

LARGEST POLICE MAGAZINE ON THE PLANET

THE
BLUES



2025 MEDIA KIT



SERVING AMERICAN LAW ENFORCEMENT



...how it all began.



“The Largest Police Magazine on the Planet”

It began life as the COUNTY BLUES in 1984 and was founded by a young deputy with the Harris County Sheriff’s Office, Michael Barron. Barron’s vision for the publication was to provide a conduit for law enforcement officers across the state of Texas to share ideas and experiences. Now 41 years later, that same vision became the “largest Police Magazine on the Planet.”

In June of 2022, The BLUES moved its hosting site to an international platform which introduced The BLUES to Police and First Responders from around the world. Within weeks, the magazine reached over 1.5 million readers, making its most widely read police magazine in the world.

In addition to readers finding the magazine on dozens of police social media sites, The BLUES is emailed directly to over 303,255 subscribers and police agencies in the U.S., including every Police Chief, Constable, Sheriff, and City Marshal, as well as all Federal Law Enforcement agencies.

The BLUES hosting site YUMPU, converts normal PDFs into an all digital format, creating searchable content including all ads. The BLUES also has it’s own platform on YUMPU which can be viewed here: <https://www.yumpu.com/kiosk/theBLUES> .

In addition to its large readership, The BLUES has an average page count over 200 each month, making it not only the most read police magazine, but the largest of its kind in the world.



...our readers.



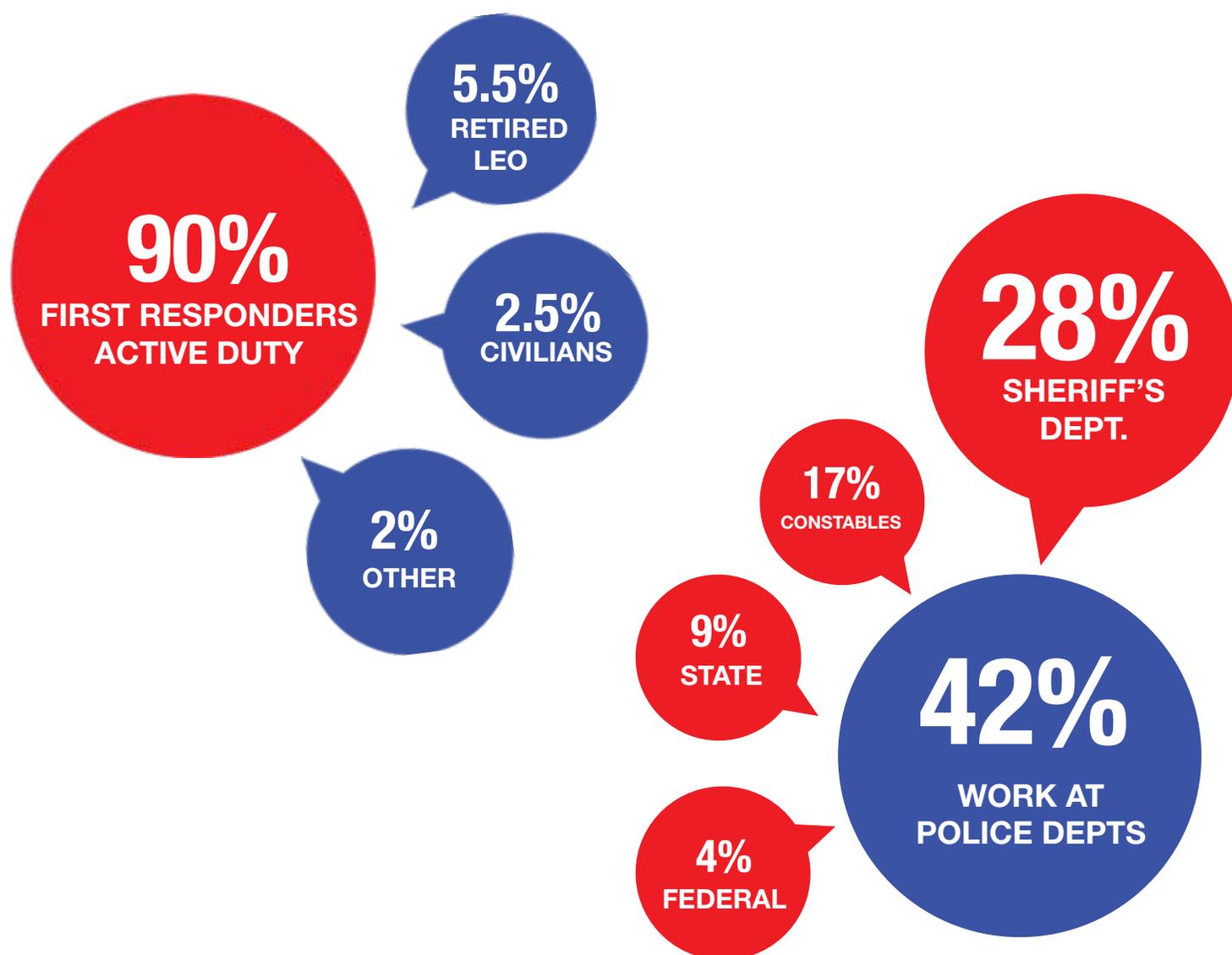
Who Reads The BLUES?

