

LARGEST POLICE MAGAZINE ON THE PLANET

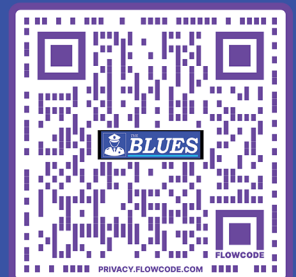
THE **BLUES**



2026 MEDIA KIT



SERVING AMERICAN LAW ENFORCEMENT



About the BLUES.



“The Largest Police Magazine on the Planet”

About The BLUES Police Magazine

Founded in 1984, The BLUES Police Magazine began as County BLUES, the vision of a young Harris County Sheriff’s Office deputy, Michael Barron. His goal was simple yet ambitious: to create a platform where law enforcement officers across Texas could share ideas, experiences, and professional insight.

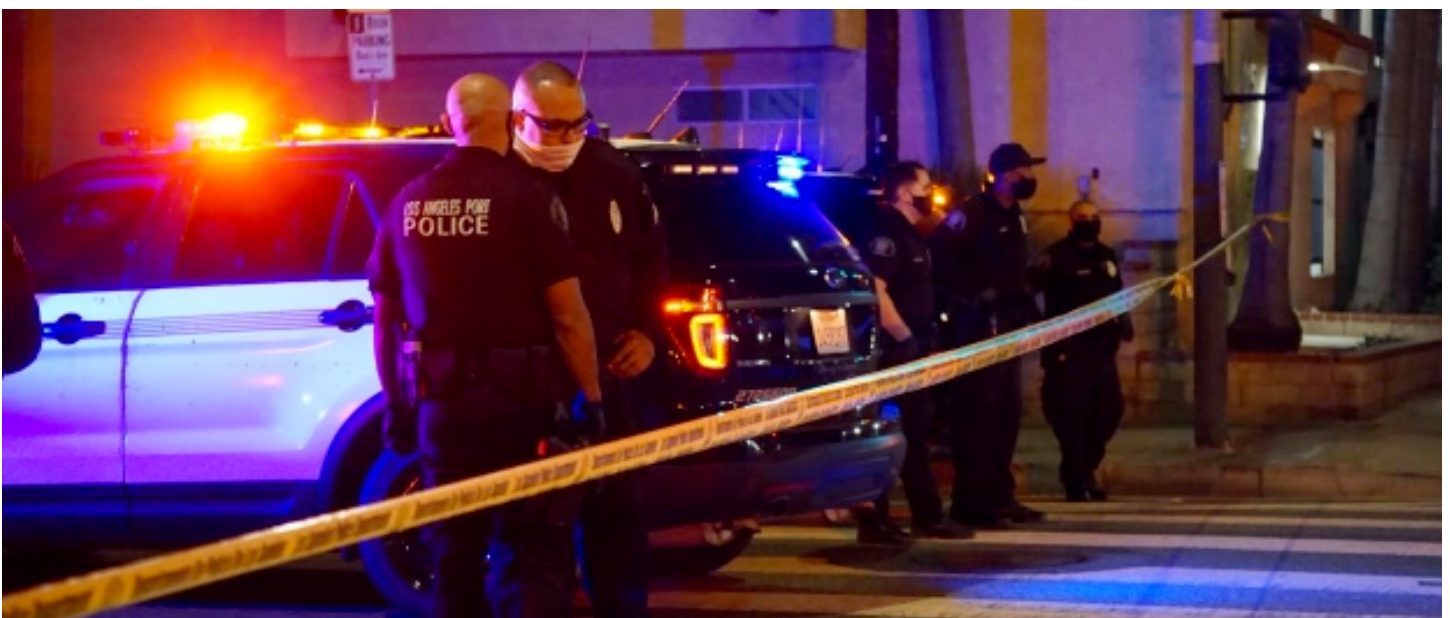
More than four decades later, that original vision has grown into what is now recognized as the largest police magazine in the world.

