



securitymagazine.com

## New for 2011:

- Bigger, Better, Bolder securitymagazine.com
- Powerful Digital Magazine Format
- Redesigned *TSI eNewsletter*
- Social Media Sponsorships
- Thought-Leading Columnists & Writers

# SECURITY

BUSINESS MEDIA FOR SECURITY EXECUTIVES



## 2011 Integrated Media Planner

Your #1 marketing partner for reaching enterprise security leaders  
— in print, online and in person.\*



\*Publisher's own data.

# Welcome to the Business Media for Security Executives!

In print, online and in person, *Security* offers your most efficient marketing and advertising solutions. Your brand will leverage unequalled editorial quality. Your audience reach is more dynamic and impactful.<sup>1</sup> And integrated media ensures unparalleled access to quality buyers where and when they want it.<sup>1</sup>

Led by Editor Diane Ritchey—in partnership with Editor Emeritus Bill Zalud and our Advisory Board of CSOs and thought-leaders—*Security* is uniquely focused on solutions for enterprise security leaders. This is why more advertisers choose to invest with *Security* than in any other market publication!<sup>1</sup> To join them or learn more, contact your *Security* regional sales representative.



*Security* is the #1 advertising choice for reaching the enterprise security market.<sup>1</sup>



- **Securitymagazine.com: ALL NEW for 2011.** Our completely redesigned website offers unique content and delivers your message to the exact sectors you're targeting.
- **Security magazine:** the only enterprise publication with 100% request and 100% management circulation with 35,000+ subscribers.<sup>1</sup>
- **iSecurity Virtual Expo:** The market's first and most successful virtual trade show (more than 20 sponsors and 4,000 registered attendees) returns in 2011.
- **eNewsletters, Webinars, Solutions by Sector** sponsorships, Digital Editions, Social Media Sponsorships, and more.

## Security media influences volume buyers in 18 industry sectors:<sup>1</sup>

- Agriculture/ Farming/ Food Production
- Arenas/ Stadiums/ Leagues/ Entertainment
- Business Services
- Construction/ Real Estate/ Property Management
- Education/University/School/Library/Museum
- Energy (Oil and Petroleum)
- Finance/ Banking/ Insurance
- Government (Federal, State and Local)
- Health Care/ Hospital/ Medical Center
- Hospitality/ Casino
- Industrial/ Manufacturing
- Information Technology/ Communications/ Media
- Ports/ Terminals (Sea, Land and Air)
- Retail/ Restaurants/ Convenience Stores/ Food Service
- Transportation/ Logistics/ Supply Chain/ Distribution/ Warehousing
- Utilities (Power, Electric, Gas, Nuclear and Water)

## Engage security leaders in print, online and in person:

### Integrated Solutions...

- Security magazine
- Solutions by Sector Reports
- Annual Buyers Guide
- Educational Webinars
- iSecurity Virtual Expo

### Digital Media...

- Securitymagazine.com
- TSI eNewsletter
- Security eNewsletter
- Custom eNewsletter

### In Person...

- Securing New Ground
- Security 500 Conference
- SecurityXChange Enterprise
- Trade events across the country



<sup>1</sup> Publisher's own data. December 2010 BPA Circulation Statement TQ: 35,021.

# The Security Executive Audience...

Security is your media and marketing partner – powerfully positioned to achieve your branding, direct response and sales goals through integrated print, eMedia and face-to-face advertising solutions.

Magazine Solutions	
Media	Audience <sup>1</sup>
January Issue	35,021
February Issue	35,021
February Solutions By Sector	6,000*
March Issue	35,021
April Issue	35,021
April Solutions By Sector	6,000*
May Issue	35,021
June Issue	35,021
June Solutions By Sector	6,000*
July Issue	35,021
July Solutions By Sector	6,000*
August Issue	35,021
September Issue	35,021
September Solutions By Sector	6,000*
October Issue	35,021
November Issue	35,021
November Solutions By Sector	6,000*
December Issue	35,021

Security subscribers are **100% request and 100% management by title**.<sup>1</sup> Each issue also features an **enhanced digital magazine** with trackable advertising options.

Online Media		
Month	Impressions <sup>2</sup>	Unique Browsers <sup>2</sup>
March 2010	50,010	18,811
April 2010	43,432	17,514
May 2010	43,509	17,665
June 2010	42,719	16,815
July 2010	42,130	17,196
August 2010	39,341	16,191
September 2010	30,547	13,247
October 2010	38,964	16,828
November 2010	41,916	16,750
December 2010	61,172	22,283
January 2011	59,784	21,329
February 2011	54,361	20,475

BPA-audited, Security online media generates 45,657 average monthly page impressions and 17,925 average monthly unique browsers.<sup>2</sup>



eNewsletters & Digital	
Media	Impressions <sup>*</sup>
TSI eNewsletter (2x/month)	25,000
Security eNewsletter (2x/month)	19,000
Custom eNewsletter / subscriber e-mail blast	10,000
Digital Edition Delivery	3,519 <sup>1</sup>

Banners, Buttons, Text, Video, White Paper and classified advertising are available. Security eNews subscribers are **100% opt-in**.<sup>\*</sup> Average **open rate 16.0%** generating **3.0% average click-through rate**.<sup>\*</sup>



Live Events	
Event Sponsorship	Impressions <sup>*</sup>
Security 500	300,000
iSecurity	500,000
Securing New Ground	300,000
Educational Webinar	100,000
Event	Bonus Distribution <sup>*</sup>
ASG Security Summit	✓
ISC West	✓
Seguridad	✓
PSA-TEC	✓
NFPA	✓
ESA	✓
NCS <sup>4</sup> Sports Security & Safety Conference	✓
ASIS	✓
CEDIA	✓
ISC Solutions	✓
Securing New Ground/Security 500	✓

<sup>1</sup> Publisher's Projection as of March 2011. December 2010 TQ: 35,021 (31,502 print + 3,519 digital). <sup>\*</sup> BPA Interactive, March 2011. <sup>\*</sup> Publisher's own data.



**Q: How did *Security* become #1?<sup>1</sup>**

**A: We listened to our reader - your customer!** Since our relaunch in July 2006 as The Business Magazine for Security Executives, *Security* has focused its editorial on solutions for enterprise-level security leaders. They depend on Diane Ritchey and her editorial team for vital information to excel in their jobs and make strategic buying decisions. Each issue delivers key insight to security executives by combining leadership-focused cover stories, thought-leading columnists and business-focused feature articles.

