

AMERICA'S LARGEST DIGITAL POLICE MAGAZINE



THE
BLUES

2023 MEDIA KIT



...how it all began.



“The Largest Digital Police Magazine in the U.S.”

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 39 years later, that same vision became the “largest digital police magazine in the US.”

In June of 2022, Barron announced The BLUES would become a true NATIONAL PUBLICATION by expanding the FREE CIRCULATION to every law enforcement agency in the US.

Barron says monthly readership in The BLUES has grown exponentially over the past two and half years with nearly 20,000 people a day clicking on-line to read the FREE Police Magazine.

In addition to readers finding the magazine on dozens of police social media sites, The BLUES is emailed directly to over 85,200 subscribers and police agencies including Police Chiefs, Constables, Sheriffs, City Marshals, as well as Federal Law Enforcement agencies across America.

In addition to the large readership, The BLUES has an average page count over 200, making it the largest digital police magazine in the U.S.





...our readers.

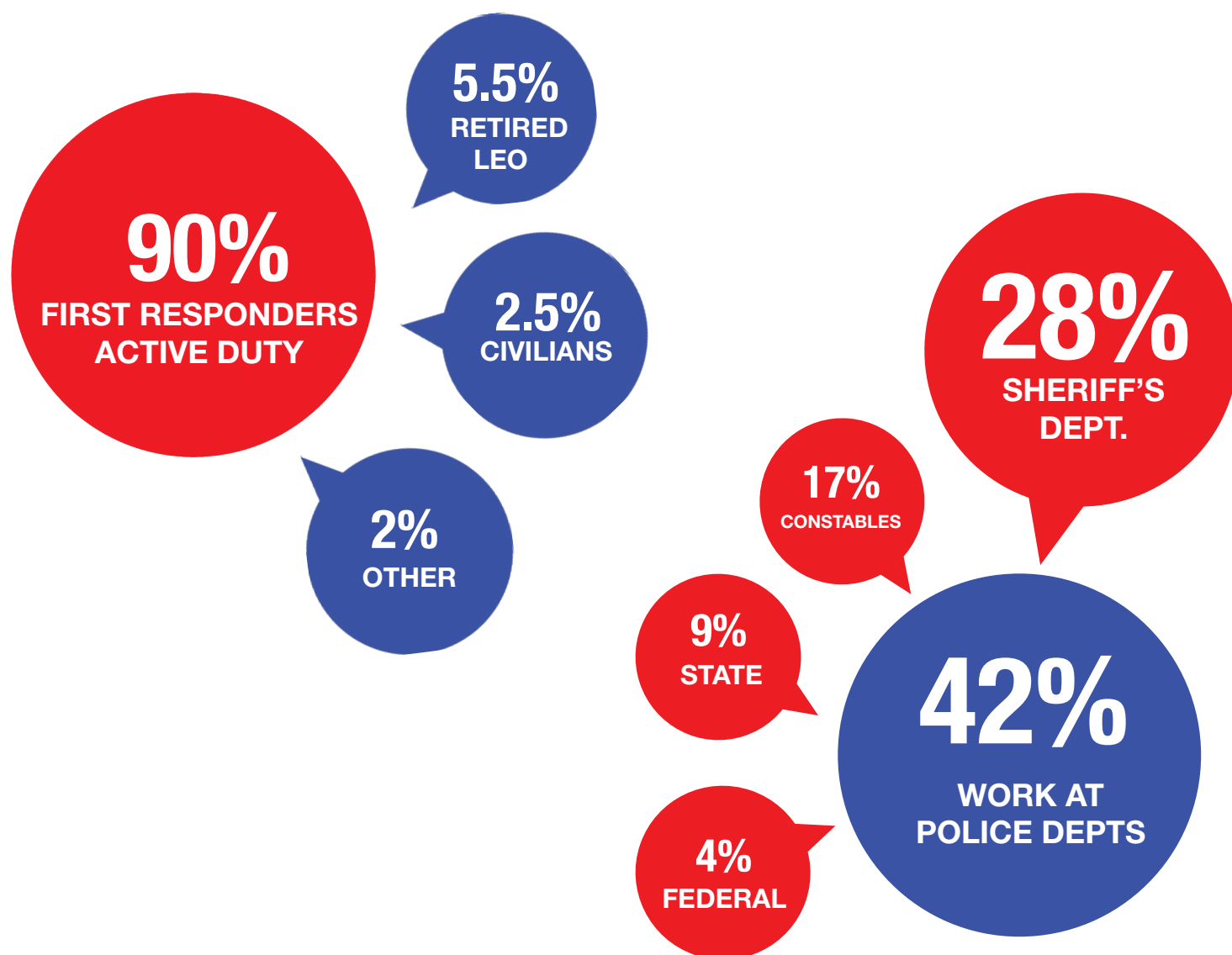
Who Reads The BLUES?

