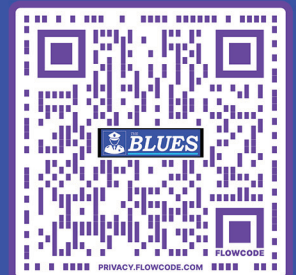


LARGEST POLICE MAGAZINE ON THE PLANET

THE **BLUES**



2025 MEDIA KIT



...how it all began.



“The Largest Police Magazine on the Planet”

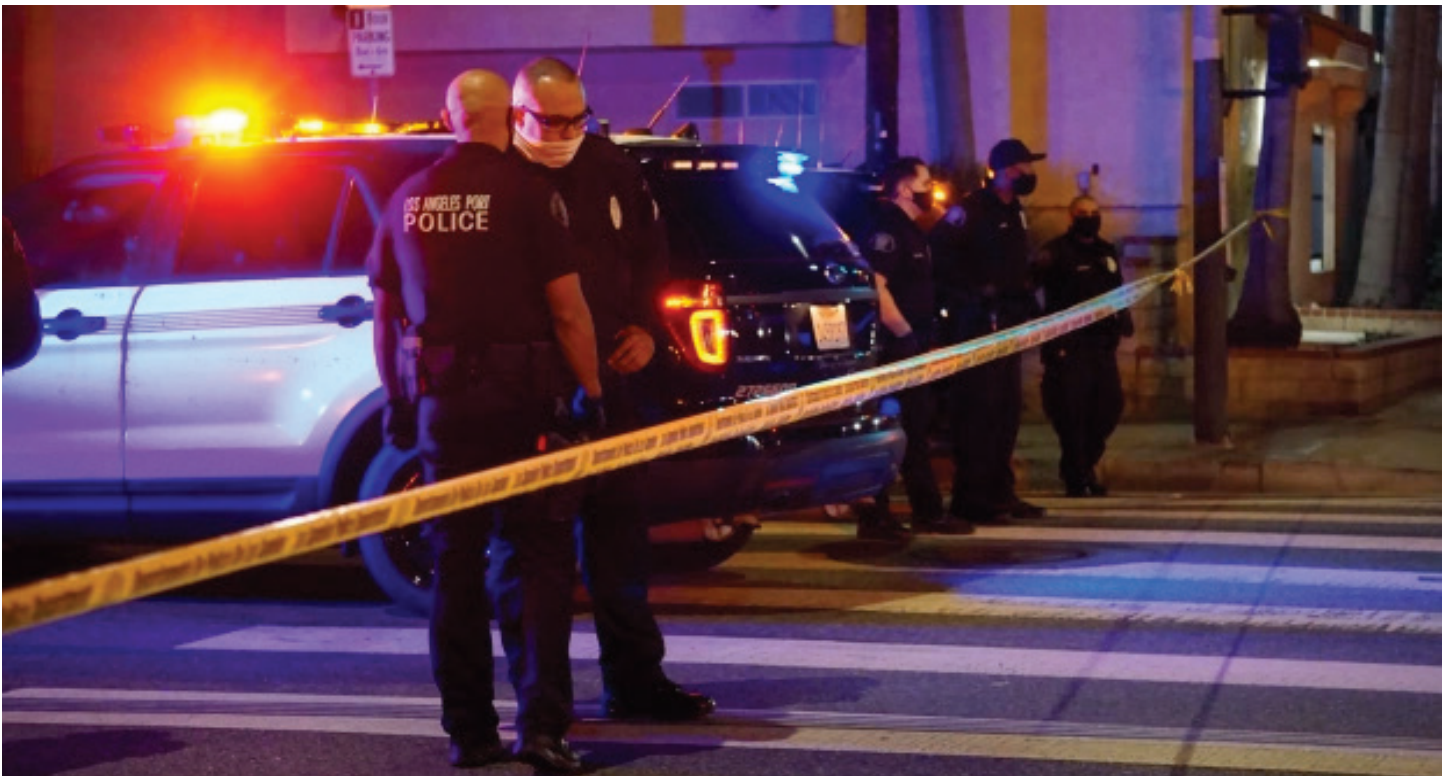
It began life as the COUNTY BLUES in 1984 and was founded by a young deputy with the Harris County Sheriff’s Office, Michael Barron. Barron’s vision for the publication was to provide a conduit for law enforcement officers across the state of Texas to share ideas and experiences. Now 41 years later,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