Today, The BLUES Police Magazine is hosted on the international digital publishing platform YUMPU and reaches a truly global audience. In 2025 alone, The BLUES recorded 50 million views, with an average of 6.9 million unique readers per month across more than 24 countries worldwide, making it the most widely read police magazine on the planet.

Beyond its extensive online reach, The BLUES is delivered directly via email to over 308,300 verified subscribers and law enforcement agencies throughout the United States. This includes every Police Chief, Constable, Sheriff, and City Marshal nationwide, as well as all federal law enforcement agencies—ensuring unmatched visibility within the law enforcement community.

Each issue of The BLUES is produced using YUMPU’s patented digital conversion technology, which transforms traditional PDF publications into fully interactive, searchable digital magazines. This process allows both editorial content and advertisements to be easily discovered and accessed by readers, maximizing engagement and advertiser exposure. The BLUES maintains its own dedicated YUMPU kiosk, providing seamless global access to every issue.

With an average page count exceeding 200 pages per issue, The BLUES Police Magazine is not only the most read police publication in the world, but also the largest of its kind, delivering comprehensive content tailored specifically to the needs, interests, and realities of today’s law enforcement professionals.



Our Readers.



Audience Reach & Demographics

In 2026, The BLUES Police Magazine will continue to deliver unmatched access to the law enforcement community at every level. Each issue is read by first responders and rank-and-file officers and is emailed directly to Police Chiefs, Sheriffs, Constables, and leadership within all federal law enforcement agencies across the United States.

Every month, The BLUES is distributed via email to more than 308,300 verified subscribers, each receiving a direct link to the current issue. In addition, each issue is promoted across 200+ law-enforcement-focused social media platforms, significantly extending reach and engagement beyond traditional distribution channels.

Subscriber demographics reflect a highly targeted and influential audience:

65% First Responders

25% Law Enforcement Executives and Agency Leadership

10% Retired Law Enforcement Professionals and Families of First Responders

Of the 90% actively serving in law enforcement, representation spans all agency types:

