



Police Review Magazine
www.policereview.com
Police News Brief Email Newsletter

Jane's

Jane's Information Group

Sentinel House, 163 Brighton Road, Coulsdon Surrey CR52YH United Kingdom

EXECUTIVE SUMMARY

The BPA Integrated Statement provides an insight into the reach of Jane's Information Group's Police Review portfolio. The report comprises data for:

- ⇒ Police Review Magazine
- ⇒ www.policereview.com
- ⇒ Police News Brief Email Newsletter

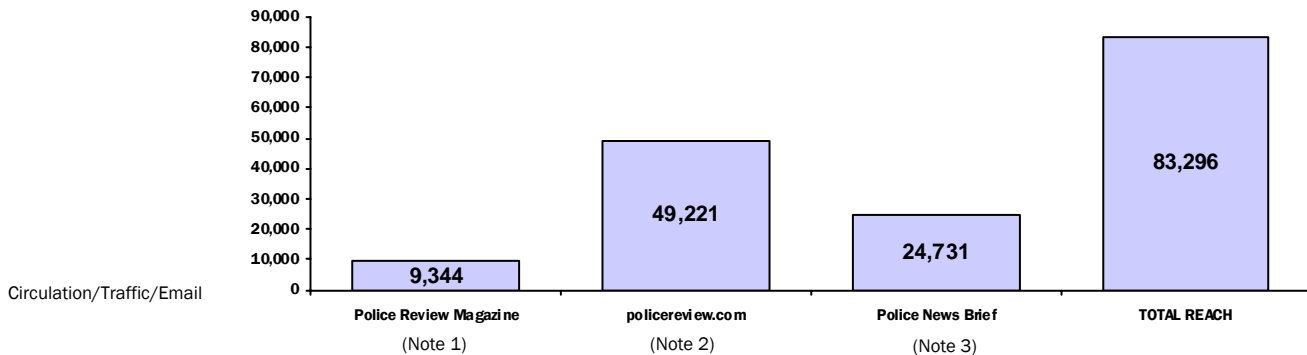
The Police Review portfolio serves the police community in the United Kingdom.

Police Review Magazine is served to paying subscribers and is also sold on newsstands.

www.policereview.com reports news about British police forces and covers local and national issues, including analysis of the latest developments in policing, coverage of current and planned legislation, special features and recruitment.

Police News Brief is a weekly email newsletter sent to registered individuals. It contains highlights of news, analysis and opinion for UK Police professionals and related parties.

TOTAL REACH



Note 1: BPA Circulation Statement, December 2007
 Note 2: Total Visits to policereview.com, November 2007
 Note 3: Average Net Circulation of Police News Brief Email Newsletter, December 2007

ANALYSIS OF REACH

POLICE REVIEW AVERAGE CIRCULATION JULY TO DECEMBER 2007

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	6,696	71.7	810	8.7	5,886	63.0
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	1,183	12.7	-	-	1,183	12.7
Single Copy Sales _____	1,465	15.7	-	-	1,465	15.7
TOTAL QUALIFIED CIRCULATION	9,344	100.0	810	8.7	7,886	91.3

Source: December 2007 Circulation Statement

WWW.POLICEREVIEW.COM TOTAL MONTHLY ACTIVITY NOVEMBER 2007

2. TOTAL MONTHLY ACTIVITY

Total Monthly Activity	November 2007
Page Request _____	170,575
Visits _____	49,221
Average Number of Page Requests Per Visit _____	3.47
Average Visit Duration (Minutes) _____	4.49

