

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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SECURITY is a B2B brand uniquely focusing on the business and organizational value of security through best practices and solutions for risk management and security leaders. Security's executive-level editorial scope addresses management challenges facing security leaders with emphasis on solutions. Feature issues include the Security 500, Security's Most Influential People and the CEO Report Card.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary.

CHANNELS

SECURITY MAGAZINE



6 issues in the period
35,014 average circulation

SECURITY E-NEWSLETTERS



2 E-Newsletters in the period
24 total issued in the period
24,693 average per occurrence
19,692 average per occurrence

SECURITY WEBINARS



11 Webinars in the period
134 average attendees

SECURITY WEBSITE



20,820 average
unique browsers

SECURITY SOCIAL MEDIA



7,551 average Twitter followers
3,007 average LinkedIn
group members
1,669 average Facebook likes

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
SECURITY MAGAZINE Unique Total* (6 issues in the period)	35,014	-	35,014
a. Print	35,014	-	35,014
b. Digital	5,857	-	5,857
1. Requested	5,857	-	5,857
2. Non-Requested	-	-	-
SECURITY E-NEWSLETTERS			
a. Today's Systems Integrator E-Newsletter (12 issued in the period)	24,693	-	24,693
b. Security eNews E-Newsletter (12 issued in the period)	19,692	-	19,692
SECURITY WEBINAR ATTENDEES (11 webinars in the period)	134	-	134
SECURITY WEBSITE (Monthly Unique Browsers with 46,516 average Page Impressions - Note 1)	20,820	-	20,820
SECURITY SOCIAL MEDIA			
a. Twitter followers	7,551	-	7,551
b. LinkedIn group members	3,007	-	3,007
c. Facebook likes	1,669	-	1,669

*Unique Total represents unique recipients, not the sum of Print and Digital.

Note 1 - Unique Browsers: See Website Glossary in Channel Profile.

FIELD SERVED

SECURITY serves individuals in banking/finance/business services/consulting/insurance (all types) (including security consultants), casinos/hotels/hospitality/entertainment (museums, arenas, sport leagues or teams etc.), construction/real estate/property management & development, architects/engineers, diversified, education (K-12, university/college)/library, food production (food manufacturing, agriculture, farming, etc.), government/homeland security/correctional facilities (federal/state/local (county/municipal)), health care/hospitals/medical centers/retirement homes, industrial/manufacturing (including pharmaceutical), information technology/communications/media, logistics/supply chain (transport, distribution, warehousing, etc.), port/terminal (air, land, rail, sea, etc.), retail/convenience stores/restaurants/foodservice, utility/energy (gas, nuclear, oil, water, electric, etc.) and security systems integrators.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are security/loss prevention management (including CSO (chief security officer), vice president, director, manager or supervisor of security, safety or EHS), executive management (including CEO, CFO, COO, president, officer, partner, owner, vice president or general manager), IT/network/network security management (including CIO, CISO, IRM, vice president, director, manager or senior staff) and facilities/operations management (including vice president, director, manager or supervisor).

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	88
Advertiser and Agency	1,496
Allocated for Trade Shows and Conventions	-
All Other	1,174
TOTAL	2,758

1. AVERAGE QUALIFIED CIRCULATION FOR MAGAZINE FOR THE 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	-	-

1. AVERAGE QUALIFIED CIRCULATION FOR MAGAZINE FOR THE PERIOD

QUALIFIED CIRCULATION	Unique Total Qualified*		Print		Digital		Both	
	Copies	Percent	Copies	Percent	Copies	Percent	Copies	Percent
Individual	35,014	100.0	35,014	100.0	5,857	16.7	5,857	16.7
Sponsored Individually Addressed	-	-	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED*	35,014	100.0	35,014	100.0	5,857	16.7	5,857	16.7

*Unique Total Qualified represents unique recipients, not the sum of Print, Digital and Both.

