



The *Sheriff & Deputy* 2019 Harvey® Ad Study

60,000

Sheriff & Deputy readership



82%
of readers
take action!

80% Frequency

80% of the top 5-scoring advertisers ran six or more times in 2019, proving that the more frequently you advertise, the better your ROI!



96%
of NSA
members
read the print
magazine.

46.6 Minutes Reading

Ad study respondents spend an average of 46.6 minutes reading *Sheriff & Deputy* magazine.



74% Purchasing Involvement

74% of *Sheriff & Deputy* readers reported having purchasing influence.