In 2023, 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 85,200 subscribers, receive direct links to each months issue, which are also posted on over 150 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.



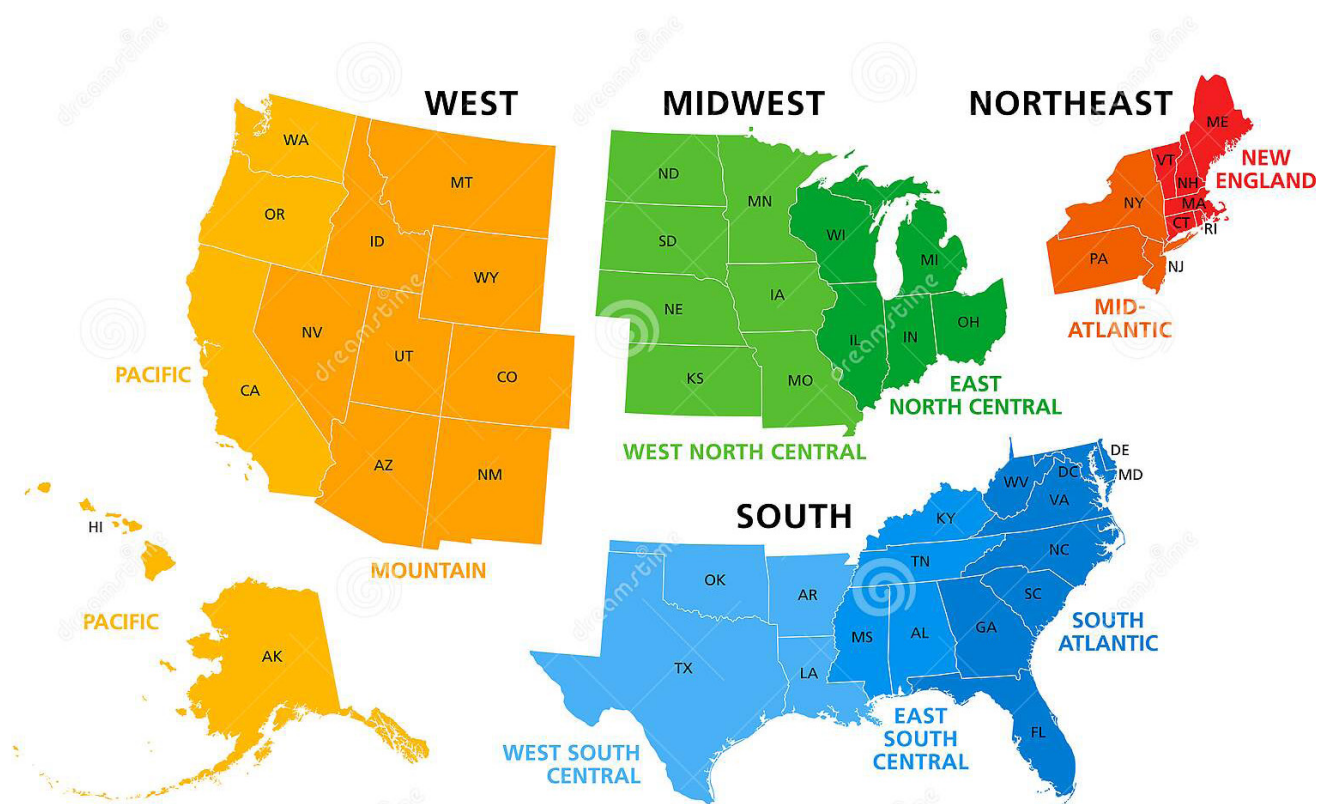
...U.S. circulation.



