

2015 Media Planner

NEW FOR 2015

- Security Mobile App Sponsorships
- Interactive Product Spotlights
- Mobile-Friendly eNewsletter Advertising
- Native Advertising Solutions

SECURITY

SOLUTIONS FOR ENABLING AND ASSURING BUSINESS

Executive leaders choose *Security* media more than 150,000 times each month!¹



SecurityMagazine.com

¹ Publisher's own data.

HOME OF:
SECURITY 500

Why advertise in Security?



Welcome to the Business Media for Security Executives!

Perhaps the most important business decision you will make for 2015 is whether to advertise to new prospects and build your brand (bought media) or to focus on advertising to your existing customer lists (owned media). And if you choose to grow your sales funnel with bought media, the media partner you select is critical for success.

As recent groundbreaking research by Josh Gordon shows:

- 1) Enterprise or end-user buyers are most focused on brand first and comparative information about new product benefits second.

- 2) More than 70% of their buying cycle is completed prior to contacting a sales person.

As a result, marketing only to your customer list decays your share of voice, share of mind and share of market.

Security is uniquely positioned to help you grow brand recognition and generate quality sales leads from the most powerful buyers in the enterprise security market. As your media partner, Security is singularly focused on ensuring your marketing goals are achieved.

To learn more, please review our 2015 Media Planner or contact your regional sales manager.

Sincerely,

Mark McCourt, Publisher



Business success in the North American security market: Five key research takeaways¹...

The Josh Gordon Group, in partnership with the Security Industry Association, surveyed the subscribers of nine leading publications across the security market in 2013. Here are five key takeaways cultivated from 1,019 survey respondents. Contact your Security regional sales manager to see the full research report.

- Trade magazines are the most preferred source of professional information by a wide margin.
- Success in marketing to current customers does NOT assure success with non-customers.
- Channel suppliers greatly underestimate how much of the buying process is completed before security managers contact salespeople.
- The most persuasive promotional content for motivating customers to buy is about new products.
- Comparative information is the second most persuasive promotional content for motivating customers to buy.



JOSH GORDON
— GROUP —



¹ Josh Gordon Group Research.

Your "Reach Buyers When, Where and How They Want Their Information" Partner...

Print



Online



Events



Social Media



The ISC Show's
Premier Media
Partner!

**Special
Programs**

Executive leaders choose *Security* media more than 150,000 times each month!¹

¹ Publisher's own data.

The Business Magazine for Security Executives

Quality content advised by and written for security leaders...

The Security editorial team



Diane Ritchey
Editor



Cyber Tactics
Steven Chabinsky
Senior Vice President of Legal Affairs and Chief Risk Officer, CrowdStrike



Leadership and Management
Jerry Brennan
Founder and Chief Operating Officer of Security Management Resources



Leadership and Management
Lynn Mattice
Managing Director of Mattice and Associates



Surveillance Strategies
Robert P. Liscouski
CEO and co-founder of enterprise cyber risk management firm Axio Global LLC



Trends
Mark McCourt
Publisher, Security Media



Claire Meyer
Associate Editor

Digital Edition sponsorships reach enterprise executives!



Each monthly issue of *Security* is also produced as a full-featured Digital Edition! Advertising and sponsorship opportunities are available as well as upgrade options — add video, animation, audio and more! Contact us for pricing and other details.

The Security 500®

More than \$5 Billion in Annual Security Spending!

Security is home to the Security 500® — the only global benchmarking and ranking of the biggest security budgets, their security leaders and their organizations in the world.

- The Security 500® Annual Report, published in the November issue, is the most read and quoted survey of its type. It reveals critical risk and security issues, ranks the 500 leading security enterprises and publishes interviews with leading CSOs on their management thinking and styles.
- The Security 500® Conference Series brings these leaders together at our executive management event.

Security 500® issue ads are available and Conference Sponsorships are limited. For information, contact the publisher.

