

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 132,000 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.



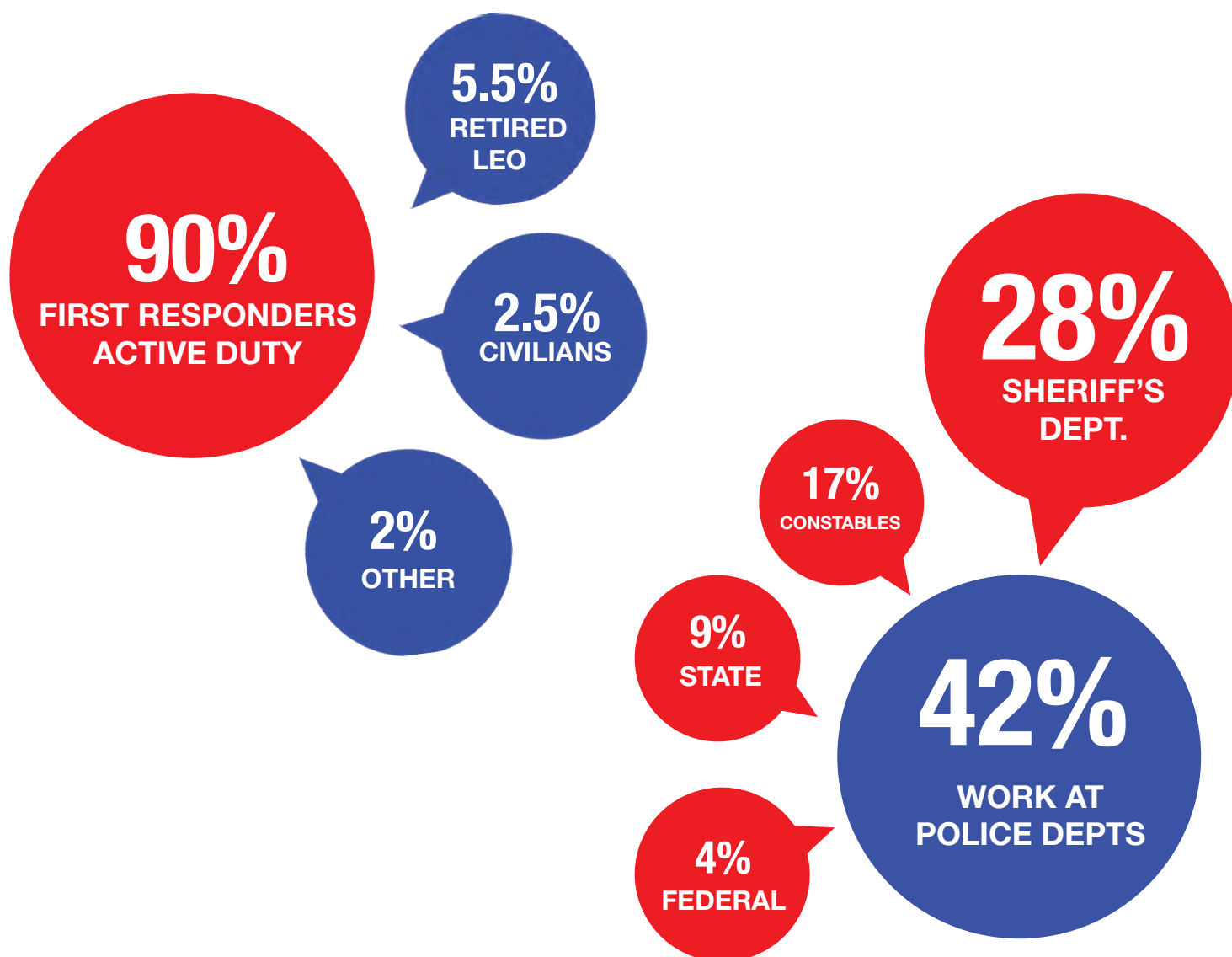
Who Reads The BLUES?

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 132,000 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.



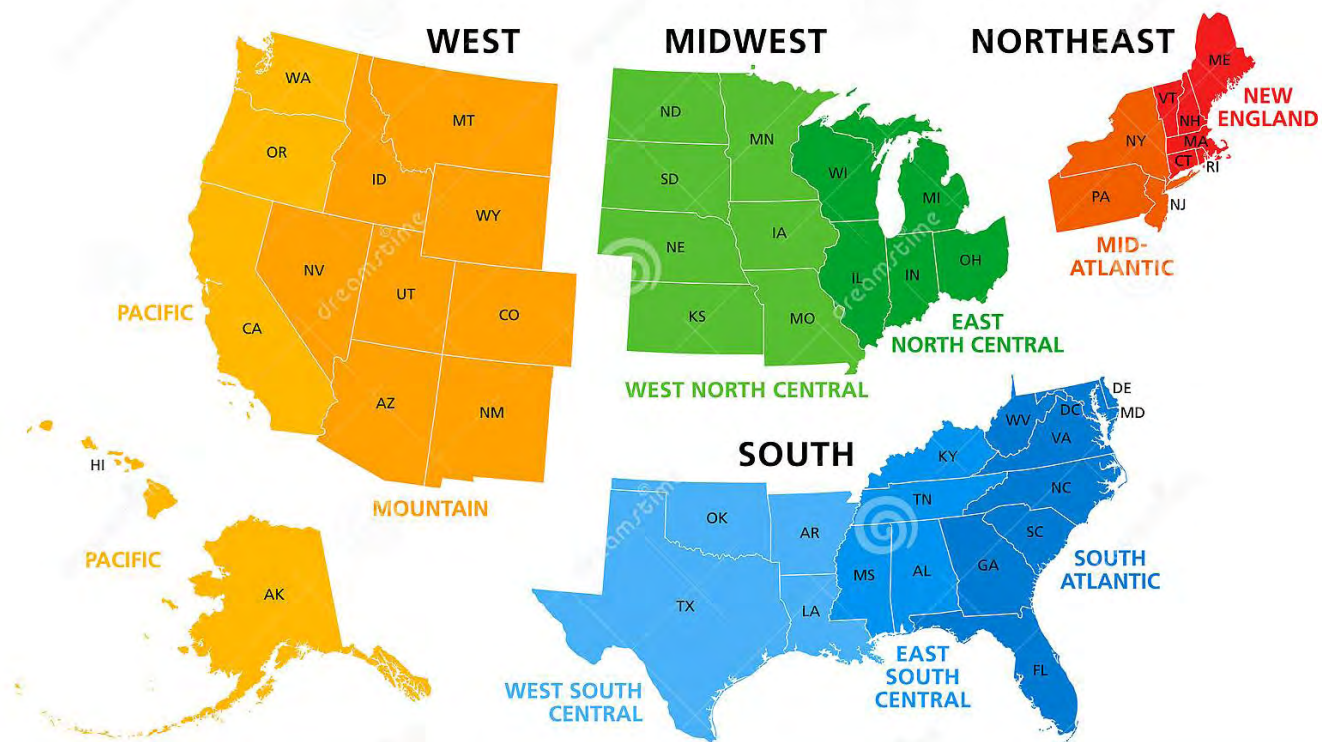
...U.S. circulation.



