

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 Showcases¹

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

► Digital Edition Ad Upgrade: Motion, Animation or Video¹

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

CHRIS WARD
Assoc. Publisher, Southeast & Mid-Atlantic U.S.
 (770) 205-4779
 wardc@bnpmedia.com

TARA SCHELLING
Northeast U.S.
 (267) 544-0956
 schellingt@bnpmedia.com

KENT BEAVER
Western U.S. & Canada
 (310) 927-4475
 kent.beaver@verizon.net

DOUG O'GORDEN
Midwest U.S. & Eastern Canada
 (847) 548-0680
 ogordend@bnpmedia.com

HEIDI FUSARO
Inside Sales, Classifieds & Education Section
 (630) 518-5470
 fusaroh@bnpmedia.com

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

²Security June 2014 BPA Brand Report, unique TQ: 35,015.

³Publisher's own data.