2015
SECURITY 500®

Influence 35,000+ management-level security professionals¹

Security is your #1 print magazine in the enterprise security market!¹

Security magazine reaches 35,000+ monthly subscribers² and offers advertisers the market's highest quality audited print circulation.¹ Security is the market's **ONLY** true monthly magazine in print and the **ONLY** market publication to offer 100% management and 100% request circulation.³



35,000+
enterprise security subscribers.²



100%
of subscribers receive the magazine by request.²



100%
of subscribers hold management titles.²



92%
of readers indicate holding purchase influence.⁴

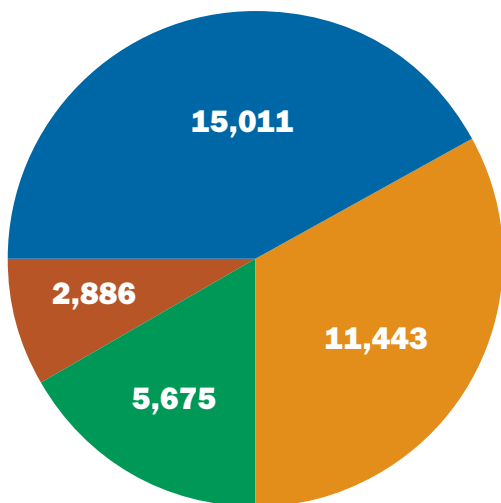


91% of surveyed professionals have taken action as a result of seeing an ad in Security over the last six months.⁴



17% of surveyed professionals directly purchased products/services as a result of seeing them advertised in Security!⁴

Security reaches 35,015 management subscribers!²



15,011 Security & Loss Prevention Management

11,443 Executive Management

5,675 Facilities/Operations Management

2,886 IT/Network/Network Security Management

Your ads target professionals who recommend, specify or buy multiple solutions and services:⁴

Video/CCTV/Surveillance **71%**

Perimeter/Outdoor Detection **59%**

Burglar Alarm/Intrusion Detection **56%**

Hardware/Lock Access Controls **55%**

Electronic Access Controls/Biometrics **54%**

Fire/Life Safety **53%**

ID Cards, Badges, Printers, ID Software **50%**

Communications/Monitoring **50%**

IP Security Systems **46%**

Business Continuity, Crisis/Disaster Management **42%**

Consulting **41%**

Guard Services **39%**

Integrated Systems/Convergence **36%**

Investigation/Screening **29%**

Computer/Network/Transaction/Intellectual Property Security **27%**

Security Cloud Computing **19%**

Other **3%**

MONTH	January	February	March	April	May	June
Ad Close Date	12/1/2014	1/9/2015	2/4/2015	3/5/2015	4/7/2015	5/4/2015
Editorial Deadline	11/14/2014	12/15/2014	1/15/2015	2/14/2015	3/16/2015	4/15/2015
Special Report	Annual Innovations & Technology Report	So You're a Cyber Victim – Now What?	Bridging the Gap Between Security Integration and Engineering	Business Continuity and Emergency Response Plans	THE NEW CSO: Customer Facing and Focused	Security Enterprise Leadership Issue + Security Enterprise of the Year
Security Leadership & Management	Managing Access & IDs from the Security Operations Center	Profiles in Excellence: Retail Security	Penetration Testing: Cyber and Physical	Profiles in Excellence: Healthcare Security	Money Matters: Working with Your CFO	Profiles in Excellence: K-12 Security
Enterprise Security Solutions	Executive Protection Best Practices	Security Officer Strategies and Tools	Security Steps to Improve Enterprise Insurance Rates	Protecting Intellectual Property	Life Safety Tools and Strategies	Cybersecurity Awareness Training for the Enterprise
Integrated Solutions	- Living in a Hybrid World: How to Migrate from Analog to IP - Mass Notification Solutions for Large Campuses	- Lockdown Tools & Active Shooter Scenario Procedures - Remote Audio and Video Monitoring - Detecting Intruders with Thermal Cameras	- ISC West Product Preview - Retail Monitoring with Video Surveillance - Analytics: Bio, Facial and Voice	- RSA Product Preview - Saving on Infrastructure with Wireless Cameras - Parking Lot & Garage Security - Smart Card Best Practices	- Covert Security Strategies for Investigations - Data Center Security: Physical and Cyber - Surveillance to Mitigate Crime & Litigation on Mass Transit	- Using Surveillance to Mitigate Copper Theft - Key Control and Door Hardware - Visitor Management and Badging Solutions
Vertical Sector Focus		Casino/Hospitality Security	Property Management	Supply Chain and Warehousing Security		Banking & Finance: Physical and Cybersecurity
Solutions By Sector	SOLUTIONS By Sector Education: Universities and Colleges		SOLUTIONS By Sector Education: K-12	SOLUTIONS By Sector Physical Security on the Network: Mitigating Cyber Risks	SOLUTIONS By Sector Retail/Convenience Stores/Banks/Gas Stations	
	VALUE ADD	VALUE ADD	VALUE ADD	VALUE ADD	VALUE ADD	VALUE ADD
FREE Bonus Show Distribution	Barnes Buchanan Conference			ISC West RSA Conference PSA-TEC	NFPA	ESX
FREE Value Added Bonuses for Full-page Print Advertisers	50% Name Bonus on Your HTML eBlast - Go Large! Buy a Full-page Ad and Get a Second Full Page in January	- SecurityTV Video Posted in February \$500 Credit for any Q1 <i>Solutions By Sector</i> Sponsorship	- ISC West Show Exhibitor eProduct Showcase \$1,000 Custom Webinar Credit or add <i>SDMs</i> Promotional Audience	- ISC West Show Exhibitor Print Showcase - Sponsored Note on <i>Security's</i> Facebook Page	2,000-name <i>Security</i> Subscriber Mailing List 25% of your Print Advertising Investment Applied to May eMedia	- Whitepaper Posted Online and Promoted in <i>Security</i> eNews - Sponsored Tweet to All <i>Security</i> Followers

