

SECURITY

BUSINESS MEDIA FOR SECURITY EXECUTIVES

Readership Gets Results — In Print, Online and In Person

2013 ADVERTISING PLANNER

“As a virtual force multiplier, *Security* magazine provides just such a source, reflecting a taxonomy of risks as comprehensive and easy to access as any out there.”

John McClurg
VP, Chief Security Officer
Dell Global Security

“I view *Security* magazine as an essential tool, not only for me, but any security practitioner.”

Dennis Treece
Director of Corporate Security
Massachusetts Port Authority

“*Security* magazine continues to be a most informative industry guide assisting in our security systems decisions.”

Stephen Morrill
Executive Director of Corporate Security
Charles River



Readership gets results!

Welcome to **Security**, the business media for security leaders.

Your advertising has direct impact on your brand image and the interest generated in your products and services from decision-makers. And your advertising investment only generates that return if it gets read. How and where you market your brand, promote your solutions and generate attention, interest and action is critically important to your success. And the most important part of that decision is that your advertising is seen by people with budget and authority to **buy**.

Security has earned the trust and respect of the enterprise security leader who relies on our information and resources in print, in person and online. And we can prove it. The following pages outline testimonials from enterprise security leaders at prominent organizations.

Security magazine and its website offer the highest quality BPA audited audiences.¹ Our in depth study of the *Security* audience tells us (and you) where they spend their time (reading magazines), their interest in eNewsletters (very high) and their use of iPads and tablets (low but growing).

Your advertising will reach the most security and loss prevention subscribers.¹ And it is the **ONLY** enterprise market magazine published monthly in print!¹ That's why *Security* has become the leading publication in advertising pages and revenue since 2007.¹

From well-read print advertising² to custom eMedia solutions or the Security 500 Conference, we have exclusive tools to target your buyer, to build your brand, and to generate leads. Learn more by reading our Media Planner or by contacting me directly.

We look forward to helping you achieve your business goals in 2013.

Sincerely,

Mark McCourt

Publisher

mccourtm@bnpmedia.com

610-662-5477



Here's where security executives get their information:

Industry professionals have read b-to-b trade magazines, trade journals and eNewsletters at work in the past 6 months.²

68%
business-to-business
trade magazines



62%
trade journals

60%
eNewsletters



41%
prefer trade magazines like
Security over any other source
of industry information.²

More professionals indicated *Security* when asked which, if any, magazines come to mind when thinking about the security industry.²
(Up to 5 responses allowed.)

57%
Security

23%
Security Management

10%
Security Products

72%
of surveyed professionals indicate
owning smart phones.²

10%
indicate owning iPads.²

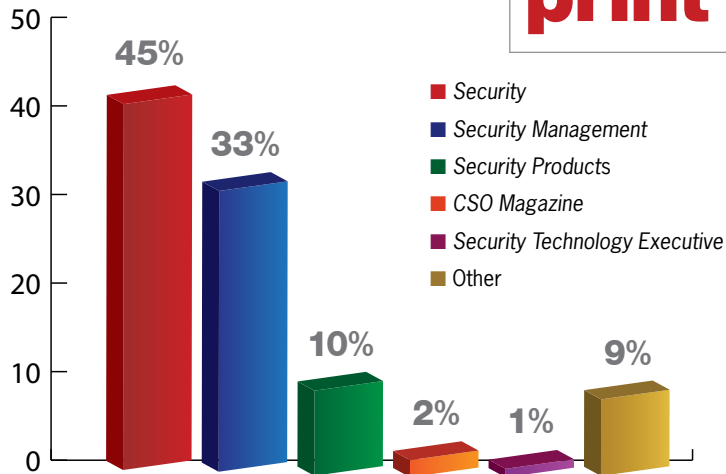
“*Security* magazine is a valuable tool that quickly helps to keep me up-to-date on security technology trends and industry practices. It's one of the magazines I have on my desk for quick reference. I often find articles, products or websites that I would not have been aware of, had I been searching the web. I read it regularly and I often will select articles or websites to send to my team for follow up or for their information. When traveling, I always take it with for more in-depth reading while waiting or during flights.”

John Martinicky
Director, Global Security
Navistar

Security is the most useful media brand among your management customers

in print and online.