In 2025, The BLUES will not only be read by first responders and rank in-file law enforcement personnel, but also emailed directly to police chiefs, sheriffs, constables, and heads of federal law enforcement agencies across the U.S. In addition, over 303,255 subscribers receive monthly emails with a direct link to each month's issue, and the link is shared on over 200 police oriented social media sites.

The demographics of our free subscribers reveal that over 60% are first responders, 30% are heads of law enforcement and the remaining 10% are retired law enforcement and families of first responders.

Of the 90% in active law enforcement, 42% work for police departments, 28% for sheriffs, 17% for constables, 9% are state troopers and game wardens, 4% are FBI, ATF Marshals and other departments.

The BLUES consistently reaches all levels of law enforcement throughout the U.S.



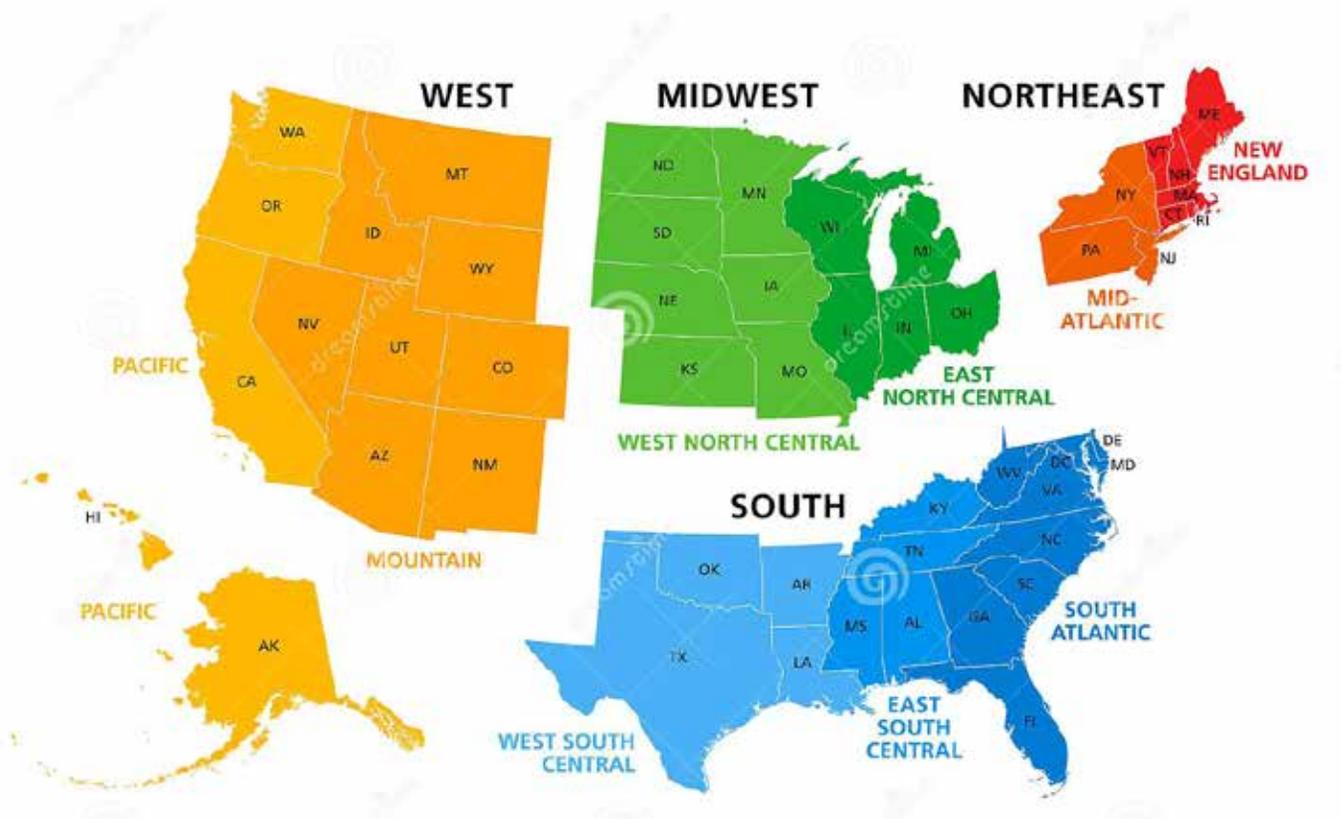
...U.S. circulation.