**Great editorial generates great readership!** *Security* magazine has since become a market leader in quality<sup>1</sup> with 35,000+ BPA-audited subscribers.<sup>3</sup> This is why *Security* is #1 for enterprise security leaders and marketers!<sup>1</sup>

**Q: The results?**

**A: More advertisers choose *Security* than any other publication!<sup>2</sup>**

More security industry marketers invest their advertising dollars in *Security* than in any other end-user publication.<sup>2</sup> In 2007-2009, *Security* ranked #1 in advertising pages, advertising share of market and number of advertisers.<sup>2</sup>

Marketers choosing *Security* receive much more than just the industry's leading magazine. You receive a powerful marketing company that delivers your important brand and marketing messages efficiently and effectively.

By every media buying comparison, *Security* is the #1 advertising choice for marketers.<sup>1</sup> Let the power and knowledge of *Security* Magazine work for you.

## The Business Magazine for Security Executives.



***Security* reaches more North American Security and Loss Prevention Management subscribers than any other market publication!<sup>1</sup>**

**Q: Why should *Security* be our #1 advertising choice?**

**A: By every objective media buying measure, *Security* is the #1 media for advertisers!<sup>2</sup>**

*Security* Magazine has uniquely captured the business-minded security executive charged with managing enterprise-wide security for their organizations. Our combination of powerful editorial, high readership and quality circulation has positioned *Security* as the clear market leader in all the major media buying categories:<sup>1</sup>



- #1 in security & loss prevention management circulation<sup>1</sup>
- #1 in management-by-title circulation<sup>1</sup>
- #1 in published ad pages<sup>2</sup>
- #1 in share of market<sup>2</sup>
- #1 in advertising companies<sup>2</sup>

**35,000+ subscribers receive *Security* magazine.<sup>3</sup>**

<sup>1</sup> Publisher's own data.

<sup>2</sup> IMS Data and Publisher's own data.

<sup>3</sup> *Security* BPA Circulation Statement, December 2010. TQ: 35,021.

# Security Digital Editions

Sponsors of our new monthly Digital Editions can engage readers with a full-page digital ad adjacent to cover, logo placement on our digital cover note, and live links for generating sales leads. Other digital ad enhancements are available to help you interact with buyers.

**Sponsorship Positions:**  
Presentation Page, Toolbar Logo, Skyscraper Ad, Banner Ads, Page Tab

**Lead Generation Tools:**  
Call Back Card, Business Reply Card

**Other Digital Opportunities:**  
Blow-in Card, Belly-Band, Gatefold, Audio, Video, and more!



Presentation Page (sponsorship example)

## 2011 Solutions By Sector



High-impact print and online special reports are focused on critical markets targeting both the channel and end-user decision-maker. Each report is distributed with *Security* and *SDM*, promoted via eNews and appears as a microsite.

Each *Solutions By Sector* report focuses on best practices within each market and features roundtable discussions with industry leaders, case studies and new technologies. Plus interviews

with and opinion by channel and end-user executives. Reports will also highlight sector-specific issues and trends.



[www.SecurityMagazine.com/education](http://www.SecurityMagazine.com/education)

**February** - K-12 Education

**April** - Universities & College Campuses

**June** - Retail, Convenience Stores, Banks, Gas Stations

**July** - Ports, Terminals and Transportation

**September** - Government - Federal, State & Local

**November** - Healthcare/Hospitals/Pharma/Medical Centers

### Sponsorship Package:

**\$3,500 net with a full-page ad in print**  
**\$2,500 net with any fractional ad in print**

1. 234 x 60 Half-banner ad rotating on the Vertical Sector Topic page for one-year
2. 120 x 60 Button ad on eNewsletter style Vertical Sector Report sent to over 55,000 opt-in subscribers<sup>1</sup>
3. Four-color advertisement in Vertical Sector Special Report
4. Your logo in *Security* and *SDM* print ads promoting the special report
5. Vertical sector-specific eProduct Showcase Ad

<sup>1</sup> Publisher's own data.

# Editorial Leadership!

## Industry-recognized Columnists & Editors.

*Security: The Business Magazine for Security Executives*, is led by Editor Diane Ritchey and her experienced and knowledgeable team of editors and columnists and the *Security* advisory board. *Security* is designed and written for security executives, and provides management-focused features, columns and trends for security executives in health care, government, education, utilities, manufacturing and other businesses and industries who seek solutions to their security needs.

### Editorial



**Diane Ritchey,**  
*Editor, Security Magazine*

Diane Ritchey has an experienced background in magazine publishing, having previously served as Editor of an industry leading business publication. Her unique experience will continue to provide solutions to *Security* magazine's readers.



**Bill Zalud,**  
*Editor Emeritus, Zalud Report, Security Magazine*

With more than three decades in the industry, Bill has an insider view of the security profession and technologies with an honest and balanced twist.

### Columnists

#### Get Into Access and ID



**Joel Jensen,**  
*Associate Director of Security, Minnesota State University*  
**Bernard (Ben) Scaglione,**  
*Director of Security, New York Presbyterian Hospital*

Joel and Ben offer offers readers

insight into building and maintaining successful access control and identification systems.



#### Leadership and Management

**Robert Hayes,**  
*Security Executive Council*

Focusing on critical issues facing security leaders, Bob Hayes and the Council's faculty shares solutions unavailable from any other source.



#### Surveillance Solutions

**David Elliott,**  
*CISSP/Project Management Professional*

David Elliott provides insight into the video surveillance market with his more than 25 years of experience in video technology and IP surveillance.

He is a Certified Information Systems Security Professional (CISSP) and a Project Management Professional (PMP). He has worked with local, state and Federal Government organizations and Fortune 500 companies.



#### Trends

**Mark McCourt,**  
*Publisher, Security Magazine*

In his Trends Column, Mark provides a unique slant on the current and future of security management, including business metrics, new technology and

leadership skills.

