

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 comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

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The PoliceChief

Int'l Asc. of Chiefs of Police
515 North Washington Street
Alexandria, VA 22314-2357
Tel.: (703) 836-6767
Fax: (703) 836-5386
www.policechiefmagazine.org

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

FIELD SERVED

The POLICE CHIEF serves the Law Enforcement profession including members of the International Association of Chiefs of Police.

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.

AVERAGE NON-QUALIFIED CIRCULATION

| NON-QUALIFIED Not Included Elsewhere | Copies |
|--|--------------|
| Other Paid Circulation _____ | 159 |
| Advertiser and Agency _____ | 1,013 |
| Rotated or Occasional _____ | - |
| Allocated for Trade Shows and Conventions _____ | - |
| Electronic _____ | - |
| All Other _____ | 1,926 |
| TOTAL | 3,098 |

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

| QUALIFIED CIRCULATION | Total Qualified | | Qualified Non-Paid | | Qualified Paid | |
|--|-----------------|--------------|--------------------|-------------|----------------|-------------|
| | Copies | Percent | Copies | Percent | Copies | Percent |
| Individual _____ | 1,603 | 7.0 | 325 | 1.4 | 1,278 | 5.6 |
| Sponsored Individually Addressed _____ | - | - | - | - | - | - |
| Membership Benefit _____ | 21,435 | 93.0 | 2,909 | 12.6 | 18,526 | 80.4 |
| Multi-Copy Same Addressee _____ | - | - | - | - | - | - |
| Single Copy Sales _____ | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 23,038 | 100.0 | 3,234 | 14.0 | 19,804 | 86.0 |

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD

| 2009 Issue | *Number Removed | *Number Added | Qualified Non-Paid | Qualified Paid | Total Qualified | 2009 Issue | *Number Removed | *Number Added | Qualified Non-Paid | Qualified Paid | Total Qualified |
|----------------|-----------------|---------------|--------------------|----------------|-----------------|--------------|-----------------|---------------|--------------------|----------------|-----------------|
| January _____ | | | 3,220 | 19,281 | 22,501 | April _____ | | | 3,180 | 20,077 | 23,257 |
| February _____ | | | 3,290 | 19,520 | 22,810 | May _____ | | | 3,208 | 20,174 | 23,382 |
| March _____ | | | 3,242 | 19,713 | 22,955 | June _____ | | | 3,209 | 20,329 | 23,538 |
| | | | | | | TOTAL | | | | | |

*See Paragraph 9

| 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009 | | | | |
|--|-----------------|------------------|--------------------|----------------|
| This issue is 1.9% or 431 copies above the average of the other 4 issues reported in Paragraph two. | | | | |
| 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) _____ | 21,796 | 93.2 | 2,891 | 18,905 |
| 2. Law Enforcement Officials (Note 2) _____ | 668 | 2.9 | 317 | 351 |
| 3. Libraries _____ | 918 | 3.9 | - | 918 |
| TOTAL QUALIFIED CIRCULATION | 23,382 | 100.0 | 3,208 | 20,174 |
| PERCENT | 100.0 | | 13.7 | 86.3 |

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.

Note 2: Titles including chief executives, administrators, command officials, supervisors, line personnel and other personnel.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009

| QUALIFICATION SOURCE | Qualified Within | | | Qualified Non-Paid | Qualified Paid | Total Qualified | Percent |
|---|------------------|------------|------------|--------------------|----------------|-----------------|--------------|
| | 1 Year | 2 Years | 3 Years | | | | |
| I. Direct Request: _____ | 516 | 125 | 27 | 317 | 351 | 668 | 2.9 |
| II. Request from recipient's company: _____ | 859 | 41 | 18 | - | 918 | 918 | 3.9 |
| III. Membership Benefit: _____ | 21,796 | - | - | 2,891 | 18,905 | 21,796 | 93.2 |
| IV. Communication from recipient or recipient's company (other than request): _____ | - | - | - | - | - | - | - |
| V. TOTAL - Sources other than above (listed alphabetically): _____ | - | - | - | - | - | - | - |
| Association rosters and directories _____ | - | - | - | - | - | - | - |
| Business directories _____ | - | - | - | - | - | - | - |
| Manufacturer's, distributor's, and wholesaler's lists _____ | - | - | - | - | - | - | - |
| Other sources _____ | - | - | - | - | - | - | - |
| VI. Single Copy Sales: _____ | - | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 23,171 | 166 | 45 | 3,208 | 20,174 | 23,382 | 100.0 |
| PERCENT | 99.1 | 0.7 | 0.2 | 13.7 | 86.3 | 100.0 | |