42% Municipal Police Departments

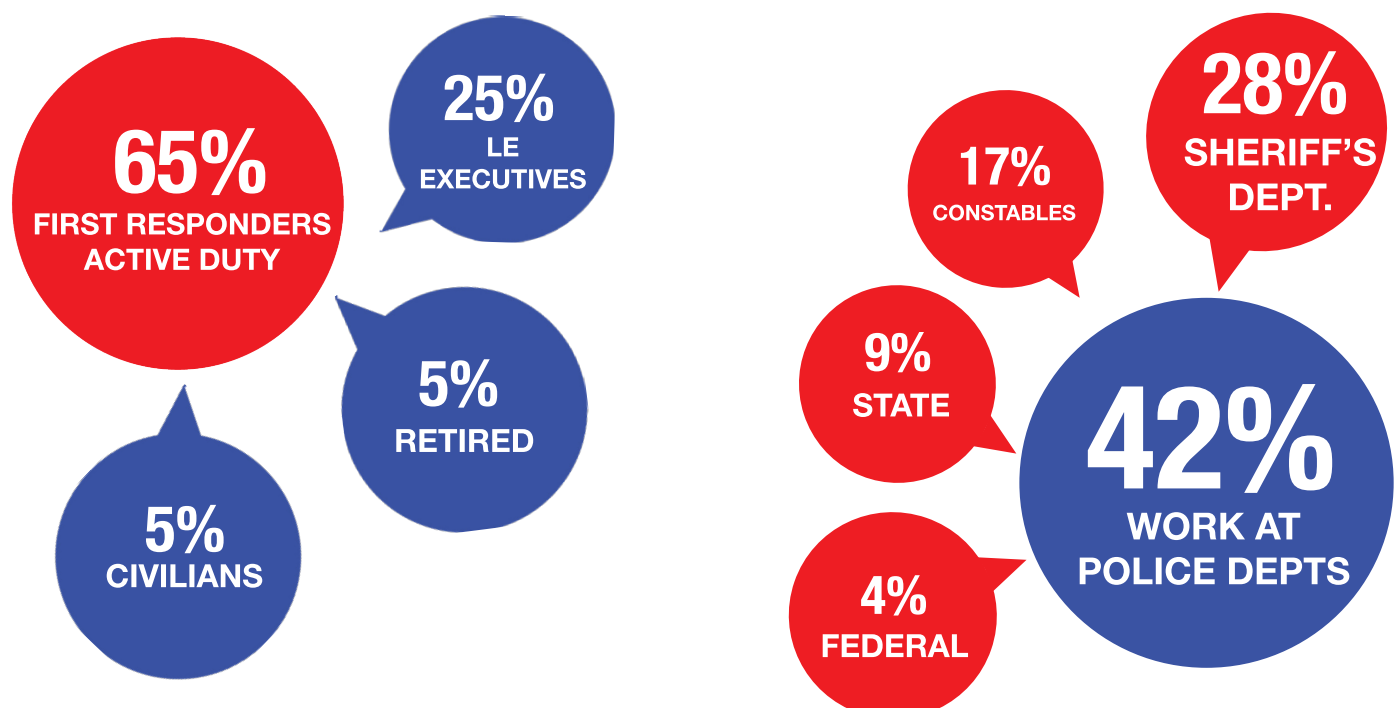
28% Sheriff's Offices

17% Constables

9% State Troopers and Game Wardens

4% Federal Agencies, including FBI, ATF, U.S. Marshals, and others

With consistent penetration across local, state, federal, and international agencies, The BLUES Police Magazine delivers direct access to decision-makers and front line professionals alike—making it one of the most comprehensive and effective platforms for reaching the global law enforcement community.



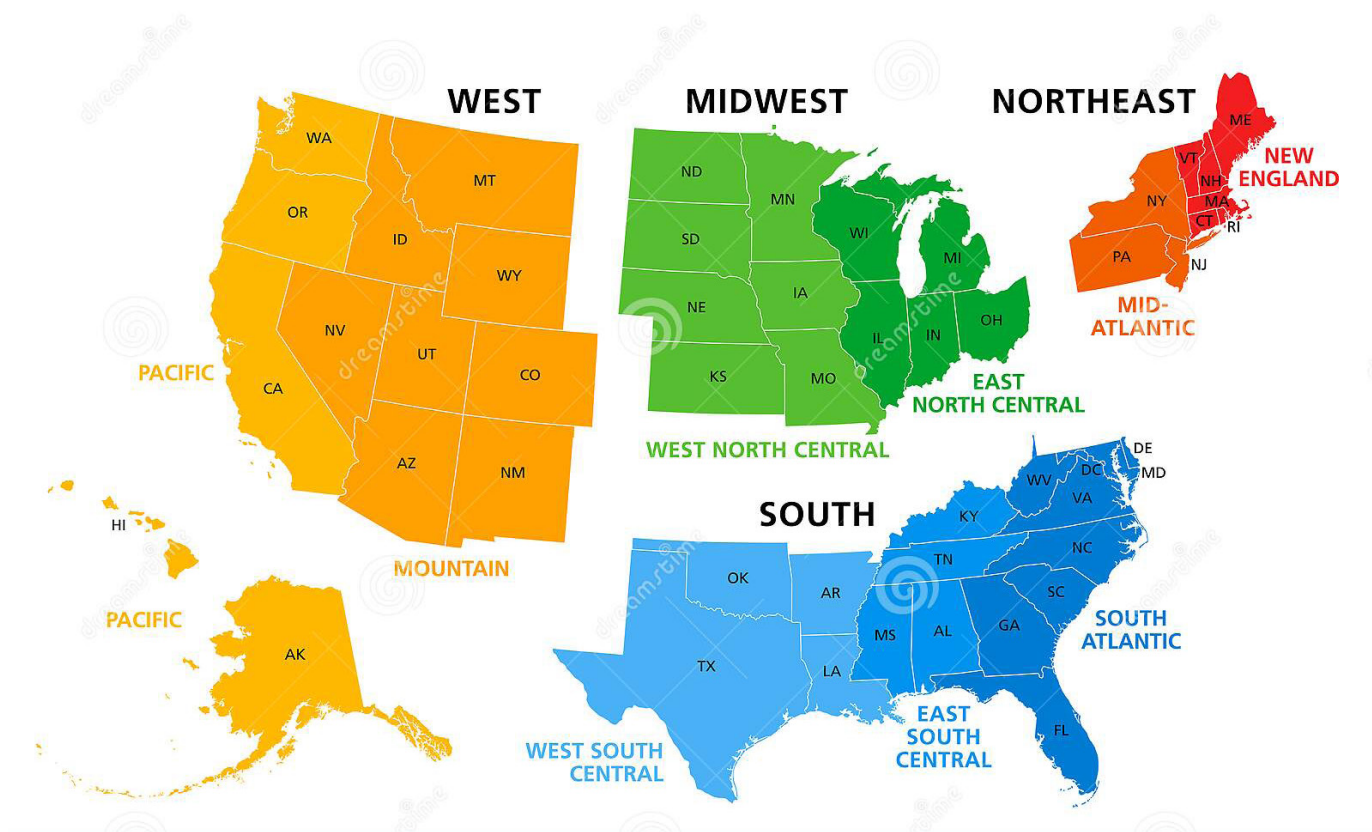
Our Circulation.