### Security Advisory Board Advising editors on topics and trends.

**Sean Ahrens, CPP, CSC**  
Project Manager  
Security Consulting  
& Design Services  
Schirmer Engineering

**Dean Alexander**  
Professor of Homeland Security  
Western Illinois University

**Ted Almay**  
Chief Security Officer  
Deloitte Services LP

**Maria Chadwick**  
Director of Surveillance  
Wynn Casinos

**Bertram Cowan**  
Partner  
Competitive Insights

**Sandi Davies**  
Executive Director  
International Foundation  
for Protection Officers

**Jack Dowling, CPP, PSP**  
Principal  
JD Security Consultants  
Security Program Specialist  
Philadelphia University

**Guy Grace**  
Manager, Security and Emergency  
Planning Littleton (Colo.) Public  
School District

**Sandra Jones**  
Co-founder, Securing New Ground

**Elizabeth Lancaster**  
Director of Member Services  
Security Executive Council

**Richard A. Lefler**  
Former Vice President,  
Global Security,  
American Express,  
Dean, Security Executive Council  
Emeritus Faculty

**John S. Martinicky, CPP**  
Director, Corporate Security  
International Truck and Engine  
Company

**Michael McCann**  
President, McCann PS  
Former Chief of Security  
for the United Nations

**W. Barry Nixon, SPHR**  
Executive Director  
National Institute for the  
Prevention of Workplace Violence

**Karl Perman**  
Manager, Corporate Security  
Programs  
Exelon Corp.  
Member, Security Executive Council

**C. Dave Shepherd**  
CEO of Readiness Resource Group

**Dennis Treece**  
Director, Corporate Security  
Massachusetts Port Authority

**Bryan Warren**  
Director of Corporate Security  
Carolinas HealthCare System

# The *Security* Executive Audience...

A powerful, responsive North American circulation!

## 100% Request.

100% of subscribers receive *Security* based on a request.\*

## 100% Management.

100% of *Security* subscribers are management-by-title.\*\*

*Security* targets more *Security & Loss Prevention* managers than any other market publication.\*\*

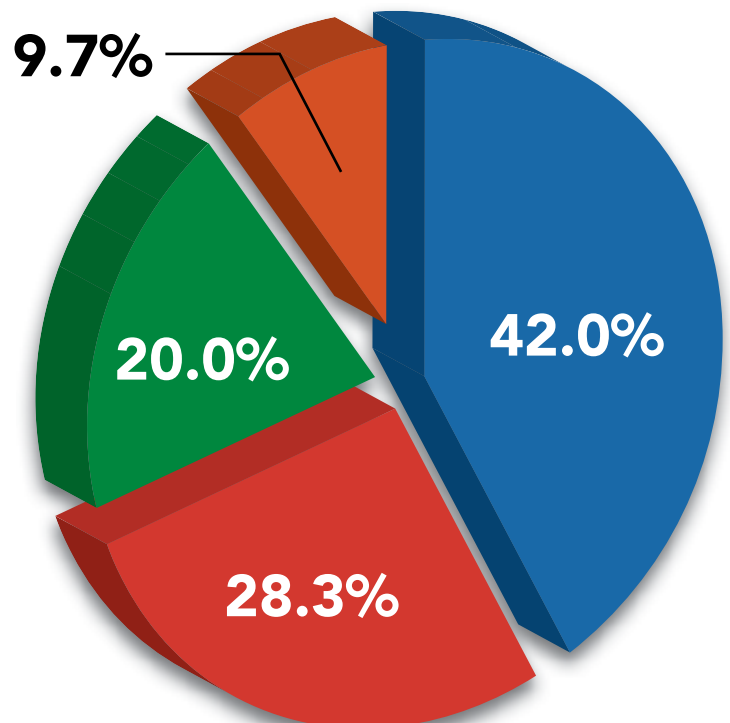


Your ads engage volume buyers\*\* of security technologies, systems, products and services in these key markets:\*

Utility/Power/Gas/Nuclear/Water	2,274	6.5%
Information Technology/Communications	3,305	9.4%
Airports	648	1.9%
Transportation/Logistics/Distribution/Warehousing	2,071	5.9%
Construction/Real Estate/Property Management	1,810	5.2%
Education/University/School/Library/Museum	4,626	13.2%
Health Care/Hospital/Medical Center	3,611	10.3%
Government/Correctional Facilities	3,968	11.3%
Industrial/Manufacturing	3,437	9.8%
Banking/Finance/Insurance	1,729	4.9%
Casino/Hotel/Arenas/Entertainment	1,707	4.9%
Retail/Restaurant/Foodservice	1,807	5.2%
Security Systems Integrator	1,814	5.2%
Security Management/Consulting	1,588	4.5%
Architectural/Engineering/Contract Firm	626	1.8%


Your ads reach 35,021 enterprise-wide decision-makers:\*

- Security/Loss Prevention Management
- Executive Management
- Facilities and Operations Management
- IT/Network/Network Security Management

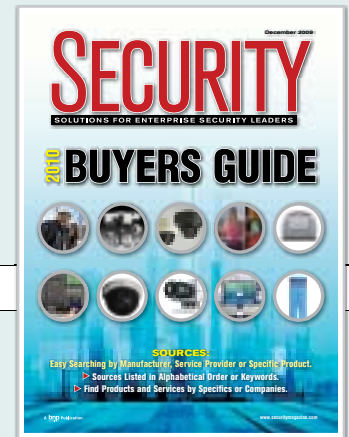


\* December 2010 BPA Circulation Statement. TQ: 35,021 (31,502 print + 3,519 digital).  
\*\* Publisher's own data.