Source: November 2007 Interactive Audit Report

POLICE NEWS BRIEF AVERAGE CIRCULATION DECEMBER 2007

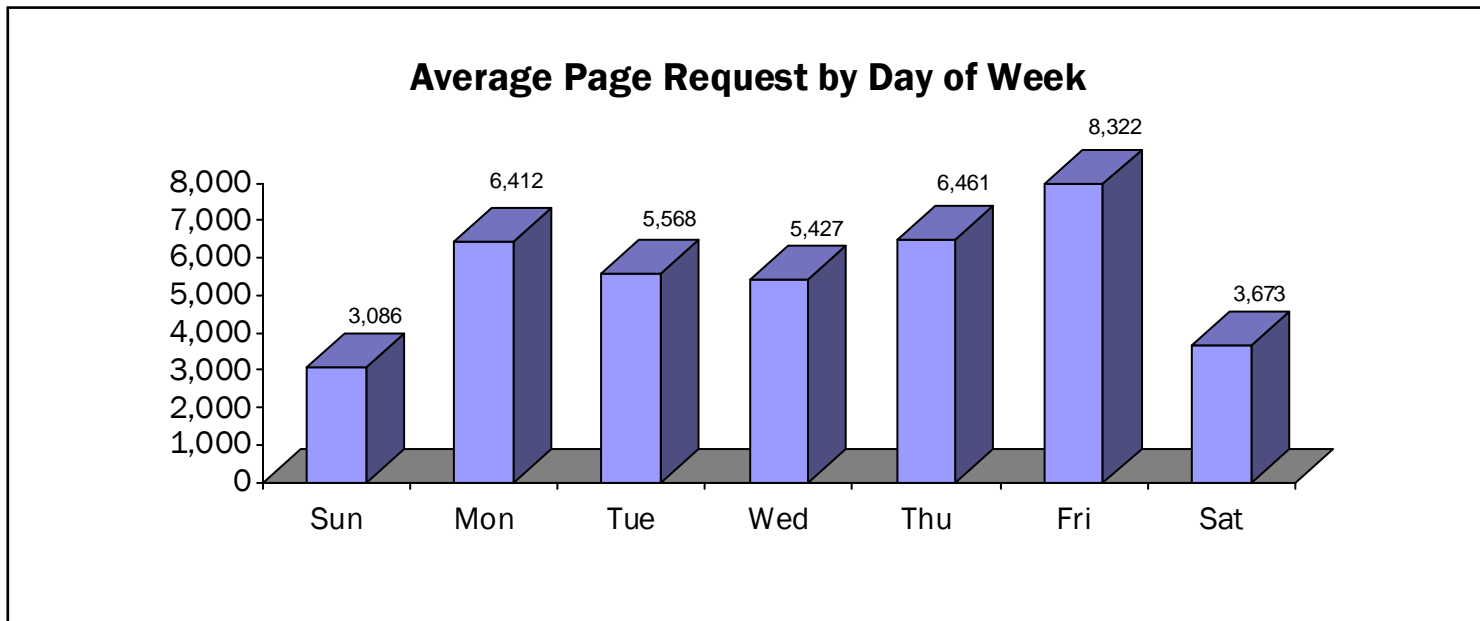
3. AVERAGE CIRCULATION BREAKOUT

Media	December 2007	Circulation	Percent
Police News Brief _____	Gross Deliverables	26,326	100.0
	Net Circulation	24,731	93.9
	Undelivered	1,595	6.1

Source: December 2007 Email Audit Report

ANALYSIS OF REACH

Media	Region	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Police Review Magazine Issue of November 30, 2007	NORTHERN _____	55	497	552	5.8
	YORKSHIRE _____	58	701	759	8.0
	NORTH WEST _____	66	893	959	10.1
	EAST MIDLANDS _____	77	934	1,011	10.6
	WEST MIDLANDS _____	47	767	814	8.5
	EAST ANGLIA _____	40	275	315	3.3
	GREATER LONDON _____	41	726	767	7.9
	SOUTH EAST _____	118	2,092	2,210	23.2
	SOUTH WEST _____	95	658	753	7.9
	WALES _____	52	568	620	6.5
	SCOTLAND _____	74	459	533	5.6
	NORTHERN IRELAND _____	14	129	143	1.5
	OVERSEAS _____	-	57	57	1.1
TOTAL QUALIFIED CIRCULATION		737	8,798	9,535	100.0



NOVEMBER 2007 POLICE NEWS BRIEF EMAIL NEWSLETTER ACTIVITY ISSUE BY ISSUE	
Issue	Police Review
November 5, 2007 _____	26,048
November 9, 2007 _____	25,542
November 16, 2007 _____	25,818
November 23, 2007 _____	26,564
November 30, 2007 _____	24,829

Source: November 2007 Email Audit Report

ANALYSIS OF REACH

TREND ANALYSIS				
Total Reach	2004	2005	2006	2007
Total Reach _____	36,050	73,739	83,627	83,296
Police Review Magazine Average Total Qualified _____	10,698	8,726	8,360	9,344
policereview.com Analyzed Average Visits _____	11,098	42,472	49,274	49,221
Police Email News Brief Average Net Circulation _____	14,254	22,541	25,993	24,731