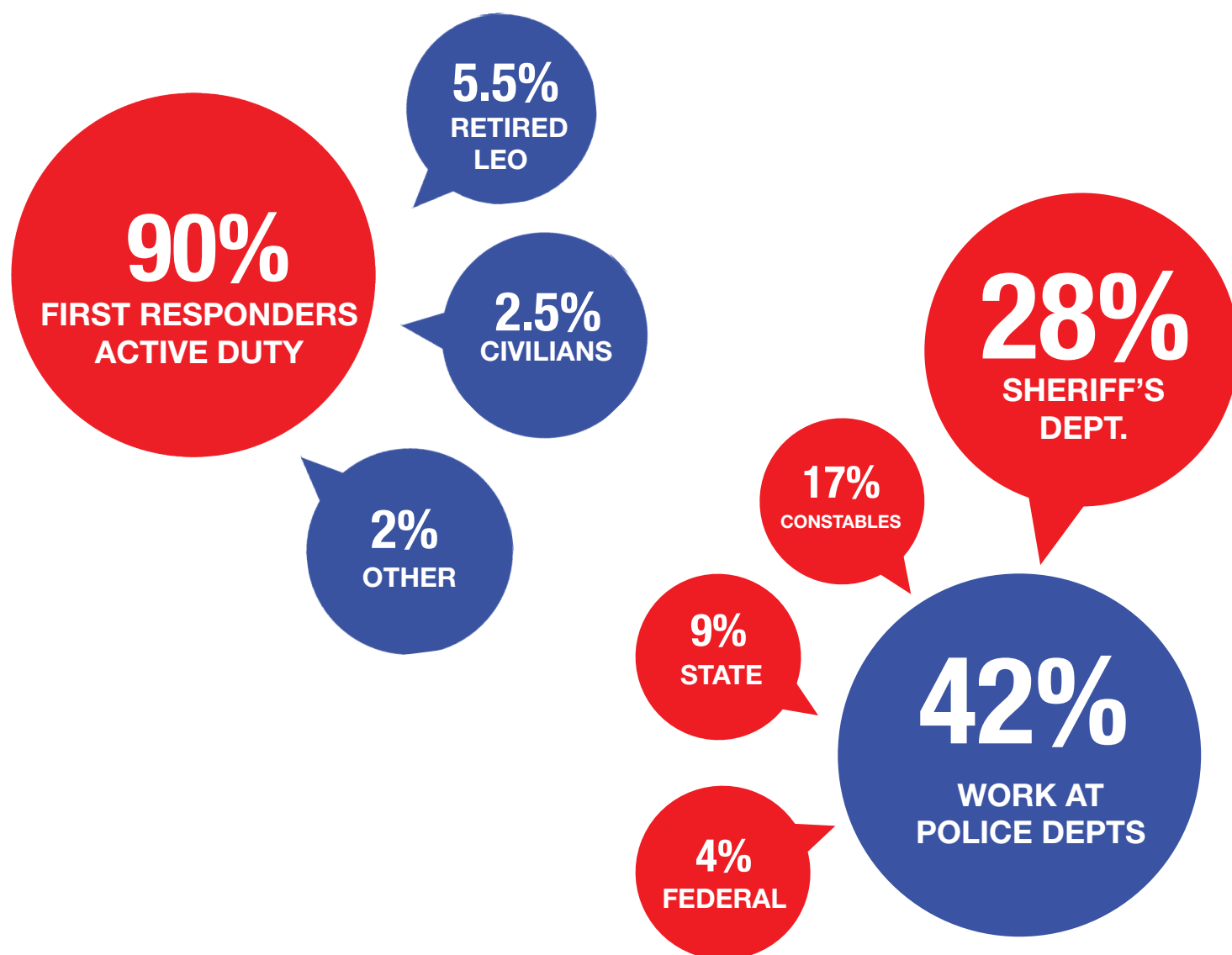
Who Reads The BLUES?