# Security 2011 Editorial Calendar

ISSUE:	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY
Ad Close Date	Dec. 3, 2010	Jan. 4, 2011	Feb. 2, 2011	March 4, 2011	April 1, 2011	May 3, 2011	June 2, 2011
Special Feature	Best Practices in Securing the Global Enterprise	Guarding Special Report and Top Guard Companies	Total Facility Security in Education, Healthcare and Government	The Security Integrator Relationship: How to Manage It To Your Advantage	What Your CEO Thinks: Security's Performance Report Card	The Leadership Issue	NCS <sup>4</sup> Special Coverage: Safety and Security in Sporting Events and Arenas
Solutions by Sector with <i>SDM</i>		<b>SOLUTIONS</b> By Sector Education: K-12		<b>SOLUTIONS</b> By Sector Universities and College Campuses		<b>SOLUTIONS</b> By Sector Retail, Convenience Stores, Banks, Gas Stations	<b>SOLUTIONS</b> By Sector Ports, Terminals and Transportation
Leadership and Management	How and Why to Connect with the CFO	Hiring Security Professionals for Your International Operations	Crisis Management and Business Continuity Before and After a Natural Disaster	How to Win Funding for Special Security Projects	Managing and Leading in the Current Global Economy	Setting Standards and Evaluating Your Security Staff	Best Practices in Security Employee Motivation Programs
Enterprise Services	Proven Security Training Programs	Monitoring Programs That Impact Organizational Performance	Risk Management Solutions and Insurance Planning	IT and Physical Security Systems Management	Guarding Programs That Will Fit Your Budget	Successful Public/Private Partnerships Projects	Fire and Life Safety Best Practices and Regulatory Issues
Integrated Solutions: Video Surveillance, Identity Management and Access Control	<ul style="list-style-type: none"> <li>• MegaPixels and High Definition Video—Making Sense of It All</li> <li>• Small Scale Lobby Security and Visitor Management Programs</li> <li>• Using Video to Secure Multiple Locations</li> </ul>	<ul style="list-style-type: none"> <li>• Integrating Access Control and Biometrics</li> <li>• Video Surveillance Monitoring Solutions</li> <li>• ID Management in High-Security Areas (Transportation Environments and Ports and Terminals)</li> </ul>	<ul style="list-style-type: none"> <li>• Video Analytics for Retail</li> <li>• Low/Light Day/Night Cameras and How They Work</li> <li>• RFID Card Readers Best Applications</li> </ul>	<ul style="list-style-type: none"> <li>• Enterprise-Wide ID Card and Printing Solutions</li> <li>• Gates and Turnstiles</li> <li>• Retail Security and Video Surveillance Working Together</li> </ul>	<ul style="list-style-type: none"> <li>• Secure Parking Lots and Garages in Hospitals and Urban Settings</li> <li>• Wired and Wireless Video Surveillance Solutions</li> <li>• Best Practices in Video System Maintenance</li> </ul>	<ul style="list-style-type: none"> <li>• Mass Notification and Emergency Management Solutions</li> <li>• Wireless Mesh Networks Benefits</li> <li>• Access Control Programs for Harsh Environments</li> </ul>	<ul style="list-style-type: none"> <li>• Preventing Fraud and Reducing Risk with Smart Cards</li> <li>• Cloud Computing and the Future of Video Storage</li> <li>• Guardhouses, Modular Systems and Access Points for Campuses and Universities</li> </ul>
Vertical Sector Focus	Critical Infrastructures		Property Management		Supply Chain/ Distribution and Warehousing		
Virtual Shows & Webinars			iSecurity 				
Bonus Show Distribution	Barnes Buchanan Conference, Feb. 10-12, Palm Beach, FL	ASG Security Summit, March 8, Seattle, WA	ISC West, April 6-8, Las Vegas	Seguridad 2011, April 12-14, Mexico City, Mexico	PSA-TEC, May 16-20, Westminster, CO	<ul style="list-style-type: none"> <li>• NFPA, June 12-15, Boston, MA</li> <li>• Electronic Security Association (ESA), June 6-10, Charlotte, NC</li> </ul>	<ul style="list-style-type: none"> <li>• NCS<sup>4</sup> Sports Security &amp; Safety Conference, Aug. 2-4, New Orleans, LA</li> <li>• SecurityXchange, Aug. 7-10, Park City, UT</li> </ul>
FREE Value Added Bonuses for Print Advertisers	Corporate Profile Sponsored Tweet to <i>Security</i> Twitter Followers	\$500 eNewsletter Ad Credit Guarding Special Report Profile	ISC West Show Exhibitor Showcase ISC West Show eProduct Showcase	AdScore Advertising Rating Study Sponsored Note on <i>Security's</i> Facebook page	\$500 Custom eNewsletter Credit	Corporate Profile Sponsored Note on <i>Security's</i> Facebook page	\$1,500 Webinar Credit for 2011
Special Bonus Opportuntites	<p><b>ISC West Show Triple Play!</b> Get a FREE 4/c Profile or Ad in our ISC West show supplement when you advertise two or more full pages in the first quarter.</p>						

