

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 and Security's Most Influential People.

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. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

SECURITY MAGAZINE



6 issues in the period
35,008 average circulation

SECURITY E-NEWSLETTERS



24 total issued in the period
21,013 average per occurrence
27,160 average per occurrence

SECURITY WEBINARS



4 Webinars in the period
109 average attendees

SECURITY WEBSITE



26,184 average unique browsers

SECURITY SOCIAL MEDIA



12,173 Twitter followers
6,961 LinkedIn group members
2,258 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)	35,008	-	35,008
a. Print	35,008	-	35,008
b. Digital	5,624	-	5,624
1. Requested	5,624	-	5,624
2. Non-Requested	-	-	-
SECURITY E-NEWSLETTERS			
a. Security eNews (12 issued in the period)	21,013	-	21,013
b. Today's Systems Integrator (12 issued in the period)**	27,160	-	27,160
SECURITY WEBINAR ATTENDEES (4 webinars in the period)***	109		109
SECURITY WEBSITE (Monthly Unique Browsers with 66,626 average)	26,184	-	26,184
SECURITY SOCIAL MEDIA			
a. Twitter followers	****12,173	-	****12,173
b. LinkedIn group members	****6,961	-	****6,961
c. Facebook likes	****2,258	-	****2,258

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

**Today's Systems Integrator serving SECURITY and SDM.

***Setting New Standards for Integrated Security Systems, A Major Intelligence Failure by the U.S. Government: How it Impacts Enterprise Security and Zero Incidents vs. Zero Tolerance serving SECURITY and SDM.

****Social Media claims are cumulative figure, not averages.

FIELD SERVED

SECURITY serves individuals in banking/accounting/financial (including insurance, business services, consulting), casinos/hospitality/entertainment (including hotel, museum, arena, sports league or team), construction/real estate/property management/architecture/engineering firms, diversified, education (K-12, university/college), food production (including food manufacturing, agriculture, farming), government (including Homeland Security/correctional facilities, federal/state/local), hospital/healthcare (including medical center, retirement home), industrial/manufacturing (including pharmaceutical), information technology/communications/media, logistics/supply chain (including transport, distribution, warehousing etc.), port/mass transit (including air, land, rail, sea), retail/restaurant (including foodservice, convenience store), utility/energy and security systems integrator/security consultants.

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/corporate management (including CEO, CFO, COO, president, officer, partner, owner, vice president or general manager), IT 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	73
Advertiser and Agency	1,055
Allocated for Trade Shows and Conventions	-
All Other	1,378
TOTAL	2,506

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	35,008	100.0	35,008	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	35,008	100.0	35,008	100.0	-	-

1a. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - PRINT

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	35,008	100.0	35,008	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	35,008	100.0	35,008	100.0	-	-

1b. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - DIGITAL

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	5,624	100.0	5,624	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5,624	100.0	5,624	100.0	-	-

1c. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - BOTH

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	5,624	100.0	5,624	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5,624	100.0	5,624	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2014	Number Removed	Number Added	Print	Digital	Unique Total Qualified*
July	23	26	35,010	5,759	35,010
August	91	90	35,009	5,695	35,009
September	66	61	35,004	5,674	35,004
October	63	66	35,007	5,635	35,007
November	111	119	35,015	5,550	35,015
December	112	102	35,005	5,431	35,005
TOTAL	466	464			