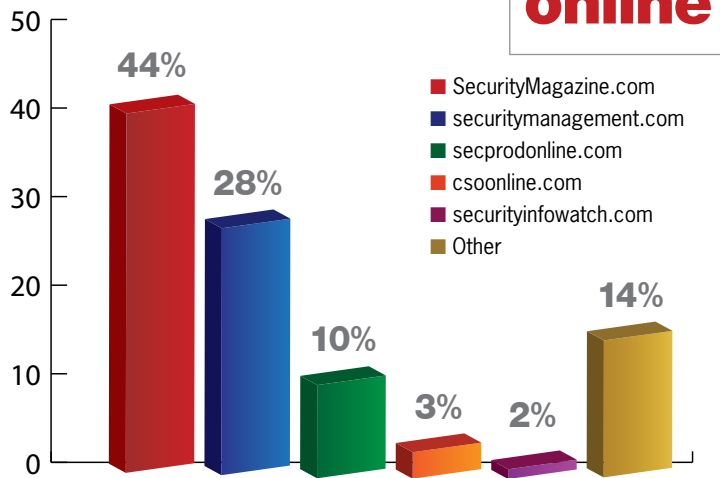
Which **one** magazine is most useful in their security industry work?¹



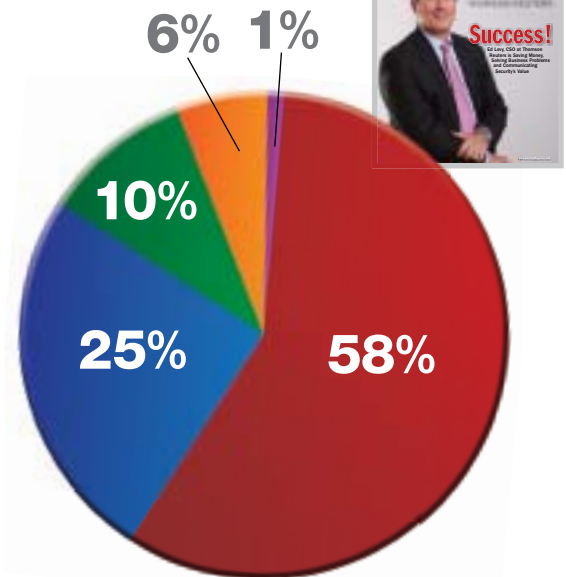
93% of surveyed professionals have read an issue of **Security** in the last 6 months.¹

- Yes, print version
- Yes, both online and in print
- Yes, online edition
- No, neither
- Don't know

Which **one** website is most useful in their security industry work?¹



May not equal 100% due to rounding.



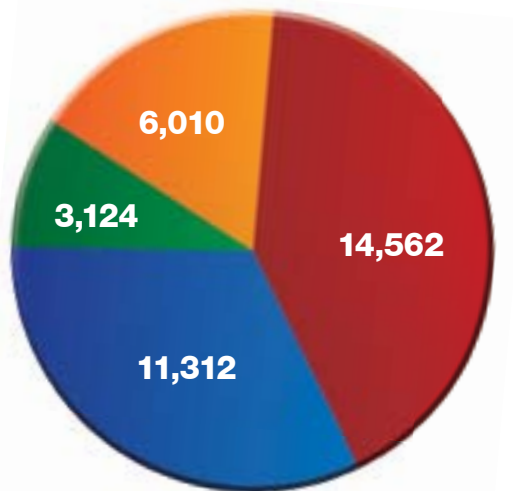
“Security magazine continues to be a most informative industry guide assisting in our security systems decisions. The magazine and associated website offers its readers insights into the future of security, as described by experts within the field, whose opinions are the foundation of best practices. At Charles River Laboratories, we read *Security* magazine faithfully and tap into the website as a valued resource prior to presenting our annual strategic plan to senior executives. The insights we gain as to where the next generation of security is headed remain a most important component of our future planning process. *Security* magazine has my continued enthusiastic support and I strongly recommend it to all security professionals.”

Stephen Morrill
Executive Director of Corporate Security
Charles River

¹ Security Reader Preference/Profile Study, May 2011.

Why advertise in *Security*?