ISSUE:	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	BUYERS GUIDE – 13 <sup>th</sup> Issue
Ad Close Date	July 6, 2011	Aug. 3, 2011	Sept. 7, 2011	Oct. 3, 2011	Nov. 3, 2011	Nov. 3, 2011
<b>Special Feature</b>	Most Influential People in Security	Security's Role 10 Years After the Events of 9/11	High-Tech Guard Systems That Create Business Value	<b>SECURITY 500</b> The Security 500	6 <sup>th</sup> Annual Innovations and Technology Report and Security Forecast for 2012	<p><b>Special 13th Print Issue!</b></p> <p><b>Display Advertiser Bonuses:</b></p> <ul style="list-style-type: none"> <li>• Boldface Basic Listing in print &amp; digital edition</li> <li>• Live Web and email Links</li> <li>• 4/c logo in print, digital supplier section and online</li> <li>• Improved online search ranking (appear 2nd)</li> <li>• Unlimited product listings</li> </ul>
<b>Solutions by Sector with SDM</b>		<b>SOLUTIONS By Sector</b> Government: Federal, State and Local		<b>SOLUTIONS By Sector</b> Healthcare/Hospitals/Pharma/Medical Centers		
<b>Leadership and Management</b>	Creating the Next Generation's Security Leader	Establishing and Implementing a Strategic Plan	After the Acquisition: Integrating New Facilities and Personnel	Protecting Your Company's Intellectual Property – The Do's and Don'ts	Emerging Regulations and New Compliance Acts in 2012	
<b>Enterprise Services</b>	The Top Ways to Prevent Loss and Track Your Assets	Proven Solutions in Securing the Supply Chain	Workplace Violence Prevention Best Practices	Systems Integration: Green Architecture and Engineering	Leading Applications of Crime Prevention Through Environmental Design	
<b>Integrated Solutions: Video Surveillance, Identity Management and Access Control</b>	<ul style="list-style-type: none"> <li>• Tried and True Video Storage Strategies</li> <li>• Sophisticated Facility Access Control Programs in Healthcare and K-12</li> <li>• Intelligent Intercom Systems</li> </ul>	<ul style="list-style-type: none"> <li>• Outdoor Video Systems For Harsh Environments</li> <li>• Managing Temporary Workers and Their IDs in Government Organizations</li> <li>• Proven and Lower Cost Solutions to Access Control</li> </ul>	<ul style="list-style-type: none"> <li>• Intelligent Video Solutions Showcase</li> <li>• Securing the Perimeter</li> <li>• Video Analytics Trends and Benefits</li> </ul>	<ul style="list-style-type: none"> <li>• MegaPixel Cameras Role in Surveillance</li> <li>• Migrating from Keys to Electronic Access Control</li> <li>• Best Access Control Installations</li> </ul>	<ul style="list-style-type: none"> <li>• IT-Based Video Storage Solutions</li> <li>• Doors – Electromagnetic, Electric and Standalone Solutions</li> <li>• New ID Printer Solutions for the K-12 Market</li> </ul>	
<b>Vertical Sector Focus</b>	Stadiums/Arenas/ Large Public Venues		Finance and Banking	Security 500: 18 Sectors Covered!		
<b>Virtual Shows &amp; Webinars</b>	Most Influential Webinar			Security 500 Webinar		
<b>Bonus Show Distribution</b>		<ul style="list-style-type: none"> <li>• ASIS, Sept. 12-15, Orlando, FL</li> <li>• CEDIA, Sept. 8-11, Indianapolis, IN</li> </ul>	<b>SECURITY WEEK</b> <ul style="list-style-type: none"> <li>• Securing New Ground/Security 500 Conference, Nov. 1-2, New York, NY</li> <li>• ISC Solutions, Nov. 3-4, New York, NY</li> </ul>			
<b>FREE Value Added Bonuses for Print Advertisers</b>	Sponsored Tweet to Security Twitter Followers Corporate Profile	ASIS Show Exhibitor Showcase ASIS Show eProduct Showcase	\$500 TSI/eNewsletter Advertising Credit	SecurityTV Video on Demand \$1,000 Online Advertising Credit in November	Online Whitepaper Posting (1 month) 50% Off Print Buyers Guide Display Advertising	
<b>Special Bonus Opportunitites</b>	<p><b>ASIS Show Double Play!</b> Get a FREE 4/c Profile or Ad in our ASIS show supplement when you advertise two or more full pages in Aug./Sept.</p>					



**Trade Shows and events throughout 2012!**

# 2011 AIR Program & FREE Advertiser Bonuses

## Earn... Invest.

Earn bonus media dollars with every dollar you invest. Starting at only a \$5,000 commitment, your organization will earn credits for additional marketing or advertising programs. Your advertising dollars will go further with Security Media Group than with any other media company - in print, online and in person. You can choose to sign an annual contract for 2011 advertising and marketing and gain the full benefits of your Rewards program immediately, or earn marketing dollars monthly during the year. Either way, each dollar you invest with Security Media Group will be rewarded with additional dollars to help you exceed your branding, lead generation and sales goals.

Advertising and Marketing Invested	Rewards Dollars Earned		
		At Minimum	At Maximum:
\$5,000-\$20,000	4%	\$200	\$800
\$20,001-50,000	6%	\$1,200	\$3,000
\$50,001-\$100,000	8%	\$4,000	\$8,000
\$100,001-\$200,000	10%	\$10,000	\$20,000
\$200,001+	12%	\$24,000	\$60,000



### FREE Corporate Profile (Jan., June, August)

Full-page or larger display advertisers receive a 1/2-page Corporate Profile space. Includes 200 words plus a 4/c photo of your choice.



### FREE AdScore Advertising Rating Study (April)

Advertise a full-page or larger to receive your copy of the April AdScore Rating Study—measuring our subscribers' opinions of all April ads.



### FREE Sponsored Tweet (Jan., August)

Full-page or larger advertisers receive one FREE Sponsored Tweet to all *Security* Twitter followers.



### FREE Sponsored Facebook Note (April, June)

Full-page or larger advertisers receive one FREE posted note for all *Security* Facebook Fans.



### ISC West Show Triple Play Package (Jan.-March)

Receive a FREE Profile or Ad page in our ISC West show "Security Solutions" Supplement when you advertise two or more pages in the first quarter.



### \$500 Custom eNews Credit (May)

Run a full-page ad and earn credit toward a 2011 Custom eNewsletter.



### \$500 eNewsletter Ad Credit (Feb., Oct.)

Run a full-page ad and earn credit toward a *Security* eNewsletter ad in February and/or a TSI eNewsletter ad in October.



### \$1,500 Webinar Credit (July)

Run a full-page ad and earn a credit toward a 2011 Webinar.



### FREE Guarding Special Report Profile (Feb.)

Full-page February advertisers may receive a 1/2-page Product Profile in our Top Guarding Companies special section.



### ASIS Show Double Play Package (Aug.-Sept.)

Receive a FREE Profile or Ad page in our ASIS show "Security Solutions" Supplement when you advertise two or more pages in August and September combined.



### FREE Exhibitor Showcase Ad (March, Sept.)

Full-page or larger advertisers earn a 1/6-page print showcase. Includes a 4-color photo and 50-word description. Our March issue is targeted to ISC West, and September to ASIS!



### FREE SecurityTV Video (Nov.)

Full-page or larger advertisers receive one week of FREE *SecurityTV* Video advertising.



### FREE eProduct Showcase Ad (March, Sept.)

Full-page or larger advertisers receive a FREE eProduct Showcase Ad. Includes 50-words, a 4-color image, and a URL link emailed to *Security* subscribers.



### \$1,000 Online Advertising Credit (Nov.)

Run a full-page ad and earn credit toward a November securitymagazine.com ad.



### FREE White Paper Posting (Dec.)

Full-page or larger advertisers receive a FREE online white paper posting for one month

# 2011 Print Advertising Rates...

Combine print, online and event marketing for discounted integrated media packages!