Free Subscriptions

The BLUES has always offered a FREE subscription to law enforcement. In 2023, The BLUES continues to grow its subscription base, as well as expand and increase its daily readership by posting links to dozens of new social media sites. The following chart shows the average monthly circulation as of December 31, 2022 and the location of readers by their IP address.

Circulation -587,388*



Location of Readers by IP Address

WEST	15%
MIDWEST	16%
NORTHEAST	19%
SOUTH	50%

* As of December 31, 2022



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 over 275 open positions in each issue, you can't afford not to post an ad. 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

BEYOND AMERICAN LAW ENFORCEMENT

LE Job positions

City of Sugar Land	Get info	Police Chief	07/22/2022 - 5pm
Conroe Police Department	Get info	Police Officer	07/09/2022 - 5pm
Westlake Hills Police Department	Get info	Police Officer	07/31/2022 - 5pm
Bryan Police Department	Get info	Police Officer	08/14/2022 - 5pm
Baytown Police Department	Get info	Patrol Officer	08/02/2022 - 5pm
La Porte Police Dept.	Get info	Lateral Police Officer	07/13/2022 - 5pm
Manvel Police Dept.	Get info	Patrol Officer	07/11/2022 - 5pm
Forney ISD Police Dept.	Get info	Police Officer	07/06/2022 - 5pm
Harris County Sheriff's Office	Get info	Lateral Deputy	06/22/2022 - 5pm
Lindale Police Department	Get info	Peace Officer	07/09/2022 - 5pm
Baytown Police Department	Get info	Peace Officer	07/09/2022 - 5pm
Bryan Police Department	Get info	Police Officer	07/14/2022 - 5pm
Hutto Police Department	Get info	Police Officer	07/22/2022 - 5pm
Bedford Police Department	Get info	Police Officer	07/05/2022 - 5pm
Lindale Police Department	Get info	Police Officer	07/04/2022 - 5pm
Memorial Villages Police Department	Get info	Police Officer	07/18/2022 - 5pm
Wylie Police Department	Get info	Police Officer	07/18/2022 - 5pm
Texas City Police Department	Get info	Police Officer	07/20/2022 - 5pm
Cuero Police Department	Get info	Patrol Officer	07/30/2022 - 5pm
Harris County Sheriff's Office	Get info	Lateral Deputy	07/22/2022 - 5pm

JOIN OUR TEAM WALKER COUNTY SHERIFF'S DEPT

The Walker County Sheriff's Department is now accepting applications for the position of Patrol Deputy. We are a family based department that is dedicated to preserving the lives and property of the citizens of Walker County which is currently around 73,000 residents. As a Patrol Deputy within our department you will be patrolling over 800 square miles of small towns, national forest and East Texas countryside. Our county seat is the town of Huntsville, Texas which offers the comforts and amenities of larger city while still providing a small town atmosphere.

Perks:

- Starting Salary: \$55,160.00
- Retirement: Vested after 8 years in TCDRS. Every \$1 invested in retirement is matched 210%.
- Insurance provider: Blue Cross Blue Shield
- Equipment: Uniforms & Patrol Equipment Provided. Currently issuing Glock 22's and Colt S&W Rifles.
- Vehicles: Take home Chevy Tahoe • Schedule: 12 hour shifts, every other weekend off.
- Time Off: Paid Vacation / Holidays on a yearly basis. • Patrol Style: Proactive/Community Based Policing

Requirements: Must be TCOLE Certified; Must have a valid Texas Drivers License; Must pass a written & physical test; Must complete a rigorous Field Training Program in a timely manner.