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009

| MAILING ADDRESS | Qualified Non-Paid | Qualified Paid | Total Qualified | Percent |
|---|--------------------|----------------|-----------------|--------------|
| Individuals by name and title and/or function _____ | 1,478 | 17,984 | 19,462 | 83.3 |
| Individuals by name only _____ | 1,730 | 1,272 | 3,002 | 12.8 |
| Titles or functions only _____ | - | - | - | - |
| Company names only _____ | - | 918 | 918 | 3.9 |
| Multi-Copy Same Addressee copies _____ | - | - | - | - |
| Single Copy Sales _____ | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 3,208 | 20,174 | 23,382 | 100.0 |

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009

| State & Zip Code | Qualified Non-Paid | Qualified Paid | Total Qualified | Percent |
|--------------------------------------|--------------------|----------------|-----------------|--------------|
| 039-049 Maine _____ | 19 | 122 | 141 | |
| 030-038 New Hampshire _____ | 38 | 198 | 236 | |
| 050-059 Vermont _____ | 13 | 90 | 103 | |
| 010-027 Massachusetts _____ | 97 | 658 | 755 | |
| 028-029 Rhode Island _____ | 13 | 85 | 98 | |
| 060-069 Connecticut _____ | 50 | 300 | 350 | |
| NEW ENGLAND | 230 | 1,453 | 1,683 | 7.2 |
| 100-149 New York _____ | 138 | 855 | 993 | |
| 070-089 New Jersey _____ | 203 | 961 | 1,164 | |
| 150-196 Pennsylvania _____ | 133 | 739 | 872 | |
| MIDDLE ATLANTIC | 474 | 2,555 | 3,029 | 13.0 |
| 430-459 Ohio _____ | 104 | 522 | 626 | |
| 460-479 Indiana _____ | 28 | 222 | 250 | |
| 600-629 Illinois _____ | 176 | 947 | 1,123 | |
| 480-499 Michigan _____ | 91 | 451 | 542 | |
| 530-549 Wisconsin _____ | 49 | 316 | 365 | |
| EAST NO. CENTRAL | 448 | 2,458 | 2,906 | 12.4 |
| 550-567 Minnesota _____ | 49 | 321 | 370 | |
| 500-528 Iowa _____ | 23 | 136 | 159 | |
| 630-658 Missouri _____ | 94 | 373 | 467 | |
| 580-588 North Dakota _____ | 5 | 43 | 48 | |
| 570-577 South Dakota _____ | 3 | 28 | 31 | |
| 680-693 Nebraska _____ | 17 | 84 | 101 | |
| 660-679 Kansas _____ | 41 | 259 | 300 | |
| WEST NO. CENTRAL | 232 | 1,244 | 1,476 | 6.3 |
| 197-199 Delaware _____ | 24 | 111 | 135 | |
| 206-219 Maryland _____ | 69 | 532 | 601 | |
| 200-205 Washington, DC _____ | 16 | 370 | 386 | |
| 220-246 Virginia _____ | 148 | 1,096 | 1,244 | |
| 247-268 West Virginia _____ | 10 | 56 | 66 | |
| 270-289 North Carolina _____ | 77 | 473 | 550 | |
| 290-299 South Carolina _____ | 44 | 194 | 238 | |
| 300-319 Georgia _____ | 72 | 550 | 622 | |
| 320-349 Florida _____ | 296 | 1,073 | 1,369 | |
| SOUTH ATLANTIC | 756 | 4,455 | 5,211 | 22.3 |
| 400-427 Kentucky _____ | 22 | 201 | 223 | |
| 370-385 Tennessee _____ | 32 | 215 | 247 | |
| 350-369 Alabama _____ | 38 | 220 | 258 | |
| 386-397 Mississippi _____ | 6 | 71 | 77 | |
| EAST SO. CENTRAL | 98 | 707 | 805 | 3.4 |
| 716-729 Arkansas _____ | 17 | 94 | 111 | |
| 700-714 Louisiana _____ | 52 | 215 | 267 | |
| 730-749 Oklahoma _____ | 24 | 190 | 214 | |
| 750-799 Texas _____ | 157 | 954 | 1,111 | |
| WEST SO. CENTRAL | 250 | 1,453 | 1,703 | 7.3 |
| 590-599 Montana _____ | 4 | 37 | 41 | |
| 832-838 Idaho _____ | 10 | 91 | 101 | |
| 820-831 Wyoming _____ | 7 | 49 | 56 | |
| 800-816 Colorado _____ | 68 | 367 | 435 | |
| 870-884 New Mexico _____ | 24 | 172 | 196 | |
| 850-865 Arizona _____ | 84 | 512 | 596 | |
| 840-847 Utah _____ | 18 | 189 | 207 | |
| 889-898 Nevada _____ | 26 | 174 | 200 | |
| MOUNTAIN | 241 | 1,591 | 1,832 | 7.8 |
| 995-999 Alaska _____ | 12 | 64 | 76 | |
| 980-994 Washington _____ | 61 | 339 | 400 | |
| 970-979 Oregon _____ | 32 | 220 | 252 | |
| 900-961 California _____ | 264 | 1,540 | 1,804 | |
| 967-968 Hawaii _____ | 12 | 49 | 61 | |
| PACIFIC | 381 | 2,212 | 2,593 | 11.1 |
| UNITED STATES | 3,110 | 18,128 | 21,238 | 90.8 |
| 969 & 004-009 U.S. Territories _____ | 4 | 26 | 30 | |
| Canada _____ | 27 | 395 | 422 | |
| Mexico _____ | 12 | 24 | 36 | |
| Other International _____ | 53 | 1,574 | 1,627 | |
| APO/FPO _____ | 2 | 27 | 29 | |
| TOTAL QUALIFIED CIRCULATION | 3,208 | 20,174 | 23,382 | 100.0 |

