

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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SECURITY

SOLUTIONS FOR ENTERPRISE SECURITY LEADERS

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FIELD SERVED

SECURITY serves individuals at utility/power/gas/nuclear/water, information technology/communications, airports, transportation/logistics/distribution/warehousing, construction/real estate/property management, education/university/school/library/museum, health care/hospital/medical center, government/correctional facilities, industrial/manufacturing, banking/finance/insurance, casino/hotel/arenas/entertainment, retail/restaurant/foodservice, security systems integrator, security management/consulting, and architectural/engineering/ contract firms.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are security/ loss prevention management, executive management, IT/ network/network security management, and facilities/operations management.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	156
Advertiser and Agency	1,258
Rotated or Occasional	-
Allocated for Trade Shows and Conventions	-
Digital	-
All Other	1,056
TOTAL	2,470

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	35,005	100.0	35,005	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	35,005	100.0	35,005	100.0	-	-

2a. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD					
2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July	77	73			35,002
August	54	59			35,007
September	60	56			35,003
October	95	95			35,003
November	89	92			35,006
December	69	70			35,007
TOTAL	444	445			

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
July	39,384	18,060	15,314	1.18	01:15	02:45
August	35,181	16,728	14,237	1.17	01:19	02:47
September	37,148	16,700	14,024	1.19	01:20	02:56
October	41,476	19,363	16,479	1.18	01:18	02:46
November	51,331	21,764	18,303	1.19	01:08	02:41
December	41,361	19,204	16,231	1.18	01:17	02:46
AVERAGE:	40,980	18,637	15,765	1.18	01:16	02:47

*See Paragraph 9

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

This issue is -% or 2 copies above the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE			
			Total Management 35,006 or 100%			
			SECURITY/LOSS PREVENTION MANAGEMENT (Note 1)	EXECUTIVE MANAGEMENT (Note 2)	IT/NETWORK/NETWORK SECURITY MANAGEMENT (Note 3)	FACILITIES/OPERATIONS MANAGEMENT (Note 4)
Utility/Power/Gas/Nuclear/Water _____	2,708	7.7	1,346	627	118	617
Information Technology/Communications _____	2,831	8.1	1,076	876	598	281
Airports _____	702	2.0	205	286	21	190
Transportation/Logistics/Distribution/Warehousing _____	1,942	5.5	824	639	107	372
Construction/Real Estate/Property Management _____	1,362	3.9	381	600	54	327
Education/University/School/Library/Museum _____	5,101	14.6	2,724	784	338	1,255
Health Care/Hospital/Medical Center _____	4,009	11.4	2,106	659	209	1,035
Government/Correctional Facilities _____	4,116	11.7	2,140	730	418	828
Industrial/Manufacturing _____	3,100	8.9	1,354	863	208	675
Banking/Finance/Insurance _____	1,950	5.6	1,131	352	276	191
Casino/Hotel/Arenas/Entertainment _____	1,880	5.4	1,204	388	71	217
Retail/Restaurant/Foodservice _____	1,605	4.6	857	463	85	200
Security Systems Integrator _____	1,628	4.7	465	841	139	183
Security Management/Consulting _____	1,472	4.2	487	742	163	80
Architectural/Engineering/Contract Firm _____	600	1.7	107	350	45	98
TOTAL QUALIFIED CIRCULATION	35,006	100.0	16,407	9,200	2,850	6,549
PERCENT	100.0		46.9	26.3	8.1	18.7

Note 1: Includes CSO (Chief Security Officer), Vice President, Director, Manager, or Supervisor of Security.

Note 2: Includes CEO, CFO, COO, President, Officer, Partner, Owner, Vice President, or General Manager.

Note 3: Includes CIO, CISO, IRM, VP, Director, Manager, or Senior Staff.