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2013	Number Removed	Number Added	Print	Digital	Unique Total Qualified*
July	29	27	35,009	6,078	35,009
August	25	29	35,013	5,961	35,013
September	110	108	35,011	5,839	35,011
October	81	85	35,015	5,785	35,015
November	68	71	35,018	5,734	35,018
December	89	89	35,018	5,746	35,018
TOTAL	402	409			

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2013
This issue is -% or 5 copies above the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	Print	Digital	CLASSIFICATION BY JOB FUNCTION			
					Total Management: 35,018 or 100.0%			
					SECURITY/LOSS PREVENTION MANAGEMENT (Note 1)	EXECUTIVE MANAGEMENT (Note 2)	IT/NETWORK/ NETWORK SECURITY MANAGEMENT (Note 3)	FACILITIES/ OPERATIONS MANAGEMENT (Note 4)
Banking/Finance/Business Services/Consulting/Insurance (all types) (Note 5)	4,690	13.4	4,690	904	1,900	1,947	496	347
Casino/Hotel/Hospitality/Entertainment (museum, arena, sports league or team, etc.)	1,219	3.5	1,219	199	791	216	57	155
Construction/Real Estate/Property Management & Development, Architects/Engineers	2,524	7.2	2,524	348	790	1,274	96	364
Diversified	283	0.8	283	59	109	119	26	29
Education (K-12, university/college)/Library (Note 6)	4,360	12.4	4,360	720	2,092	1,046	465	757
Food Production (food manufacturing, agriculture, farming, etc.)	974	2.8	974	130	340	346	30	258
Government/Homeland Security/Correctional Facilities (federal/state/local (county/municipal))	3,159	9.0	3,159	562	1,566	447	467	679
Health Care/Hospital/Medical Center/Retirement Home	2,857	8.2	2,857	511	1,620	423	249	565
Industrial/Manufacturing (including pharmaceutical)	6,638	19.0	6,638	893	2,775	2,470	282	1,111
Information Technology/Communications/Media	1,893	5.4	1,893	399	518	757	445	173
Logistics/Supply Chain (transport, distribution, warehousing, etc.)	1,824	5.2	1,824	281	657	650	87	430
Port/Terminal (air, land, rail, sea, etc.)	542	1.5	542	65	217	183	20	122
Retail/Convenience Store/Restaurant/Foodservice	1,787	5.1	1,787	236	749	653	101	284
Utility/Energy (gas, nuclear, oil, water, electric, etc.)	1,401	4.0	1,401	253	646	328	126	301
Security Systems Integrator	867	2.5	867	174	164	554	73	76
UNIQUE TOTAL QUALIFIED CIRCULATION*	35,018	100.0	35,018	5,734	14,934	11,413	3,020	5,651
PERCENT	100.0	-	100.0	16.4	42.7	32.6	8.6	16.1

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

Note 1: Includes CSO (chief security officer), vice president, director, manager or supervisor of security, safety or EHS.

Note 2: Includes CEO, CFO, COO, president, officer, partner, owner, vice president or general manager.

Note 3: Includes CIO, CISO, IRM, vice president, director, manager or senior staff.

Note 4: Includes vice president, director, manager or supervisor.

Note 5: Banking/Finance/Business Services/Consulting/Insurance (all types) includes Security Consultants.

Note 6: Museums were included with Education/Library until 2/1/12 when they were moved to Casino/Hotel/Hospitality/Entertainment (museum, arena, sports league or team, etc.)

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2013**

QUALIFICATION SOURCE	Qualified Within				Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Year	3 Year					
I. Direct Request:	24,210	9,776	-		33,986	5,718	33,986	97.1
II. Request from recipient's company:	1,032	-	-		1,032	16	1,032	2.9
III. Membership Benefit:	-	-	-		-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-		-	-	-	-
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. Single Copy Sales:	-	-	-		-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	25,242	9,776	-		35,018	5,734	35,018	100.0
PERCENT	72.1	27.9	-		100.0	16.4	100.0	

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2013**

REGIONS	Print	Digital	Unique Total *	Percent
NEW ENGLAND	1,844	282	1,844	5.3
MIDDLE ATLANTIC	5,232	780	5,232	15.0
EAST NO. CENTRAL	6,078	918	6,078	17.4
WEST NO. CENTRAL	3,132	458	3,132	8.9
SOUTH ATLANTIC	6,239	1,041	6,239	17.8
EAST SO. CENTRAL	2,004	281	2,004	5.7
WEST SO. CENTRAL	3,405	596	3,405	9.7
MOUNTAIN	2,081	379	2,081	5.9
PACIFIC	4,053	740	4,053	11.6
UNITED STATES	34,068	5,475	34,068	97.3
U.S. Territories	109	38	109	0.3
Canada	833	220	833	2.4
Mexico	-	-	-	-
Other International	-	-	-	-
APO/FPO	8	1	8	-
UNIQUE TOTAL*	35,018	5,734	35,018	100.0

*Unique Total represents unique recipients, not the sum of Print and Digital.