Black & White Rates					
Ad Size	1x	6x	13x	18x	24x
Full Page	\$4,800	\$4,600	\$4,400	\$4,200	\$4,000
Jr. Spread	\$4,800	\$4,600	\$4,400	\$4,200	\$4,000
2/3 Page	\$3,600	\$3,400	\$3,200	\$3,000	\$2,800
1/2 Page Diagonal	\$3,600	\$3,400	\$3,200	\$3,000	\$2,800
1/2 Page Island	\$3,100	\$3,000	\$2,900	\$2,800	\$2,700
1/2 Page	\$2,900	\$2,850	\$2,800	\$2,750	\$2,700
1/3 Page	\$2,000	\$1,950	\$1,900	\$1,850	\$1,800
1/4 Page	\$1,750	\$1,700	\$1,650	\$1,600	\$1,550

Color Rates	
Per advertising insertion. Color rates are in addition to B&W space rates:	
Standard Two-Color	\$450
Matched Color	\$700
Metallic	\$800
Four-Color	\$1,500

Cover Rates	
13x Four-Color only	
Inside Front	\$6,780
Inside Back	\$6,560
Back Cover	\$6,780


## Display Ad Sizes

Run of book (bleed)	Width	Depth
spread (gutter bleed)	16"	10 <sup>3/4</sup> "
full page	8 <sup>1/8</sup> "	10 <sup>3/4</sup> "
Jr. spread	16 <sup>1/4</sup> "	5 <sup>1/4</sup> "
2/3 page	5 <sup>1/8</sup> "	10 <sup>3/4</sup> "
1/2 page island	5 <sup>1/8</sup> "	8 <sup>1/8</sup> "
1/2 page vertical	3 <sup>7/8</sup> "	10 <sup>3/4</sup> "
1/2 page horizontal	8"	5 <sup>1/4</sup> "
1/3 page vertical	2 <sup>3/4</sup> "	10 <sup>3/4</sup> "
1/3 page square	5 <sup>1/8</sup> "	5 <sup>1/4</sup> "
1/4 page	4"	5 <sup>1/4</sup> "

Run of book (non-bleed)	width	depth
spread (gutter bleed)	15"	10"
full page	7"	10"
Jr. spread	14"	4 <sup>5/8</sup> "
2/3 page	4 <sup>1/2</sup> "	10"
1/2 page island	4 <sup>1/2</sup> "	7 <sup>1/2</sup> "
1/2 page vertical	3 <sup>3/8</sup> "	10"
1/2 page horizontal	7"	4 <sup>5/8</sup> "
1/3 page vertical	2 <sup>1/8</sup> "	10"
1/3 page square	4 <sup>1/2</sup> "	4 <sup>5/8</sup> "
1/4 page	3 <sup>3/8</sup> "	4 <sup>5/8</sup> "

**Diagonal bleed ad (no bleed on diagonal edge)**

	width	depth	across
1/2 diagonal	8 <sup>1/8</sup> "	10 <sup>3/4</sup> "	13 <sup>1/4</sup> "



For complete ad specifications, visit us online at [securitymagazine.com](http://securitymagazine.com) or contact Lyn Sopala at (248) 786-1641 or [sopalal@bnpmmedia.com](mailto:sopalal@bnpmmedia.com).

**Final Trim Size: 7 7/8" w x 10 1/2" h**

**Platforms:** Macintosh preferred. (PC accepted, however those fonts will be replaced with Mac versions.)

**Preferred File Formats:** InDesign, Quark, Photoshop and Illustrator files accepted. High-resolution, print-ready PDFs are also accepted.

**Images/Photos:** Save in 300 dpi as TIFF, PSD or EPS. Do NOT compress graphics using JPEG or LZW.

**Colors:** Images must be CMYK unless a spot color has been purchased.

**Electronic Submission:** CD-ROM disks accepted. Email and FTP options should be discussed with production manager.

**Proofs:** A screened contract-quality proof created from the final electronic file must be submitted with each color ad. Kodak-approval proofs preferred. Iris or other SWOP Standard proofs accepted. Color cannot be guaranteed unless an acceptable proof is provided. Please supply B&W laser printout for B&W ads.

**Ad Size:** Crop marks for full-page ads should be at trim size 7 7/8" w x 10 1/2" h. Bleed ads should extend beyond trim crop marks by 1/8" on each side. Vital matter must be kept at least 1/4" away from trim edges. Fractional ads should match dimensions indicated elsewhere on this rate card.

**Inserts – Supplied Size:** Please contact Lyn Sopala, Production Manager for specifications, paper stock and required insert quantity. To insure proposed inserts conform to current postal and bindery requirements, two samples must be provided for review and approval prior to printing.

**Shipping Instructions**  
Send all contracts, insertion orders, printing material and instructions to:

Lyn Sopala, Production Manager  
2401 W. Big Beaver Rd.,  
Suite 700, Troy, MI 48084  
Phone: 248-786-1641 / Fax: 248-283-6571  
Email: [sopalal@bnpmmedia.com](mailto:sopalal@bnpmmedia.com)

### Terms

Invoices are payable in U.S. funds only. Net 30 days. 1% per month service charge thereafter (1/2% in Texas). Advertisements originating outside of the U.S. must be pre-paid. Extension of credit is subject to the approval of the credit department. First-time advertisers are required to provide credit information or prepayment at the start of their advertising program.

Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees.

### Cancellations

Advertising cancelled after closing date will be subject to a cancellation charge of \$600.00. Publisher will not be bound by any conditions printed or otherwise, appearing on order blanks or copy instructions, when such conditions conflict with publisher's announced policies.

### Publishers Liability

Advertisers and advertising agencies assume liability for all content (including text, representation, and illustrations) of advertisements printed, and assume responsibility for all claims arising there from made against the publisher. The publisher reserves the right to reject any advertising not in keeping with the publication's standards or the publication's best interest as a business. Publisher reserves the right to select ad location unless advertiser pays for preferred position.

# New for 2011: The Redesigned SecurityMagazine.com!

The BPA-audited securitymagazine.com is all new for 2011! End users worldwide rely on *Security* for news and feature articles. Site sponsorship ideas include The *Security* Blog, the *Security*TV video series, Product of the Week, Showrooms, White Papers, and traditional run-of-site advertising.



