

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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SOLUTIONS FOR ENTERPRISE SECURITY LEADERS

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www.securitymagazine.com

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FIELD SERVED

SECURITY serves individuals at utility/power/gas/nuclear/water, information technology/ communications, airports, transportation/logistics/distribution/warehousing, construction/real estate/property management, education/university/school/library/museum, healthcare/hospital/medical center, government/correctional facilities, industrial/manufacturing, banking/finance/insurance, casino/hotel/arenas/entertainment, retail/restaurant/foodservice, security systems integrator, security management/consulting, and architectural/engineering/contract firms.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are security/ loss prevention management, executive management, IT/network/network security management, and facilities/operations management.



AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	111
Advertiser and Agency _____	1,332
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	991
TOTAL	2,434

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	35,014	100.0	35,014	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	35,014	100.0	35,014	100.0	-	-

2a. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD						
2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital (Unduplicated) (C)	Total Qualified
July _____	34	33	29,339	130	5,550	35,019
August _____	124	122	29,398	138	5,481	35,017
September _____	95	92	29,513	145	5,356	35,014
October _____	94	93	29,537	143	5,333	35,013
November _____	294	291	29,390	301	5,319	35,010
December _____	61	64	29,579	297	5,137	35,013
TOTAL	702	695				

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
July _____	38,526	16,197	13,347	1.21	01:13	02:53
August _____	38,582	16,028	13,225	1.21	01:12	02:54
September _____	39,035	17,377	14,316	1.21	01:10	02:36
October _____	40,499	16,795	13,620	1.23	01:12	02:55
November _____	47,731	18,356	15,076	1.22	01:06	02:52
December _____	34,083	14,377	11,812	1.22	01:17	03:04
AVERAGE:	39,743	16,522	13,566	1.22	01:12	02:52

*See Additional Data

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011

This issue is -% or 5 copies below the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	CLASSIFICATION BY TITLE			
						Total Management 35,010 or 100%			
						SECURITY/ LOSS PREVENTION MANAGEMENT (Note 1)	EXECUTIVE MANAGEMENT (Note 2)	IT/NETWORK/ NETWORK SECURITY MANAGEMENT (Note 3)	FACILITIES/ OPERATIONS MANAGEMENT (Note 4)
Utility/Power/Gas/Nuclear/Water _____	2,188	6.2	1,872	9	307	896	537	179	576
Information Technology/Communications _____	3,452	9.9	2,681	88	683	1,135	1,186	832	299
Airports _____	558	1.6	485	4	69	157	237	17	147
Transportation/Logistics/Distribution/Warehousing _____	2,261	6.5	1,915	11	335	930	753	113	465
Construction/Real Estate/Property Management _____	2,032	5.8	1,738	9	285	630	895	74	433
Education/University/School/Library/Museum _____	4,168	11.9	3,575	16	577	1,858	694	470	1,146
Health Care/Hospital/Medical Center _____	3,127	8.9	2,677	11	439	1,459	472	254	942
Government/Correctional Facilities _____	3,847	11.0	3,232	31	584	1,637	753	519	938
Industrial/Manufacturing _____	4,608	13.2	3,815	18	775	1,839	1,522	208	1,039
Banking/Finance/Insurance _____	1,801	5.1	1,508	30	263	962	354	312	173
Casino/Hotel/Arenas/Entertainment _____	1,302	3.7	1,131	13	158	838	249	58	157
Retail/Restaurant/Foodservice _____	1,918	5.5	1,685	7	226	870	656	107	285
Security Systems Integrator _____	1,571	4.5	1,307	27	237	480	830	116	145
Security Management/Consulting _____	1,635	4.7	1,305	21	309	661	742	135	97
Architectural/Engineering/Contract Firm _____	542	1.5	464	6	72	122	294	49	77
TOTAL QUALIFIED CIRCULATION	35,010	100.0	29,390	301	5,319	14,474	10,174	3,443	6,919
PERCENT	100.0		83.9	0.9	15.2	41.3	29.1	9.8	19.8

Note 1: Includes CSO (Chief Security Officer), Vice President, Director, Manager, or Supervisor of Security.

Note 2: Includes CEO, CFO, COO, President, Officer, Partner, Owner, Vice President, or General Manager.

Note 3: Includes CIO, CISO, IRM, VP, Director, Manager, or Senior Staff.

Note 4: Includes VP, Director, Manager, or Supervisor.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
	1 year	2 year	3 year					
I. TOTAL - Direct Request: _____	24,339	9,834	-	28,566	301	5,306	34,173	97.6
a. Written _____	1,383	364	-	1,723	-	24	1,747	5.0
b. Telecommunication _____	17,192	7,745	-	21,400	-	3,537	24,937	71.2
c. Electronic _____	5,764	1,725	-	5,443	301	1,745	7,489	21.4
II. TOTAL - Request from recipient's company: _____	678	159	-	824	-	13	837	2.4
a. Written _____	33	6	-	31	-	8	39	0.1
b. Telecommunication _____	328	64	-	387	-	5	392	1.1
c. Electronic _____	317	89	-	406	-	-	406	1.2
III. TOTAL - Membership Benefit: _____	-	-	-	-	-	-	-	-
a. Individual _____	-	-	-	-	-	-	-	-
b. Organizational _____	-	-	-	-	-	-	-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-	-
a. Written _____	-	-	-	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-	-	-	-
c. Electronic _____	-	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	-	-	-	-	-	-	-	-
Association rosters and directories _____	-	-	-	-	-	-	-	-
Business directories _____	-	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,017	9,993	-	29,390	301	5,319	35,010	100.0
	71.5	28.5	-	83.9	0.9	15.2	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
Individuals by name and title and/or function _____	29,390	301	5,319	35,010	100.0
Individuals by name only _____	-	-	-	-	-
Titles or functions only _____	-	-	-	-	-
Company names only _____	-	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	29,390	301	5,319	35,010	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011

State	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
Maine _____	153	-	17	170	
New Hampshire _____	148	-	16	164	
Vermont _____	61	-	7	68	
Massachusetts _____	767	-	124	891	
Rhode Island _____	120	-	16	136	
Connecticut _____	427	-	61	488	
NEW ENGLAND	1,676	-	241	1,917	5.5
New York _____	2,311	-	370	2,681	
New Jersey _____	1,051	-	177	1,228	
Pennsylvania _____	1,434	-	241	1,675	
MIDDLE ATLANTIC	4,796	-	788	5,584	15.9
Ohio _____	1,244	-	224	1,468	
Indiana _____	605	-	114	719	
Illinois _____	1,421	-	230	1,651	
Michigan _____	773	-	152	925	
Wisconsin _____	701	-	107	808	
EAST NO. CENTRAL	4,744	-	827	5,571	15.9
Minnesota _____	577	-	123	700	
Iowa _____	390	-	63	453	
Missouri _____	696	-	104	800	
North Dakota _____	119	-	22	141	
South Dakota _____	112	-	15	127	
Nebraska _____	312	-	60	372	
Kansas _____	360	-	54	414	
WEST NO. CENTRAL	2,566	-	441	3,007	8.6
Delaware _____	94	-	24	118	
Maryland _____	679	-	113	792	
Washington, DC _____	250	-	53	303	
Virginia _____	868	-	175	1,043	
West Virginia _____	168	-	26	194	
North Carolina _____	753	-	127	880	
South Carolina _____	356	-	47	403	
Georgia _____	766	-	124	890	
Florida _____	1,364	-	244	1,608	
SOUTH ATLANTIC	5,298	-	933	6,231	17.8

State	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
Kentucky _____	409	-	78	487	
Tennessee _____	559	-	90	649	
Alabama _____	367	-	52	419	
Mississippi _____	241	-	38	279	
EAST SO. CENTRAL	1,576	-	258	1,834	5.2
Arkansas _____	229	-	47	276	
Louisiana _____	275	-	45	320	
Oklahoma _____	387	-	56	443	
Texas _____	1,926	-	389	2,315	
WEST SO. CENTRAL	2,817	-	537	3,354	9.6
Montana _____	84	-	17	101	
Idaho _____	157	-	28	185	
Wyoming _____	60	-	8	68	
Colorado _____	412	-	81	493	
New Mexico _____	123	-	33	156	
Arizona _____	451	-	95	546	
Utah _____	234	-	56	290	
Nevada _____	324	-	76	400	
MOUNTAIN	1,845	-	394	2,239	6.4
Alaska _____	65	-	12	77	
Washington _____	467	-	102	569	
Oregon _____	255	-	47	302	
California _____	2,288	-	469	2,757	
Hawaii _____	95	-	19	114	
PACIFIC	3,170	-	649	3,819	10.9
UNITED STATES	28,488	-	5,068	33,556	95.8
U.S. Territories _____	80	-	17	97	
Canada _____	804	-	232	1,036	
Mexico _____	1	9	-	10	
Other International _____	2	292	-	294	
APO/FPO _____	15	-	2	17	
TOTAL QUALIFIED CIRCULATION	29,390	301	5,319	35,010	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January-June 2009	July-December 2009	January-June 2010	July-December 2010	January-June 2011	July-December 2011*
Total Audit Average Qualified: _____	35,006	35,005	35,010	35,020	35,020	35,014
Qualified Non-Paid: _____	35,006	35,005	35,010	35,020	35,020	35,014
Print Version Only _____	-	-	-	31,485	30,242	29,459
Digital Version Only _____	-	-	-	3,535	102	192
Both Print & Digital Version _____	-	-	-	-	4,676	5,363
Qualified Paid: _____	-	-	-	-	-	-
Print Version Only _____	-	-	-	-	-	-
Digital Version Only _____	-	-	-	-	-	-
Both Print & Digital Version _____	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July- December 2011 data is unaudited. With each successive period, new data will be added until 6 six-month periods of data are displayed.

**NC = None Claimed.

ADDITIONAL DATA**METHOD OF DISTRIBUTION:**

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Replica - Editorial and design are unchanged from the original print edition.

WEBSITE GLOSSARY:

Unique Browsers: An identified and unduplicated Cookie Browser that accesses internet content during a measurement period. Each browser visiting a site instrumented with SiteCensus code is assigned a unique cookie id to help determine browser uniqueness

Page Impressions: The number of web pages successfully viewed by all browsers within the reporting period

User Sessions: A single continuous set of activity attributable to a browser resulting in one or more pulled text downloads from a site. A period of inactivity of more than 30 minutes terminates the session

Unique Browser Frequency: The average number of user sessions per Unique Browser over the selected reporting period

User Session Duration: The average time a browser remained on the site per session

Page Duration: The average time a browser spent viewing any page(s) on the site

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SF2011

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2 What is your title? (Check one only)

- Security/Loss Prevention Management** including CSO (Chief Security Officer), Vice President, Director, Manager, or Supervisor of Security

Executive Management including CEO, CFO, COO, President, Officer, Partner, Owner, Vice President, General Manager

Utility/Power/Gas/Nuclear/Water

Information Technology/Communications

Airports

Transportation/Logistics/Distribution/Warehousing

Construction/Real Estate/Property Management

Education/University/School/Library/Museum

Health Care/Hospital/Medical Center

Government

Corrections Facilities

Industrial/Manufacturing

IT/Network/Network Security Management including CIO, CISO, IRM, VP, Director, Manager or Senior Staff

Facilities/Operations Management including VP, Director, Manager or Supervisor

Other (please specify) _____

Banking/Finance/Insurance

Casino/Hotel/Arenas/Entertainment

Retail/Restaurant/Foodservice

Security Systems Integrator

Security Management/Consulting

Architectural/Engineering/Contract Firm

Security Dealer/Distributor

Security Products Manufacturer

Security Service

Other (please specify) _____

3 What is your company's primary type of business at this location? (Check one only)

- Video/CCTV/Surveillance**

Hardware/Lock Access Controls

Electronic Access Controls/Biometrics

IP Security Systems

ID Cards, Badge Printers, ID Software

Computer/Network/Transaction/Intellectual Property Security

Integrated Systems/Convergence

Burglar Alarm/Intrusion Detection

Fire/Life Safety

Communications/Monitoring

Business Continuity, Crisis/Disaster Management

Perimeter/Outdoor Detection

Guard/Office Services/Supplies

Consulting (such as integrators, consultants, engineers, architects, specifiers)

Investigation/Screening

None of the Above

4 Which of the following security products, systems and/or services do you recommend, specify or buy? (Check all that apply)

- More than \$25 Million**

\$10 Million to \$25 Million

\$5 Million to \$10 Million

\$1 Million to \$5 Million

\$250,000 to \$1 Million

\$100,000 to \$250,000

Less than \$100,000

5 What is the approximate value of the security products/services your firm will recommend, specify or buy in the next 12 months? (Check one only)

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD – PRINT VERSION ONLY

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	29,459	100.0	29,459	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	29,459	100.0	29,459	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	192	100.0	192	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	192	100.0	192	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD – BOTH PRINT & DIGITAL VERSION

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	5,363	100.0	5,363	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5,363	100.0	5,363	100.0	-	-

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Catherine M. Ronan, Corporate Audience Audit Manager
 Rita M. Foumia, Corporate Strategy Director

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

Date signed: January 11, 2012
 State: Michigan
 County: Oakland
 Received by BPA Worldwide: January 11, 2012
 Type: PJ
 ID Number: S019Y0D1

IMPORTANT NOTE:
 This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.