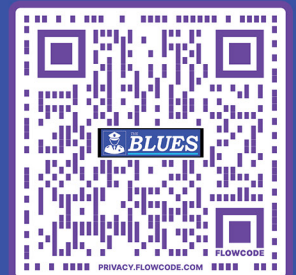


LARGEST POLICE MAGAZINE ON THE PLANET

# *THE* **BLUES**



## ***2025 MEDIA KIT***



...how it all began.



## LARGEST AUDIENCE EVER -9.5 MILLION, OCT. 2025

### “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, and in October of 2025 total views exceeded 9 million, with 6 million unique visitors in 22 countries. **The BLUES** is now the **Largest 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.



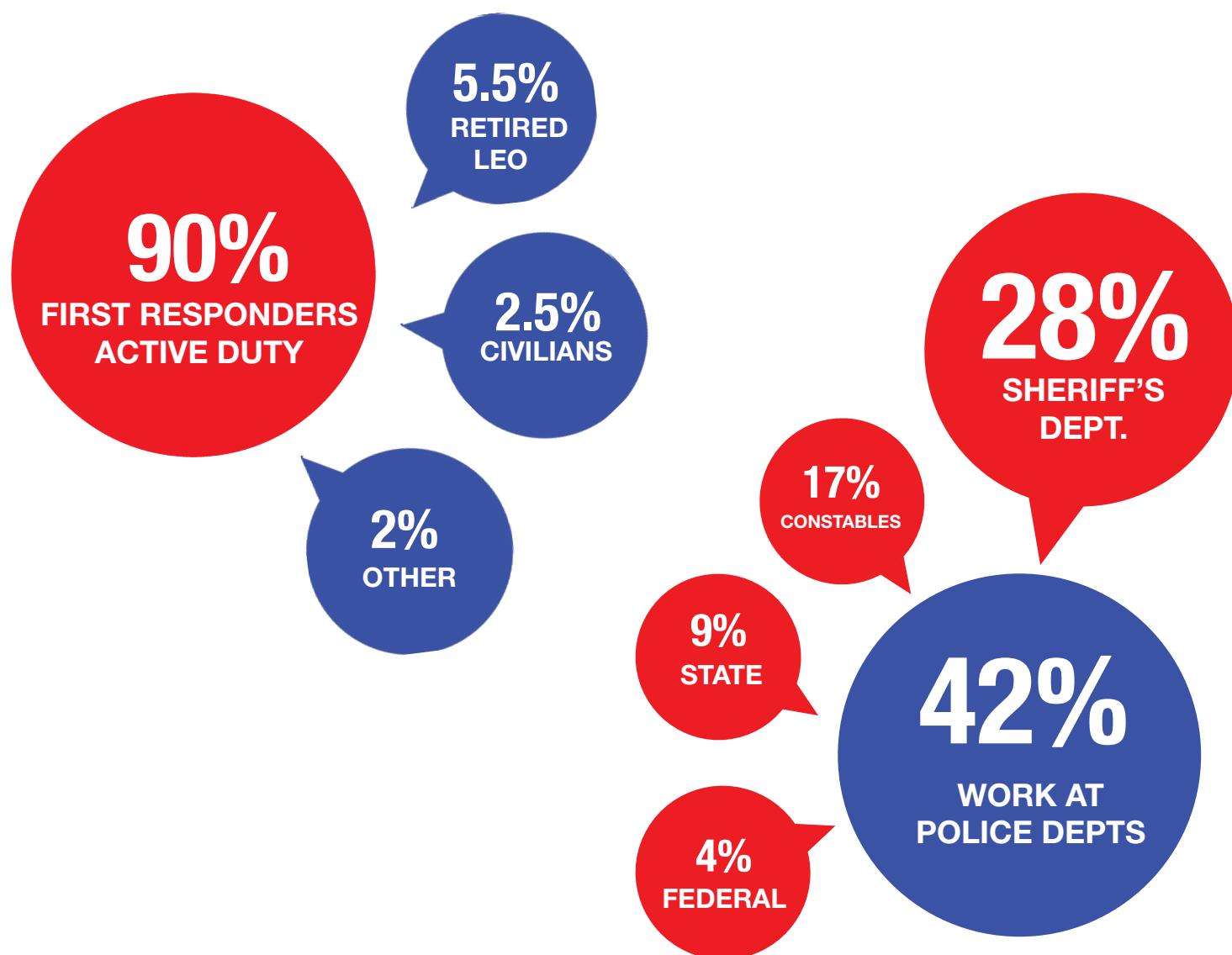
# Who Reads The BLUES?

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 and the World.