Free Subscriptions

The BLUES has always offered a FREE subscription to law enforcement. In 2025, The BLUES will continue to expand its subscription base, as well as increase its daily readership by posting links to dozens of new social media sites. The following chart shows the average monthly circulation as of May 30, 2025 and the location of readers by their IP address.

Circulation - 2.41 Million*



Location of Readers by IP Address

WEST	13% / 313,300
MIDWEST	16% / 361,500
NORTHEAST	20% / 482,020
SOUTH	51% / 1,253,200
Total	100% / 2,410,288

*Based on May, 2025 Issue,
Includes 303,255 subscriptions,
(copies emailed directly to subscribers)



Each month, dozens of law enforcement agencies across the State of Texas rely on The BLUES to bolster their recruiting efforts. Thousands of officers have landed their current positions after seeing a recruiting ad in our magazine. With hundreds of open positions in each issue, you can't afford for your department to be missing. And the cost is unbelievably inexpensive - only \$250 for twelve months. That's \$250 for the entire 12 months and you can change the ad each month if you like. Start filling those open positions today with a Full Page ad in The BLUES.

NOW HIRING

LE job positions

Crowley ISD Police Department	Police Officer	06/01/2025
Jarrell ISD PD	Peace Officer	06/02/2025
Hartley County Sheriff's Office	Deputy Sheriff	06/03/2025
Scurry County Sheriff's Office	Deputy Sheriff	06/03/2025
Santa Fe ISD Police Department	Police Officer	06/06/2025
Burleson County Sheriff's Office	Patrol Deputy	06/06/2025
Burleson County Sheriff's Office	K-9 Deputy	06/06/2025
Burleson County Sheriff's Office	School Resource Deputy	06/06/2025
Nacogdoches County Constable's Precinct 1	Deputy Constable	06/06/2025
Marlin Police Department	Peace Officer	06/04/2025
Gainesville ISD Police Department	Peace Officer	06/01/2025



