

# BRAND REPORT FOR THE 6 MONTH PERIOD ENDED DECEMBER 2012

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.



BNP Media II, LLC  
2401 W. Big Beaver Road  
Suite 700  
Troy, MI 48084-3333  
Tel. No.: (248) 362-3700  
Fax No.: (248) 362-0317  
www.securitymagazine.com



## ABOUT SECURITY

**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 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 across multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary.

### 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 pharmaceuticals), 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 integrator firms.

### 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).

## Channels Include:



**Security Magazine**  
6 issues in period  
35,010 average circulation  
Pages 2 & 3



**Security e-Newsletters**  
2 e-Newsletters in the period  
24 total deployments  
36,786 average distribution  
Page 3



**Security Website**  
15,684 average unique browsers  
Page 3

## 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)	35,010	-	35,010
a. Print	35,010	-	35,010
b. Digital	6,024	-	6,024
1. Requested	6,024	-	6,024
2. Non-Requested	-	-	-
Security e-Newsletters			
a. Security e-News (12 deployments in the period)	17,007	-	17,007
b. Today's Systems Integrator (12 deployments in the period)	19,779	-	19,779
Security Website (Unique Browsers)**	15,684	-	15,684
<b>SIX-MONTH AVERAGE TOTAL</b>	<b>87,480</b>	<b>-</b>	<b>87,480</b>

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

\*\* Unique Browsers: See Website Glossary in Channel Profile.

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

**CHANNEL PROFILE  
MAGAZINE**



Official Publication of: None  
Established: 1964  
Issues Per Year: 12

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	104
Advertiser and Agency	1,281
Rotated or Occasional	-
Allocated for Trade Shows and Conventions	-
Digital	-
All Other	1,357
<b>TOTAL</b>	<b>2,742</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	35,010	100.0	35,010	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>35,010</b>	<b>100.0</b>	<b>35,010</b>	<b>100.0</b>	-	-

1. AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD								
QUALIFIED CIRCULATION	Unique Total Qualified*		Print		Digital		Both	
	Copies	Percent	Copies	Percent	Copies	Percent	Copies	Percent
Individual	35,010	100.0	35,010	100.0	6,024	17.2	6,024	17.2
Sponsored Individually Addressed	-	-	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED*</b>	<b>35,010</b>	<b>100.0</b>	<b>35,010</b>	<b>100.0</b>	<b>6,024</b>	<b>17.2</b>	<b>6,024</b>	<b>17.2</b>

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

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD						
2012 Issue	Number Removed	Number Added	Print	Digital	Unique Total Qualified*	
July	135	137	35,012	6,233	35,012	
August	38	36	35,010	6,074	35,010	
September	50	50	35,010	6,019	35,010	
October	98	96	35,008	5,965	35,008	
November	270	270	35,008	5,978	35,008	
December	54	58	35,012	5,877	35,012	
<b>TOTAL</b>	<b>645</b>	<b>647</b>				

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2012								
This issue is -% or 2 copies below 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			
					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)	3,655	10.4	3,655	692	1,470	1,420	482	283
Casino/Hotel/Hospitality/Entertainment (museum, arena, sports league or team, etc.)	1,149	3.3	1,149	178	813	184	42	110
Construction/Real Estate/Property Management & Development, Architects/Engineers (Note 6)	2,550	7.3	2,550	361	764	1,237	87	462
Diversified	73	0.2	73	17	26	32	6	9
Education (K-12, university/college/Library (Note 7))	4,599	13.1	4,599	786	2,090	1,166	476	867
Food Production (food manufacturing, agriculture, farming, etc.)	304	0.9	304	61	112	116	10	66
Government/Homeland Security/Correctional Facilities (federal/state/local (county/municipal))	3,266	9.3	3,266	563	1,492	589	432	753
Health Care/Hospital/Medical Center/Retirement Home	2,869	8.2	2,869	489	1,439	488	255	687
Industrial/Manufacturing (including pharmaceutical)	5,960	17.0	5,960	998	2,480	2,083	239	1,158
Information Technology/Communications/Media	2,993	8.6	2,993	648	780	1,218	723	272
Logistics/Supply Chain (transport, distribution, warehousing, etc.)	2,188	6.3	2,188	391	813	799	96	480
Port/Terminal (air, land, rail, sea, etc.)	574	1.6	574	84	167	252	18	137
Retail/Convenience Store/Restaurant/Foodservice	1,808	5.2	1,808	224	834	623	100	251
Utility/Energy (gas, nuclear, oil, water, electric, etc.)	1,817	5.2	1,817	284	774	486	144	413
Security Systems Integrator	1,203	3.4	1,203	202	371	639	97	96
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>35,008</b>	<b>100.0</b>	<b>35,008</b>	<b>5,978</b>	<b>14,425</b>	<b>11,332</b>	<b>3,207</b>	<b>6,044</b>
<b>PERCENT</b>	<b>100.0</b>		<b>100.0</b>	<b>17.1</b>	<b>41.2</b>	<b>32.4</b>	<b>9.2</b>	<b>17.2</b>

\*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: Security Management/Consulting was changed to Security Consultant as of 2/1/12 and is now reported/combined with Banking/Finance/Business Services/Consulting/Insurance (All types).

Note 6: Architectural/Engineering/Contract Firm was changed to Architect/Engineer as of 2/1/12 and is now reported/combined with Construction/Real Estate/Property Management & Development.

Note 7: 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.).

**Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.**

**CHANNEL PROFILE (CONTINUED)  
MAGAZINE (CONTINUED)**

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2012							
QUALIFICATION SOURCE	Qualified Within			Print	Digital	Unique Total Qualified**	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	24,065	9,623	-	33,688	5,968	33,688	96.2
II. Request from recipient's company: _____	1,072	248	-	1,320	10	1,320	3.8
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
V. <b>TOTAL</b> - 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: _____	-	-	-	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION**</b>	<b>25,137</b>	<b>9,871</b>	<b>-</b>	<b>35,008</b>	<b>5,978</b>	<b>35,008</b>	<b>100.0</b>
<b>PERCENT</b>	<b>71.8</b>	<b>28.2</b>	<b>-</b>	<b>100.0</b>	<b>17.1</b>	<b>100.0</b>	

\*See Additional Data

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

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2012				
MAILING ADDRESS	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function _____	35,008	5,978	35,008	100.0
Individuals by name only _____	-	-	-	-
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multiple Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>35,008</b>	<b>5,978</b>	<b>35,008</b>	<b>100.0</b>

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

**E-NEWSLETTERS**

2012		Security e-Newsletter	Today's Systems Integrator	2012		Security e-Newsletter	Today's Systems Integrator
July 3 _____	-	-	24,142	October 2 _____	-	-	19,017
July 10 _____	19,031	-	-	October 9 _____	16,662	-	-
July 17 _____	-	22,917	-	October 16 _____	-	18,954	-
July 24 _____	18,912	-	-	October 23 _____	16,567	-	-
August 7 _____	-	19,316	-	November 6 _____	-	18,987	-
August 14 _____	16,790	-	-	November 13 _____	16,516	-	-
August 21 _____	-	19,195	-	November 20 _____	-	18,838	-
August 28 _____	16,717	-	-	November 27 _____	16,528	-	-
September 4 _____	-	19,131	-	December 4 _____	-	18,836	-
September 11 _____	16,747	-	-	December 11 _____	16,501	-	-
September 18 _____	-	19,097	-	December 18 _____	-	18,920	-
September 25 _____	16,668	-	-	December 27 _____	16,446	-	-
				<b>AVERAGE</b>	<b>17,007</b>		<b>19,779</b>

Security e-Newsletter (12 deployments in period)

Today's System Integrator e-Newsletter (12 deployments in period)

**WEBSITE\***

Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
July _____	29,785	13,418	11,030	1.22	01:14	02:45
August _____	34,266	16,670	13,596	1.23	01:54	02:00
September _____	34,365	17,161	14,341	1.20	01:52	01:52
October _____	40,278	20,476	17,059	1.20	01:48	01:45
November _____	51,959	23,267	19,550	1.19	01:35	01:57
December _____	44,698	21,945	18,527	1.18	01:41	01:45
<b>AVERAGE:</b>	<b>39,225</b>	<b>18,823</b>	<b>15,684</b>	<b>1.20</b>	<b>01:41</b>	<b>02:01</b>

\*See Additional Data

**WEBSITE GLOSSARY:**

<b>Unique Browsers:</b> An identified and unduplicated Cookied Browser that accesses internet content during a measurement period.
<b>Page Impressions:</b> The number of web pages successfully viewed by all browsers within the reporting period
<b>User Sessions:</b> 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
<b>Unique Browser Frequency:</b> The average number of user sessions per Unique Browser over the selected reporting period
<b>User Session Duration:</b> The average time a browser remained on the site per session
<b>Page Duration:</b> The average time a browser spent viewing any page(s) on the site

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

**GEOGRAPHIC DISTRIBUTION\*\***

State	Security Magazine for Issue of November 2012			
	Print	Digital	Unique Total*	Percent
NEW ENGLAND	1,881	302	1,881	5.4
MIDDLE ATLANTIC	5,298	817	5,298	15.1
EAST NO. CENTRAL	5,879	952	5,879	16.8
WEST NO. CENTRAL	3,068	515	3,068	8.8
SOUTH ATLANTIC	6,260	1,028	6,260	17.9
EAST SO. CENTRAL	2,021	317	2,021	5.8
WEST SO. CENTRAL	3,410	620	3,410	9.7
MOUNTAIN	2,152	427	2,152	6.2
PACIFIC	3,972	759	3,972	11.3
UNITED STATES	33,941	5,737	33,941	97.0
U.S. Territories	87	16	87	0.2
Canada	971	223	971	2.8
Mexico	-	-	-	-
Other International	-	-	-	-
APO/FPO	9	2	9	-
<b>UNIQUE TOTAL*</b>	<b>35,008</b>	<b>5,978</b>	<b>35,008</b>	<b>100.0</b>

\*Unique Total represents unique recipients, not the sum of print and digital.

\*\*See Additional Data

**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 brand existed first, editorial and design are unchanged from the original print edition. With a replica digital product, 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:**

307 recipients reported were obtained through the use of a sweepstakes offer for a \$50 Amazon Gift Card.

**WEBSITE ACTIVITY:**

July data was provided by Nielsen.

August - December data was provided by Google Analytics.

All website activity is audited by BPA Worldwide.

**GEOGRAPHIC DISTRIBUTION:**

Geographic data is not available for E-Newsletter or Website and therefore, is not reported herein.

**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.)

**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.

Date signed January 12, 2014

State Michigan

County Oakland

Received by BPA Worldwide January 12, 2014

Type BJ

ID Number S019B0D2

**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](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.