## The all-new SecurityMagazine.com



Blog Sponsorship



Web Showroom



Online Video



Online Classifieds

Ad Type	Size	Rotating Cost	Exclusive Cost
Leaderboard (Run-of-site)	728x90	\$730 net/mo (1 of 4)	\$2,920 net/mo
Medium Rectangle (Run-of-site)	300x250	\$706 net/mo (1 of 4)	\$2,824 net/mo
Full Banner (Home page only)	468x60	\$530 net/mo (1 of 4)	\$2,120 net/mo
Half-Banner (Home page only)	234x60	\$706 net/mo (1 of 2)	\$1,412 net/mo
Expandable Leaderboard (Run-of-site)	Contact us	n/a	\$3,064 net/mo
Floating Ad (Home page only)	Contact us	n/a	\$3,812 net/mo
Page Peel Ad (Home page only)	Contact us	n/a	\$2,824 net/mo
Featured Products	Contact us	n/a	\$500 net/mo (up to 3)
Supplied Videos (Run-of-site)	Contact us	\$1,000 net/week or \$3,000 net/mo	

**Contact your regional sales manager for additional ad inventory and specifications.**

**Visit [portfolio.bnpmmedia.com](http://portfolio.bnpmmedia.com) to see more online advertising ideas!**

# Security eNewsletters Generate Leads!



Written by *Security* editors, our popular, twice-monthly eNewsletters reach 100% opt-in circulations<sup>1</sup> for high engagement and readership. Custom eNewsletters with your own specific editorial may be developed and deployed to *Security's* subscriber base.

## Security eNewsletter

- 19,000 opt-in subscribers<sup>1</sup>
- 16.0% open rate<sup>1</sup>

## Today's Systems Integrator eNewsletter

- 25,000 opt-in subscribers<sup>1</sup>
- 17.0% open rate<sup>1</sup>

**Contact us to learn more about custom eNewsletters!**

**Security eNewsletter Ad Rates**

Media	Cost/issue
Top Banner	\$1,400
Middle Banner	\$1,100
Bottom Banner	\$925
Top Button	\$1,100
Button 2-5	\$925
Button 6 and below	\$740
Advertorial	\$1,000
Product of the week	\$1,000
Video	\$2,000

**Today's Systems Integrator eNewsletter Ad Rates**

Media	Cost/issue
Top Banner	\$1,800
Middle Banner	\$1,440
Bottom Banner	\$1,200
Top Button	\$1,440
Button 2-5	\$1,200
Button 6 and below	\$960
Advertorial	\$1,500
Product of the week	\$1,500
Video	\$2,500

Contact your regional sales manager for eNewsletter ad specifications.

## New! Social Media Sponsorship Opportunities

Leverage *Security's* social network to promote your product or service. Facebook notes, sponsored Tweets, and logos on our Twitter backgrounds are among your advertising options. Contact us for more details.



# Lead-generating, High-visibility Webinars!



## Sponsorship Opportunities

Engage your target audience in a “live” 60-minute Web seminar hosted by *Security Magazine*. This efficient, highly effective means of communication aligns your company with compelling and timely content designed to generate quality contacts with executive decision-makers.

## Sponsorship Benefits

- Build your brand. Demonstrate your expertise.
- Gain quality sales leads — all participants must register to view program and you receive the leads (includes name, company, title, address, phone, email). Reporting link is active for 12 months!

## Your logo will prominently appear as the sponsor on all Webinar promotions including:

- 1 minute sponsor promotion at the beginning of the Webinar
- Sponsor logo and link on event registration page and audience viewing console
- Advertisement promoting your webinar in *Security* print issue
- Promotion in *Security* bi-weekly eNewsletter
- Banner ad promotion on securitymagazine.com
- Email blast promotion to *Security* subscription base (plus, you can target specific markets)
- Final program will be posted on securitymagazine.com for an entire year!

**Don't miss out on this HOT opportunity to receive the highest quality “targeted” sales leads available!**

**Each event offers an exclusive sponsorship opportunity for only \$8,500 net.**

## Co-sponsored Editorial Webinars

Sponsor your product category to generate leads from these key *Security* editorial Webinars:

**MOST INFLUENTIAL**

PEOPLE IN SECURITY

Event date: August 2011!

**SECURITY 500**  
Executive Program for Security Leaders

Event date: November 2011!

Contact us for rates, product categories and sponsorship details.

## Recent Results:

Event Title	Registrants*
The Future of Security Technology Forum	817
Why Intelligent Storage in the Camera will Transform IP Surveillance	822
Blended Video - Winning Evolution in the Downturn	730

\* Publisher's own data.

# Effective, Brand-building Rich Media: securitymagazine.com.

## SecurityTV

Your 2-minute video streams live on *Security's* website to demonstrate new products, services or ideas. Supply your own video or sponsor an educational series presented by the *Security* editorial team.

## SecurityTV Rates:

\$100 net per day with supplied video. Contact your sales rep for details on higher frequencies and custom video production. Video specifications will be provided upon request.



## Rich Media Advertising

*Security* offers a variety of *enhanced* online advertising options that will take your ad program to the next level. For details, specifications and a full menu of Web opportunities visit [portfolio.bnpmmedia.com](http://portfolio.bnpmmedia.com). For custom rich media ad rates, please contact your regional sales representative.

### Page Peel

Displays as a teaser on the top right corner of the homepage and peels back to display full ad and animation when a user hovers their mouse over the area.



### Floating Ad

Appears to float above page content when site is accessed. Ad will dissolve into standard banner (below search bar) once animation cycle is complete.



### Expandable Banner

Appears as a standard banner (below search bar) and expands below to reveal more information or animation when hovered over.

### Expandable Skyscraper

Appears as a standard skyscraper expands to the left to reveal more information or animation when hovered over.

## Security Podcast Sponsorships



*Security* editors record and post the new *Security* Podcast series featuring the week's top five stories in less than 2 minutes! This incredibly valuable and powerful tool allows busy security executives to hear your message while commuting, exercising or working.

Podcast subscribers receive the latest edition via e-mail. Plus the Podcast is posted on our website and the link is included in our eNewsletters maximizing distribution to a broad audience.

### Podcast Rates:

<b>1x</b>	<b>\$500 net</b>
<b>4x (monthly)</b>	<b>\$1,800 net</b>
<b>12x (Once a Month)</b>	<b>\$5,000 net</b>

*Advertisers can sponsor an individual Podcast or a series.*

# Powerful Face-to-Face, Networking and Selling Events!



**Securing New Ground™**  
THE BUSINESS OF SECURITY

**SECURITY 500**  
Executive Program for Security Leaders

## November 1-2, New York City

Securing New Ground™, now including the exclusive Security 500, draws the highest caliber attendees from the security, financial and government sectors. You will rub elbows with the most prestigious leaders in the security industry and learn from them new ways to grow your business.