**See Additional Data

E-NEWSLETTER CHANNEL

2013	Today's Systems Integrator E-Newsletter*	Security eNews E-Newsletter	2013	Today's Systems Integrator E-Newsletter*	Security eNews E-Newsletter
JULY			OCTOBER		
July 8	24,695	-	October 3	24,568	-
July 9	-	19,622	October 8	-	19,632
July 16	23,889	-	October 15	24,602	-
July 23	-	19,157	October 22	-	19,589
AUGUST			NOVEMBER		
August 6	24,445	-	November 5	24,767	-
August 13	-	19,558	November 12	-	19,555
August 20	24,445	-	November 16	-	19,757
August 27	-	19,580	November 19	25,206	-
SEPTEMBER			DECEMBER		
September 3	24,528	-	December 3	24,991	-
September 10	-	19,758	December 10	-	20,169
September 17	24,694	-	December 16	25,489	-
September 24	-	19,483	December 18	-	20,448
			AVERAGE:	24,693	19,692

Today's Systems Integrator E-Newsletter (12 issued in the period)

Security eNews E-Newsletter (12 issued in the period)

*Today's Systems Integrator E-Newsletter - serving SECURITY and SDM.

WEBINAR CHANNEL*

2013	Name of Webinar	Attendees
July 10	Retail Risk and Security**	199
July 16	Prevent Crime Don't Just Record It	105
August 8	Critical Infrastructure**	168
August 14	Changing Your Patient and Visitor Management Strategies	85
August 19	Keeping Oil and Gas Companies Safe	114
August 28	Managing Security for Business Success	67
September 12	Public-Private Partnerships**	97
November 7	Healthcare Security**	98
November 14	The Security 500	196
November 21	Demystifying Business Intelligence	123
December 17	Seamless Integration of IP Video Technology**	219
AVERAGE:		134

*See Additional Data

**Retail Risk and Security, Critical Infrastructure, Public-Private Partnerships, Healthcare Security and Seamless Integration of IP Video Technology – serving SECURITY and SDM.

WEBSITE CHANNEL*

2013	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	43,825	24,303	16,326	1.49	02:10	01:45
August	43,308	24,567	17,110	1.44	01:56	01:28
September	47,162	27,255	21,760	1.25	01:54	01:23
October	44,900	26,709	23,599	1.13	01:55	01:18
November	57,150	29,618	25,307	1.17	02:05	01:56
December	42,753	24,150	20,819	1.16	02:01	01:33
AVERAGE:	46,516	26,100	20,820	1.27	02:00	01:34

*See Additional Data

WEBSITE GLOSSARY

Page Impressions: A Page Impression is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

User Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site.

Unique Browsers: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.




Unique Browser Frequency: Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

Page Duration: The average time spent viewing any page on a web site.

User Session Duration: The average time visitors remain on a site per session.

SOCIAL MEDIA CHANNEL

Security Social Media

2013	Twitter followers  http://twitter.com/securitymag	LinkedIn group members  http://www.linkedin.com/groups?mostPopular=&gid=3190445	Facebook likes  http://www.facebook.com/SECmagazine
July	6,802	2,691	1,600
August	7,077	2,753	1,630
September	7,435	2,747	1,656
October	7,754	3,023	1,684
November	8,011	3,253	1,703
December	8,226	3,574	1,739
AVERAGE:	7,551	3,007	1,669

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 of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

MAGAZINE:

PARAGRAPH 3b:

2,954 subscriptions or 8.4% were obtained as part of a charity program for the National Law Enforcement Officers Memorial fund.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter, Webinar, Website and Social Media are not reported at the media owner's option.

WEBINAR:

STATEMENT OF VERIFICATION METHODOLOGY:

The attendees in this report were verified as having attended the webinar. The webinar was by invitation and registration process. A valid registration was required and verified by the organizer's staff or electronic system upon entry. The entire database was checked and tested by a BPA Worldwide auditor.

WEBSITE ACTIVITY:

July - December 2013 data was provided by Google Analytics.

All website activity is audited by BPA Worldwide.

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. Fournia, Corporate Strategy Director

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

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report.
It will be included in the annual audit made by BPA Worldwide.

Date signed January 15, 2014

State Michigan

County Oakland

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About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.