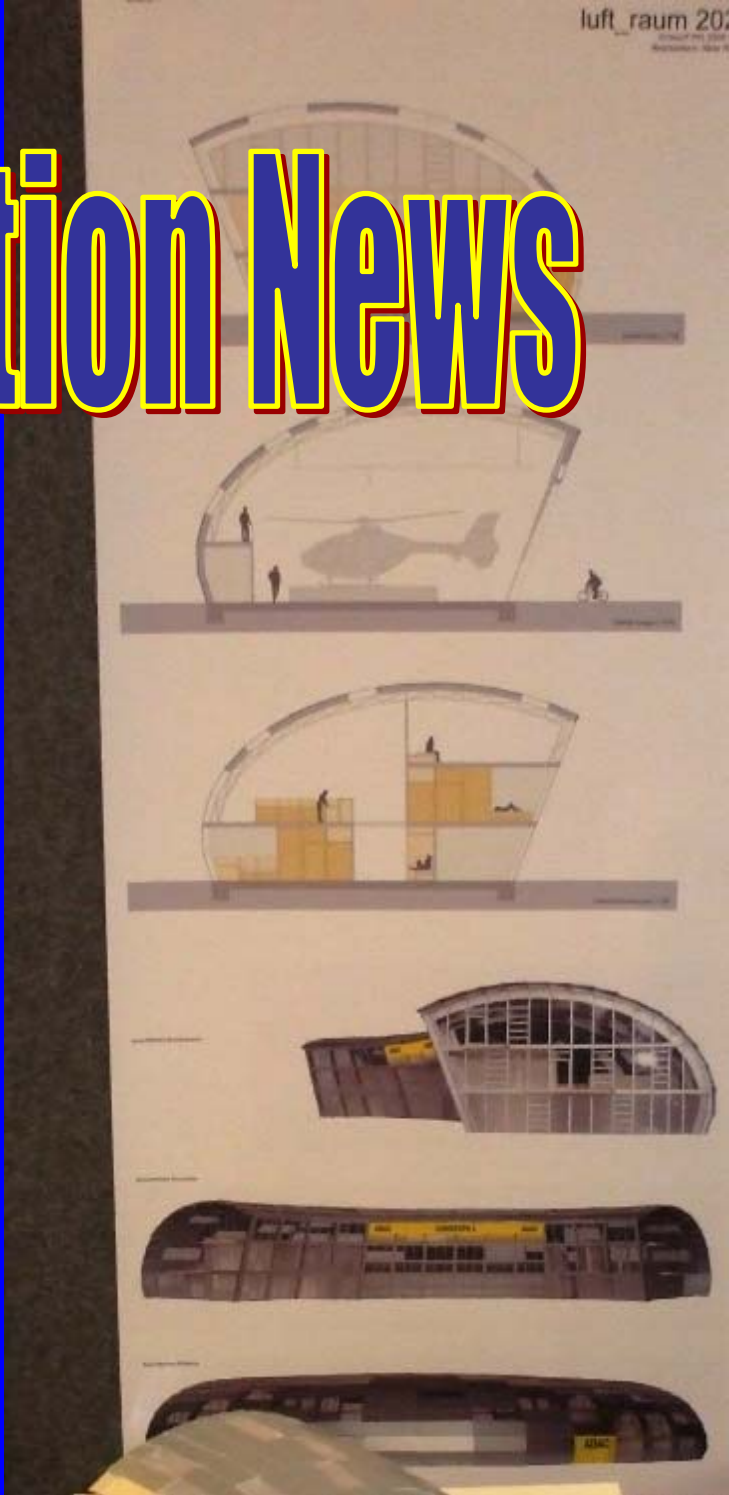


Police Aviation News

2009 EDITORIAL DIARY



EVENT	<i>ISSUE</i>		Advertisement
	<i>January</i>	5	December 23
HAI PREVIEW	<i>February</i>	2	January 22
HAI REVIEW*	<i>March</i>	2	February 21
BAPCO PREVIEW	<i>April</i>	1	March 20
EBACE PREVIEW	<i>May</i>	1	April 25
PARIS PREVIEW	<i>June</i>	1	May 28
PARIS*/BGAD REVIEWS	<i>July</i>	1	June 25
ALEA CONFERENCE	<i>August</i>	3	July 25
ALEA REVIEW	<i>September</i>	1	August 27
POLICE AVIATION CONFERENCE	<i>October</i>	1	September 26
EMERGENCY SERVICES SHOW	<i>November</i>	2	October 27
POLICE CONFERENCE REVIEW	<i>December</i>	1	November 27

ITEMS WITH A * USUALLY INCLUDE A SPECIAL EDITION

NOTES: Police Aviation News is primarily directed as an airborne emergency services news medium. It is the Editor's opinion that large airshows including Paris and Farnborough offer little for this market sector. As a result, although they are monitored and visited by the Editorial Team the publication does not concentrate its coverage on them.



THE MARKET

The major market is the United States [90%]

The Airborne Law Enforcement Association had 4,300 members worldwide in 2002, this rose from 3,500 in 2001. The membership is divided into Professional, International Professional, Technical Specialist, Associate, International Associate and Affiliate and only the first two groups need to be serving law enforcers. In spite of its own attempts to widen its membership base ALEA remains primarily a US based organisation. Of 84 Professional members listed as being from outside the US most are from Canada and the Americas - not all of the remaining 22 are true airborne law enforcers.

The annual ALEA Conference and Exposition attracts a fairly standard attendance of 1,280 and 140 exhibitors.

Based on their membership rolls, the ALEA claim that there are approximately 3-400 operational units in the USA. IPAR, the consultancy arm of Police Aviation News, believes that the true number [including non-ALEA members] is nearer 600. It is this wider market that is addressed.

Police Aviation News addresses the US ALEA market and adds the World market to its brief.

United Kingdom

There are under 40 units in the United Kingdom. Although each unit has at least 10 operational staff those with a buying brief will amount to just 2-3 per unit. Each of these approx. 120 persons is the target market.

Other readers

Most aircraft crew members have a grasp of English. For some this is restricted to reading technical documents and at their own rate. This extends to reading English language magazines but often the reader has an inability to converse with ease. The short articles in the publication suit this market. Even in a market with limited grasp of English as a spoken language readership surveys have confirmed a strong readership in the following countries: -

Europe

Austria, Belgium, Cyprus, Czech Republic, Eire, Estonia, Finland, France, Germany, Italy, Luxembourg, Malta, Norway, Slovakia, Spain, Sweden, Switzerland,

World

Angola, Argentina, Australia, Brazil, Canada, China, Japan, Kenya, Malaysia, Thailand, New Zealand, South Africa, Venezuela,

There will be others but they remain unconfirmed.

BRYN ELLIOTT

Editor

The principal, Bryn Elliott, a 30 year law enforcement professional, has spent over 25 years with law enforcement aviation in the United Kingdom.

He has maintained a close working relationship with the providers of law enforcement aviation in the United Kingdom through twenty years of intensive operations and created the news dissemination service within the industry which operates on a world-wide basis.

Police Aviation News enhances its unequalled in-depth news coverage using the archival resources of International Police Aviation Research [IPAR]. The extensive, unique, archive of material held by IPAR is based upon the origins and development of law enforcement aviation, in all its many aspects, across the world. Police Aviation News is therefore able to authoritatively compare the difference in operating techniques and environment as they effect each different country.

The combination of Police Aviation News and IPAR is able to work closely with customers to identify the exact field of interest and thereby produce results exactly matching the needs of the customer with unequalled value.



POLICE AVIATION NEWS

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