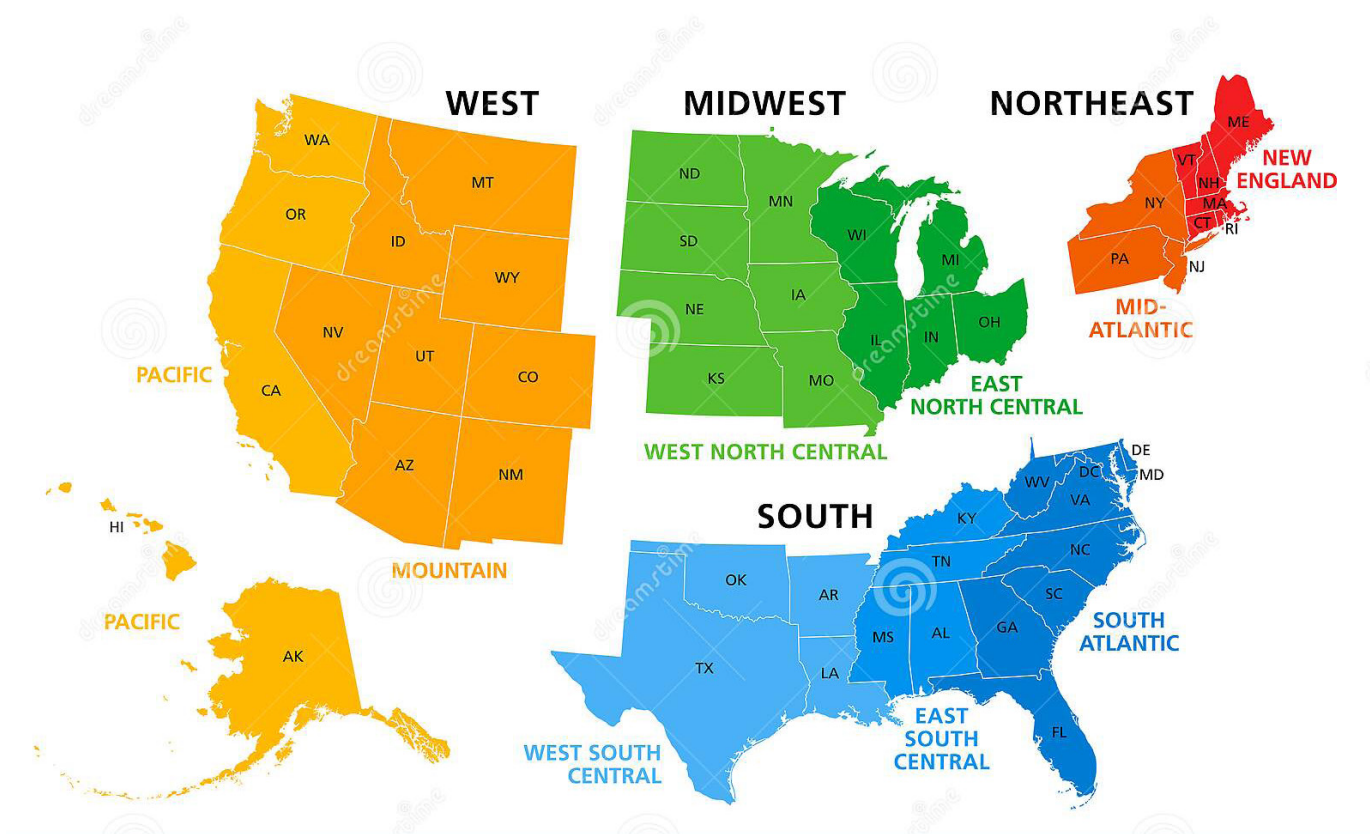
...U.S. circulation.



# 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 largest readership ever recorded in the 41-year history of The BLUE for the October 2025 Issue. YUMPU provided the location of readers by their IP address.

## Readership - 9.5 Million\*



Location of Readers by IP Address

<b>WEST</b>	<b>1,002,500 - 10.55%</b>
<b>MIDWEST</b>	<b>1,160,201 - 12.20%</b>
<b>NORTHEAST</b>	<b>1,380,002 - 14.52%</b>
<b>SOUTH</b>	<b>2,995,620 - 31.51%</b>
<b>Outside US**</b>	<b>2,967,627 - 31.22%</b>
<b>Total</b>	<b>9,505,950 / 100%</b>

\*Based on October, 2025 Issue,  
Includes 303,255 subscriptions,

\*\* YUMPU report shows views from  
22 Countries



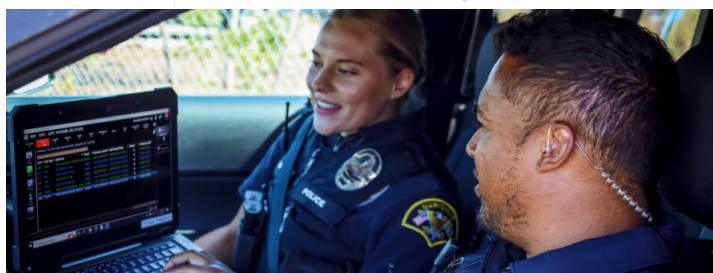


Each month, dozens of law enforcement agencies across the State of Texas rely on The BLUES to bolster their recruiting efforts. Thousands of officers have landed their current positions after seeing a recruiting ad in our magazine. With hundreds of open positions in each issue, you can't afford for your 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  
**(425) 578-5406**  
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: LEOFF 2  
Custody officers: PERS 2

