

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 06484-6259  
Phone: +1 203.447.2800  
Fax: +1 203.447.2900  
[www.bpaww.com](http://www.bpaww.com)

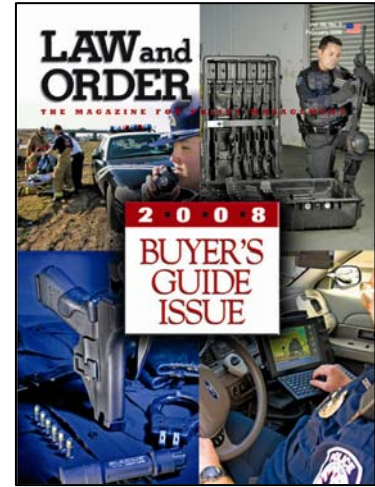
A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, 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.

# LAW and ORDER

Hendon Publishing Company Inc.  
130 Waukegan Rd., Suite 202  
Deerfield, IL 60015  
Tel. No.: (847) 444-3300  
Fax No.: (847) 444-3333

Official Publication of: None  
Established: 1953  
Issues Per Year: 12



**FIELD SERVED**

LAW AND ORDER serves the law enforcement field which includes federal, military, state, county, municipal, university/college, and other law enforcement agencies.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are police chiefs, directors, sheriffs, superintendents, deputy chiefs, undersheriffs, chief deputies, colonels, commanders, majors, captains, lieutenants, sergeants, officers, deputies, troopers, civilian/non-sworn employees, and others allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	3,950
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	400
Electronic _____	-
All Other _____	859
<b>TOTAL</b>	<b>5,209</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	37,616	99.9	35,919	95.3	1,697	4.6
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	56	0.1	-	-	56	0.1
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>37,672</b>	<b>100.0</b>	<b>35,919</b>	<b>95.3</b>	<b>1,753</b>	<b>4.7</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
January _____	110	116			38,009	April _____	73	41			37,968
February _____	308	299			38,000	May _____	1,152	184			37,000
March _____	99	99			38,000	June _____	124	182			37,058
						<b>TOTAL</b>	<b>1,866</b>	<b>921</b>			

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009**  
 This issue is 2.1% or 807 copies below the average of the other 5 issues reported in Paragraph two.

TYPE OF AGENCY	TOTAL QUALIFIED	PERCENT OF TOTAL	POPULATION SERVED						
			Unknown	2,500 and under	2,501 to 4,999	5,000 to 9,999	10,000 to 49,999	50,000 to 99,999	100,000 and over
Federal _____	697	1.9	11	93	75	74	54	85	305
Military _____	89	0.2	-	11	5	7	12	23	31
State _____	1,497	4.0	14	77	54	91	161	217	883
County _____	7,703	20.8	6	735	636	870	2,142	1,288	2,026
Municipal _____	23,060	62.4	44	5,644	3,092	3,579	6,214	2,287	2,200
University/College _____	1,514	4.1	17	295	248	280	370	127	177
Sub-Total	34,560	93.4	92	6,855	4,110	4,901	8,953	4,027	5,622
Others Allied to the Field (See Note 1) _____	2,440	6.6							
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>37,000</b>	<b>100.0</b>							

TYPE OF AGENCY	TOTAL QUALIFIED	PERCENT OF TOTAL	JOB TITLE															
			Chief of Police	Director	Sheriff	Superintendent	Deputy Chief	Under sheriff/Chief Deputy	Colonel	Com-mander	Major	Captain	Lieutenant	Sergeant	Officer/Deputy/Trooper	Civilian Employee/Non Sworn	Volunteer	Other
Federal _____	697	1.9	176	51	1	7	28	6	3	18	5	19	30	31	92	37	133	60
Military _____	89	0.2	5	6	-	3	2	0	3	6	2	8	4	22	8	4	8	8
State _____	1,497	4.0	84	142	13	6	52	7	5	102	18	241	169	155	200	65	156	82
County _____	7,703	20.8	66	114	3,083	8	1,194	290	11	223	273	956	330	311	517	88	139	83
Municipal _____	23,060	62.4	12,407	198	6	23	1,723	71	5	715	365	2,617	1,218	1,028	1,548	201	361	552
University/College _____	1,514	4.1	170	424	-	5	47	4	1	15	5	63	58	59	57	48	495	60
Sub-Total	34,560	93.4	12,908	935	3,103	52	3,046	378	28	1,079	668	3,904	1,809	1,606	2,422	443	1,292	845
Others Allied to the Field (See Note 1) _____	2,440	6.6																
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>37,000</b>	<b>100.0</b>																