APPLICATIONS CAN BE SUBMITTED ON THE WALKER COUNTY WEBSITE (WWW.CO.WALKER.TX.US) OR BY CONTACTING PATROL LT. JASON SULLIVAN (888) 458-2345

MONTGOMERY COUNTY PCT 4 CONSTABLE'S OFFICE

NOW HIRING

Community Supported Law Enforcement

EMPLOYMENT BENEFITS

- Paid Vacation
- Sick Leave

Salary - Step Pay Scaled Based on TCOLE Full-Time Years of Service

Under 2 YRS - \$53,208.00	9 YRS - \$62,504.00
2 YRS - \$53,768.00	12 YRS - \$62,716.40
4 YRS - \$56,430.40	15 YRS - \$68,536.00
6 YRS - \$59,196.80	18 YRS - \$71,968.00

License Certification (up to \$3,599) and Longevity Pay
Civil Service Protected

Application Process:

1. Pickup and complete applicant questionnaire in person or apply online.
2. Firearms qualification, fitness assessment, written exam & personality assessment scheduled.
3. Successfully passing candidates will receive personal history book.
4. Oral board.

Qualifications:

- Current TCOLE License - No Convictions (including deferred) CLASS A or Above - No DWI Convictions - No Family Violence Convictions

Application Process:

1. Pickup and complete applicant questionnaire in person or apply online.
2. Firearms qualification, fitness assessment, written exam & personality assessment scheduled.
3. Successfully passing candidates will receive personal history book.
4. Oral board.

APPLY ONLINE: WWW.MCCO4.ORG/APPLY

Constable Kenneth "Boody" Hayden - Pct. 4 Constable, Montgomery County, TX
21130 Hwy 59 Ste. C New Caney, TX 77357
www.mcco4.org 281.577.8166 @mcco4constablepct4

CHART NEW HORIZONS WORK FOR THE CITY OF NASSAU BAY

NASSAU BAY POLICE DEPARTMENT

Health Insurance
Full Medical and Dental for Police Officer and 70% Paid Premiums for Qualified Dependents.

TMRS Retirement
Participation in TMRS Pension Plan with 7% Contribution and 2-to-1 City Match.

Paid Leave
Paid Vacation with 10 Holidays, 2 Floating Holidays, and 14 Sick Days per year.

Additional Benefits
Department issued Uniforms and Equipment, plus paid Life Insurance 3x Annual Salary.

\$52,600 STARTING SALARY

\$5,000 SIGNING BONUS
for qualified applicants

APPLY NOW
nassaubay.com/jobs.aspx



...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

STINGER® 2020

- 2000 lumens
- Advanced ergonomic design
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- JAIL CONTROL SYSTEMS
- LICENSE PLATE RECOGNITION
- ANALYTICS & AI
- MASS NOTIFICATION SYSTEMS
- CONSULTING & DESIGN
- LOCKSMITH & KEYS
- SYSTEM INTEGRATION
- AND MORE

Digi knows law enforcement

- Reduce city crime & enhance public safety
- Search hours of footage in seconds
- Resolve incidents more quickly
- Monitor large crowds with analytics
- Gather real data for informed decisions
- Integrate systems to better communicate
- Limit the number of hostile environments

90% of the violence was gone.

digiss.com

"Digi knows what they are doing. ... All of a sudden we noticed an immediate drop in citations from 300 to 30."

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email: contact@digiss.com

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Supplying Law Enforcement Equipment for the State of TEXAS!

NEW! Smith & Wesson M&P 9 M2.0
CALIBER: 9MM CAPACITY: 17+1 SIGMA OPTIC NIGHT SIGHTS BARREL LENGTH: 4.25"

AGENCY ONLY MCX SBR
CALIBER: 5.56 NATO CAPACITY: 20+1 SIGMA OPTIC NIGHT SIGHTS BARREL LENGTH: 11.5" STOCK: TELE FOLD

AGENCY ONLY Colt
CALIBER: 5.56 NATO CAPACITY: 17+1 SIGMA OPTIC NIGHT SIGHTS BARREL LENGTH: 11.5" STOCK: TELE FOLD

AGENCY ONLY LE MA ENHANCED
CALIBER: 5.56 NATO CAPACITY: 17+1 SIGMA OPTIC NIGHT SIGHTS BARREL LENGTH: 11.5" STOCK: 85 GRADE BUTTER STOCK