**MARYSVILLE
POLICE DEPARTMENT**

JOIN MPD

TEXT "JOINMPD" TO
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TO APPLY OR SPEAK
WITH A RECRUITER



- SALARY**
Up to \$20,000 lateral officer signing bonus
Police officer entry-level: \$6,883 monthly
Custody officer salary range: \$5,970-\$7,132 monthly
- EDUCATION INCENTIVE**
90 quarter credits/ 60 semester credits/ AA: 6%
BA/ BS: 8%
- RETIREMENT PENSION**
Police officers: LEOPF 2
Custody officers: PERS 2
- VACATION**
Police officer range: 300 hours annually, up to 320 hours annually depending on years of service
Custody officer range: 192 hours annually, up to 312 hours annually depending on years of service
- SPECIALIZED UNITS**
Police officer: Investigations, Traffic, Pro-Act (N.I.T.E.) and K9
Custody Officer: Court Security Unit
- HEALTH COVERAGE**
Medical, Dental and Vision covered 100% for employees and 90% for dependents



THE CITY OF MARCO ISLAND
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DEPARTMENT**



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Paradise in
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City in
Florida**

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- MARINE UNIT
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 - DETECTIVE BUREAU
 - AND MORE!

- WE ARE HIRING!**
- UP TO \$3,000 SIGN ON BONUS
 - \$62,767 SALARY
 - \$200 MONTHLY VEHICLE ALLOWANCE
 - HEALTHCARE AND BENEFITS
 - TUITION REIMBURSEMENT
 - SCHOLARSHIPS
 - EQUIPMENT/ UNIFORMS PROVIDED
 - PENSION WITH COLA/6 YEAR VEST IN
 - SUPPLEMENTAL RETIREMENT PLAN

Apply online at:
cityofmarcoisland.com/careers
or Scan the Code



THE CITY OF MARCO ISLAND IS AN EQUAL OPPORTUNITY EMPLOYER

...proven results.



The BLUES has always been a consistent marketing tool for advertisers both large and small. With its far-reaching circulation in the US, advertisers can target first responders in every area of law enforcement – Police, Sheriffs, Constables, DPS, Game Wardens, US Marshalls, FBI, ATF, School Resource Officers and of course 911 Communications Personnel. The BLUES is the answer on how to market your business to law enforcement throughout North America.

STREAMLIGHT

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AND MORE

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281-540-2673 • HelfmanFord.com
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Spetz Gear • Burris • UTM
Mossberg • ProTech • Ruger
Streamlight • H&P
S&B
Blackhawk • G&S • Holosun
TruGon • SureFire • B&A Wrap
US Peacekeeper • G&S
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COPSTOP
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GHTS ALONE