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 and the World.



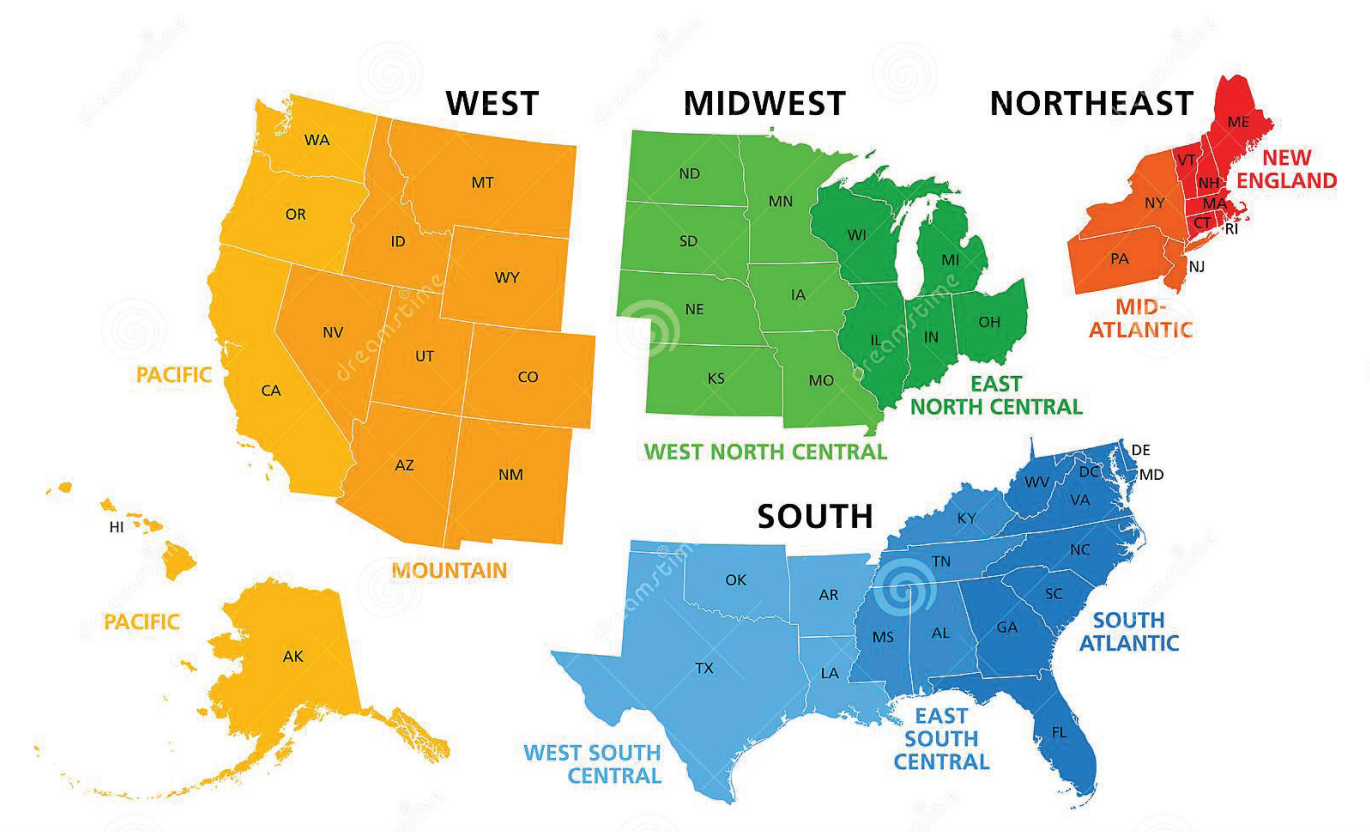
...U.S. circulation.