AGENCY ONLY Springfield Armory AR15
CALIBER: 5.56 NATO CAPACITY: 20+1 SIGMA OPTIC NIGHT SIGHTS BARREL LENGTH: 11.5" STOCK: ADJUSTABLE

AGENCY ONLY Aimpoint NEW! ACRO P-2
3.5 MOA DOT SIZE INCLUDES COBALT BATTERY 50,000 HOURS (OVER 3 YEARS OF CONSTANT OPERATION)

SHADOW KR920 ELITE
CALIBER: 9MM CAPACITY: 17+1 SIGMA OPTIC NIGHT SIGHTS BARREL LENGTH: 4"

SS-912 OPTIC READY

Check out these great manufacturers:

AIMPPOINT • BERETTA • COLT
BIANCHI • TASER • BENELLI
SMITH & WESSON • CZ USA
H&K • DANIEL DEFENSE • EOTECH
SIG SAUER • SHADOW SYSTEMS
DEFENSE TECHNOLOGY • AGUILA
SPETZ GEAR • BURRIS • UTM
MOSSBERG • PROTECH • RUGER
STREAMLIGHT • MAGPUL
SAFARI LAND • SPRINGFIELD
BLACKHAWK • OSS • HOLOSUN
TRUICON • SUREFIRE • BOLA WRAP
US PEACEKEEPER • DTIS
NIGHTSTICK • FNH USA