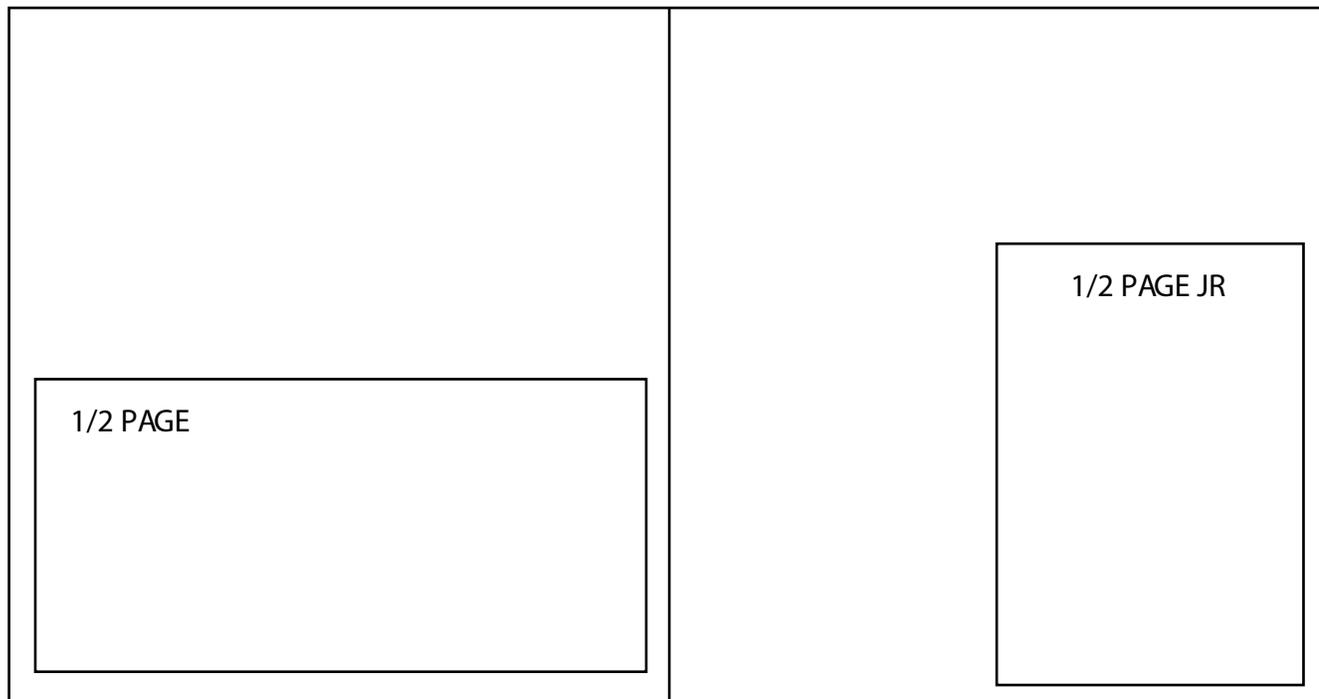
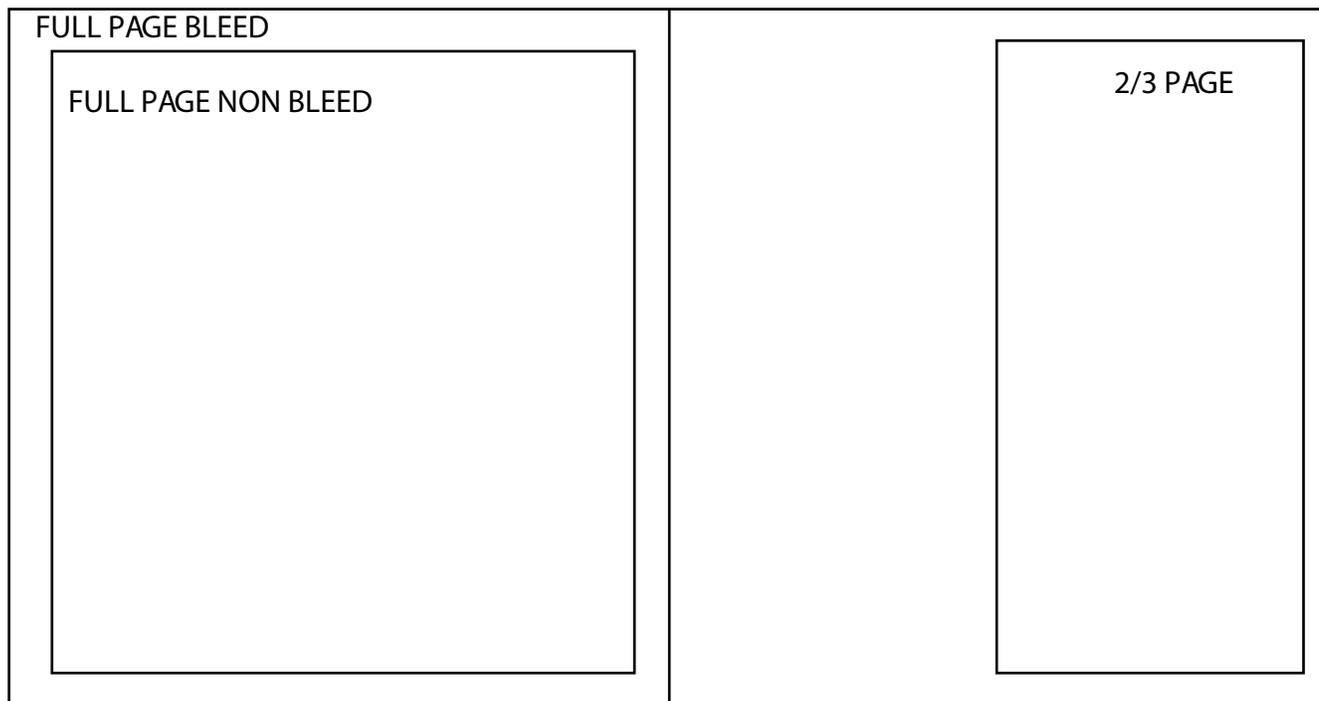
5.11 GALCO TACT