TOTAL NEW AND RENEWED QUALIFIED PAID SUBSCRIPTIONS ORDERED/SOLD FOR THE PERIOD

Includes gross subscription sales/orders with unpaid invoices pending.

| Average Annual Subscription Order Price: 12 issues for \$25.06 | | |
|--|---------------|--------------|
| 5. PRICES | Total | Percent |
| Offers (≥ 5% of Total Orders) | | |
| 12 Issues for \$25.00 _____ | 13,161 | 99.7 |
| 12 Issues for \$35.70 _____ | 37 | 0.3 |
| 12 Issues for \$58.75 _____ | 6 | - |
| 12 Issues for \$42.00 _____ | 1 | - |
| All Others _____ | - | - |
| Total | 13,205 | 100.0 |

| 6. USE OF FREE PROMOTIONAL INCENTIVES | Total | Percent |
|--|---------------|--------------|
| Ordered without promotional incentive _____ | 13,205 | 100.0 |
| Ordered with editorial promotional incentive _____ | - | - |
| Ordered with other promotional incentive _____ | - | - |
| Total | 13,205 | 100.0 |

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

| | Audited Data | Audited Data | Audited Data | Audited Data | Audited Data | Circulation Claim |
|--|--------------|--------------|--------------|---------------------|----------------------|----------------------|
| | 2005 | 2006 | 2007 | January - June 2008 | July - December 2008 | January - June 2009* |
| 6-Month Period Ended: | | | | | | |
| Total Audit Average Qualified: _____ | 21,433 | 21,840 | 22,202 | 22,640 | 22,218 | 23,038 |
| Qualified Non-Paid: _____ | 3,454 | 3,344 | 3,198 | 3,093 | 3,057 | 3,234 |
| Qualified Paid: _____ | 17,979 | 18,496 | 19,004 | 19,547 | 19,161 | 19,804 |
| Post Expire Copies included in Paid Circulation: _____ | **NC | **NC | **NC | **NC | **NC | **NC |
| Average Annual Order Price: _____ | \$24.98 | \$24.96 | \$28.89 | \$25.04 | \$23.71 | \$25.06 |

*NOTE: January - June 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

8. PAID CIRCULATION DATA

| | |
|---------|--|
| \$25.06 | Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any) |
| 12 | Issues Per Year |
| **NC | All Single Copy Sales Prices for the Period |
| **NC | Renewal Rate of Paid Subscribers (Optional) |

9. ADDITIONAL DATA**PARAGRAPH 2:**

Additions and removals are not required for paid circulation.

The publisher states that additions and removals for non-paid circulation are not available and therefore not reported herein.

PUBLISHER'S AFFIDAVIT

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

Charles Higginbotham, Editor

BJ Hendrickson, Advertising Coordinator

(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 | August 3, 2009 |
| State | Virginia |
| County | Arlington |
| Received by BPA Worldwide | August 3, 2009 |
| Type | PD |
| ID Number | P190P0J9 |