July	August	September	October	November	December	MONTH
6/3/2015	7/8/2015	8/5/2015	9/8/2015	10/5/2015	11/3/2015	Ad Close Date
5/15/2015	6/15/2015	7/15/2015	8/14/2015	9/15/2015	10/15/2015	Editorial Deadline
Major League: Securing Sporting and Entertainment Venues	Cybersecurity and the Insider Threat	Most Influential People IN SECURITY	Global Enterprise Fraud and White Collar Crime	SECURITY 500	Guarding Special Report & Top Security Officer Companies	Special Report
The Security Global 100	Information Sharing for School Security	Profiles in Excellence: University Security	Addressing Privacy Concerns in Security	Emergency Abroad: International Security Resources	Profiles in Excellence: Government Security	Security Leadership & Management
Outfitting Proprietary Security Officer Forces	Gleaning More Value from Third-Party Assessments	Investigations & Forensics	Customer Service and Security Officers	Cybersecurity Education & Training	Achieving Compliance in 2016	Enterprise Security Solutions
• Adding Business Value with Megapixel Cameras • NFC Applications for Security and Business • Managing Temporary Workers and Contractors	• ASIS Product Preview • Maintaining 24/7 Awareness with Day/Night Cameras • RFID Readers & Applications	• Intrusion Detection: Cyber and Physical • Tracking Merchandise and People in Retail Surveillance • Managing Access for 20 Doors or Less	• Security Solutions for Temporary Installations • Video Surveillance in K-12 Schools • IP-Based Access Control	• Cost-Effective Video Management Solutions • Ruggedized Security for Difficult Terrain • Intelligent Intercoms and Mass Notification	• Multipurpose IDs for Higher Education • Access Control for the SMB • Video Strategies for the Supply Chain	Integrated Solutions
Ports: Air, Sea and Land	Hospitals and Medical Centers		Sporting Events & Arenas	The Security 500®	Critical Infrastructure: Cyber and Physical Security	Vertical Sector Focus
<u>SOLUTIONS By Sector</u> Critical Infrastructure		<u>SOLUTIONS By Sector</u> Government: Federal, State, Local		<u>SOLUTIONS By Sector</u> The Security 500®	<u>SOLUTIONS By Sector</u> Healthcare/Hospitals/ Medical Centers	<i>Solutions By Sector</i>
VALUE ADD	VALUE ADD	VALUE ADD	VALUE ADD	VALUE ADD	VALUE ADD	
NCS ⁴ SecurityXChange	Black Hat USA	ASIS International CPSE China	CANASA	Security 500® Conference Securing New Ground ISC East	CSAA	FREE Bonus Show Distribution
• \$500 Credit for any Q3 <i>Solutions By Sector</i> Sponsorship • SecurityTV Video Posting in July	• ASIS Pre-Show Exhibitor Print & eProduct Showcases • Sponsored Note on <i>Security's</i> Facebook Page	• Sponsored Tweet to All <i>Security</i> Followers • 50% Discount on your Website Sector Sponsorship	• \$500 <i>Today's Systems Integrator</i> eNews Advertising Credit • ISC East Exhibitor eProduct Showcase	• \$500 Credit toward Security 500® Webinar Sponsorship • Security 500® Mailing List	• Buy a Full-page Ad and earn a 1/2-page Profile • 50% Name Bonus on your HTML eBlast	FREE Value Added Bonuses for Full-page Print Advertisers

High Response Security eNewsletters

High opens and clicks from enterprise security executives...