Free Subscriptions

The BLUES has always offered a FREE subscription to law enforcement. In 2026, 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 total annual circulation and the location of readers by their IP address.

Circulation - 50 Million*



Location of Readers by IP Address

WEST	16.42%
MIDWEST	18.57%
NORTHEAST	22.01%
SOUTH	31.35%
Outside US	11.6%
Total	100%

*Based on total readership in 2025.
Includes 308,300 subscriptions,
(copies emailed directly to subscribers)

Our Classifieds.

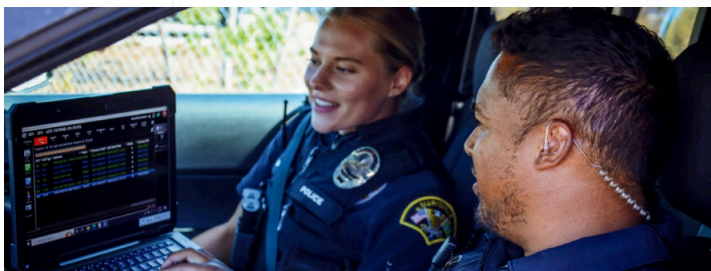


Each month, dozens of law enforcement agencies across the State of Texas rely on The BLUES to bolster their recruiting efforts. Thousands of officers have landed their current positions after seeing a recruiting ad in our magazine. With hundreds of open positions in each issue, you can't afford for your department to be missing. And the cost is unbelievably inexpensive – only \$150 per month for a Full Page Ad. Start filling those open positions today with a Full Page ad in The BLUES.

NOW HIRING


LE job positions

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



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Florida**

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- SCHOLARSHIPS
- EQUIPMENT/ UNIFORMS PROVIDED
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- SUPPLEMENTAL RETIREMENT PLAN

Apply online at:
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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.



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Oklahoma County Sheriff's Office

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CAPACITY: 30+1
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SIGSAFE NIGHT SIGHTS
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INCLUDES CHARGED BATTERY
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5 YEARS OF CONSTANT
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BLACKHAWK • OSS • HOLOSUN
TRUICON • SUREFIRE • BOLA WRAP
US PEACEKEEPER • OTIS
NIGHTSTICK • FNH USA

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Ad Sizes.



Ad Specs

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
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

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.