Circulation quality



- Security/Loss Prevention Management¹
- Executive Management¹
- IT/Network Security Management¹
- Facilities/Operations Management¹

35,000+ subscribers — with the most reach in print to the enterprise security management market.²

100% of subscribers hold management titles.¹

100% of subscribers qualify to receive the magazine by request.¹

Your *Security* ads target management level subscribers in multiple verticals — including the five highest-growth industry sectors:²

- Industrial/Manufacturing**
- Education/University/School/Library/Museum**
- Government/Correctional Facilities**
- Information Technology/Communications**
- Health Care/Hospital/Medical Center**



“*Security* magazine is one of the few publications that I read from cover to cover because within the pages I find interesting security trends and case studies that reveal practical solutions to current problems. I also consult the Web site on a frequent basis to review past articles or catch up on current offerings from security firms. The eNewsletters provide routine updates on security industry news and incidents. Thank you *Security* magazine for providing a value-added tool for the security practitioner’s toolbox!”

Karl Perman
 Director of Security
 North American Transmission Forum

Security reaches volume buyers of your products & services

Your ads target professionals who recommend, specify, or buy multiple solutions and services:¹

Video/CCTV/Surveillance	21,117
Hardware/Lock Access Controls	19,236
Electronic Access Controls/Biometrics	16,768
IP Security Systems	19,349
ID Cards, Badges, Printers, ID Software	16,671
Security Cloud Computing NEW!	1,595
Computer/Network/Transaction/Intellectual Property	12,848
Integrated Systems/Convergence	10,830
Burglar Alarm/Intrusion Detection	16,815
Fire/Life Safety	16,655
Communications/Monitoring	15,163
Business Continuity, Crisis/Disaster Management	13,445
Perimeter/Outdoor Detection	13,859
Guard/Office Services/Supplies	11,235
Consulting	11,058
Investigation/Screening	10,641

97% of surveyed professionals indicate holding company purchase involvement.²

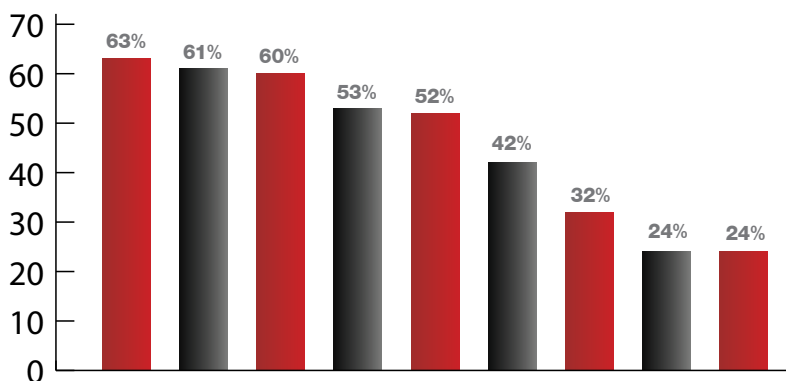
\$1.5 billion+

Average subscriber company revenue for 2010.²

13,000+

Average number of employees per subscriber company (including all locations).²

90%
take action



90% of surveyed professionals have taken action as a result of seeing an ad in *Security* over the last 6 months.²

- 63% Saved for future reference
- 61% Passed along to someone else (colleague, friend, etc.)
- 60% Visited advertiser's website
- 53% Discussed with someone else (colleague, friend, etc.)
- 52% Sought out more information via an Internet search
- 42% Requested additional information directly from company/sales representative/distributor
- 32% Investigated competitive offerings
- 24% Purchased products or services advertised
- 24% Recommended the purchase of products or services advertised

“*Security* magazine is a leading source of news and insights on complex and newly emerging security issues. What I appreciate are the insights offered by leading security practitioners masterfully edited for clarity and the potential for quick adaptation to complex, global organizations.”

Robert A. Messemer
SVP and Chief Security Officer
The Nielsen Company

¹ Publisher's own data.

² *Security* Reader Preference/Profile Study, May 2011.