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 November 1, 2024 and the location of readers by their IP address.

Circulation -1.52 Million*



Location of Readers by IP Address

WEST	13% / 215,456
MIDWEST	16% / 273,221
NORTHEAST	20% / 333,987
SOUTH	51% / 697,336
Total	100% / 1,520,109 readers per month.

*Average per month, 3rd QTR. 2024



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			
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

SHERIFF
EST. 1840

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 has the comforts and amenities of larger city while still providing a small town atmosphere.

Perks:

- Starting Salary: \$65,160.00
- Retirement: Vested after 8 years in TCDRS. Every \$1 invested in retirement is matched 20%.
- Insurance provider: Blue Cross Blue Shield
- Equipment: Uniforms & Patrol Equipment Provided. Currently issuing Glock 22's and 6-8 S&B Rifles.
- Vehicles: Take home Chevy Tahoe • Schedule: 12 hour shifts, every other weekend on.
- 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 SULLMAN (800) 436-2000

**POLICE OFFICER
HARRIS COUNTY**

MONTGOMERY COUNTY PCT 4 CONSTABLE'S OFFICE

NOW HIRING

Community Supported Law Enforcement

Administrative/Communications:

- Criminal Investigations - Special Response Team
- Hazard Squad - Special Response Group - Swift Water
- Response Team - K9 - Mounted Patrol - Course Team

Quintessential Constable:

- STEP - OT Initiatives - Special Teams - DWI

Second Step:

- K9 - Recruiters - PTSD Deputy

Field Time (FT):

- Holiday - Vacation - Comp Time - Personal -
- Field Training

Qualifications:

- Current TCOLE License - No Convictions (including deferred) Class A or Above - No Sex Convictions - No Family Violence Convictions

Salary: Many Pay Scales Based on TCOLE & Field Time

Years of Service	9 YRS - \$67,504.00	12 YRS - \$68,276.40	15 YRS - \$69,048.80	18 YRS - \$69,821.20	21 YRS - \$70,593.60	24 YRS - \$71,366.00	27 YRS - \$72,138.40	30 YRS - \$72,910.80
Under 2 YRS - \$53,288.00	2 YRS - \$53,288.00	3 YRS - \$53,288.00	4 YRS - \$53,288.00	5 YRS - \$53,288.00	6 YRS - \$53,288.00	7 YRS - \$53,288.00	8 YRS - \$53,288.00	9 YRS - \$53,288.00

Application Process:

1. Pickup and complete applicant questionnaire in person or apply online.
2. Finalize 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 "Buddy" Hardin - Pct. 4 Constable, Montgomery County, TX
21130 Hwy 59 S.W. C. New Center, TX 77227
www.mcco4.org 281.517.4000 khardin@mcco4.org

CHART NEW HORIZONS WORK FOR THE CITY OF NASSAU BAY

NASSAU BAY POLICE DEPARTMENT

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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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- Multiple charging options
- IPX7 waterproof
- Limited lifetime warranty





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MASS NOTIFICATION SYSTEMS
CONSULTING & DESIGN
LOCKSMITH & KEYS
SYSTEM INTEGRATION
AND MORE

Digil knows law enforcement

Reduce city crime & enhance public safety
Save 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

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

90%

of the violence was gone."

Captain David Baldwin
Oklahoma County Sheriff's Office



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



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Fiat • Alfa Romeo • Maserati





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Helfmanmaserati@sugarland.com
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SPRINT READY

Smith & Wesson
CALIBER: 9MM
CAPACITY: 15+1
WEIGHT: 2.1 LB
LENGTH: 7.1 IN
PRICE: \$119.99 (MSRP)

M&P 9 M2.0
CALIBER: 9MM
CAPACITY: 15+1
WEIGHT: 2.1 LB
LENGTH: 7.1 IN
PRICE: \$119.99 (MSRP)

AGENCY ONLY
LE M4 ENHANCED
CALIBER: 5.56MM
CAPACITY: 30+1
WEIGHT: 6.5 LB
LENGTH: 29.9 IN
PRICE: \$1,199.99 (MSRP)

CALL OR EMAIL US FOR

PROMOTION ENDS 7/31/22

[illegible]

...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.

