

AUDIENCE INSIGHTS

OFFICER MAGAZINE

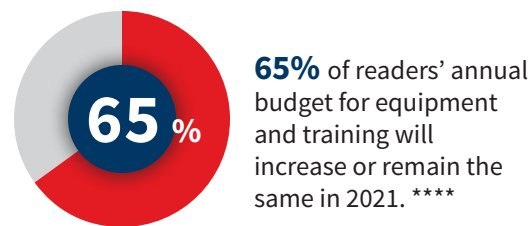
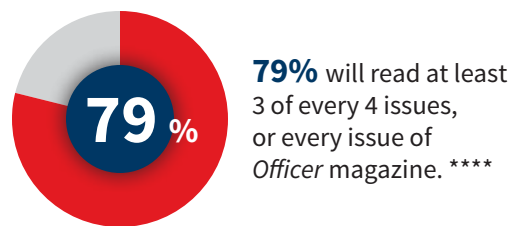
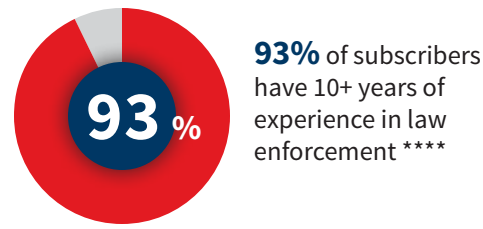
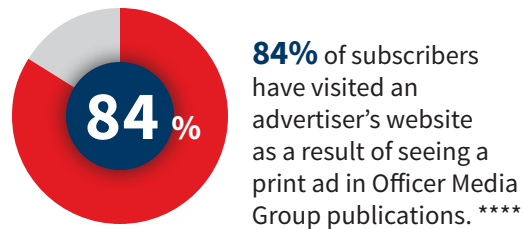
NEW!

Providing the product and technology information to aid law enforcement management and industry influencers in purchase and policy decisions for their departments.

205,000 in readership
(3.1 pass along readers per copy)



Services management titles with **100% direct request**



QUICK FACTS - LAW ENFORCEMENT DEPARTMENT OR AGENCY

27,000	Municipal Police, School District Police
10,000	Sheriff's Office, County Police Department
4,500	Correctional Agency, Parole Officer
4,000	State Police Department
2,000	Federal Agencies
1,500	Private Security, Patrol, Protective Services, Manufacturer, Export, Other
1,000	Other

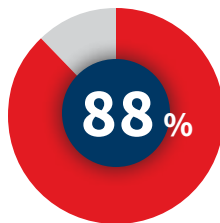
** Projected circulation effective January 2021 – Publishers Own Data
 *** Publishers Own Data
 **** 2020 Readers Study

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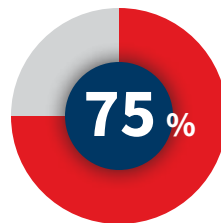
OFFICER.COM*

The industry's most respected source for up-to-the minute news and product information, with special content sections, expert lead editorial, forums and more!

Ranked #1 "industry website that provides the most comprehensive information to help them perform their job more safely and efficiently, by a 24% margin over its nearest competitor."



88% of Officer.com readers regularly use websites to obtain information about law enforcement. ****



75% of law enforcement has researched or purchased a product or service related to their professions on Officer.com in the past year or less. ****

655,877 – Average Monthly Visits*

424,918 – Average Unique Monthly Visitors*

1,298,282 – Average Monthly Page Views*

2,617 – New Monthly Site Registrations

63,000 – Product Showcase Subscribers



28%* Desktop Visitors
Average Monthly



71%* Mobile Visitors
Average Monthly

* Google Analytics – (January - June 2020)
*** Publishers Own Data
**** 2020 Readers Study

eNEWSLETTERS***



47,884 Newsday

18,698 Command Staff Briefing

10,270 Tactical & Special Ops

28,394 Jobs Central

37,212 Officer Magazine Newsletter

37,212 Officer Magazine Product Newsletter

SOCIAL MEDIA*

f **73,141** Facebook likes

t **37,020** Twitter likes

in **2,369** LinkedIn Group Members

o **202,650** Officer.com Forum Members