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 average monthly circulation as of June 30, 2025 and the location of readers by their IP address.

Circulation - 3.12 Million*



Location of Readers by IP Address

WEST	513,305 - 16.42%
MIDWEST	580,550 - 18.57%
NORTHEAST	692,700 - 22.01%
SOUTH	980,122 - 31.35%
Outside US	359,023 - 11.6%
Total	3,125,799 / 100%

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

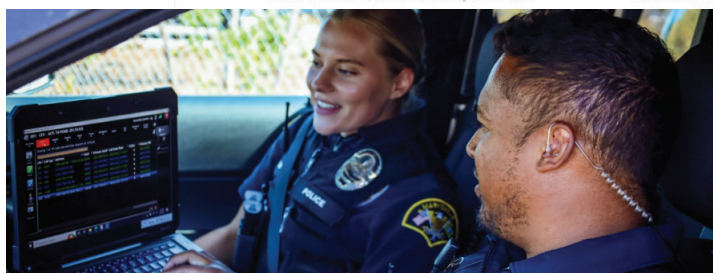


Each month, dozens of law enforcement agencies across the State of Texas rely on The BLUES to bolster their recruiting efforts. Thousands of officers have landed their current positions after seeing a recruiting ad in our magazine. With hundreds of open positions in each issue, you can't afford for your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





CENTRAL POLICE SUPPLY

The finest in law enforcement equipment since 1972

1410 Washington Ave.
Houston, TX 77002

(713) 225-4392
centralpolice.com



Customized Security Solutions

Government & Law Enforcement

Keeping the peace and serving the public is a vital job for the health of a community. As your partner, we make technology your ally by providing you security solutions that are completely customized for your unique needs and budget.

We offer TIPS State Contract and HGAC!

All-in-one solutions

VIDEO SURVEILLANCE
ACCESS CONTROL
BODY-WORN CAMERAS
COVID-19 RESPONSE
INTRUSION ALARM & MONITORING
CLOUD-BASED SECURITY SYSTEMS
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

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

digiss.com

"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
Okaloosa County Sheriff's Office*



DIGI
SECURITY SYSTEMS

Experience the Digi Difference

Schedule your FREE Assessment, Demo & Quote



Call today! 1-888-970-3830
email contact@digiss.com

HELDFMAN FAMILY OF DEALERSHIPS







Call
Alan Helfman
Blake Helfman

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







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







12220 Southwest Fwy
281-240-3873 • HelfmanFord.com
Call Alan Helfman or Blake Helfman
Open Mon - Sat







Sugar Land

11819 Southwest Fwy 281-530-3673
Helfmanmaseratisofsugarland.com
Open Mon - Sat

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

PROUD SUPPORTER OF TEXAS LAW ENFORCEMENT

GENERAL MOTORS FLEET
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.

PROMOTION ENDS 7/31/22

www.capfleet.com | sales@capfleet.com | 254-773-1959



SERVING EVERYDAY HEROES



FOR LAW ENFORCEMENT

Tel: 800-367-5855

www.proforceonline.com

Law Enforcement of TEXAS!

Gear & accessories for law enforcement AGENCIES

CHECK OUT THESE GREAT MANUFACTURERS



SIG SAUER
OPTIC READY



SHADOW SYSTEMS
CALIBER: 40 S&W
CAPACITY: 15+1
SIGNETS: NIGHT SIGNETS
BARREL: 4.10"



Aimpoint: NEW!
2008S
First Generation
X-3000 Red Dot Sight

AIMPOINT • BERETTA • COLT
Bianchi • Taser • Benelli
Smith & Wesson • CZ USA
H&K • Daniel Defense • Eotech
SIG SAUER • Shadow Systems
Defense Technology • Agila
SpecT Gear • Burris • UTM
Mossberg • ProTech • Ruger
Streamlight • Magpul
Safariland • Springfield
Blackhawk • OSS • Holosun
Trulicon • SureFire • Bolla Wrap
US Peacekeeper • Otis
Nightstick • 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
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.

