

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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Scan for Publisher's contact information

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
35,010 average circulation

SECURITY E-NEWSLETTERS



2 E-Newsletters in the period
24 total issued in the period
20,874 average per occurrence
26,494 average per occurrence

SECURITY WEBINARS



7 Webinars in the period
146 average attendees

SECURITY WEBSITE



22,924 average unique browsers

SECURITY SOCIAL MEDIA



9,339 average Twitter followers
4,980 average LinkedIn group members
1,860 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)	35,010	-	35,010
a. Print	35,010	-	35,010
b. Digital	5,790	-	5,790
1. Requested	5,790	-	5,790
2. Non-Requested	-	-	-
SECURITY E-NEWSLETTERS			
a. Security eNews (12 issued in the period)	20,874	-	20,874
b. Today's Systems Integrator (12 issued in the period)	26,494	-	26,494
SECURITY WEBINAR ATTENDEES (7 webinars in the period)	146	-	146
SECURITY WEBSITE (Monthly Unique Browsers with 56,150 average Page Impressions)	22,924	-	22,924
SECURITY SOCIAL MEDIA			
a. Twitter followers	9,339	-	9,339
b. LinkedIn group members	4,980	-	4,980
c. Facebook likes	1,860	-	1,860

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

FIELD SERVED

SECURITY serves individuals in banking/finance/business services/consulting/insurance (all types), 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.), security systems integrators and 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 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	83
Advertiser and Agency	1,374
Allocated for Trade Shows and Conventions	-
All Other	1,180
TOTAL	2,637

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	35,010	100.0	35,010	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	35,010	100.0	35,010	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	35,010	100.0	35,010	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	35,010	100.0	35,010	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	5,790	100.0	5,790	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5,790	100.0	5,790	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	5,790	100.0	5,790	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5,790	100.0	5,790	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2014	Number Removed	Number Added	Print	Digital	Unique Total Qualified*
January	172	168	35,014	5,736	35,014
February	189	184	35,009	5,721	35,009
March	42	39	35,006	5,671	35,006
April	3,008	3,010	35,008	5,901	35,008
May	4,711	4,718	35,015	5,902	35,015
June	11	3	35,007	5,807	35,007
TOTAL	8,133	8,122			

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

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

This issue is -% or 6 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 FUNCTION			
					Total Management: 35,015 or 100.0%			
					SECURITY/LOSS PREVENTION MANAGEMENT (Note 1)	EXECUTIVE MANAGEMENT (Note 2)	IT/NETWORK/ SECURITY MANAGEMENT (Note 3)	FACILITIES/ OPERATIONS MANAGEMENT (Note 4)
Banking/Finance/Business Services/Consulting/Insurance (all types)	4,155	11.9	4,155	806	1,831	1,610	387	327
Casino/Hotel/Hospitality/Entertainment (museum, arena, sports league or team, etc.)	1,303	3.7	1,303	214	809	270	55	169
Construction/Real Estate/Property Management & Development, Architects/Engineers	2,577	7.4	2,577	356	803	1,312	95	367
Diversified	358	1.0	358	77	127	163	35	33
Education (K-12, university/college)/Library	4,253	12.2	4,253	680	2,384	735	433	701
Food Production (food manufacturing, agriculture, farming, etc.)	1,263	3.6	1,263	148	437	474	40	312
Government/Homeland Security/Correctional Facilities (federal/state/local (county/municipal))	2,771	7.9	2,771	555	1,397	367	420	587
Health Care/Hospital/Medical Center/Retirement Home	2,497	7.1	2,497	510	1,447	339	227	484
Industrial/Manufacturing (including pharmaceutical)	6,921	19.8	6,921	976	2,650	2,525	290	1,456
Information Technology/Communications/Media	1,698	4.9	1,698	385	537	625	386	150
Logistics/Supply Chain (transport, distribution, warehousing, etc.)	1,707	4.9	1,707	261	615	630	68	394
Port/Terminal (air, land, rail, sea, etc.)	473	1.3	473	54	197	149	23	104
Retail/Convenience Store/Restaurant/Foodservice	1,752	5.0	1,752	211	696	695	83	278
Utility/Energy (gas, nuclear, oil, water, electric, etc.)	1,171	3.3	1,171	202	557	239	114	261
Security Systems Integrator/Security Consultant	2,116	6.0	2,116	467	524	1,310	230	52
UNIQUE TOTAL QUALIFIED CIRCULATION*	35,015	100.0	35,015	5,902	15,011	11,443	2,886	5,675
PERCENT	100.0		100.0	16.9	42.9	32.7	8.2	16.2

*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 MAY 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	5,859	33,683	96.2
II. Request from recipient's company:	1,332	-	-	1,332	43	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	5,902	35,015	100.0
PERCENT	72.0	28.0	-	100.0	16.9	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 MAY 2014**