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2014

This issue is -% or 5 copies above the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	CLASSIFICATION BY FUNCTION							
	Total Management: 35,015 or 100.0%							
	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	Print	Digital	SECURITY/ LOSS PREVENTION MANAGEMENT (Note 1)	EXECUTIVE/ CORPORATE MANAGEMENT (Note 2)	IT MANAGEMENT (Note 3)	FACILITIES/ OPERATIONS MANAGEMENT (Note 4)
Banking/Accounting/Financial (including insurance, business services, consulting)	4,058	11.6	4,058	742	1,785	1,551	402	320
Casino/Hospitality/Entertainment (including hotel, museum, arena, sports league or team)	1,317	3.8	1,317	209	829	264	57	167
Construction/Real Estate/Property Management/Architecture/Engineering Firm	2,569	7.3	2,569	342	810	1,297	103	359
Diversified	375	1.1	375	69	131	175	29	40
Education (K-12, university/college)	4,162	11.9	4,162	644	2,285	730	439	708
Food Production (food manufacturing, agriculture, farming)	1,266	3.6	1,266	134	437	473	38	318
Government (including Homeland Security/correctional facilities, federal/state/local)	2,788	8.0	2,788	536	1,393	364	430	601
Hospital/Healthcare (including medical center, retirement home)	2,521	7.2	2,521	472	1,465	339	241	476
Industrial/Manufacturing (including pharmaceutical)	6,950	19.8	6,950	874	2,738	2,636	294	1,282
Information Technology/Communications/Media	1,632	4.7	1,632	386	427	626	424	155
Logistics/Supply Chain (including transport, distribution, warehousing, etc.)	1,712	4.9	1,712	233	619	628	66	399
Port/Mass Transit (including air, land, rail, sea)	476	1.4	476	55	203	147	25	101
Retail/Restaurant (including foodservice, convenience store)	1,762	5.0	1,762	200	714	688	85	275
Utility/Energy	1,168	3.3	1,168	196	555	238	113	262
Security Systems Integrator/Security Consultant	2,259	6.4	2,259	458	635	1,315	236	73
UNIQUE TOTAL QUALIFIED CIRCULATION*	35,015	100.0	35,015	5,550	15,026	11,471	2,982	5,536
PERCENT	100.0		100.0	15.9	42.9	32.8	8.5	15.8

*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.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2014**

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Year	3 Year				
I. **Direct Request:	23,870	9,813	-	33,683	5,501	33,683	96.2
II. Request from recipient's company:	1,332	-	-	1,332	49	1,332	3.8
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*	25,202	9,813	-	35,015	5,550	35,015	100.0
PERCENT	72.0	28.0	-	100.0	15.9	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 2014**

State	Print	Digital	Unique Total Qualified*	Percent
Maine	166	31	166	
New Hampshire	173	24	173	
Vermont	71	14	71	
Massachusetts	814	127	814	
Rhode Island	121	16	121	
Connecticut	494	67	494	
NEW ENGLAND	1,839	279	1,839	5.3
New York	2,366	349	2,366	
New Jersey	1,148	188	1,148	
Pennsylvania	1,714	233	1,714	
MIDDLE ATLANTIC	5,228	770	5,228	14.9
Ohio	1,567	245	1,567	
Indiana	857	102	857	
Illinois	1,785	275	1,785	
Michigan	1,064	139	1,064	
Wisconsin	935	115	935	
EAST NO. CENTRAL	6,208	876	6,208	17.7
Minnesota	719	116	719	
Iowa	501	56	501	
Missouri	816	116	816	
North Dakota	109	15	109	
South Dakota	118	12	118	
Nebraska	351	53	351	
Kansas	461	79	461	
WEST NO. CENTRAL	3,075	447	3,075	8.8
Delaware	110	14	110	
Maryland	698	102	698	
Washington, DC	179	47	179	
Virginia	942	185	942	
West Virginia	201	27	201	
North Carolina	1,012	163	1,012	
South Carolina	432	59	432	
Georgia	1,000	160	1,000	
Florida	1,678	267	1,678	
SOUTH ATLANTIC	6,252	1,024	6,252	17.9