GHTS ALONE

FLYING CROSS BLACKHAWK
5.11 GALCO TACT SQUAD
BARNES & BERRY PROPPER

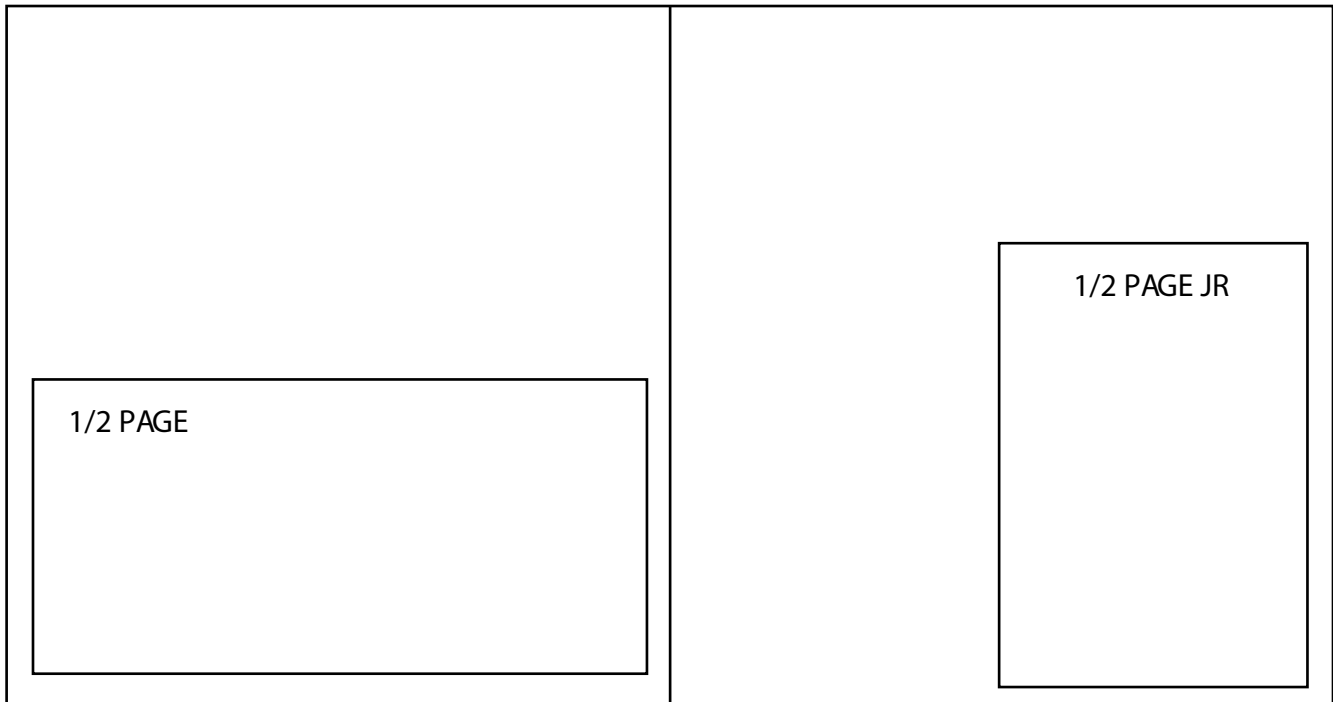
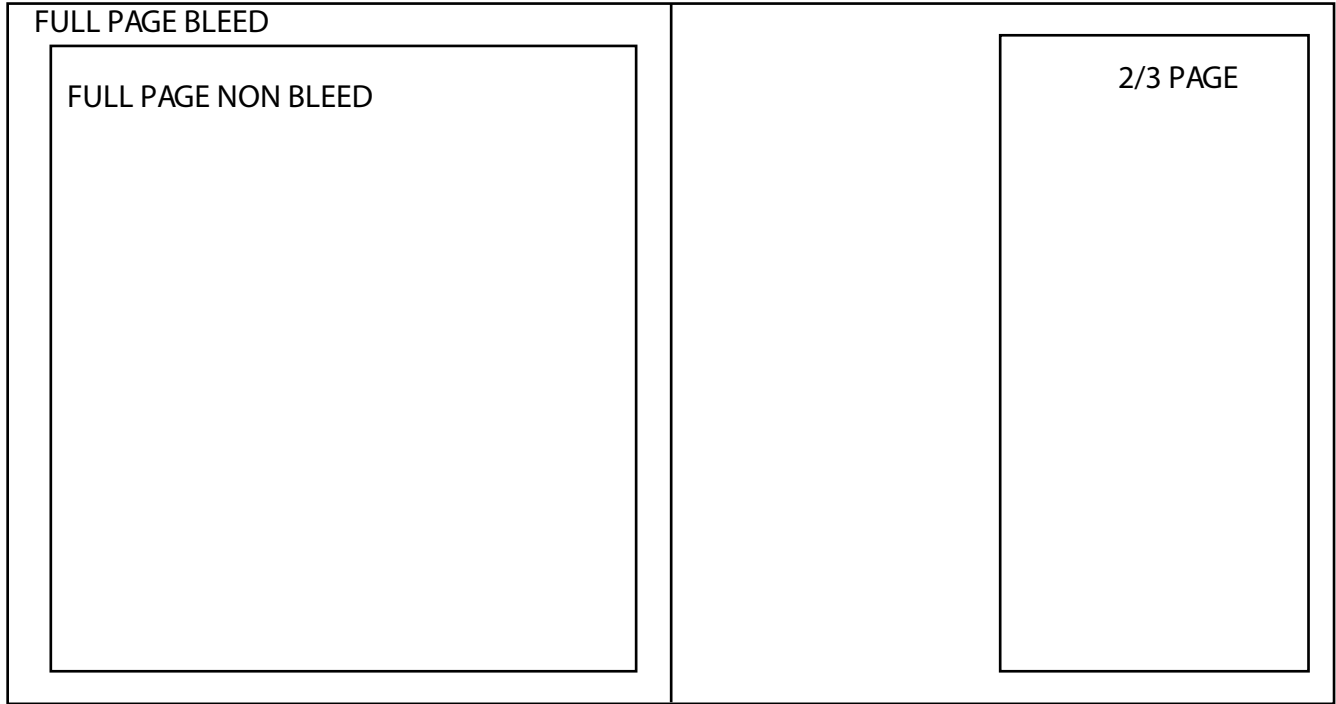
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...ad sizes.

AD SIZES



...rates & dimensions.



SIZE	DIMENSIONS	SINGLE ISSUE	MULTIPLE ISSUES		
			3X	6X	12X
FULL PAGE	7.25 X 10	\$1425	\$1380	\$1325	\$1265
FULL PAGE BLEED	8.5 X 11	\$1425	\$1380	\$1325	\$1265
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





...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.