Security in print

Powerful editorial, high readership and quality circulation¹ has positioned *Security* as the market leader in all the major buying categories:

- #1 In frequency as the market's only 12-time monthly print publication¹
- #1 In security & loss prevention management circulation¹
- #1 In management-by-title-circulation¹
- #1 In published ad pages¹
- #1 In share of market¹
- #1 In advertising companies¹

“ I consider *Security* magazine to be one of the premier professional journals because it quite often contains articles and information that are very relevant to the security executive and quite frequently links the security articles to contemporary and forward thinking issues. The magazine provides the security executive with an opportunity to understand what many peer groups are focused on and can often be used to benchmark best practices. Inevitably, each edition of the magazine offers articles that are either written by thought leaders or include insights from them. It has a good balance of technical and practical security insights. ”

Russell J. Cancilla

Vice President & Chief Security Officer
Baker Hughes – Health, Safety, Environment & Security



Readership Gets Results!

Here's a look at what your top buying customers are saying about *Security*...



Our Partners



SECURING
NEW GROUND



SecurityXchange



Security Leadership Solutions
Executive Council

“ I like the breadth of the articles included in *Security* magazine, which keeps me informed about what is going on in security, but also keeps me current on new ideas and approaches. The authors are highly qualified individuals that provide information that is both insightful and informative. I consider *Security* magazine a must-read publication and never miss reading a copy. ”

W. Barry Nixon
Executive Director

National Institute for the Prevention of Workplace Violence, Inc.

“ I view *Security* magazine as an essential tool, not only for me, but any security practitioner. It helps me see what is happening in other critical infrastructure sectors, it helps me validate what I am doing here, and it introduces me to potentially useful security technologies as they come on the market. ”

Dennis Treece

Director of Corporate Security
Massachusetts Port Authority

“ In an age when risks to an enterprise are growing exponentially across a full spectrum of both cyber and physical challenges, it's essential that even the most generously-resourced security organization has a partner with whom it can stay abreast of the latest-breaking issues and developments. As a virtual force multiplier, *Security* magazine provides just such a source, reflecting a taxonomy of risks as comprehensive and easy to access as any out there. Each foray into its cyber pages never fails but to produce thought pieces that are well-reasoned and worth the time spent perusing them, justifying my having bookmarked it among my "favorites" years ago. ”

John McClurg

VP, Chief Security Officer
Dell Global Security

“ *Security* magazine in my opinion is the top go to magazine when it comes to providing information for the security executive... I find that *Security* magazine is quite unique in the security publications field because it often focuses on the Chief *Security* officer and the relationship/duties he/she has with their organizations. Many of these stories are quite fascinating and often give someone like me goals to strive for or something to relate to.

“For example, several of the security related technologies/practices that we now deploy/or will soon deploy in my school district were inspired from

information obtained from reading *Security* magazine... As my school district's Director of Security, I often need to obtain information on the fly and when it comes to needing information and ideas the magazine and its website is second to none in providing them.

“In closing, I can honestly say that *Security* is a fantastic resource for the security executive. The magazine should be on every security executive's desk, and the website added as a favorite across the country! ”

Guy Grace

Director of Security and Emergency Planning
Littleton, Colorado Public Schools

Our Partners

NCS⁴



Security Online

SecurityMagazine.com



SecurityMagazine.com is where end-users find new products, news, and professional know-how. Site sponsorship ideas include the *Security Blog*, the *SecurityTV* video series, Showrooms, White Papers, and traditional run-of-site advertising.

Visit <http://portfolio.bnpmmedia.com/new> to see all of *Security's* online and eMedia advertising opportunities!

eNewsletter Sponsorships



The *Security* and *Today's Systems Integrator* eNewsletters deploy twice monthly to 100% opt-in audiences.¹ Each is written by *Security* editorial staff and includes unique content specifically for end-users. Combined open rates average more than 14.71% per edition!³

Security eNews: 19,576 average opt-in subscribers¹

TSI eNews: 24,718 average opt-in subscribers¹

Solutions By Sector High-impact Multimedia Sponsorships

Solutions By Sector are turnkey multimedia sponsorship programs targeting subscribers in key verticals. You generate impressions and sales leads from *SDM* and *Security* subscribers through a sector-specific marketing program — including print, online and eNewsletter promotional content! The *SDM* and *Security* editorial teams bring thought leaders together to discuss critical issues and solutions in these critical growth sectors:

Education: University/College Campuses, K-12	February
Retail, Convenience Stores, Banks, Gas Stations	May
Critical Infrastructures, Utilities	July
Government: Federal, State & Local	September
Health Care: Hospitals, Medical Centers	November



iSecurity Virtual Expo

**JUNE
2013**

Trade Show Benefits without Trade Show Costs!

