



**STAY VISIBLE.
BUILD TRUST.
CREATE DEMAND.**



AUDIENCE

BUYING POWER

The Public Safety Buying Journey Starts Long Before Vendor Outreach



Public safety buyers are researching independently, consulting peers and evaluating solutions across more channels than ever. Search itself is changing. AI-generated answers and summaries are influencing what buyers see, trust and consider, often before they visit a vendor website.

75% of the buying journey happens before a vendor is contacted

By the time buyers contact sales, they have likely identified leading brands and formed a shortlist.

Winning in this environment requires more than isolated tactics and outreach. Brands need sustained visibility, credible information and a trusted presence wherever buyers research and consume content.

STAY VISIBLE. BUILD TRUST. CREATE DEMAND. →

WHY POLICE1?

REACH

Reach up to **85%** of verified public safety professionals across web, email, social, video and events.

1.4M+ professionals reached monthly

TRUST

25+ years serving those who serve

Position your brand within credible content and a community buyers already rely on.

INFLUENCE

Stay present while buyers research, compare solutions and shape purchasing decisions.

72% have visited an advertiser website after seeing something on Police1.com.

Police1 puts your brand directly in front of the active-duty officers, tactical leads, and department procurement heads who test, trust, and buy your gear on and off duty.

STAY VISIBLE. BUILD TRUST. **CREATE DEMAND.** →





POLICE1

**91% of Police1 readers are more likely
to purchase products or services
featured on Police1.**

Lexipol Media Group User Survey 2025

Reach The Professionals Shaping Public Safety Decisions

POLICE1 ›

1.3M+

Monthly Users

2M+

Avg Pageviews / Mo

318K+

Newsletter Subscribers

103K+

Product Alert Subscribers

1,000,000+

POLICE1 ›

SOCIAL FOLLOWERS



STRATEGIC FRAMEWORK

Connected Solutions to Core Marketing Objectives

Delivering On Four Core Marketing Goals

1

BUILD AWARENESS

Keep your brand visible before an active need emerges through targeted digital media and takeovers.

2

REACH BUYERS DIRECTLY

Deliver focused messaging through high-open opt-in newsletters and role-based emails.

3

ESTABLISH AUTHORITY

Position your brand as an industry leader through custom content, white papers, and podcasts.

4

GENERATE DEMAND

Convert engagement into leads with webinars, surveys, and grant assistance programs.

Always On Program *with* Police1

When your target audience looks for solutions, your brand needs to be there first.

Always On maintains a continuous, credible presence in the product categories your buyers research most. With that foundation in place, you can easily plug in the right mix of digital ads, content, email, and webinars to build awareness, establish authority, and generate direct demand.



SOLUTIONS

TACTICAL

Full-Funnel Media Execution Across Police1 Channels

Multiple Marketing Goals. One Connected Strategy.

