

# Who Reads *Security*?

Management-level Professionals in Volume  
Buying Organizations Who Actively Consume  
Media and Purchase Advertised Products!

## SECURITY

**2011 READER PREFERENCE/PROFILE SURVEY RESULTS**  
**BLIND SURVEY to All *Security* Magazine Subscribers!**

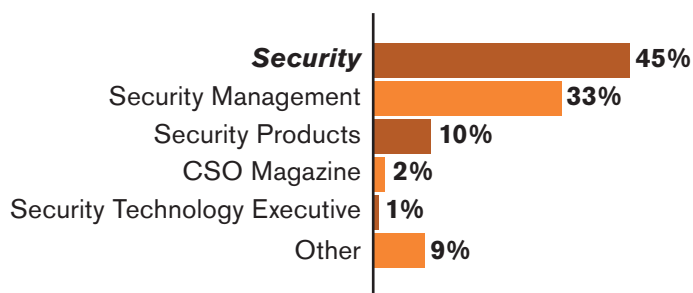


[SecurityMagazine.com](http://SecurityMagazine.com)

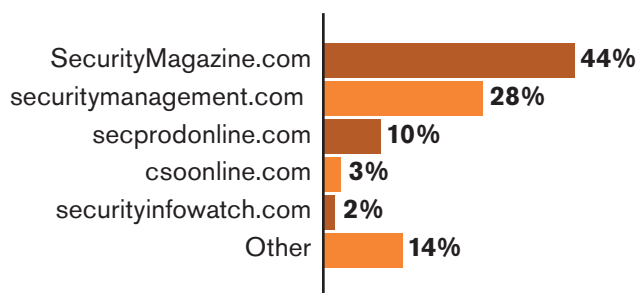


# Blind Survey Results Prove End-Users Read and Trust the **SECURITY** Brand...

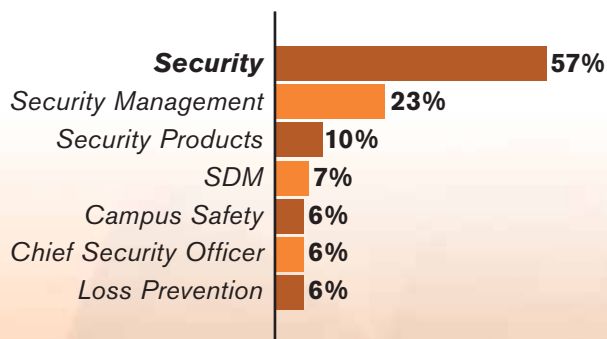
More respondents named **Security** as the one magazine most useful to them in their work.<sup>1</sup>



More respondents named SecurityMagazine.com as the one website most useful to them in their work.<sup>1</sup>



Unaided, more respondents named **Security** when asked to recall magazines relating to the security industry.<sup>1</sup>  
(Up to five responses allowed)



**Smart marketers invest advertising dollars  
in the market's most useful media.  
In print and online, readership gets results!**

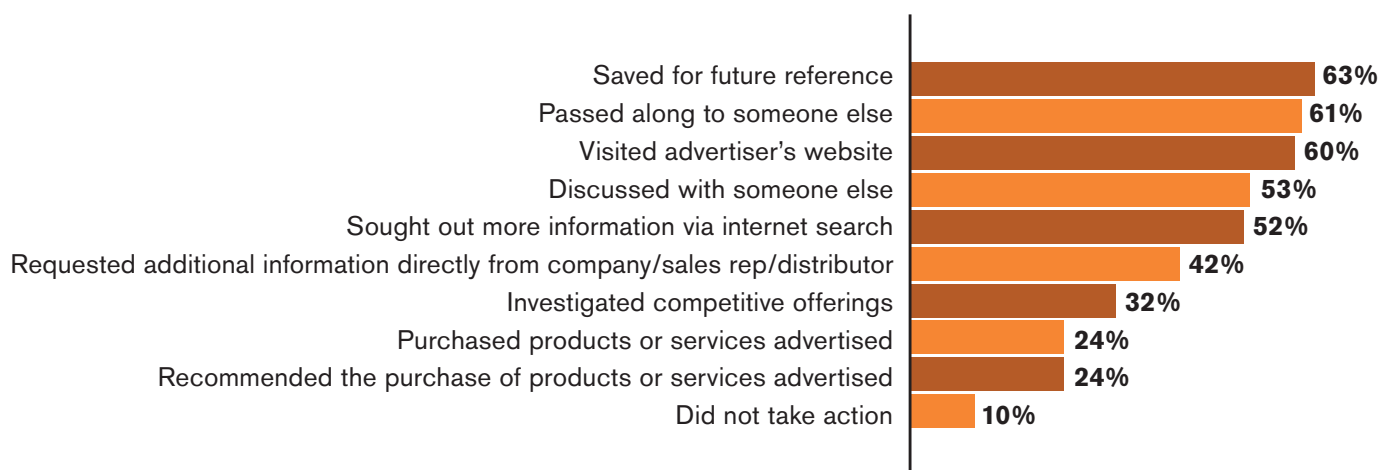


<sup>1</sup>All data source: Security Reader Preference/Profile Study – May 2011. Study deployed via email to Security subscribers. Totals may not equal 100% due to rounding.

