTIC</b>	<b>9,978</b>	<b>16.6%</b>			

Unless otherwise noted, all data reported is publisher's own data.

## SOCIAL INTERACTION

Social Media				
Month	Officer Facebook	Officer Twitter	LinkedIn Group	Officer Forum Members
April	67,622	34,976	2,393	195,560
May	68,765	34,999	2,395	193,672
June	69,020	35,504	2,399	197,829
<b>Average</b>	<b>68,469</b>	<b>35,160</b>	<b>2,396</b>	<b>195,687</b>

Mobile				
Mobile Devices	Mobile Sessions	Mobile Page Views	Tablet Sessions	Tablet Page Views
April	706,436	1,252,467	47,235	101,438
May	732,690	1,277,086	45,540	97,720
June	740,521	1,254,224	45,216	94,398
<b>Average for Period</b>	<b>726,549</b>	<b>1,261,259</b>	<b>45,997</b>	<b>97,852</b>

Source: Google Analytics

**Visits:** Total number of visits to the site.

**Pageviews:** The total number of pages viewed on the site.

The data reflected within this report is provided in good faith as an accurate representation of the audience served for *Officer.com*, *Law Enforcement Technology* and *Law Enforcement Product News*.

Tom Burr, Publisher

Total Audience Profile report provided by  
 Endeavor Business Media, LLC

1233 Janesville Ave., Fort Atkinson WI 53538  
 800.547.7377 ■ EndeavorBusinessMedia.com