1

BUILD AWARENESS

CORE CHANNELS

Digital & Social Media

⚡ HIGH IMPACT FORMATS

First Impression, Takeover,
ABM Reach, Retargeting

2

REACH BUYERS DIRECTLY

CORE CHANNELS

Newsletters & Dedicated Email

⚡ HIGH IMPACT FORMATS

Roll Call, Leadership Briefing,
Custom Emails

3

ESTABLISH AUTHORITY

CORE CHANNELS

Custom & Sponsored Content
& Podcasts

⚡ HIGH IMPACT FORMATS

White Papers, Research Reports,
Policing Matters Podcast

4

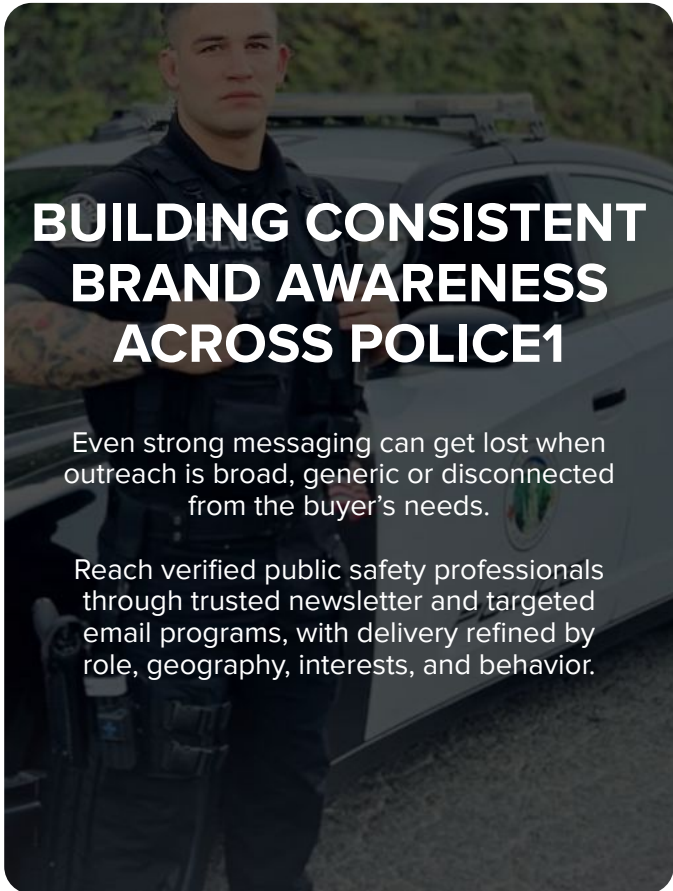
GENERATE DEMAND

CORE CHANNELS

Lead Gen & Grant Programs

⚡ HIGH IMPACT FORMATS

Grant Assistance Program,
Custom Surveys, Webinars



BUILDING CONSISTENT BRAND AWARENESS ACROSS POLICE1

Even strong messaging can get lost when outreach is broad, generic or disconnected from the buyer's needs.

Reach verified public safety professionals through trusted newsletter and targeted email programs, with delivery refined by role, geography, interests, and behavior.

→ STANDARD DISPLAY

Core Ad Sizes: Super Billboard | Leaderboard | Rectangle | Half Page | Mobile

→ PLACEMENTS & TARGETING

Police1.com: Run of Site | **Segmentation:** Broad or narrow targeting by profile factors
Geo-Targeting: Zip code, region, or state focus

→ HIGH IMPACT

First Impression: Largest top-of-page unit positioning | **Adhesion Unit:** Wide, pinned bottom unit with time gating | **Takeover:** 100% SOV

→ AUDIENCE AMPLIFICATION

Retargeting: Re-engage Police1 visitors who took a specific action | **Audience Extension:** Target Police1 audiences across the web | **Geo-Fencing:** Target devices by area or address

→ SOCIAL MEDIA

Facebook | LinkedIn | Instagram | YouTube

→ VIDEO

Pre-roll: :30s video prior to selected content | **Autoplay:** Embedded directly into square display units | **Outstream:** Auto-play, sound-off native article video | **Native:** Seamless editorial content integration

DIRECT-LINE ACCESS TO PUBLIC SAFETY LEADERS & KEY DECISION MAKERS.

Buyers may not be actively searching for your solution today, but familiarity shapes which brands make the shortlist when a need emerges.

Police1 keeps your message visible across trusted digital environments so buyers recognize and remember your brand before the need becomes urgent.



Brand Integration within Trusted Newsletters

Place your brand within trusted, recurring newsletter content public safety professionals rely on for news, insight, and product information.

- **Police1 Roll Call (Daily):** 318K+ subscribers
- **Police1 Rewind (Weekend):** 240K+ subscribers
- **Leadership Newsletter:** 155K subscribers
- **Specialty Bulletins:** Target niche audiences based on domain—including SWAT, Investigations, Career, and Video-first product showcases.



Police1 Dedicated Brand-Centric Emails

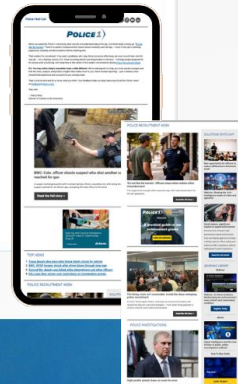
Deliver focused product and solution messages directly to selected audiences based on campaign goals.

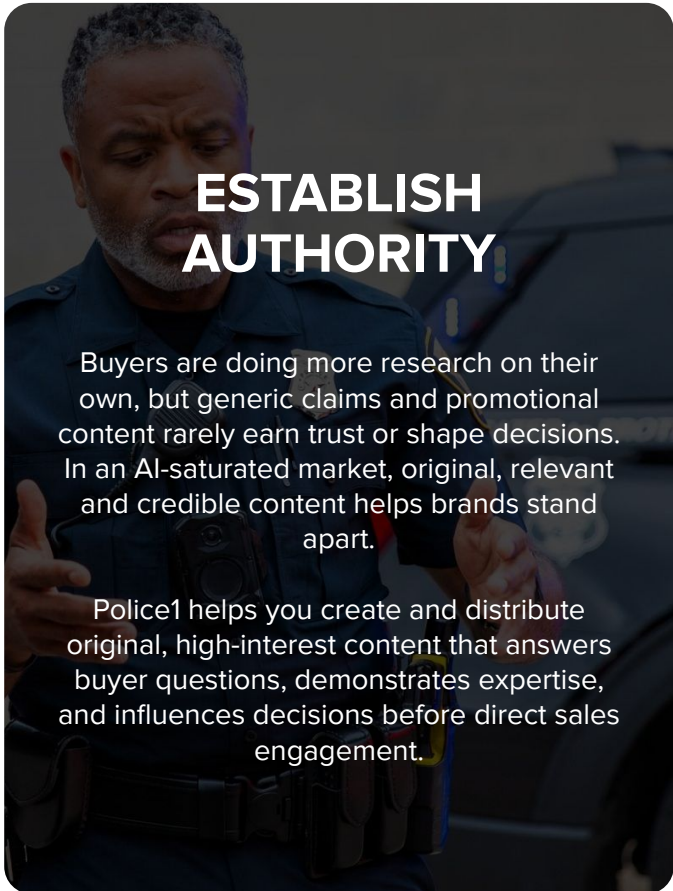


318K+

Police1 Email Subscribers

Targeting capabilities: Role and Title, Geography, Interest





ESTABLISH AUTHORITY

Buyers are doing more research on their own, but generic claims and promotional content rarely earn trust or shape decisions. In an AI-saturated market, original, relevant and credible content helps brands stand apart.

Police1 helps you create and distribute original, high-interest content that answers buyer questions, demonstrates expertise, and influences decisions before direct sales engagement.

EXPLAIN YOUR PRODUCT AND DRIVE HOME KEY BENEFITS

Leverage Police1's content team to co-produce thought leadership pieces to drive home product details, updates and features.

Example Co-Branded Opportunities:

Articles | White papers | Digital reports | Infographics | Tip sheets

PROVE YOUR PRODUCT IS SUPERIOR

Transform market credibility with hard evidence. Partner with Police1's editorial team to capture authentic user testimonials and extract actionable performance data—proving how your product directly solves real-world operational challenges for first responders.

Example Co-Branded Opportunities:

Case Studies | Research | Surveys

ENGAGE WITH KEY DECISION MAKERS

Transform market credibility with hard evidence. Partner with Police1's editorial team to capture authentic user testimonials and extract actionable performance data—proving how your product directly solves real-world operational challenges for first responders.

Example Co-Branded Opportunities:

Webinars | Quizzes | Shots Fired Training | Podcasts | Public Safety Intel Network

ESTABLISH AUTHORITY | CUSTOM CONTENT

Partner with Police1's editorial team to authentically integrate your brand and product into custom, high-impact content. Each piece delivers an in-depth look at your solution's key benefits, paired with prominent calls to action that drive immediate buyer inquiries.

Articles



White Papers



Digital Reports/eBooks



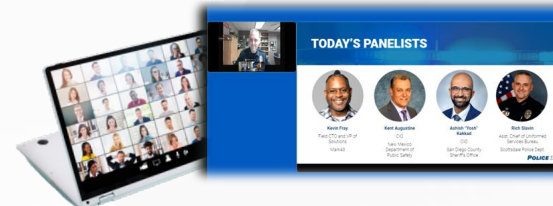
Infographics



Tip Sheets



Webinars



ESTABLISH AUTHORITY | SPONSORED CONTENT

For a seamless, turnkey approach, sponsor high-impact Police1 content that strategically aligns your brand with relevant information and resources. Deliver high-value, actionable utility to public safety leaders while building long-term audience trust.

MONTHLY THEMES TO OWN	QUARTERLY PROGRAM ALIGNMENT	ANNUAL OPPORTUNITIES
Future Force: Police Recruitment First Responder Wellness Emergency Communication Firearms Police Vehicles Drone Operations and more	Real Time Policing 2027 Leadership Institute 2027 Innovation Report Women in Law Enforcement Before the First Call Modern Command Staff	What Cops Want 28 on 2028: A Police Leadership Playbook Conferences: Shot Show, 9.11 Anniversary, IACP, Veterans Day, National First Responders Day



Sponsor a month or full season of our top-rated law enforcement podcasts to connect your brand directly with industry decision-makers.

Policing Matters, hosted by retired Deputy Chief Jim Dudley, delivers weekly 25-to-45-minute conversations on emerging trends, leadership, and critical issues in modern policing, earning it a spot as a Top 100 Government Podcast.

For tactical focus, **Shots Fired** features police sergeant Kyle Shoberg and retired SWAT officer Mark Redlich analyzing real-world footage and high-stakes encounters to deliver reality-based safety training in biweekly 35-to-60-minute episodes rated 4.7 out of 5 stars.

ESTABLISH AUTHORITY | CUSTOM RESEARCH

Turn audience insight into smarter decisions. Custom Research gives you direct access to the voice of public safety professionals, helping you replace assumptions with evidence and make more confident marketing, product, and positioning decisions.

Quick Pulse

Flash Polls

Rapid sentiment and audience feedback around one to five focused questions.

IDEAL FOR

- ✓ **Testing concepts** & messaging
- ✓ **Gauging immediate interest** on key topics
- ✓ **Rapid feedback** from active decision-makers

Deep Insight

Custom Market Research

Comprehensive studies into buyer behavior, market perceptions, and product opportunities.

IDEAL FOR

- ✓ **Competitive analysis** & positioning
- ✓ **New product planning** & adoption
- ✓ **Brand awareness** & perception tracking

DELIVERABLES INCLUDE: Data summaries – executive findings – detailed analysis – infographics – branded content - detailed powerpoints - etc.



ESTABLISH AUTHORITY | PUBLIC SAFETY INTEL NETWORK

Bring trusted public safety intelligence into your most important conversations.

Credibility changes the conversation.

Public safety is a peer-influenced market where first-hand experience carries weight. Whether you're educating customers, exploring market needs, engaging executives, or leading an industry discussion, authentic field perspective brings context and credibility that traditional marketing alone cannot provide.

The Public Safety Intel Network gives you access to experienced public safety subject matter experts who bring real-world experience, market perspective, and trusted industry insight to your most important conversations – virtually or in person.

Bring that expertise to:

- Executive roundtables and private dinners
- Conference keynotes and breakout sessions
- Panels, fireside chats and Q&As
- Focus groups and customer advisory boards
- Customer and prospect education
- Sales and distributor enablement and training



ESTABLISH AUTHORITY | CUSTOM TRAINING SERIES

Turn required learning into high-value engagement. Public safety professionals need ongoing training to maintain readiness, strengthen skills, and meet agency requirements. Brand participation must support real operational needs rather than interrupt with a product pitch.

Custom Training Series

SCENARIO-BASED EDUCATION

Combines practical education with first-hand field expertise of the SHOTS FIRED team. Sponsors collaborate with experienced SMEs to develop relevant training that builds credibility and engagement.

KEY PROGRAM BENEFITS

- **Practical Training:** Deliver content officers value through scenario-based learning
- **Authentic Perspective:** Experienced Shots Fired instructors
- **Natural Integration:** Align topics to deeper product application
- **Build Credibility:** Position brand as a key contributor to officer readiness
- **Generate Leads:** Connect with engaged professionals
- **Extended Value:** Educational asset beyond a one-time campaign



Credibility Built In

SHOTS FIRED INSTRUCTORS

Instructors bring extensive street, tactical, K-9, and supervisory experience. Their perspective translates sponsor solutions into realistic use cases that resonate with officers.

FEATURED INSTRUCTORS

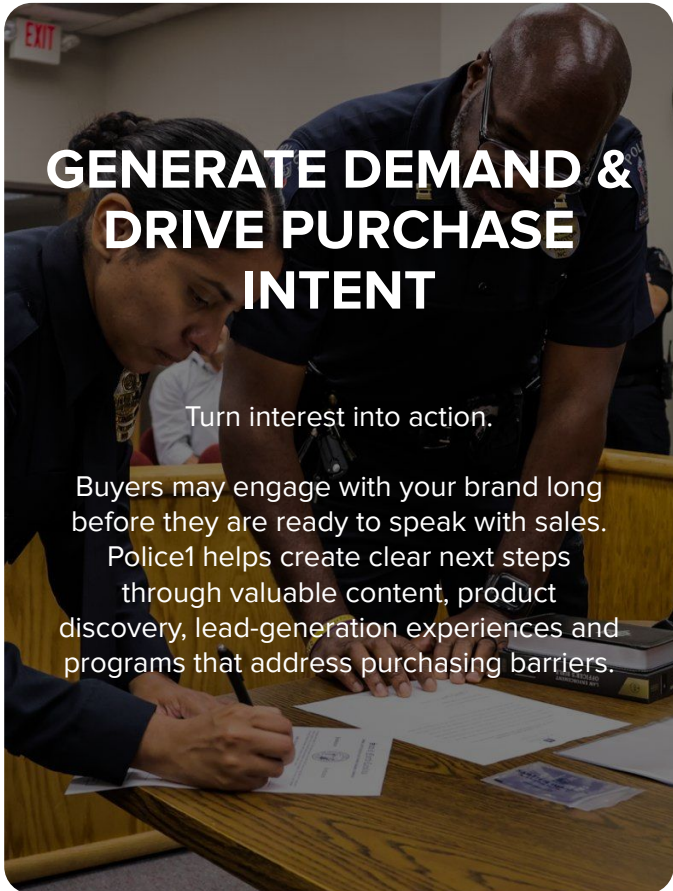
Kyle Shoberg

19 years LE experience | Police Sergeant | Former K-9 Handler & Sergeant | SWAT operational experience | Two Medals of Valor

Mark Redlich

13 years with Sacramento PD | Patrol & Gang Enforcement | Former full-time SWAT operator | Department instructor





GENERATE DEMAND & DRIVE PURCHASE INTENT

Turn interest into action.

Buyers may engage with your brand long before they are ready to speak with sales. Police1 helps create clear next steps through valuable content, product discovery, lead-generation experiences and programs that address purchasing barriers.

CONTENT SYNDICATION

Put brand centric whitepapers and case studies in front of agency leaders researching new products and solutions.

SPECIAL REPORTS

Own a priority market topic with an exclusive Police1 digital report, co-branding, and full lead capture.

CUSTOM LEAD PROGRAMS

Target verified command staff and decision-makers filtered by agency size, rank, region, or role.

EXECUTIVE ROUNDTABLES

Join senior police leaders in moderated sessions turned into multi-article series and sponsor spotlights.



SPONSORED WEBINARS

Exclusive custom digital presentations focused on your solutions and product positioning.

EDITORIAL WEBINARS

Editor-moderated panel discussions aligned with high-priority industry issues and news cycles.

GENERATE DEMAND | GRANT ASSISTANT

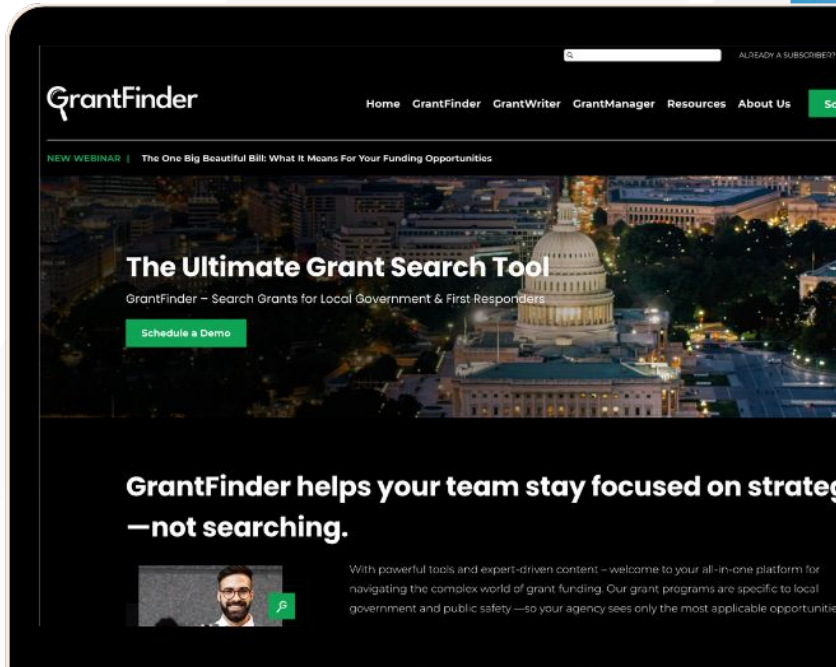
In a market where budgets are tight but needs are critical, the biggest barrier to a sale isn't interest—it's **funding**. By partnering with Lexipol, you give your prospects the tools to find the money they need to buy from you.

Empower the Path to Purchase: Don't just show them what they need; show them how to afford it. By integrating grant assistance into your sales funnel, you remove the "no budget" hurdle.

Establish Strategic Partnership: Shift your brand identity from a vendor to a dedicated partner invested in the long-term mission of public safety departments.

Demonstrate Corporate Commitment: Publicly signal your dedication to the field by actively helping underfunded agencies secure the life-saving equipment they deserve.

**Police Grants in GrantFinder
over \$30B in funding across 2800 grants to date.**



GRANT ASSISTANT | HOW IT WORKS



✓ For the Sponsor

- ✓ **Category Sponsorship:** Exclusive position & grant support placement.
- ✓ **Branding & Listings:** Rotating company logo & grant-eligible products.
- ✓ **Team Access:** 10 corporate user licenses for GrantFinder.
- ✓ **Lead Tracking:** Up to 15 lead requests/mo with tracking reports.