Partner with *Security*, *SDM* and *smartHOME* as a sponsor of iSecurity — the industry's most comprehensive virtual networking and educational event! Don't miss your opportunity to generate high-quality leads — more than 250 per exhibitor booth on average.² Contact your sales rep to learn more about virtual event sponsorship and exhibitor information.

www.iSecuritytradeshow.com



¹ June 2012 BPA Brand Report. "Opt-in" designation publisher's own data.

² BNP Media corporate virtual event averages.

³ Publisher's own data.

Security Webinar Sponsorships

Now with video!

Sponsor a live or pre-recorded *Security* video webinar, proven to enhance attendee engagement. Make your webinar more personal and impactful by showing a live speaker video or product demonstration. Video webinars offer all the same features and benefits as our traditional webinar packages, including:

- Dynamic audience interaction
- Market growth
- One-on-one pre-qualified sales
- Measurable ROI, and more!
- Brand reinforcement



For webinar tips and more information, contact your sales rep or visit <http://portfolio.bnppmedia.com/webinars>.

White Paper Postings



You receive registered leads from users who download your educational White Papers! Let us host yours online and promote downloads to thousands of end-user eNewsletter subscribers.¹ Contact us for rates and post lengths.

Social Media Sponsorships



Leverage *Security's* growing social network to promote your products and services. Facebook Notes, Sponsored Tweets, and Sponsored Twitter backgrounds are among your advertising options. Contact us for more details.

Security in Person Security 500 Conference Sponsorships



The 7th annual *Security 500* conference is your most powerful industry event for targeting enterprise security leaders. Position your brand in a profitable networking

environment with executives from *Security 500* organizations. For conference sponsorship information contact Becky Hall at (440) 804-6552 or ra@rahresource.com.

“ Like most security professionals, I receive dozens of magazines, newsletters, journals, and emails relevant to our industry. I have found that *Security* magazine is a great way to get most of that same information in one place. I don't always have time to read magazines and newsletters cover to cover, but I find that I can just check in with SecurityMagazine.com on a daily basis and receive the same daily headlines, news features, advice, and events right there on my desktop. More and more, I am relying on my phone, tablet or PC to pick up information between meetings or while waiting in line at a cafe and this service is the way to go. It is apparent that the publishers put a great deal of effort into keeping useful information in a concise, easy-to-read format for those of us on the go. I keep the hard copy magazine in my office for my visitors and rely almost exclusively on your great website. ”

Darrell Clifton
CPP Director of Security
Circus Circus Reno

“ *Security* magazine is an incredible source for up to date news and developments in the security industry, and it has helped me stay ahead of the curve and be the first one to report significant security issues and trends to my C-suite, which is invaluable. Thanks to its diverse content and excellent navigation and ease of use via its online portal and eNewsletters, I have been able to research, predict issues and mitigate many issues before they even occur at my organization. The annual Security 500 report and other multidisciplinary industry related insights of *Security* magazine are also a tremendous benefit that few (if any) of its peers can offer. With such professional and timely content, *Security* magazine really delivers what I am looking for. ”

Bryan Warren CHPA
CPO-I Senior Manager
Carolinas HealthCare System Corporate Security

¹ Publisher's own data.

