



**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 2016

**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. Sign & Digital Graphics Subscribers**

Receives Print Version Only.....	2,459
Receives Both Print & Digital Versions.....	14,455
Receives Digital Version Only.....	827
<b>Total Print and Digital Subscribers for May/June 2016.....</b>	<b>17,741</b>

**c. Promotional Copies Print & Digital\***

Printed Promotional Copies.....	915
Digital Promotional Copies.....	486
<b>Total Promotional Copies.....</b>	<b>1,401</b>

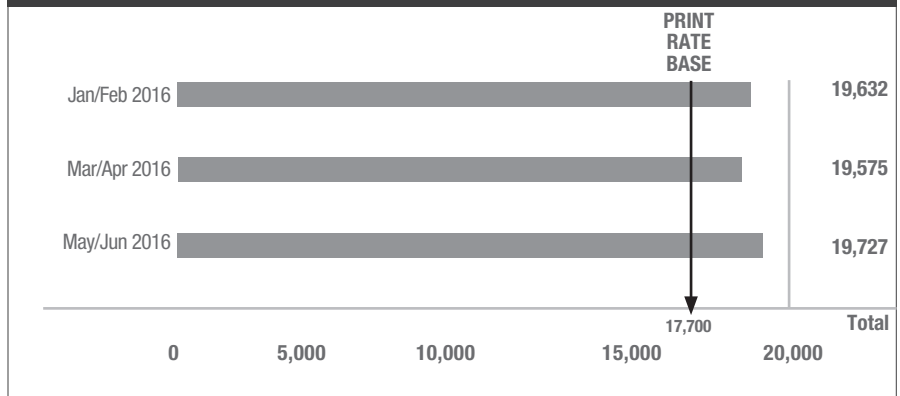
**d. Bonus Distribution**

Police & Security Expo.....	200
Police Vehicle Equipment Dealers.....	385

**e. Total Distribution For May/June 2016..... 19,727**

\*Promotional copies are sent to ad agencies and advertisers.

**6 Months At A Glance**



## 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 2,000 pageviews per month, divided by "share of voice" for advertisements rotated within specific pages of the *Police Fleet Manager* website.

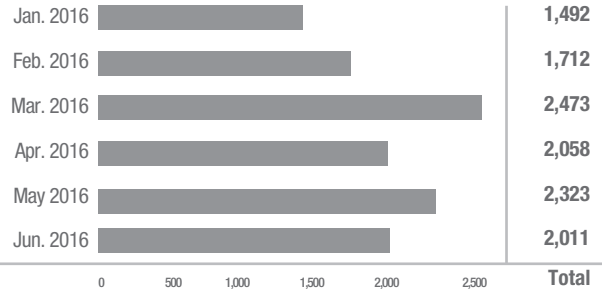
**Total Web Site Pages Viewed May 2016 ..... 2,323**

## eNewsletter Program Results

## Quantity Delivered

eNewsletter – Monthly Total..... 12,941

## Website Views - 6 Months At A Glance

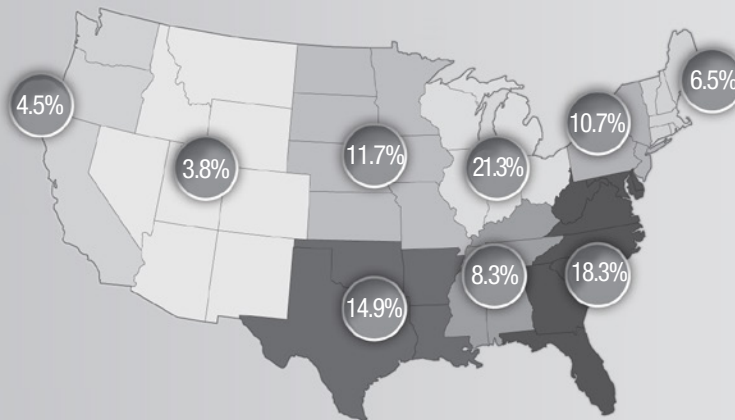


## III. REPRESENTATIVE MAGAZINE DEMOGRAPHICS

### 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:** June 2016

#### CO-PUBLISHERS

Henry Kingwill

#### CO-PUBLISHERS

Peter Kingwill



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\*Total equals more than 100% because readers check all of the categories that apply.