The *Security* and *Today's Systems Integrator* (TSI) eNewsletters deploy twice monthly to 100% opt-in audiences.¹ Combined open rates average more than **18.75%** per edition!¹ Both popular eNewsletters feature a responsive design that allows for optimal viewing — so your ads have maximum impact and will look great across any device.

New Responsive Design!

Security eNews

- 20,874 average monthly subscribers²
- 100% opt-in¹

TSI eNews

- 26,494 average monthly subscribers²
- 100% opt-in¹



SECURITY 2015 eNewsletters: Editorial Calendar

eNewsletter Topics	January	February	March	April	May	June
	New Year, New Security: Retrofitting Older Systems	State of Cyber Risk in 2015	Thermal Camera Solutions	Security Officer Tools	Successful Partnerships with Law Enforcement	Video Solutions for Retail
	Best Uses of Video Analytics in Critical Infrastructure	Perimeter Security Solutions	Workplace Violence Mitigation Strategies	Using Security Technology to Solve Business Problems	Supply Chain Security Strategies	K-12 Access and Visitor Management
	July	August	September	October	November	December
	Access Control Solutions for Healthcare	Bridging the Cyber Education Gap	Maximizing Benefits from Security Officer Tours	Securing Isolated Facilities	The Security 500®	Using Security Officers for Better Customer Service
	Higher Education ID Badge Strategies	Mass Notification Solutions	Emergency Preparedness Strategies: Weather	Mass Transit Security Solutions	Megapixel Surveillance Solutions to Enable Business	Best Practices for Lockdowns and Evacuations

Generate multimedia impressions and powerful sales leads!

SOLUTIONS By Sector

Solutions By Sector are turnkey multimedia sponsorship programs targeting enterprise leaders in key growth sectors. You generate impressions and a sales lead database from *Security* subscribers through a multimedia sponsorship and promotional program — including print, online and eNewsletter impressions. You also receive sponsor recognition in each one-hour *Solutions By Sector* Webinar.



TOPIC	MONTH
Education: Universities and Colleges	January
Education: K-12	March
Physical Security on the Network: Mitigating Cyber Risks	April
Retail/Convenience Stores/Banks/Gas Stations	May
Critical Infrastructure	July
Government: Federal, State, Local	September
The Security 500®	November
Healthcare/Hospitals/Medical Centers	December

Published case study opportunities are also available to tell your company story!
Contact your *Security* regional sales manager for more details!

In November

The Security 500®

The industry's must-read report comes alive!

Each November the annual *Security 500*® report reveals what the biggest and best security leaders are thinking, doing and buying. This year's results will be revealed live via 60-minute Webinar to enterprise executives worldwide. Sponsor this *Solutions By Sector* topic and benefit with brand exposure and high quality leads!



Effective, Cost Efficient Online & Digital Solutions

Security Online...

Digital media drives traffic, engagement, and clicks!

SecurityMagazine.com is where end-users find new products, news, and professional know-how. Influence security leaders through online display advertising plus sponsorships such as Showrooms, Podcasts, and more. Visit <http://portfolio.bnppmedia.com> to see all of Security's online advertising opportunities!

Online Display Advertising

- LEADERBOARD (728 X 90)
- MEDIUM RECTANGLE (300 X 250)
- RECTANGLE (180 X 150)
- SKYSCRAPER (160 X 600)
- TOPIC SPONSORSHIP

Ad package for targeted editorial, includes wide skyscraper and medium rectangle ads.

Rich Media

• SLIDER

Rich media ad begins as a narrow footer banner across the home page bottom browser window; the full size ad slides in taking over the entire browser window upon user interaction.

• FLOATING & INTERSTITIAL

Rich media ad that floats in the center of the page; Interstitial appears before home page loads.

• PAGE PEEL

Rich media ad that expands from the corner to reveal an attractive ad underneath.