MONTH	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Ad Close Date	December 3, 2012	January 7, 2013	February 4, 2013	March 5, 2013	April 4, 2013	May 3, 2013
Editorial Deadline	November 10, 2012	December 10, 2012	January 10, 2013	February 10, 2013	March 10, 2013	April 10, 2013
Special Report	The CIO: How IT-ized Solutions are Impacting Your Job Security	Guarding Special Report and Top Guard and Security Officer Companies	What Your CEO Thinks: Security's Performance Report Card	The Security Integrator Relationship: What's Working, What's Not	Model Business Continuity and Risk Management Plans	THE SECURITY LEADERSHIP ISSUE
Leadership and Management	Building a Threat Assessment Team	Successful Collaboration with IT to Reduce Risk	Transcending Security: Creating a Culture of Security Awareness Across the Enterprise	Successful Examples of Security Metrics	Creating, Implementing and Justifying the Security Budget	Motivating and Training Your Security Staff
Enterprise Services	Best Practices in Conducting a Successful Investigation	Employee Monitoring and Data Protection for the SMB	Using Social Media and Networking to Understand Threats and Manage Risk	Pre-Employment Screening to Mitigate Risk	Smartphone Security Solutions	Securing the Franchise Business
Online Exclusive Solutions	High Tech Security Officer Solutions	Securing the Virtual Enterprise: Mobile Workers, Devices and the Home Office	High Tech Solutions for Access Control	Education & Training Programs for Security Executives	Whole Perimeter Security Solutions	"Green" Solutions/ Case Studies
Integrated Solutions – Video Surveillance, ID Management, Access Control	Wired and Wireless Video Solutions Perimeter Security New Printers and Badges	Securing the Data Center with ID and Access Control Video Analytics Trends and Benefits Intelligent Intercom Systems	ID Management for Government Facilities Winning Video Management Systems Complete Facility Access Control Solutions	Day/Night Cameras Remote Access Control Solutions RFID Card Readers and Applications	The Best Technology from ISC West 2013 Analytics: Facial, Bio and Voice Managing Temporary Workers and Contractors PLUS Healthcare	Driving Sales and Reducing Theft with Video in Retail Lobby Security and Visitor Management Strategies Cloud Computing and Video Storage
Vertical Sector Focus	Critical Infrastructures		Construction, Real Estate, Property Management	Supply Chain/Distribution/ Warehousing		Business Services
SOLUTIONS By Sector with SDM		SOLUTIONS By Sector Education: Universities and College Campuses and K-12			SOLUTIONS By Sector Retail/ Convenience Stores/Banks/Gas Stations	

MONTH	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Bonus Show Distribution	Barnes Buchanan Conference West Palm Beach, FL			ISC West Las Vegas Expo Seguridad Mexico City, Mexico	PSA-TEC Westminster, CO	NFPA Chicago Electronic Security Expo Nashville
FREE Value Added Bonuses for Print Advertisers	FREE 1/2-Page Corporate Profile \$500 <i>Security</i> or <i>TSI</i> eNewsletter Advertising Credit	FREE SecurityTV Video in February FREE Sponsored note on <i>Security's</i> Facebook Page	FREE Printed Mobile Tag Showcase Item FREE Online Showroom Live for 3 Months	FREE ISC West Show Exhibitor Print & eProduct Showcases	FREE 2,500 name <i>Security</i> Subscriber Mailing List \$1,000 <i>iSecurity</i> Virtual Booth Credit	\$1,500 Webinar Credit or add <i>SDM's</i> Audience for FREE
Special Bonus Opportunities	ISC WEST SHOW TRIPLE PLAY! Get a FREE 4/c Profile or Ad in our ISC West show supplement when you advertise full pages or larger in each first quarter issue (3 pages or more in Q1 or spend \$10,000 net).					

