



ABOUT THIS REPORT

This audience report details market activities for *Police Fleet Manager*, based on distribution, market products and categories, geographic delivery breakdowns, and job functions, as well as eMedia activities. This report is produced monthly to provide certified data that is current and accurate, consistent with the integrity of the publisher's delivery and reporting protocols.

The publisher maintains a detailed and continually updated database of magazine subscribers who have the option to receive the printed version, the electronic version (web-based or tablet-based), or both the printed version and the electronic version.

CONTACT INFORMATION

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Police Fleet Manager is a Hendon Media Group publication

ABOUT POLICE FLEET MANAGER MAGAZINE

Police Fleet Manager Magazine is dedicated to providing the most up-to-date information on the police fleet market at the federal, state and local level. Articles discuss new vehicles, maintenance and a host of other issues confronting the modern police fleet manager.



May/June Issue 2017

CERTIFIED AUDIENCE STATEMENT

I. MAGAZINE HIGHLIGHTS

a. Magazine Rate Base Logic

Advertising rates are based on guaranteed delivery of 17,700 print subscribers with each issue of *Police Fleet Manager* magazine; any distribution above guaranteed delivery is bonus distribution to recipients deemed by the publisher to be active in the market. Bonus distribution is not considered part of the advertising rate base.

b. Police Fleet Manager Subscribers

Receives Print Version Only.....	2,461
Receives Both Print & Digital Versions.....	14,483
Receives Digital Version Only.....	927
Total Print and Digital Subscribers for May/June 2017.....	17,871

c. Promotional Copies Print & Digital*

Printed Promotional Copies.....	862
Digital Promotional Copies.....	703
Total Promotional Copies.....	1,565

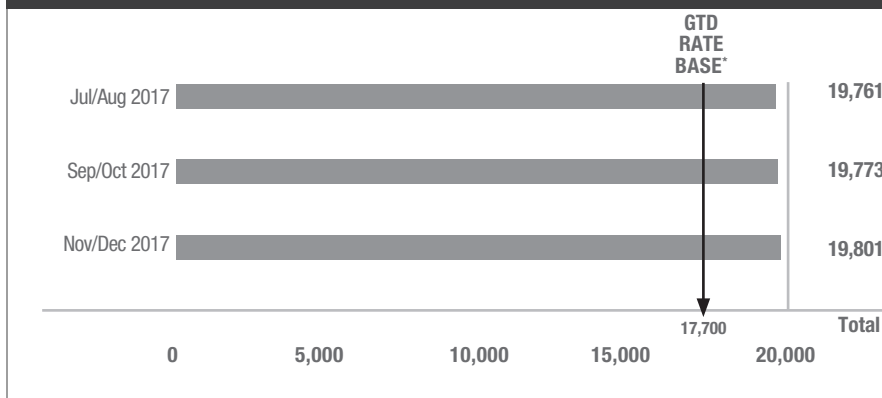
d. Bonus Distribution

Police Vehicle Equipment Dealers	365
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e. Total Distribution For May/June 2017..... 19,801

*Promotional copies are sent to ad agencies and advertisers.

6 Months At A Glance



* Guaranteed Rate Base includes both print and electronic copies.

II. eMEDIA HIGHLIGHTS

eMedia advertising rates are based on guaranteed delivery to 10,500 magazine subscribers and others active in the market who have indicated interest in electronic news and/or product offerings; any distribution above the guaranteed amount is bonus and not considered part of the advertising rate base.

Website Rate Base Logic

Advertising rates are based on an average of 5,000 pageviews per month, divided by "share of voice" for advertisements rotated within specific pages of the *Police Fleet Manager* website.

Total Web Site Pages Viewed May 2017 6,411

eNewsletter Program Results

Quantity Delivered

eNewsletter – Monthly Total..... 14,403

Website Views - 6 Months At A Glance



0 1,000 2,000 3,000 4,000 5,000 6,000 7,000

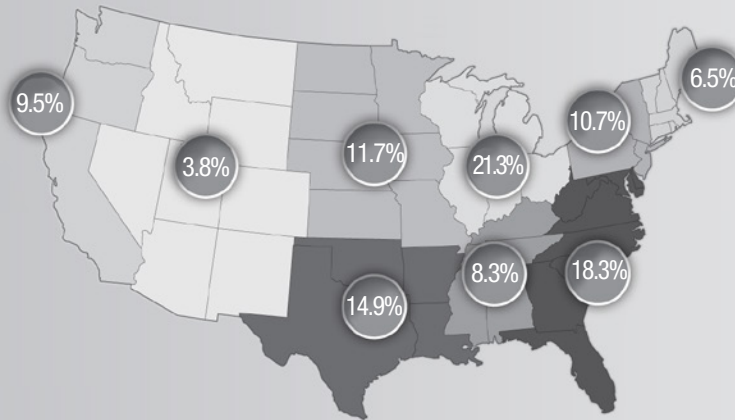
Total

III. REPRESENTATIVE MAGAZINE DEMOGRAPHICS

h. Job Title

Fleet Director/Administrator 7.2%	Undersheriff 0.8%	Lieutenant 5.1%
Fleet Manager 59.4%	Superintendent 0.5%	Sargent 8.2%
Chief of Police 7.1%	Commander 1.1%	Officer/Trooper/Deputy 1.4%
Deputy Chief 2.1%	Major 0.7%	
Sheriff 2.8%	Captain 3.6%	

i. Geographic Breakdown



I certify that this information is correct and complete. **Date:** Jun 2017

CO-PUBLISHERS

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CO-PUBLISHERS

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