

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.

Two Corporate Drive, Ninth Floor  
Shelton, CT USA 06484-6259  
Phone: +1 203.447.2800  
Fax: +1 203.447.2900  
[www.bpaww.com](http://www.bpaww.com)

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.

**Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.**

# 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](http://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 _____	138
Advertiser and Agency _____	838
*Rotated or Occasional _____	417
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	1,912
<b>TOTAL</b>	<b>3,305</b>

\*See Paragraph 9

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

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	1,523	6.9	267	1.2	1,256	5.7
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	20,385	93.1	2,916	13.4	17,469	79.7
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>21,908</b>	<b>100.0</b>	<b>3,183</b>	<b>14.6</b>	<b>18,725</b>	<b>85.4</b>

**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
July _____			3,188	20,449	23,637	October _____			3,169	18,338	21,507
August _____			3,193	17,759	20,952	November _____			3,115	18,655	21,770
September _____			3,188	18,159	21,347	December _____			3,233	18,603	21,836
						<b>TOTAL</b>					

\*See Paragraph 9

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009**

This issue is 0.4% or 86 copies below the average of the other 5 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) _____	20,306	93.3	2,892	17,414
2. Law Enforcement Officials (Note 2) _____	572	2.6	223	349
3. Libraries _____	892	4.1	-	892
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>21,770</b>	<b>100.0</b>	<b>3,115</b>	<b>18,655</b>
<b>PERCENT</b>	<b>100.0</b>		<b>14.3</b>	<b>85.7</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.

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 NOVEMBER 2009**

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	112	404	56	223	349	572	2.6
II. Request from recipient's company: _____	206	666	20	-	892	892	4.1
III. Membership Benefit: _____	20,306	-	-	2,892	17,414	20,306	93.3
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
V. <b>TOTAL</b> - 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: _____	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,624</b>	<b>1,070</b>	<b>76</b>	<b>3,115</b>	<b>18,655</b>	<b>21,770</b>	<b>100.0</b>
<b>PERCENT</b>	<b>94.8</b>	<b>4.9</b>	<b>0.3</b>	<b>14.3</b>	<b>85.7</b>	<b>100.0</b>	

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

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	1,373	16,576	17,949	82.5
Individuals by name only _____	1,742	1,187	2,929	13.5
Titles or functions only _____	-	-	-	-
Company names only _____	-	892	892	4.0
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>3,115</b>	<b>18,655</b>	<b>21,770</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009**