TYPE OF AGENCY	TOTAL QUALIFIED	PERCENT OF TOTAL	NUMBER OF OFFICERS							
			1 to 5	6 to 10	11 to 25	26 to 50	51 to 100	101 to 500	Over 500	Unknown
Federal _____	697	1.9	43	42	95	57	61	64	177	158
Military _____	89	0.2	5	5	3	4	10	22	14	26
State _____	1,497	4.0	62	60	128	114	107	269	358	399
County _____	7,703	20.8	314	485	831	668	584	979	496	3,346
Municipal _____	23,060	62.4	2,605	2,457	3,733	2,475	1,709	1,642	625	7,814
University/College _____	1,514	4.1	114	158	248	148	68	18	20	740
Sub-Total	34,560	93.4	3,143	3,207	5,038	3,466	2,539	2,994	1,690	12,483
Others Allied to the Field (See Note 1) _____	2,440	6.6								
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>37,000</b>	<b>100.0</b>								

TYPE OF AGENCY	TOTAL QUALIFIED	PERCENT OF TOTAL	ANNUAL BUDGET									
			Under \$250,000	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1 to \$2.9 Million	\$3 to \$4.9 Million	\$5 to \$9.9 Million	\$10 to \$49.9 Million	\$50 to \$99.9 Million	\$100 Million or Over	Unknown
Federal _____	697	1.9	40	22	29	48	30	22	40	19	122	325
Military _____	89	0.2	19	8	2	7	4	2	3	-	8	36
State _____	1,497	4.0	105	63	76	143	120	86	155	102	128	519
County _____	7,703	20.8	301	335	368	862	443	387	618	192	176	4,021
Municipal _____	23,060	62.4	2,685	1,497	1,406	2,881	1,274	1,084	1,104	180	213	10,736
University/College _____	1,514	4.1	252	136	135	179	53	41	28	15	10	665
Sub-Total	34,560	93.4	3,402	2,061	2,016	4,120	1,924	1,622	1,948	508	657	16,302
Others Allied to the Field (See Note 1) _____	2,440	6.6										
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>37,000</b>	<b>100.0</b>										

Note 1: Others allied to the field includes dealers, distributors and manufacturers of police equipment, security/plant protection, private detectives, and police school associations.

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: _____	7,529	8,962	2,553			19,044	51.5
II. Request from recipient's company: _____	872	95	235			1,202	3.2
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	37			37	0.1
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	<b>7,895</b>	<b>8,578</b>	<b>244</b>			<b>16,717</b>	<b>45.2</b>
*Association rosters and directories _____	1,643	-	-			1,643	4.4
*Business directories _____	6,252	32	244			6,528	17.6
*Manufacturer's, distributor's, and wholesaler's lists _____	-	8,546	-			8,546	23.2
Other sources _____	-	-	-			-	-
VI. Single Copy Sales: _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,296</b>	<b>17,635</b>	<b>3,069</b>			<b>37,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>44.0</b>	<b>47.7</b>	<b>8.3</b>			<b>100.0</b>	