State	Print	Digital	Unique Total Qualified*	Percent
Kentucky	553	83	553	
Tennessee	644	87	644	
Alabama	477	58	477	
Mississippi	306	33	306	
EAST SO. CENTRAL	1,980	261	1,980	5.7
Arkansas	316	29	316	
Louisiana	363	62	363	
Oklahoma	427	51	427	
Texas	2,306	398	2,306	
WEST SO. CENTRAL	3,412	540	3,412	9.7
Montana	98	7	98	
Idaho	168	20	168	
Wyoming	60	7	60	
Colorado	501	104	501	
New Mexico	161	30	161	
Arizona	477	86	477	
Utah	282	62	282	
Nevada	332	63	332	
MOUNTAIN	2,079	379	2,079	5.9
Alaska	96	17	96	
Washington	579	89	579	
Oregon	314	56	314	
California	2,838	520	2,838	
Hawaii	167	35	167	
PACIFIC	3,994	717	3,994	11.4
UNITED STATES	34,067	5,293	34,067	97.3
U.S. Territories	143	43	143	
Canada	796	211	796	
Mexico	-	-	-	
Other International	-	-	-	
APO/FPO	9	3	9	

UNIQUE TOTAL QUALIFIED CIRCULATION*	35,015	5,550	35,015	100.0
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*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

****See Additional Data**

E-NEWSLETTER CHANNEL

2014	Security eNews	Today's Systems Integrator*	2014	Security eNews	Today's Systems Integrator*
JULY			OCTOBER		
July 1	-	27,597	October 7	-	26,694
July 8	21,278	-	October 14	20,378	-
July 15	-	27,498	October 21	-	27,093
July 22	21,270	-	October 28	20,932	-
AUGUST			NOVEMBER		
August 5	-	27,405	November 4	-	26,965
August 12	20,973	-	November 11	20,990	-
August 19	-	27,092	November 18	-	27,001
August 26	20,966	-	November 25	20,969	-
SEPTEMBER			DECEMBER		
September 2	-	27,136	December 2	-	26,935
September 9	20,942	-	December 9	20,979	-
September 16	-	27,178	December 16	-	27,320
September 23	21,054	-	December 23	21,421	-
			AVERAGE:	21,013	27,160

Security eNews (12 issued in the period)

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

*Today's Systems Integrator - serving Security and SDM.

WEBINAR CHANNEL

2014	Name of Webinar	Attendees
July 15	Setting New Standards for Integrated Security Systems*	128
September 16	A Major Intelligence Failure by The U.S. Government: How it Impacts Enterprise Security*	41
November 13	Zero Incidents vs. Zero Tolerance*	109
November 20	The SECURITY 500	156
AVERAGE:		109

*Setting New Standards for Integrated Security Systems, A Major Intelligence Failure by the U.S. Government: How it Impacts Enterprise Security and Zero Incidents vs. Zero Tolerance - serving SECURITY and SDM.

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 CHANNEL

WWW.SECURITYMAGAZINE.COM

2014	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	63,270	31,215	25,545	1.22	02:45	02:50
August	65,560	31,547	25,885	1.22	02:57	03:11
September	69,360	34,317	28,721	1.19	02:51	02:55
October	65,151	32,835	26,513	1.24	02:48	02:46
November	68,110	30,953	24,712	1.25	02:38	03:09
December	68,307	31,817	25,729	1.24	02:56	03:22
AVERAGE:	66,626	32,114	26,184	1.23	02:49	03:02

July – December 2014 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

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. A period of 30 minutes of inactivity will terminate the session.

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.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

SOCIAL MEDIA CHANNEL

Security Social Media

2014	Twitter followers http://twitter.com/securitmag	LinkedIn group members http://www.linkedin.com/groups?mostPopular=&gid=3190445	Facebook likes http://www.facebook.com/SECmagazine
Beginning Balance:	10,135	5,743	1,938
July	10,446	5,956	1,965
August	10,768	6,143	1,996
September	11,110	6,363	2,029
October	11,488	6,569	2,107
November	11,831	6,796	2,192
December	12,173	6,961	2,258

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:

2,039 subscriptions or 5.8% were obtained as part of a charity program for the Ken and Ellie Christian Scholarship Program of International Healthcare and Safety Foundation.

GEOGRAPHIC DISTRIBUTION:

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

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.

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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.