Decision-makers from the security, financial and government sectors attend this event – which provides your company with the best networking in the industry.

As an event sponsor, your company will be associated with the conference that has repeatedly attracted the industry's key players.

As part of Securing New Ground, *Security Magazine* proudly presents the Security 500, a conference focusing on management strategies, networking and idea sharing with industry thought leaders. This event will identify the nation's 500 largest security product buying organizations industry's top executives.



### As as a Security 500 sponsor, you'll receive:

- Logo on attendee promotions including:
  - 6 *Security* print ads
  - 13 eNews editions
  - Button ad on [securitymagazine.com/500](http://securitymagazine.com/500)
- Logo on all conference signage
- Logo and 50-word attendee program discription
- 1/2-page profile published in the November Security 500 issue.  
Appears online for six months.
- Two attendee registrations (\$445 value)

**For more information contact your regional sales representative.  
Or contact Becky Reed at (440) 285-4444, [becky@sjandco.com](mailto:becky@sjandco.com).**

# Lead-generating 2012 Buyers Guide!

## Triple your product exposure with our enhanced PRINT, Digital & Online Directory

All complete listings will be posted in the online directory for FREE, with company name in print.

You can ensure your complete company contact information and product listings are included in the NEW print edition with up to 10 product listings which will be sent to *Security's* 35,021 subscribers!\*

### Here are some of the highlights:

1. Preferential Results - Appear at the top of your product categories.
2. Company Detail Page - Post more information to your online listing, including up to 3 .PDF product spec sheets!
3. Keyword Search - Entire product directory is part of our Google-powered search.
4. Live Links - Web & e-mail links so customers can communicate directly with you.

## Choose Premium for 2012!

### 2012 Premium Package includes:

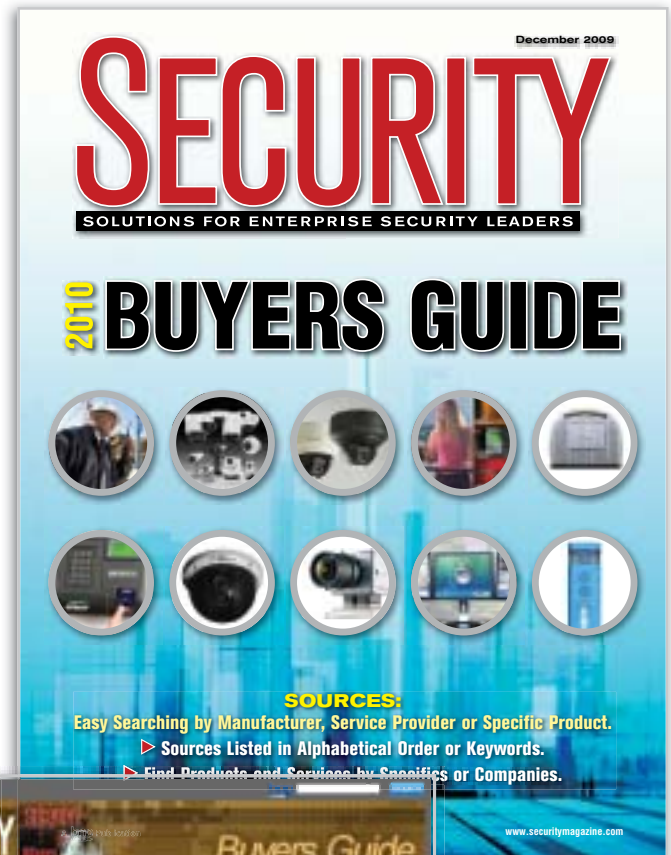
- Your basic listing in boldface
- PLUS 4-color logo in digital and online
- Up to 3 product photos or mini ads in digital and online
- Up to 3 spec sheets in your online listing
- Premium ranking in online search (appear at the top with a star designation)
- Live Web and e-mail links
- E-mail lead form
- Optional online video posting!

### For Listing Enhancement details, please contact:

Dawn Weber  
Security Magazine  
Ph: (248) 786-1661  
Fax: (248) 883-6534  
weberd@bnpmedia.com

### For display advertising, contact your regional sales representative.

Display advertising in *Security's* Print, Digital & Online Buyers Guide sets your company apart and tells potential buyers why they should contact your company.



<http://buyersguide.securitymagazine.com/buyersguide>

\*December 2010 BPA Circulation Statement (31,502 print + 3,519 digital).

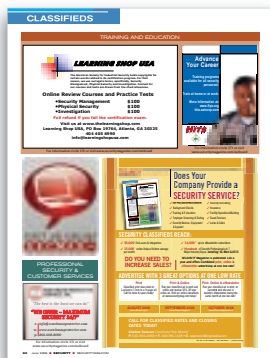
# Classified and Degree Profile Advertising

## Classified Advertising

Whether you need to hire qualified help, sell equipment or announce business opportunities, Security Classifieds work. These low-cost items will place your ad in front of 35,021 management subscribers!\*

- Help Wanted
- Software
- For Sale/Rent
- Business Opportunities
- Repairs
- Dealer Services

Run your Classified Ad for as little as \$200 net per column inch! Contact Heidi Fusaro at 630-518-5470 or fusaroh@bnpmmedia.com for more details.



## Security Degree Profiles

Tell end-users why your security degree program is the nation's best... In print, online and via e-mail!

In print/digital reach 35,021\* professionals! Your listing includes 100 words, a color photo, your logo and your Web link. (Profiles are designed in a standard format and overrun copy may be edited to fit.)

Online at securitymagazine.com with a LIVE link to your site or program page reaching 17,900+ average unique monthly browsers!\*

Digital eBlast to 17,000\*\* eNewsletter opt-in subscriber list, which includes your listing and live link.

**Rate: \$2,250 net**  
**Contact Heidi Fusaro for details!**



# Marketing Services

## Custom Media Division—Personalized Media Solutions



Are you thinking of starting your own magazine, Web site, or white paper?

Creating an advertorial, blog, podcast or video program? Let us do the work for you, from start to finish. Our Custom Media Division combines media experts with *Security's* readership. Let us partner with you to produce a powerful media package that showcases your message in the marketplace. