

LEXIPOL MEDIA GROUP

MEDIA AT-A-GLANCE 2026



POLICE1

THE TOP RESOURCE FOR
LAW ENFORCEMENT MARKETERS

WWW.POLICE1.COM



What You Should Know About Police1.com

Like the first responders we serve, Lexipol Media Group is seen as Trustworthy, and Reliable.

Our annual user survey ensures we know what our subscribers think about us. It also informs our overall product offering, which in turn informs you, our advertisers, where to best make your marketing investment.

Our users are saying:

- **95%** are more likely to purchase law enforcement-related products and services that have appeared on Police1.com
- **85%** have visited an advertiser's site as a result of something they saw on Police1.com
- **76%** report that up to 75% of their buying process is complete before contacting a vendor.
- **70%** have identified critical product and equipment needs they cannot currently fund

OUR REACH

DIGITAL REACH

780,000+
average monthly unique visitors

1,500,000+
average monthly page views

AUDIENCE REACH

305,000+
Police1 newsletter subscribers

100,000+
Police1 email product alerts

SOCIAL REACH

825,000+
Facebook followers

65,000+
LinkedIn group members

61,000+
X followers

23,000+
Instagram followers

Monthly averages of 1.1.25-6.30.25

Editorial Special Coverage

Position your brand with specific topics

Branded & Editorial Webinars

Educate and position your brand as a trusted thought leader

Podcasts

Engage listeners during commutes, shifts, and training

Video

Dynamic video placements engage viewers across web & mobile platforms

Social Media Campaigns

Advertise directly to LMG's social followers

High Impact Display

Combination of First Impression and Adhesion ad units

Email Marketing

Target audience based on title and/or job responsibility

Solutions Our Clients Rely On

Year after year, our advertisers return to these offerings because they consistently deliver results. From building brand awareness to generating measurable engagement, these solutions have proven their value across public safety markets.

Trusted, flexible, and effective, marketers lean on these programs to reach decision-makers and influence purchasing committees.

- **High-visibility placements** put your brand in front of millions of verified professionals.
- **Engaging formats** spark interaction and keep your message top of mind.
- **Targeted programs** connect you with the right buyers at the right stage of the journey.

DIGITAL ADVERTISING

POLICE1.COM WEBSITE ADVERTISING

Standard Banner Ads

- **Sizes -**
 - Super Billboard
 - Leaderboard
 - Rectangle
 - Half Page
 - Mobile
- **Placements -**
 - Within site(s) - Run of Site or Run of Network
 - Segmentation - broad or narrow audience targeting based on several identifying factors
 - Geo-targeted - based on zip code / region / state

High Impact Ads

- **First Impression** - largest available ad unit positioned at the top of the page
- **Adhesion Unit** - wide, pinned position at the bottom of the page in a time gated view
- **High Impact Takeover** - capture both First Impression and Adhesion units on the same page

Video Ads

- **Pre-roll** - :30 second video ads run before selected video content placed on Police1.com, across our entire network or across the web
- **Autoplay** - video placed directly into square display ads across Police1.com or our entire network
- **Outstream** - auto-play, sound-off video that displays natively within article content
- **Native** - video placed within content on Police1.com

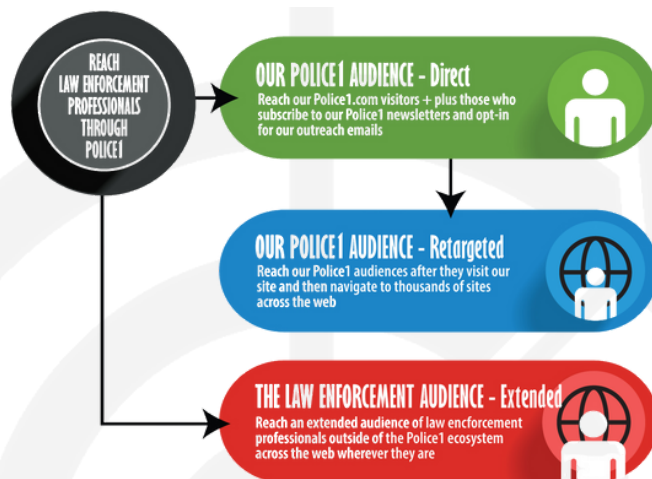
EXTENDED WEBSITE ADVERTISING

• Audience Amplification

- **Retargeting** - drive targeted audience back to advertiser's site after leaving Police1.com
- **Account-Based Marketing** - reach new law enforcement audiences across the web outside of the Police1.com environment
- **Geo-fencing** - target devices by area or specific address

• Social Media

- Meta social networks (Facebook and Instagram)
- LinkedIn



Contextual Targeting

Contextual targeting provides relevant, 1P data-driven campaigns by aligning ads with the content our visitors are consuming

How it Works

All editorial content is tagged based on the subject(s) highlighted in the article. These tags allow ads to be positioned around specific content where users are more likely to be interested.

OUTBOUND & CUSTOM VIDEO

OUTBOUND MARKETING

Email

- Police1 Product Alert (General)
- Police1 Product Alert (Geo-targeted, Leadership)
- Police1GranFinder Product Alert

Newsletters

- **Leadership Briefing**
 - Police1 Leadership Briefing
- **Member**
 - Police1 Roll Call (Daily) Newsletter
 - Police1 Rewind (Weekend) Newsletter
- **Specialty**
 - Police1 Newsletter (Career, Holiday, Investigations, Leadership, SWAT)
- **Product Bulletins**
 - Police1 Product Bulletin
 - Police1 Product Bulletin, Video Edition

Email Targeting Capabilities

	Vertical	Title	Role	Geo
Newsletters	X	X		
Product Alert (Demographics)	X	X	X	X
Product Alert (Behavioral / Nurtured)	X	X	X	X

VIDEO OPTIONS

- **Digital Ad Options** - see *Video Ads* under Digital Advertising
- **Vertical Video** - Video options integrated within Police1.com's content:
 - **Premier Video** - single featured video on a dedicated page with lead form and promotions to drive traffic
 - **Limited Video Series** - A cohesive set of up to three short advertiser-supplied video episodes posted to our industry-leading sites
 - **Video Collection** - a webpage dedicated to one sponsor's multiple supplied videos
- **Video Bulletin** - shared email featuring product videos
- **Social Media** - utilize Police1.com's social media platforms to promote your video
- **Event Video** - onsite product overview video and/or recap of your event that is posted to our site
- **Custom Video** - turnkey, onsite video production to promote your products, services or event



EDITORIAL PROGRAMS

The Police1 team of editors and expert columnists cover the full spectrum of critical issues facing law enforcement professionals – the broadest and deepest editorial coverage of any law-enforcement-focused media organization. In addition to regular coverage areas, Police1 has several major editorial coverage efforts planned for 2026 – areas of focus that create great content sponsorship opportunities.

The following coverage efforts represent our most ambitious and authoritative editorial programs and provide excellent sponsorship platforms for those seeking to align themselves with award-winning editorial.

QUARTERLY EDITORIAL PROGRAMS

These are areas our editorial team is giving extra focus across 2026. Presented as **exclusive quarterly sponsorships**, these topics will each be developed with different opportunities for branding and lead generation.

- **Major Event Planning**
- **Guide to Real Time Policing** – focus on drones/RTCC
- **2026 Innovation Report**
 - Q1: School Safety
 - Q2: Drone Detection
 - Q3: AI Call Handling
 - Q4: Investigations Tech
- **Leadership Institute** - spotlight on AI in Policing
- **Public Safety Command & Logistics**
- **Women in Law Enforcement**
- **What Cops Want 2026** – our award-winning and industry-leading annual survey of law enforcement

THEME WEEKS

- **Video Technology**
- **Recruitment**
- **First Responder Wellness**
- **Emergency Comms**
- **Tactical Medical**
- **Firearms**
- **Police Vehicles**
- **Drones Operations**
- **National Police Training**
- **Police Investigations**
- **Officer Safety**
- **Special Operations**

EDITORIAL WEBINARS

Additional topic areas and custom execution available.

- **Drones, Drone Detection**
- **RTCC**
- **AI in Policing: AI in Dispatch**
- **School Safety**
- **Investigations Technology**
- **Recruitment**
- **Fleet Management**
- **Officer Wellness**
- **Active Shooter**
- **De-escalation**
- **Special Events**

PODCASTS AND VIDEO OPPORTUNITIES

- **Policing Matters Podcast** (weekly)
- **Policing Matters: Special Episode**
- **Shots Fired podcast**
- **Mini podcast**
- **Limited Video Series** (e.g. Tech Talk, Product Overview)

SPECIALIZED EDITORIAL PROGRAMS

- **First Responder Wellness Week**
- **27 on 2027: A Police Leadership Playbook**

CONFERENCE & EVENT COVERAGE

- **SHOT Show**
- **ILEETA**
- **Police Week**
- **IACP**
- **9/11 Anniversary**
- **NRTCCA**
- **National First Responder Day**
- **Veteran's Day**

Editorial sponsorships are subject to availability.

Some webinars included as part of quarterly editorial sponsorships.

Contact us for additional events and for opportunities to support your virtual event.



CUSTOM CONTENT

Lexipol Media Group's **Brand Studio** produces original branded content that brings thought leadership, awareness and information about your products and services to our audience of first responders. All programs below are strategically promoted utilizing various outbound and web-based programs to help drive engagement with our law enforcement audience.

ARTICLE / ARTICLE SERIES

High-quality content presented in a single article or a multiple article series that addresses a solution while providing an opportunity for your brand to earn trust with our audience. Our custom feature articles are ideal for product education, market positioning, or simply audience engagement and brand awareness.

CONTENT SUPPLEMENT

This high-impact product is a great solution for advertisers seeking to educate customers about their products, seize a thought leadership position on a key topic, or both. This well-rounded package includes three custom content pieces that can take various forms such as problem/solution, product feature, Q&A, listicle or case study promoted in a single eblast.

CASE STUDIES

Case studies can demonstrate how your product solves real-world problems. Because peer experiences are a primary way our audience of first responders make purchase decisions, a case study may become a critical component of your content marketing strategy. It is a highly effective content format for educating the market about your products, the problems they solve and how they are differentiated from the competition.

CUSTOM DIGITAL REPORTS

Our custom digital reports are stand-alone downloadable supplements to our website and email newsletter programming. Digital reports offer an elegant and mobile-optimized reading experience. They take a sharpened focus on a specific topic or theme of importance within the market, combining perspectives from top experts with long-form reporting.

INFOGRAPHICS

Infographics combine design, persuasive writing, and data analysis into an attention-grabbing visual format that speaks to readers in a way they can understand. Infographics are a highly-effective way to break down complex concepts into a concise and shareable format.

NATIVE CONTENT

Native content promotion provides the opportunity to host your own created content (articles, infographics, white papers, etc.) on our website, and have it promoted on social media and in our newsletters. This cost-effective way to feature your content within a highly-credible environment provides a great opportunity for branding, traffic and lead generation.

QUIZZES

Interactive quizzes are a great way to engage with readers and inject some fun into your content marketing efforts while also collecting valuable marketing insights. Tailored to your marketing needs, such as testing audience knowledge or preferences on a subject, our quizzes will drive max engagement via social, site and email promotion.

SURVEYS

Market research surveys are ideally suited for gathering meaningful data to help guide critical business decisions such as launching a new product, conducting competitive analysis or exploring a new marketing direction. The resulting data can be packaged for your internal use or can be paired with an infographic to share survey results with external readers.

WEBINARS

Custom webinars focus on important industry topics, creating sponsorship opportunities to position your brand as a thought leader and leverage our audience to generate leads. These branded webinars allow you to include your product or company expert into the conversation which extends your brand within the content. Promotion includes multiple channels, ensuring your brand gets maximum exposure as a sponsor.

WHITEPAPERS

White papers are great lead-generating, thought leadership tools that can be used for customer education and thought leadership. Educationally focused, white papers are a persuasive, factual examination of a key topic written to educate your customers by providing them with background information, a solution to a problem, or research findings.

RESPONSE MARKETING PLATFORM

DELIVER RESULTS BACKED BY METRICS

Take the guesswork out of your advertising investment with Police1's Response Marketing Platform.

Years of data inform a best-practice package of the most powerful placements that work together to drive leads and build brand awareness all year long.

With Response Marketing, quarterly billing eliminates surprises and makes budgeting easier. Best of all, you take advantage of a 40% discount when compared to buying items a la carte.

Additional marketing benefits:

- **Consistent audience engagement.** Eliminate the one-and-done approach with a year-long plan that builds brand awareness and a pipeline of leads.
- **Multi-platform reach.** By combining website advertising with newsletters, social media and more, you reach prospects wherever they are.
- **Managed support.** Your dedicated customer success manager will help you define goals, execute your campaign, and adjust as your strategy evolves.



GRANT ASSISTANCE PROGRAM

CONNECT YOUR CUSTOMERS WITH THE FUNDING THEY NEED

Looking to make the leap from advertiser to partner? Lexipol Media Group's **Grant Assistance Program (GAP) powered by GrantFinder** provides customized solutions to connect your potential customers with the grants they need to purchase your company's products and services. Help customers and prospects tap into the more than 1,600 grants and \$7 billion available in grants to law enforcement agencies each year.

Sponsors of Lexipol Media Group's **Grant Assistance Program powered by GrantFinder** receive:

- **Police1GrantsFinder.com**
 - Dedicated page with custom lead form
 - Your brand identified throughout site
 - Your brand highlighted within the grant-relevant product section
- Subscriptions to our **GrantFinder®** online grants database.
- Access to a custom lead summary and monthly tracking reports.



More than 67% of Police agencies report lack of budget for purchasing necessary products.

GrantFinder

Lexipol's GrantFinder team has secured nearly **\$700 million in grant funding** for public safety agencies and local governments.

Empower your prospects to buy.

Help your customers identify funding opportunities for your products by tapping into GrantFinder®, our proprietary grant search engine with over 1,600 grants available to police agencies.

Position your company as a partner.

Leverage the power of our trusted Police1GrantFinder brand to bring awareness to your commitment to help police departments get the equipment they need.

Tap into the expertise of our GrantFinder team.

Our expert grant writers, researchers and project managers have over 500 years of combined experience helping public safety and local government departments successfully compete for grants. Put our knowledge to work!

www.Police1GrantFinder.com

Powered by the GrantFinder Team

GrantFinder

Welcome to the new and improved PoliceGrantsHelp!

Police1 GrantFinder unites powerful tools, corporate partnerships, and unmatched expertise into one platform. Our suite of solutions gives agencies direct access to seasoned grant professionals—backed by over 500 years of combined experience—along with a comprehensive tailored grant database. Whether through direct services or no-cost corporate-sponsored product support, the GrantFinder Team delivers proven strategies and results, helping public safety and local government agencies secure critical funding with confidence.

Access Grant Database
Subscribe to find grants to fund your project or program.

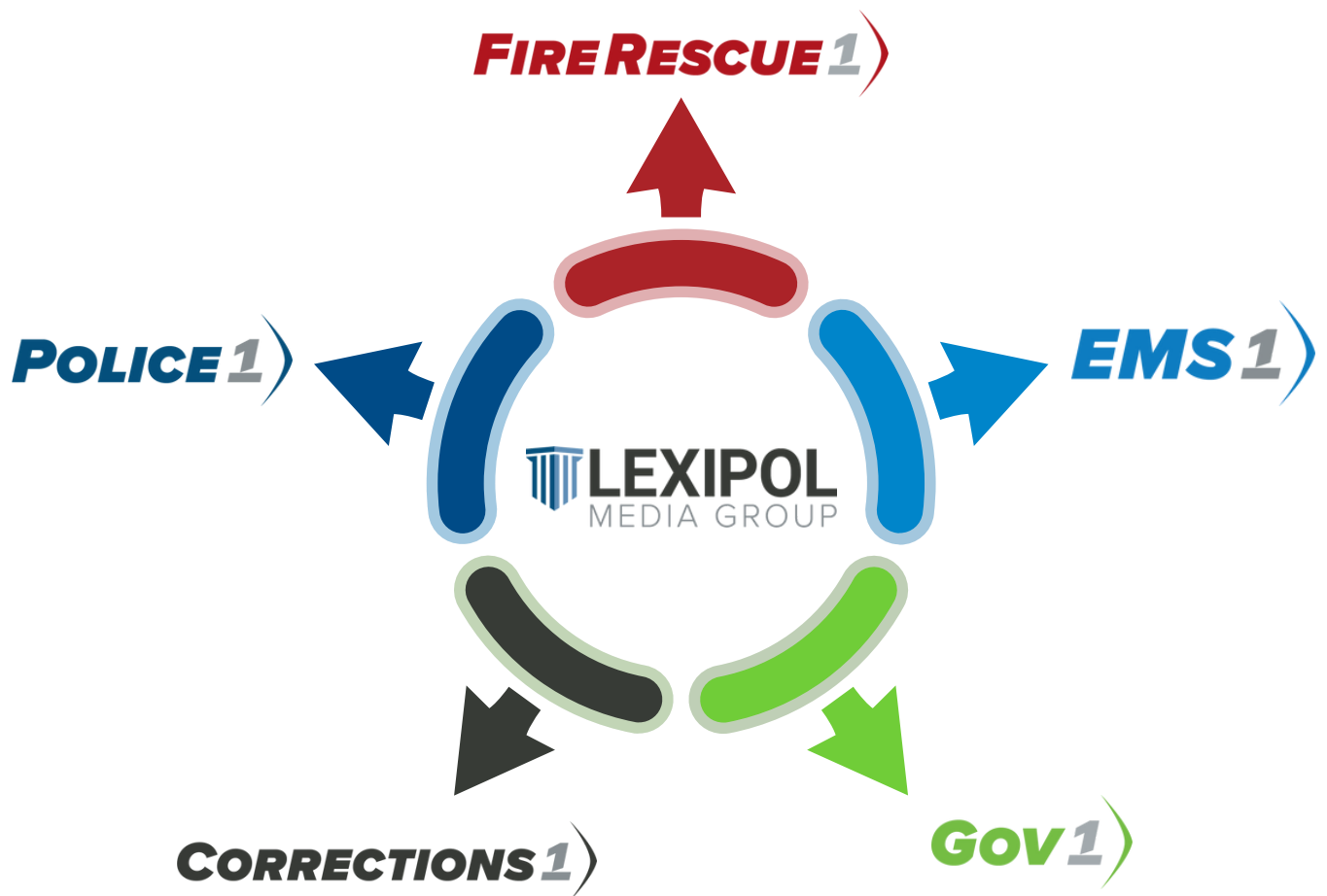
Get Started

Partner with our Experts
Get the level of support that fits your needs—from one-time grant writing projects to comprehensive, retained programs supporting through post-award management.

Get Started

Sponsored Grant Help
Receive grant support (at no-cost to your agency), including expert feedback and GrantFinder access on sponsored products.

Get Started



Lexipol communities combine to reach more than one and a half million public safety and local government officials each month.

Contact your Lexipol Media Group sales representative
or email LMGSales@lexipol.com
for more information or to inquire about your advertising options