

# The Security 500® Issue — Your Most Important Advertising Opportunity of the Year!

The Security 500® Issue is your biggest and best opportunity for reaching the most powerful enterprise buyers, including:

- Ranking of the 500 biggest and best security organizations and their CSOs
- The critical risk issues determining where over \$6 billion in security spending will be focused in the year ahead
- In-depth trends and spending reports across key sectors from Agriculture to Utilities
- Exclusive interviews with the security leaders from:
  - ★ AutoZone
  - ★ Cardinal Health
  - ★ Children's Hospital of Seattle
  - ★ Duke University
  - ★ eBay
  - ★ Hennepin County
  - ★ Honeywell
  - ★ Honolulu Water Supply
  - ★ McDonald's
  - ★ MITRE
  - ★ Overseas Security Advisory Council
  - ★ Santa Ana School District
  - ★ Southwest Airlines
  - ★ State Street Bank

## 2015 Editorial Preference Begins Now!

Advertising in this November special issue confirms your marketing interest in reaching these exclusive and powerful buyers. Your Security 500® issue advertising earns you editorial preference for important features in the coming year!

# SECURITY 500®



**9th Annual!**

## November Print Advertiser Bonuses:

### ➤ FREE Show Issue Bonus Distribution

- 8th Annual Security 500® Conference, November 17, Washington, DC
- ISC East, November 19-20, New York, NY
- Securing New Ground, October 29-30, New York, NY

### ➤ ISC East Exhibitor Print & eProduct Showcases<sup>1</sup>

Full-page or larger advertisers earn both Showcase items! Print Showcase includes a 4-color photo and 50-word description for 35,000+ subscribers.<sup>2</sup> eProduct Showcase includes 50-words, a 4-color image, and a URL link emailed to 10,000+ Security subscribers.<sup>3</sup>

### ➤ Digital Edition Ad Upgrade: Motion, Animation or Video<sup>1</sup>

Full-page or larger November advertisers earn a FREE upgrade to your Digital Edition ad. Contact your regional sales manager for upgrade options and specifications.

### ➤ Editorial Consideration in 2015

November issue advertisers confirm their interest in reaching enterprise buyers and receive editorial consideration for the coming year in Security magazine.

## The Security 500® Report, plus these key November magazine features:

- The Do's and Don'ts in Contract Security
- Top Ways to be 'Cyber Secure'
- IP-Based Video Storage
- Lobby Security for the SMB
- Hostile Environment Video Solutions

## Exclusive Security Online Features:

- **SECURITY eNEWS:** The Security 500® Report
- **SOLUTIONS BY SECTOR:** Security 500® Results
- **SOLUTIONS BY SECTOR:** Healthcare/Hospitals/Medical Centers

## Interactive Product Spotlights (IPS)

Invite security leaders to explore your product through a clean and dynamic multimedia experience! Send us your product media and our publishing team will custom-build your IPS, host it, and promote it to Security subscribers. Contact your regional sales manager to reserve or learn more.



## Solutions By Sector: Multimedia coverage generates leads!

Your sponsorship includes a lead generation database plus logo promotion in print, eNewsletters and online. Influence a group of targeted buyers when Security and SDM spotlight today's most powerful growth sectors:

**November: Security 500® Results**  
**November: Healthcare/Hospitals/Medical Centers**



# SECURITY

November print ad space closes October 3rd

Contact your regional sales representative for details...

SecurityMagazine.com



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<sup>1</sup>Full-page or larger advertisers qualify. Must return signed insertion by close date.

<sup>2</sup>Security June 2014 BPA Brand Report, unique TQ: 35,015.

<sup>3</sup>Publisher's own data.