State	Print	Digital	Unique Total Qualified*	Percent
Maine	164	30	164	
New Hampshire	172	22	172	
Vermont	71	15	71	
Massachusetts	821	145	821	
Rhode Island	122	19	122	
Connecticut	490	64	490	
NEW ENGLAND	1,840	295	1,840	5.3
New York	2,365	366	2,365	
New Jersey	1,142	193	1,142	
Pennsylvania	1,717	253	1,717	
MIDDLE ATLANTIC	5,224	812	5,224	14.9
Ohio	1,572	251	1,572	
Indiana	852	110	852	
Illinois	1,792	290	1,792	
Michigan	1,067	149	1,067	
Wisconsin	942	123	942	
EAST NO. CENTRAL	6,225	923	6,225	17.8
Minnesota	722	124	722	
Iowa	498	57	498	
Missouri	812	122	812	
North Dakota	109	17	109	
South Dakota	118	15	118	
Nebraska	353	56	353	
Kansas	464	85	464	
WEST NO. CENTRAL	3,076	476	3,076	8.8
Delaware	112	15	112	
Maryland	696	119	696	
Washington, DC	179	50	179	
Virginia	934	193	934	
West Virginia	203	26	203	
North Carolina	1,006	178	1,006	
South Carolina	434	64	434	
Georgia	1,006	174	1,006	
Florida	1,663	296	1,663	
SOUTH ATLANTIC	6,233	1,115	6,233	17.8

State	Print	Digital	Unique Total Qualified*	Percent
Kentucky	552	82	552	
Tennessee	642	95	642	
Alabama	477	69	477	
Mississippi	303	35	303	
EAST SO. CENTRAL	1,974	281	1,974	5.6
Arkansas	314	37	314	
Louisiana	357	63	357	
Oklahoma	427	56	427	
Texas	2,315	437	2,315	
WEST SO. CENTRAL	3,413	593	3,413	9.8
Montana	98	8	98	
Idaho	166	22	166	
Wyoming	60	8	60	
Colorado	500	108	500	
New Mexico	163	31	163	
Arizona	477	91	477	
Utah	280	63	280	
Nevada	337	67	337	
MOUNTAIN	2,081	398	2,081	5.9
Alaska	96	18	96	
Washington	584	93	584	
Oregon	314	57	314	
California	2,838	534	2,838	
Hawaii	167	35	167	
PACIFIC	3,999	737	3,999	11.4
UNITED STATES	34,065	5,630	34,065	97.3
U.S. Territories	140	47	140	
Canada	802	222	802	
Mexico	-	-	-	
Other International	-	-	-	
APO/FPO	8	3	8	

UNIQUE TOTAL QUALIFIED CIRCULATION*	35,015	5,902	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*
JANUARY			APRIL		
January 7	-	25,956	April 8	-	26,884
January 14	20,814	-	April 15	21,183	-
January 21	-	25,895	April 22	-	25,760
January 28	20,712	-	April 29	21,208	-
FEBRUARY			MAY		
February 4	-	25,822	May 6	-	27,354
February 11	20,807	-	May 13	21,127	-
February 18	-	25,829	May 20	-	27,273
February 25	19,604	-	May 27	21,107	-
MARCH			JUNE		
March 4	-	25,688	June 3	-	27,767
March 11	20,687	-	June 10	20,468	-
March 18	-	26,067	June 17	-	27,634
March 25	21,477	-	June 24	21,291	-
			AVERAGE:	20,874	26,494

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
January 30	Combatting Security Challenges of an Urban University*	175
February 27	How to Design SIEMS and Security Analytics	108
April 23	Cybersecurity: A CEO and Director Issue*	96
April 28	The Active Shooter within a K-12 Campus Setting*	270
May 8	Employee Theft*	49
June 17	How to Make Nothing Happen*	246
June 24	Close Your Security Gaps with Automated 360 Degree Intelligence*	80
AVERAGE:		146

*Combatting Security Challenges of an Urban University, Cybersecurity: A CEO and Director Issue, The Active Shooter within a K-12 Campus Setting, Employee Theft, How to Make Nothing Happen and Close Your Security Gaps with Automated 360 Degree Intelligence - serving Security and SDM.

WEBSITE CHANNEL

WWW.SECURITYMAGAZINE.COM

2014	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	53,219	29,710	25,309	1.17	01:57	01:33
February	53,871	26,832	22,310	1.20	02:09	02:10
March	57,051	27,958	22,881	1.22	02:44	02:51
April	50,295	23,460	19,118	1.23	03:26	03:56
May	53,994	25,940	21,525	1.21	03:02	03:16
June	68,469	31,765	26,400	1.20	02:32	02:55
AVERAGE:	56,150	27,611	22,924	1.21	02:38	02:47

January - June 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/securitymag	LinkedIn group members http://www.linkedin.com/groups?mostPopular=&gid=3190445	Facebook likes http://www.facebook.com/SECmagazine
January	8,554	3,992	1,779
February	8,875	4,515	1,814
March	9,176	4,921	1,851
April	9,499	5,235	1,878
May	9,795	5,476	1,899
June	10,135	5,743	1,938
AVERAGE:	9,339	4,980	1,860

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:

3,090 subscriptions or 8.8% 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.

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. Fomina, 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	July 7, 2014
State	Michigan
County	Oakland
Received by BPA Worldwide	July 7, 2014
Type	BJ
ID Number	S019B0J4

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.