



MEDIA GUIDE

POLICE AVIATION RESEARCH

7 Windmill Close
Honey Lane
Waltham Abbey
Essex
EN9 3BQ
United Kingdom
Website: www.policeaviationnews.com
Website: www.policeaviationnews.info
Primary E-mail: editor@policeaviationnews.com
Conference E-mail: admin@pavconeurope.eu

Mobile/Cell: +44 (0)7778296650
Conference 24/7: +44 (0)20 8144 1914

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Police Aviation News

POLICE AVIATION - THE MARKET

Although police aviation is often seen as a potentially rich market place the numbers of persons directly involved is low, certainly under 10,000.

The Airborne Public Safety Association (APSA) has around 4,000 members worldwide and is the largest organisation of its kind. 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 APSA remains primarily a US based organisation. Of around 80 Professional members listed as being from outside the USA most are from Canada - not all being operational airborne law enforcers.

Based on their membership rolls, the APSA claim that there are approximately 300-400 operational units in the USA based in State, city and township units but PAR, the consultancy arm of Police Aviation News, believes that the true number [including many non-APSA members] is nearer 600.

The annual APSA Conference and Exposition held in the mainland USA attracts a fairly standard attendance of 1,200 and 140 exhibitors. They also hold four smaller Regional events annually in the Americas.

Europe

Most nations in Europe have centralised National Police Aviation units. In the United Kingdom since 2012 the set-up has moved to embrace this policy and there are now just three units, with the main part of England and Wales operated by a National Police Aviation Service [NPAS]. Northern Ireland and Scotland being separate.

PAR independently operates a European version of the APSA Regional in cooperation with the USA based organisation under the banner of PAvCon Europe. This event is held in a different country and location each year.

World

Most aircraft crew members have a grasp of English. Most pilots have a grasp at technical and conversational level but many rear crew members do not. For some this is restricted to reading technical documents at their own rate. This extends to reading English language magazines but the majority have an inability to converse with ease. Members attend both the USA and Europe Conferences or call in the experienced trainers from these events to hold their own events at unit level.

Police Aviation News has addressed all these markets and all of the airborne emergency services [ambulance fire and SAR] since 1996, offering short articles that suit the wider market readership. Even in areas with a 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: Abu Dhabi, Angola, Argentina, Australia, Botswana, Brazil, Canada, China, Dubai, Israel, Japan, Kenya, Malaysia, Thailand, New Zealand, South Africa, Venezuela.

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The monthly publication date is the 1st of each month and editorial closure is 7 days prior. Key events can affect content and the publication of Special Editions. These are listed below.

JANUARY	Unmanned aviation. Singapore Air Show Preview [bi-annual even years]
FEBRUARY	HAI HeliExpo Preview [Event dates vary but usually held early March in the USA]. Singapore Air Show [bi-annual even years]
MARCH	HAI HeliExpo [Special Edition Report—bonus advertising]
APRIL	
MAY	PAvCon Police Aviation Conference Europe Preview
JUNE	PAvCon Police Aviation Conference Europe [Special Edition Report—bonus advertising including short hard copy print run]
JULY	Paris Air Show Report [bi-annual odd years] Farnborough Air Show [bi-annual even years] Airborne Public Service Association Annual Conference (APSCON) Preview Airborne Public Service Association Annual Conference (APSCON) [Special Edition Report—bonus advertising]
AUGUST	DSEi [Defence] Show London UK [bi-annual odd years]
SEPTEMBER	Vertical Flight Helicopter Show [Europe] Preview Emergency Services Show [UK] Preview and Show [Report] Helitech Preview and show report.
OCTOBER	
NOVEMBER	European Rotors Preview Milipol Paris Interior Ministry Security Show [odd years]
DECEMBER	European Rotors report



PAvCon

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EMERGENCY



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25
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