281-412-7358
6831 Broadway Street Ste. F, Pearland, Texas 77581
WWW.COPSTOP.COM

...ad sizes.



AD SIZES





...rates & dimensions.

SIZE	DIMENSIONS	SINGLE ISSUE	MULTIPLE ISSUES		
			3X	6X	12X
FULL PAGE	7.25 X 10	\$1425	\$1380	\$1325	\$1300
FULL PAGE BLEED	8.5 X 11	\$1425	\$1380	\$1325	\$1300
2/3 PAGE VERT.	4.75 X 10	\$1070	\$1035	\$995	\$950
1/2 PAGE	7.25 X 4.75	\$850	\$830	\$795	\$760
1/2 PAGE JR	4.75 X 7.5	\$850	\$830	\$795	\$760

** In 2025, we are offering the following special rate to all businesses that agree to run their ad for 12 consecutive months.

RUN YOUR AD FOR 12 MONTHS IN 2025, AND RECEIVE 15% OFF THE 12X RATE.

MONTH	COVER	FEATURE	TECHNOLOGY	PRODUCTS	INSERT	CONF. COVERAGE
JAN	KEY WEST	KEY WEST	-	-	-	-
FEB	OPEN	TBA	-	-		
MARCH	OPEN	TBA	NON LETHAL	FIREARMS/SSHOW	-	TEXAS POLICE CHIEFS
APRIL	OPEN	TBA	LIGHTBARS	RADIO EQUIP	-	-
MAY	POLICE WEEK	POLICE WEEK	BWC	BWC	DC WEEK/ MEMORIAL	BORDER SEC.
JUNE	OPEN	TBA	DRONES	DRONES	SEC/NSA	NSA
JULY	AVIATION	TBA	AVIATION	AVIATION	APCO	APCO
AUG	OPEN	TBA	DRUG FIELD TESTS	DRUG FIELD TESTS	-	MIDWEST SECURITY
SEPT	OPEN	TBA	BODY ARMOUR	UNIFORMS	-	-
OCT.	2026 VEHICLES	TBA	LAPTOPS	25 CARS	IACP-	IACP
NOV	OPEN	TBA	NIGHT VISION	THERMAL	-	-
DEC	OPEN	TBA	BEST TECH 24	BEST PRODS 24	HOLIDAY GIFT	HOLIDAY GIFT

...ad specifications.



PRODUCTION/SPECIFICATIONS/ CAMERA READY ART

All ads are produced in full process color (CMYK). Ads submitted for publication should be designed with CMYK, at 300dpi and the proper size. Artwork can be submitted in either high resolution PDF, .ai or .psd. If submitting ads in native files, please include fonts and with the file. Large files that cannot be emailed, we suggest using "WE TRANSFER" to email the file. Send ads and artwork to: bluespdmag@gmail.com. Our mailing address is..... THE BLUES, PO Box 2733, League City Texas 77574

BLEEDS

Full page bleeds are only accepted on full page ads, inside cover, inside back cover, and back cover. There is no extra charge for full page bleeds. Bleed size is 8 5/8" x 11.

AD POSITIONING

Requests for specific ad placement will be honored whenever possible.

CONTRACT TERMS

Every advertiser/client will be required to sign an advertising contract before the first ad is published. Payment is due upon receipt of the invoice.