NEW! Keyword/Search Term Targeting

Target your advertising to a specific keyword or keywords and your advertising can appear within search results on the site — adjacent to related articles or on specific targeted keyword pages. Ask your regional sales manager for details.



Social Media Sponsorships

More than 10,000 Twitter followers and growing!¹

Security offers opportunities for audience engagement through Facebook, Twitter, YouTube and QR Codes. Broadcast your company's message to our entire fan base while driving traffic to your website, reaching potential customers and expanding your audience.

Not yet active in social media? Let us build, design, and organize the accounts for you with Social Startup Plans! Contact your regional sales manager for more information.



¹ Security June 2014 BPA Brand Report = 10,135 Twitter followers.



White Paper Postings

You receive registered leads from enterprise leaders who download your educational White Papers! Let us host yours online and promote downloads to thousands of *Security* eNewsletter subscribers. Enjoy fixed-rate or cost-per-lead options!



Zebra Whitepaper Form

 **ZEBRA**

Complete the information below to access Zebra's free whitepapers highlighting new ways of protecting your people, facilities and assets.

CONTACT INFORMATION:

NAME:

FIRST NAME:

LAST NAME:

JOB TITLE:

COMPANY:

EMAIL:

PHONE:



Show & Sell:

Video Demonstrations of Your Solutions

Security editors, columnists and writers work with you to develop a high-quality product demonstration video. We'll promote your video via *Security* electronic media and provide the video for your own digital marketing efforts. Program includes content development and video distribution! Contact us anytime to learn more!

New!

Native Advertising Solutions:

Your content published through *Security* digital channels!

Drive brand awareness by publishing your buzz-worthy, non-commercial content alongside *Security*'s trusted editorial: online, in our eNewsletters and throughout our social media outlets. Contact us for more information!



Security Magazine Mobile App...

Reach enterprise security executives on the go!

The *Security Magazine* mobile app is loaded with breaking news, new products, feature articles, videos and more from your #1 enterprise security media! Exclusive ad positions provide a high share of voice for marketers seeking a deeply engaged, highly targeted audience. Contact your regional sales manager for more information.

Download the Security Magazine mobile app at
www.SecurityMagazine.com/apps.



EMBEDDED BANNER

- Full metrics reporting (impressions & click throughs)
- Displays on all article pages in the Mobile App and Mobile Site



BANNER AD ON SMARTPHONE

- 320 x 50px
- File Type: GIF/JPEG/PNG
- Max File Size: 50K

BANNER AD ON TABLET

- 728 x 90px
- File Type: GIF/JPG/PNG
- Max File Size: 80K

FULL SCREEN INTERSTITIAL

- Full metrics reporting (impressions & click throughs)
- Displays between article pages in the Mobile App and Mobile Site



INTERSTITIAL AD ON SMARTPHONE

- 320 x 480px
- File Type: GIF/JPEG/PNG
- Max File Size: 50K

INTERSTITIAL AD ON TABLET

- 768 x 1024px
- File Type: GIF/JPEG/PNG
- Max File Size: 250K

Custom webinars: brand awareness and quality leads!

Security webinars are turnkey solutions for buyer engagement and creating interest in your products. These days almost anyone can produce a webinar. But only Security offers the expertise, audience, and tools to help your webinar succeed!

Webinar Benefits

- **Leads:** Receive 268 qualified registration leads with demographics*
- **Brand Awareness:** Increase interest in your products
- **Product Management:** Every detail is managed by a certified webinar expert
- **Promotions:** A visually appealing and creditable campaign is created and deployed positioning you as a leader in your industry
- **NEW! Educational:** Offers CEUs to attendees generating higher viewership

Frequency and advertiser discounts available. For webinar tips, samples and more information, contact your regional sales manager or visit: <http://portfolio.bnppmedia.com/webinars>.

*Security Webinar Averages 2013-May 2014.
Security June BPA Brand Report shows 140 average webinar attendees.



Security 500®: An exclusive networking and sponsorship opportunity...

9th Annual Security 500® Conference
OSAC Week in Washington, D.C.
www.security500.com

SECURITY 500®

Are you earning your stripes in the security industry? Meet other power players at the premiere event for peer-to-peer networking in the industry — the Security 500® Conference.