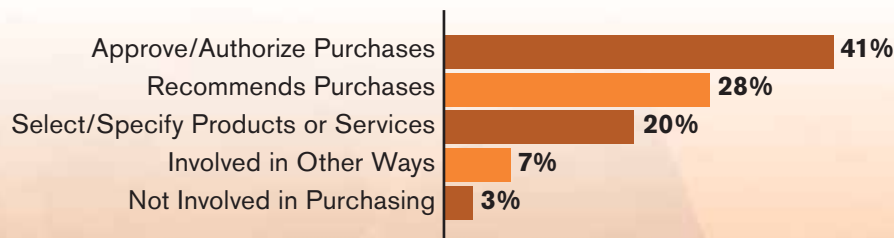
# Blind Survey Results Show Readers Take Action After Reading **SECURITY** Advertisements...

**90% of respondents report taking one or more actions after seeing an ad in *Security* magazine.<sup>1</sup>**

(Multiple responses allowed)



**Which of the following best describes your usual involvement in your company's purchases?<sup>1</sup>**

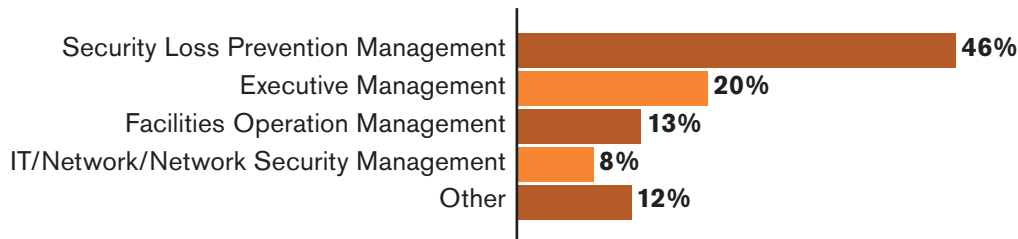


***24% of respondents indicated PURCHASING advertised products and services. That's more than 8,400 Security subscribers!<sup>1</sup>***

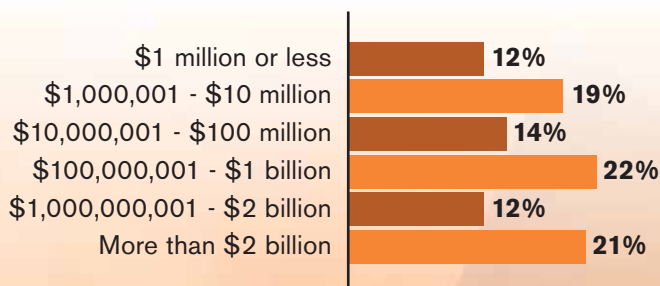
<sup>1</sup>All data source: *Security* Reader Preference/Profile Study – May 2011. Study deployed via email to *Security* subscribers. Totals may not equal 100% due to rounding.

# Blind Survey Results Show **SECURITY** Readers Hold Management-Level Titles at Volume Buying Organizations...

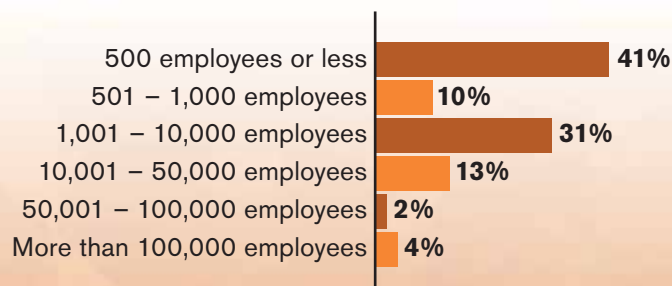
Which of the following best represents your position within your company?<sup>1</sup>



What was your company's total annual estimated revenue for 2010?<sup>1</sup>



How many employees does your company employ, including all locations?<sup>1</sup>



**88% of respondents work in organizations earning more than \$1 million in annual revenue.<sup>1</sup>**  
**To get their dollars, advertise in Security!**

<sup>1</sup>All data source: Security Reader Preference/Profile Study – May 2011. Study deployed via email to Security subscribers. Totals may not equal 100% due to rounding.

**Contact your Security sales representative to receive your copy of these survey results!**

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