

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!

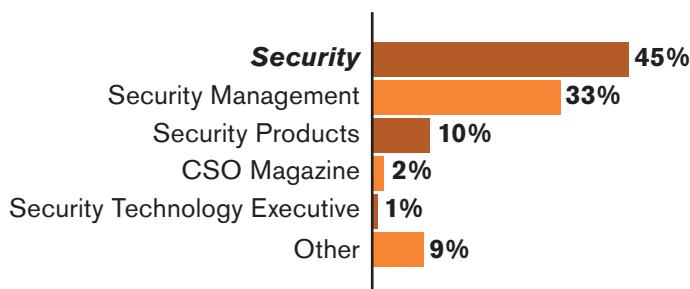


SecurityMagazine.com

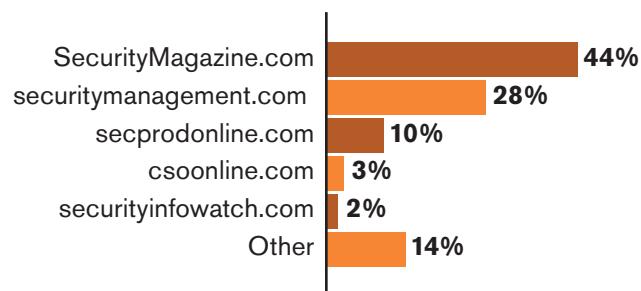


Blind Survey Results Prove End-Users Read and Trust the SECURITY Brand...

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



More respondents named **SecurityMagazine.com** as the one website most useful to them in their work.¹



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



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

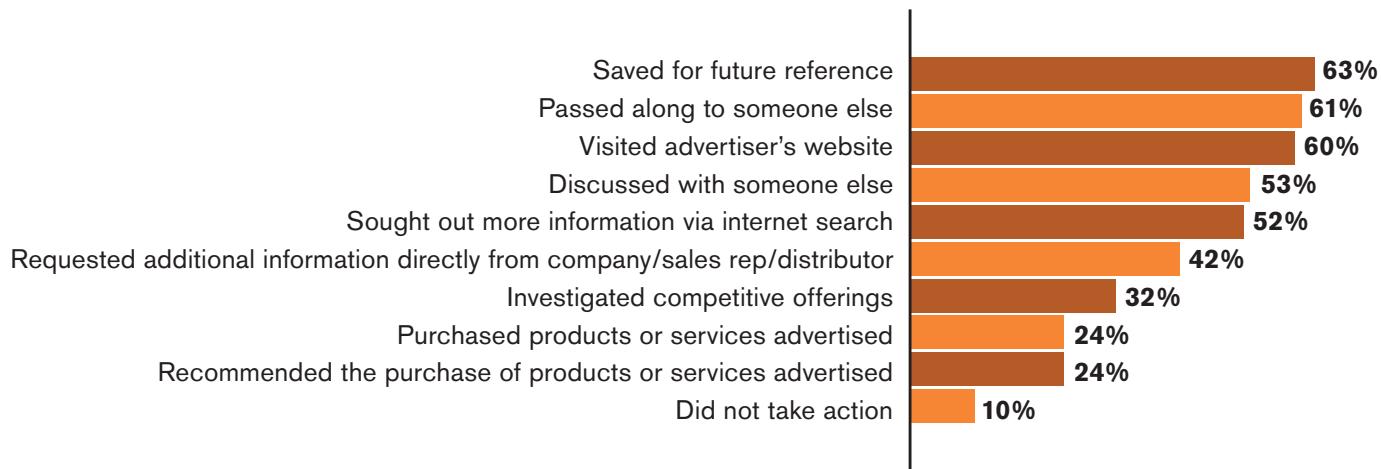


Blind Survey Results Show Readers Take Action After Reading

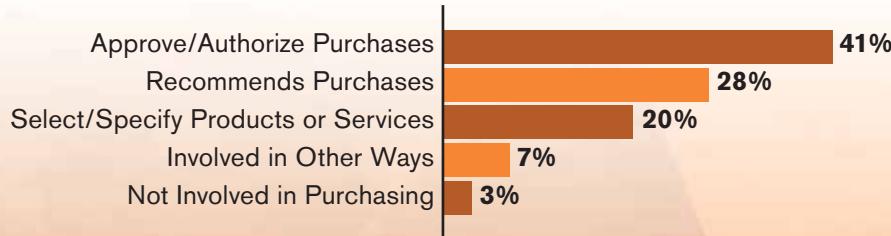
SECURITY Advertisements...

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

(Multiple responses allowed)



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

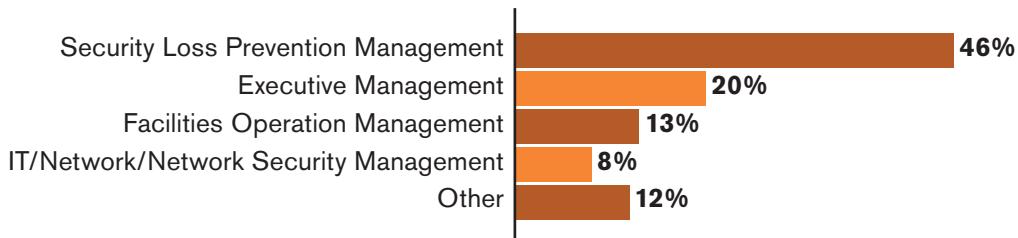


**24% of respondents indicated PURCHASING
advertised products and services.
That's more than 8,400 Security subscribers!¹**

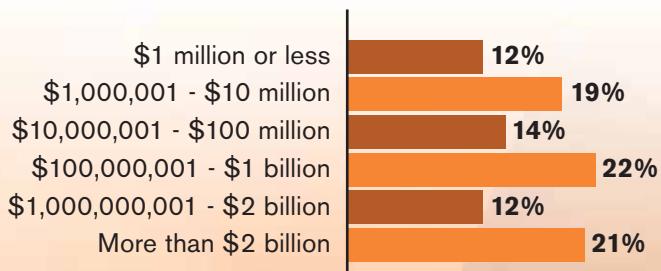


Blind Survey Results Show **SECURITY** Readers Hold Management-Level Titles at Volume Buying Organizations...

Which of the following best represents your position within your company?¹



What was your company's total annual estimated revenue for 2010?¹



How many employees does your company employ, including all locations?¹



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

¹All 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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