Note 4: Includes VP, Director, Manager, or Supervisor.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL – Direct Request: _____	21,680	9,959	-			31,639	90.4
a. Written _____	2,351	630	-			2,981	8.5
b. Telecommunication _____	14,893	7,364	-			22,257	63.6
c. Electronic _____	4,436	1,965	-			6,401	18.3
II. TOTAL – Request from recipient's company: _____	705	192	-			897	2.6
a. Written _____	69	41	-			110	0.3
b. Telecommunication _____	230	46	-			276	0.8
c. Electronic _____	406	105	-			511	1.5
III. TOTAL – Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. TOTAL – Communication from recipient or recipient's company (other than request): _____	163	-	-			163	0.4
a. Written _____	3	-	-			3	-
b. Telecommunication _____	150	-	-			150	0.4
c. Electronic _____	10	-	-			10	-
V. TOTAL – Sources other than above (listed alphabetically): _____	2,307	-	-			2,307	6.6
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	2,307	-	-			2,307	6.6
VI. TOTAL – Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	24,855	10,151	-			35,006	100.0
*See Paragraph 9	PERCENT	71.0	29.0	-		100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			35,006	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			35,006	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	174		400-427 Kentucky _____	419	
030-038 New Hampshire _____	163		370-385 Tennessee _____	589	
050-059 Vermont _____	75		350-369 Alabama _____	461	
010-027 Massachusetts _____	921		386-397 Mississippi _____	303	
028-029 Rhode Island _____	123		EAST SO. CENTRAL	1,772	5.1
060-069 Connecticut _____	528		716-729 Arkansas _____	270	
NEW ENGLAND	1,984	5.7	700-714 Louisiana _____	299	
100-149 New York _____	2,996		730-749 Oklahoma _____	511	
070-089 New Jersey _____	1,320		750-799 Texas _____	2,280	
150-196 Pennsylvania _____	1,655		WEST SO. CENTRAL	3,360	9.6
MIDDLE ATLANTIC	5,971	17.1	590-599 Montana _____	114	
430-459 Ohio _____	1,309		832-838 Idaho _____	164	
460-479 Indiana _____	651		820-831 Wyoming _____	67	
600-629 Illinois _____	1,668		800-816 Colorado _____	515	
480-499 Michigan _____	898		870-884 New Mexico _____	224	
530-549 Wisconsin _____	739		850-865 Arizona _____	515	
EAST NO. CENTRAL	5,265	15.0	840-847 Utah _____	275	
550-567 Minnesota _____	640		889-898 Nevada _____	522	
500-528 Iowa _____	435		MOUNTAIN	2,396	6.8
630-658 Missouri _____	851		995-999 Alaska _____	88	
580-588 North Dakota _____	148		980-994 Washington _____	631	
570-577 South Dakota _____	146		970-979 Oregon _____	288	
680-693 Nebraska _____	380		900-961 California _____	2,745	
660-679 Kansas _____	439		967-968 Hawaii _____	126	
WEST NO. CENTRAL	3,039	8.7	PACIFIC	3,878	11.1
197-199 Delaware _____	105		UNITED STATES	33,909	96.9
206-219 Maryland _____	842		969 & 004-009 U.S. Territories _____	111	
200-205 Washington, DC _____	368		Canada _____	968	
220-246 Virginia _____	1,101		Mexico _____	-	
247-268 West Virginia _____	192		Other International _____	-	
270-289 North Carolina _____	830		APO/FPO _____	18	
290-299 South Carolina _____	394		TOTAL QUALIFIED CIRCULATION	35,006	100.0
300-319 Georgia _____	871				
320-349 Florida _____	1,541				
SOUTH ATLANTIC	6,244	17.8			

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2006	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*
Total Audit Average Qualified: _____	35,004	35,007	35,009	35,006	35,006	35,005
Qualified Non-Paid: _____	35,004	35,007	35,009	35,006	35,006	35,005
Qualified Paid: _____	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July - December 2009 data is unaudited. With each successive period, new data will be added until 6 six-month periods of data are displayed.

**NC = None Claimed.

8. PAID CIRCULATION DATA

**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

WEBSITE GLOSSARY:

Unique Browsers: An identified and unduplicated Cookie Browser that accesses internet content during a measurement period. Each browser visiting a site instrumented with SiteCensus code is assigned a unique cookie id to help determine browser uniqueness

Page Impressions: The number of web pages successfully viewed by all browsers within the reporting period

User Sessions: A single continuous set of activity attributable to a browser resulting in one or more pulled text downloads from a site. A period of inactivity of more than 30 minutes terminates the session

Unique Browser Frequency: The average number of user sessions per Unique Browser over the selected reporting period

User Session Duration: The average time a browser remained on the site per session

Page Duration: The average time a browser spent viewing any page(s) on the site

9. ADDITIONAL DATA**PARAGRAPH 3b:**

Other Sources include 2 sources of circulation for quantities of 312 copies or 0.9% to 1,995 copies or 5.7%.

PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.

QUESTIONNAIRE INCLUDED AT THE OPTION OF THE PUBLISHER:

SECURITY

SOLUTIONS FOR ENTERPRISE SECURITY LEADERS

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Please answer all questions, sign and date card. Incomplete forms cannot be processed or acknowledged. The publisher reserves the right to serve only those individuals who meet the publication qualifications.