#### VACATION

Police officer range: 200 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



**Protect  
Paradise in  
the #1 Safest  
City in  
Florida**

#### SPECIALIZED ASSIGNMENTS:

MARINE UNIT  
MOTORCYCLE UNIT  
SCHOOL RESOURCE OFFICER  
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](http://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®

## STINGER® 2020

- 2000 lumens
- Advanced ergonomic design
- Long-lasting rechargeable battery
- Multiple charging options
- IPX7 waterproof
- Limited lifetime warranty





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## Digi knows law enforcement

Reduce city crime & enhance public safety  
Reduce 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

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

**90% of the violence was gone."**

*Captain David Baldwin  
Oklahoma County Sheriff's Office*



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# PRIDE IN POSSESSION

## PROUD SUPPORTER OF TEXAS LAW ENFORCEMENT





Call  
**Alan Helfman**  
**Blake Helfman**

**4807 Kirby Dr • 713-524-3801**  
**RiverOaksChrysler.com**



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**7720 Katy Fwy @ Silber Rd Next to IKEA**  
**713-533-6100 • HelfmanGroup.com**







**12220 Southwest Fwy**  
**281-240-3673 • HelfmanFord.com**  
Call Alan Helfman or Blake Helfman  
Open Mon - Sat





**7720 Katy Fwy Next to IKEA**  
**HelfmanImports.com**  
**713-533-6100**





**Sugar Land**  
**11819 Southwest Fwy 281-530-3673**  
**Helfmanmaseratisugarland.com**  
Open Mon - Sat



# PRIDE IN POSSESSION

## PROUD SUPPORTER OF TEXAS LAW ENFORCEMENT

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SPECIAL VEHICLE MANUFACTURER








2023 CHEVROLET TAHOE  
ARE AVAILABLE THROUGH  
OUR BAILMENT PROGRAM



**CAP FLEET**

CONTACT US FOR  
DETAILS ON HOW TO  
GET YOUR FLEET  
2023 TAHOE  
CAP FLEET.



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**LAW ENFORCEMENT**

**Supply Equipment**  
**NEW!**  
130EA OFFER READY  
 **Smith & Wesson®**  
**M&P 9 M2.0**  
CALIBER: 9MM  
CAPACITY: 20+1  
WEIGHT: 3.5 LBS  
SIGHTS: NIGHT  
BARREL LENGTH: 11"  
  
  
AGENCY ONLY  
**LE M4 ENHANCED**  
CALIBER: 5.56 NATO  
CAPACITY: 30+1  
WEIGHT: 6.5 LBS  
SIGHTS: NIGHT  
BARREL LENGTH: 11"  
130EA OFFER READY  
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**of TEXAS!**

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 SIG SAUER • SIG SAUER  
 SIG SAUER • SIG SAUER

**SHADOW SYSTEMS**  
 SHADOW SYSTEMS • SHADOW SYSTEMS  
 SHADOW SYSTEMS • SHADOW SYSTEMS

**Aimpoint: NEW!**  
 Aimpoint • Aimpoint  
 Aimpoint • Aimpoint

**BLACKHAWK!**  
 BLACKHAWK! • BLACKHAWK!  
 BLACKHAWK! • BLACKHAWK!

**EOTech**  
 EOTech • EOTech  
 EOTech • EOTech

**MAGPUL**  
 MAGPUL • MAGPUL  
 MAGPUL • MAGPUL

**Holosun**  
 Holosun • Holosun  
 Holosun • Holosun

**Bolla Wrap**  
 Bolla Wrap • Bolla Wrap  
 Bolla Wrap • Bolla Wrap

**OTIS**  
 OTIS • OTIS  
 OTIS • OTIS

**FNH USA**  
 FNH USA • FNH USA  
 FNH USA • FNH USA

**NOTE: TERRITORY RESTRICTIONS MAY APPLY!**  
 Visit our website today for up to date information, pricing and products!

**RIGHTS ALONE**

**281-412-7358**

**6831 Broadway Street Ste. F, Pearland, Texas 77581**

**WWW.COPSTOP.COM**



...ad sizes.



## AD SIZES

FULL PAGE BLEED

FULL PAGE NON BLEED

2/3 PAGE

1/2 PAGE

1/2 PAGE JR

...rates & dimensions.



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

\*\* 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.



# ...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](mailto: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.