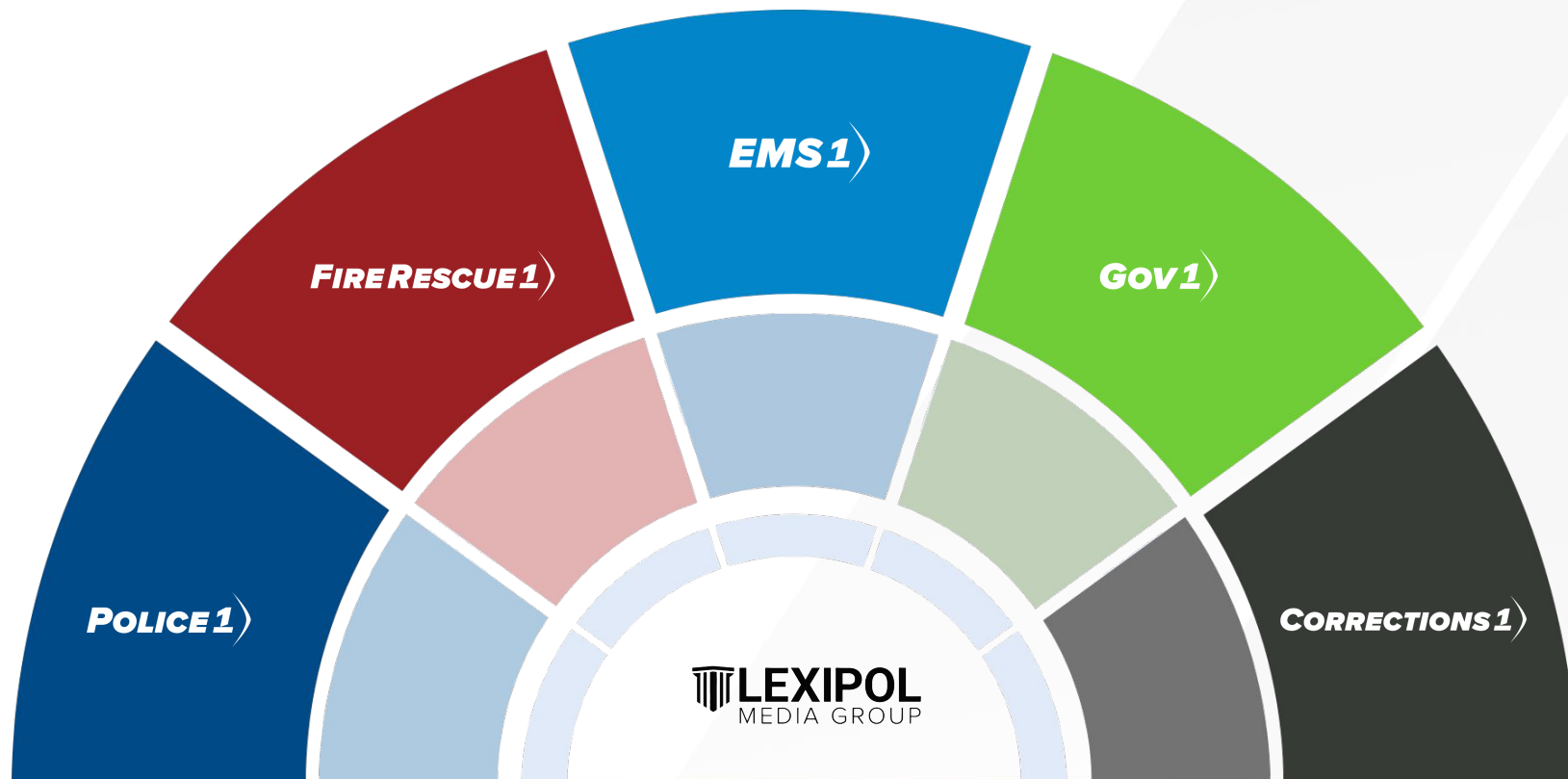
✓ For Your Customers

- ✓ **1:1 Consulting:** Unlimited guidance from Senior Grant Consultants.
- ✓ **Custom Research:** Research tailored to each department's exact needs.
- ✓ **Application Review:** Expert feedback on department narratives.
- ✓ **Grant Alerts:** Pre-screened alerts for product-eligible funding.

Multiple Marketing Goals. One Connected Strategy.



Police1 is only the beginning — Lexipol Media Group puts the entire public safety and local government ecosystem within your reach.





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