2 What is your title? (Check one only)

- | | |
|--|---|
| <p>01 <input type="checkbox"/> Security/Loss Prevention Management including CSO (Chief Security Officer), Vice President, Director, Manager, or Supervisor of Security</p> <p>02 <input type="checkbox"/> Executive Management including CEO, CFO, COO, President, Officer, Partner, Owner, Vice President, General Manager</p> | <p>03 <input type="checkbox"/> IT/Network/Network Security Management including CIO, CISO, IRM, VP, Director, Manager or Senior Staff</p> <p>04 <input type="checkbox"/> Facilities/Operations Management including VP, Director, Manager or Supervisor</p> <p>98 <input type="checkbox"/> Other (please specify) _____</p> |
|--|---|

3 What is your company's primary type of business at this location? (Check one only)

- | | |
|---|---|
| <p>01 <input type="checkbox"/> Utility/Power/Gas/Nuclear/Water</p> <p>02 <input type="checkbox"/> Information Technology/Communications</p> <p>03 <input type="checkbox"/> Airports</p> <p>04 <input type="checkbox"/> Transportation/Logistics/ Distribution/Warehousing</p> <p>05 <input type="checkbox"/> Construction/Real Estate/Property Management</p> <p>06 <input type="checkbox"/> Education/University/School/Library/Museum</p> <p>07 <input type="checkbox"/> Health Care/Hospital/Medical Center</p> <p>19 <input type="checkbox"/> Government</p> <p>20 <input type="checkbox"/> Corrections</p> <p>09 <input type="checkbox"/> Industrial/Manufacturing</p> | <p>10 <input type="checkbox"/> Banking/Finance/Insurance</p> <p>11 <input type="checkbox"/> Casino/Hotel/Arenas/Entertainment</p> <p>12 <input type="checkbox"/> Retail/Restaurant/Foodservice</p> <p>13 <input type="checkbox"/> Security Systems Integrator</p> <p>14 <input type="checkbox"/> Security Management/Consulting</p> <p>15 <input type="checkbox"/> Architectural/Engineering/Contract Firm</p> <p>16 <input type="checkbox"/> Security Dealer/Distributor</p> <p>17 <input type="checkbox"/> Security Products Manufacturer</p> <p>18 <input type="checkbox"/> Security Service</p> <p>98 <input type="checkbox"/> Other (please specify) _____</p> |
|---|---|

4 Which of the following security products, systems and/or services do you recommend, specify or buy? (Check all that apply)

- | | |
|---|---|
| <p>01 <input type="checkbox"/> Video/CCTV/Surveillance</p> <p>02 <input type="checkbox"/> Hardware/Lock Access Controls</p> <p>03 <input type="checkbox"/> Electronic Access Controls/Biometrics</p> <p>15 <input type="checkbox"/> IP Security Systems</p> <p>04 <input type="checkbox"/> ID Cards, Badge Printers, ID Software</p> <p>05 <input type="checkbox"/> Computer/Network/Transaction/ Intellectual Property Security</p> <p>06 <input type="checkbox"/> Integrated Systems/Convergence</p> <p>07 <input type="checkbox"/> Burglar Alarm/Intrusion Detection</p> | <p>08 <input type="checkbox"/> Fire/Life Safety</p> <p>09 <input type="checkbox"/> Communications/Monitoring</p> <p>10 <input type="checkbox"/> Business Continuity, Crisis/ Disaster Management</p> <p>11 <input type="checkbox"/> Perimeter/Outdoor Detection</p> <p>12 <input type="checkbox"/> Guard/Office Services/Supplies</p> <p>13 <input type="checkbox"/> Consulting (such as integrators, consultants, engineers, architects, specifiers)</p> <p>14 <input type="checkbox"/> Investigation/Screening</p> <p>99 <input type="checkbox"/> None of the Above</p> |
|---|---|

5 What is the approximate value of the security products/services your firm will recommend, specify or buy in the next 12 months? (Check one only)

- | | |
|--|--|
| <p>26 <input type="checkbox"/> More than \$25 Million</p> <p>25 <input type="checkbox"/> \$10 Million to \$25 Million</p> <p>24 <input type="checkbox"/> \$5 Million to \$10 Million</p> <p>23 <input type="checkbox"/> \$1 Million to \$5 Million</p> | <p>22 <input type="checkbox"/> \$250,000 to \$1 Million</p> <p>21 <input type="checkbox"/> \$100,000 to \$250,000</p> <p>20 <input type="checkbox"/> Less than \$100,000</p> |
|--|--|

Mail or fax to 1-847-763-9538, or subscribe online at www.SecurityMagazine.com/show

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Christine Baloga, Corporate Audience Development Director

Catherine M. Ronan, Corporate Audience Audit Manager

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed	January 5, 2010
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