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	MONTH
June 4, 2013	July 8, 2013	August 6, 2013	September 6, 2013	October 3, 2013	November 1, 2013	Ad Close Date
May 10, 2013	June 10, 2013	July 10, 2013	August 10, 2013	September 10, 2013	October 10, 2013	Editorial Deadline
Theft, Fraud and the Insider Threat	Most Influential People IN SECURITY	Securing the Global Enterprise	Moving Security to the Trusted Cloud	SECURITY 500	8th Annual Innovations and Technology Report Annual Security Services Directory	Special Report
Blind Spots! Why CSOs Get Fired (and how to avoid being one of them)	Model Public Private Partnerships	The Business Case for In-Sourcing Integration	Enterprise Security Risk Management Strategies	Successful Disaster Recovery Stories	Securing the Joint Venture	Leadership and Management
Systems Integration: IT Security	Insurance Planning Strategies	The Security Officer's Value to the SMB	Workforce Protection and Violence Prevention	Fire & Life Safety Strategies	The Most Innovative Security Officer Programs	Enterprise Services
How to Hire (and Fire) Your Security Integrator	Mass Transit Security	Virtual Security Officer Solutions	High Tech Solutions for Identity Management	Enterprise Security E-Guide	Video Surveillance Predictions for 2014	Online Exclusive Solutions
Smart Card Update PLUS Government Megapixel Video Best Applications Mass Notification And K-12	People Tracking Solutions Successful Video Strategies in the Supply Chain ID Management in the Supply Chain	Video Surveillance Strategies in K-12 Parking Lot and Garage Security in Hospitals IP-Based Access Control Strategies	The Perimeter: Turnstiles, Gates, Doors, Guardhouses Day/Night and Thermal Cameras PLUS Utilities Adding More Security to Cards and Badges	The Best Technology from ASIS 2013 Migrating from Keys to Electronic Access Control Video Storage: the NVR and the DVR	RFID Card Readers: Best Applications Mass Notification's Role in University Campuses Wireless Mesh Network Benefits	Integrated Solutions – Video Surveillance, ID Management, Access Control
Sporting Events and Arenas	Building Automation: Security in the Intelligent Building		Retail/ Convenience Stores/Banks/Gas Stations		Ports: Air, Sea and Land	Vertical Sector Focus
SOLUTIONS By Sector Critical Infrastructures/ Utilities		SOLUTIONS By Sector Government, Federal, State and Local		SOLUTIONS By Sector Healthcare/Hospitals/ Medical Centers		SOLUTIONS By Sector with SDM

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	MONTH
NCS' Sports Security & Safety Conference	SecurityXchange Park City, UT	ASIS Chicago CEDIA Denver	ISC East, New York, NY	Security 500 Conference, New York, NY		Bonus Show Distribution
FREE Whitepaper Posted Online and Promoted in Security eNews FREE SecurityTV Video in July	FREE ASIS Pre-Show Exhibitor Print & eProduct Showcases	FREE Sponsored Note on Security's Facebook Page	\$1,500 Webinar Credit	FREE ISC East Post-Show Exhibitor & eProduct Showcases FREE Motion, Animation or Video Digital Edition Ad Upgrade	FREE Mobile Tag Showcase Item in Print FREE HTML eBlast to 2,500 Security Subscribers	FREE Value Added Bonuses for Print Advertisers
	ASIS SHOW DOUBLE PLAY! Get a FREE Profile or Ad in our ASIS show supplement when you advertise two or more full pages in our August & September issues.					Special Bonus Opportunities

Marketing Service Partners

Clear Seas Research



Clear Seas Research is an industry-focused market research company dedicated to providing clear insights to complex business questions.

Clear Seas Research will work closely with you to determine if your marketing message breaks through the noise, engages your target, and causes them to take action.

Primary market research will be used to test your marketing communication to ensure it is achieving the desired outcome.

To learn more about how Clear Seas Research can help you maximize your marketing ROI please contact Beth Surowiec at (248) 786-1619 or surowiecb@clearseasresearch.com.

www.clearseasresearch.com

Orangetap

Content Development – Custom Publishing – Market-Specific Delivery



Orangetap helps you develop and execute content marketing campaigns that meet your specific needs. Our goal is to make the content marketing process as easy as possible for you – we'll take on the tough stuff while you focus solely on your brand's most important assets: your customers.

Learn more about custom publishing and content marketing at www.bnporangetap.com. Or contact us for a free marketing consultation at orangetap@bnpmedia.com.

“Over the years, I have come to rely on *Security* magazine for its timely and relevant leadership on a variety of topics and news worthy items that are synopsised into easily read digests. *Security* magazine sets itself apart, by addressing topics with expansive review and unique solutions. With my schedule as a consultant, I am traveling quite often, and I consider *Security* magazine a “Must-Read” for myself, and I recommend it for anyone who is charged with being proactive about tomorrow's security challenges.”

Sean A. Ahrens

Practice Leader/Manager
Security Consulting Services
Aon Risk Solutions


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Get advertising rates, specifications and complete editorial information.

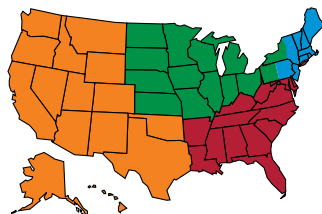
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