\*See Paragraph 9

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 _____			36,178	97.8
Individuals by name only _____			137	0.4
Titles or functions only _____			225	0.6
Company names only _____			409	1.1
Multi-Copy Same Addressee copies _____			51	0.1
Single Copy Sales _____			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>37,000</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009									
State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____			235		400-427 Kentucky _____			633	
030-038 New Hampshire _____			371		370-385 Tennessee _____			770	
050-059 Vermont _____			116		350-369 Alabama _____			744	
010-027 Massachusetts _____			838		386-397 Mississippi _____			546	
028-029 Rhode Island _____			146		<b>EAST SO. CENTRAL</b>			<b>2,693</b>	<b>7.3</b>
060-069 Connecticut _____			436		716-729 Arkansas _____			575	
<b>NEW ENGLAND</b>			<b>2,142</b>	<b>5.8</b>	700-714 Louisiana _____			738	
100-149 New York _____			1,479		730-749 Oklahoma _____			741	
070-089 New Jersey _____			1,218		750-799 Texas _____			2,162	
150-196 Pennsylvania _____			1,857		<b>WEST SO. CENTRAL</b>			<b>4,216</b>	<b>11.4</b>
<b>MIDDLE ATLANTIC</b>			<b>4,554</b>	<b>12.3</b>	590-599 Montana _____			211	
430-459 Ohio _____			1,778		832-838 Idaho _____			247	
460-479 Indiana _____			1,182		820-831 Wyoming _____			160	
600-629 Illinois _____			2,232		800-816 Colorado _____			591	
480-499 Michigan _____			1,101		870-884 New Mexico _____			267	
530-549 Wisconsin _____			1,367		850-865 Arizona _____			459	
<b>EAST NO. CENTRAL</b>			<b>7,660</b>	<b>20.7</b>	840-847 Utah _____			259	
550-567 Minnesota _____			855		889-898 Nevada _____			190	
500-528 Iowa _____			653		<b>MOUNTAIN</b>			<b>2,384</b>	<b>6.4</b>
630-658 Missouri _____			1,109		995-999 Alaska _____			101	
580-588 North Dakota _____			200		980-994 Washington _____			559	
570-577 South Dakota _____			203		970-979 Oregon _____			343	
680-693 Nebraska _____			392		900-961 California _____			1,755	
660-679 Kansas _____			707		967-968 Hawaii _____			65	
<b>WEST NO. CENTRAL</b>			<b>4,119</b>	<b>11.1</b>	<b>PACIFIC</b>			<b>2,823</b>	<b>7.6</b>
197-199 Delaware _____			84		<b>UNITED STATES</b>			<b>36,906</b>	<b>99.7</b>
206-219 Maryland _____			432		969 & 004-009 U.S. Territories _____			14	
200-205 Washington, DC _____			72		Canada _____			38	
220-246 Virginia _____			805		Mexico _____			-	
247-268 West Virginia _____			364		Other International _____			35	
270-289 North Carolina _____			1,088		APO/FPO _____			7	
290-299 South Carolina _____			549		<b>TOTAL QUALIFIED CIRCULATION</b>			<b>37,000</b>	<b>100.0</b>
300-319 Georgia _____			1,327						
320-349 Florida _____			1,594						
<b>SOUTH ATLANTIC</b>			<b>6,315</b>	<b>17.1</b>					

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2005	2006	2007	January - June 2008	July - December 2008	January - June 2009*
Total Audit Average Qualified: _____	32,465	36,261	38,144	38,332	38,013	37,672
Qualified Non-Paid: ___	27,707	31,922	34,357	35,165	35,583	35,919
Qualified Paid: _____	4,758	4,339	3,787	3,167	2,430	1,753
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	\$21.11	\$23.14	\$22.04	\$26.92	\$26.71	\$29.08

**\*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	
\$29.08	Average Annual Subscription Order Price for the Period Required (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 3b:**

Association rosters and directories include 1 source of circulation for quantities of 1,643 copies or 4.4%  
 Business directories include 4 sources of circulation for quantities of 32 copies or 0.1% to 3,811 copies or 10.3%, including National Sheriffs Association: Police Scan: National Directory of Law Enforcement Administrators.  
 Manufacturer's, distributor's and wholesaler's lists include 2 sources of circulation for quantities of 1,811 copies or 4.9% and 6,735 copies or 18.3%

**PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.**

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	August 31, 2009
Peter Kingwill, Publisher	State	Illinois
Robert McNally, Circulation Manager	County	Cook
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Revised by BPA Int'l	August 31, 2009
<b>IMPORTANT NOTE:</b>	Type	PD
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	L022P0J9