This is your opportunity to meet face-to-face with security executives from top companies and organizations. Past attendees have included executives from firms including New York Presbyterian Hospital, Target Corporation, Time Warner, Viacom Inc., Johnson & Johnson, Eli Lilly and Company, Drexel University and many more.

Security 500® conference sponsorships position your brand in a profitable networking environment with executives from Security 500® organizations. Contact your Security regional sales manager for sponsorship details!



Security Classifieds and Education & Training Program Advertising

Security's Education & Security Services Classified sections are a cost-effective way to market your services and promote your training and education programs! Print and online-only options are available as well as combined multimedia opportunities. Classifieds are ideal for job placement/recruitment as well as promoting services such as:

- Background Checks
- Training & Education
- Employee Screening & Testing
- Security Consulting
- Insurance Services
- Facility Operations/Building, and more!

Contact Heidi Fusaro at (630) 518-5470 or fusaroh@bnpmedia.com for combination rates and other details.



Content Marketing Services

High-impact strategies to connect with readers and earn leads...

Orangetap equips your brand with the editorial and publishing resources of *Security* to help market and capture the attention of your customers. We'll promote your content to our readership co-branded with *Security* to improve deliverability and open rates and we'll automatically supply you with leads. Other options include:

Content Blast:

Promote proprietary editorial or educational content on your site.

High-Value Media Download:

Connecting readers to download a content piece on your site.

Interactive Product Spotlights: **NEW!**

Readers explore your product with this engaging multimedia experience.

Need Content? We can help.

Orangetap can help you plan and create fresh, unpublished, industry-relevant content every single month:

- Blogs, Articles or Technical Papers
- Case Studies
- Press Releases

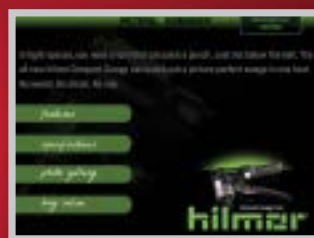
To learn more about our services or to quote out a project, please contact your *Security* regional sales manager.



orangetap



Content Blast



NEW!

Interactive Product Spotlights



High-Value Media Download

Clear Seas Research

Making the Complex Clear



Your industry-focused market research partner — providing clear insights to complex business questions focused on:

- **Brand positioning**
- **Marketing effectiveness**
- **New product development**
- **Customer experience evaluations**

Capturing feedback via quantitative surveys (online, phone, mail or in-person) OR qualitative experiences (one-on-ones, focus groups, or bulletin boards); we present results that are easily understood, insightful and actionable.

GET STARTED NOW.

Contact Clear Seas Research at (248) 786-1619 or connect@clearseasresearch.com.
www.clearseasresearch.com

Security Subscriber List Rental



The most powerful and responsive list of enterprise security leaders is just a call away. Complement your advertising program and introduce new products by renting Security's exclusive subscriber list.

Contact Kevin Collopy of InfoGroup at kevin.collopy@infogroup.com or (402) 836-6265.

CE Campus Continuing Education

Advertising & Lead Generation Opportunities



Partner with Security to offer high-quality CEU approved courses targeting a variety of industries and professionals. You can further your visibility and generate high-quality leads through a variety of advertising and sponsorship opportunities. BNP Media's CE Campus handles all course accreditation and reporting!

<http://thececampus.com>



Reprints & ePrints

Use reprints of your ads or articles from Security as marketing tools and let us do the printing for you. For a nominal cost, reprints of advertisements and articles are available upon request for quantities of 500 or less. PDF prints are also available.



Contact Jill DeVries at (248) 244-1726 or devriesj@bnpmmedia.com for a no-obligation quote.

Contact Us

Get advertising rates, specifications and complete editorial information.

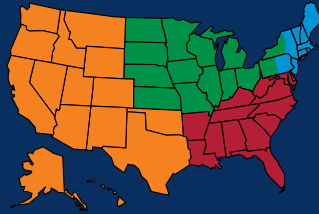
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SECURITY
SOLUTIONS FOR ENABLING AND ASSURING BUSINESS

A **bnp** PUBLICATION
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*BNP Media
Helps People Succeed
in Business with
Superior Information*

OUR PARTNERS



SECURING
NEW GROUND



SecurityXchange



Executive
leaders choose
Security
media more
than 150,000
times each
month!¹

¹ Publisher's own data.



SecurityMagazine.com

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