State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____	19	115	134	
030-038 New Hampshire _____	38	182	220	
050-059 Vermont _____	13	83	96	
010-027 Massachusetts _____	96	610	706	
028-029 Rhode Island _____	11	74	85	
060-069 Connecticut _____	50	283	333	
<b>NEW ENGLAND</b>	<b>227</b>	<b>1,347</b>	<b>1,574</b>	<b>7.2</b>
100-149 New York _____	133	817	950	
070-089 New Jersey _____	200	878	1,078	
150-196 Pennsylvania _____	133	717	850	
<b>MIDDLE ATLANTIC</b>	<b>466</b>	<b>2,412</b>	<b>2,878</b>	<b>13.2</b>
430-459 Ohio _____	101	479	580	
460-479 Indiana _____	28	204	232	
600-629 Illinois _____	171	897	1,068	
480-499 Michigan _____	86	413	499	
530-549 Wisconsin _____	48	302	350	
<b>EAST NO. CENTRAL</b>	<b>434</b>	<b>2,295</b>	<b>2,729</b>	<b>12.5</b>
550-567 Minnesota _____	45	295	340	
500-528 Iowa _____	20	137	157	
630-658 Missouri _____	90	327	417	
580-588 North Dakota _____	4	45	49	
570-577 South Dakota _____	2	26	28	
680-693 Nebraska _____	18	85	103	
660-679 Kansas _____	40	230	270	
<b>WEST NO. CENTRAL</b>	<b>219</b>	<b>1,145</b>	<b>1,364</b>	<b>6.2</b>
197-199 Delaware _____	21	94	115	
206-219 Maryland _____	68	490	558	
200-205 Washington, DC _____	14	328	342	
220-246 Virginia _____	146	1,076	1,222	
247-268 West Virginia _____	10	54	64	
270-289 North Carolina _____	75	434	509	
290-299 South Carolina _____	44	178	222	
300-319 Georgia _____	66	490	556	
320-349 Florida _____	291	974	1,265	
<b>SOUTH ATLANTIC</b>	<b>735</b>	<b>4,118</b>	<b>4,853</b>	<b>22.2</b>
400-427 Kentucky _____	21	187	208	
370-385 Tennessee _____	33	200	233	
350-369 Alabama _____	37	190	227	
386-397 Mississippi _____	7	66	73	
<b>EAST SO. CENTRAL</b>	<b>98</b>	<b>643</b>	<b>741</b>	<b>3.4</b>
716-729 Arkansas _____	16	96	112	
700-714 Louisiana _____	53	201	254	
730-749 Oklahoma _____	25	179	204	
750-799 Texas _____	147	875	1,022	
<b>WEST SO. CENTRAL</b>	<b>241</b>	<b>1,351</b>	<b>1,592</b>	<b>7.3</b>
590-599 Montana _____	4	38	42	
832-838 Idaho _____	9	83	92	
820-831 Wyoming _____	6	50	56	
800-816 Colorado _____	62	457	519	
870-884 New Mexico _____	24	167	191	
850-865 Arizona _____	80	425	505	
840-847 Utah _____	18	179	197	
889-898 Nevada _____	26	168	194	
<b>MOUNTAIN</b>	<b>229</b>	<b>1,567</b>	<b>1,796</b>	<b>8.2</b>
995-999 Alaska _____	12	60	72	
980-994 Washington _____	60	313	373	
970-979 Oregon _____	30	223	253	
900-961 California _____	256	1,382	1,638	
967-968 Hawaii _____	9	53	62	
<b>PACIFIC</b>	<b>367</b>	<b>2,031</b>	<b>2,398</b>	<b>11.0</b>
<b>UNITED STATES</b>	<b>3,016</b>	<b>16,909</b>	<b>19,925</b>	<b>91.5</b>
969 & 004-009 U.S. Territories _____	4	28	32	
Canada _____	28	365	393	
Mexico _____	12	15	27	
Other International _____	52	1,297	1,349	
APO/FPO _____	3	41	44	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>3,115</b>	<b>18,655</b>	<b>21,770</b>	<b>100.0</b>

**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 \$25.63		
<b>5. PRICES</b>	Total	Percent
<b>Offers ( ≥ 5% of Total Orders)</b>		
12 Issues for \$25.00 _____	1,313	97.6
12 Issues for \$42.00 _____	17	1.2
12 Issues for \$58.75 _____	16	1.1
12 Issues for \$35.70 _____	2	0.1
All Others _____	-	-
<b>Total</b>	<b>1,348</b>	<b>100.0</b>

<b>6. USE OF FREE PROMOTIONAL INCENTIVES</b>	Total	Percent
Ordered without promotional incentive _____	1,348	100.0
Ordered with editorial promotional incentive _____	-	-
Ordered with other promotional incentive _____	-	-
<b>Total</b>	<b>1,348</b>	<b>100.0</b>

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

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	<b>2006</b>	<b>2007</b>	<b>January - June 2008</b>	<b>July - December 2008</b>	<b>January - June 2009*</b>	<b>July - December 2009*</b>
Total Audit Average Qualified: _____	21,840	22,202	22,640	22,218	23,038	21,908
Qualified Non-Paid: _____	3,344	3,198	3,093	3,057	3,234	3,183
Qualified Paid: _____	18,496	19,004	19,547	19,161	19,804	18,725
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	\$24.96	\$24.96	\$25.04	\$23.04	\$23.71	\$25.63

**\*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**

\$25.63	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****AVERAGE NON-QUALIFIED CIRCULATION:**

Rotated or Occasional included 2,500 copies of the October 2009 issue distributed at the International Association of Police Chiefs Annual Conference.

**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	April 22, 2010
State	Virginia
County	Arlington
Received by BPA Worldwide	April 22, 2010
Type	PD
ID Number	P190P0D9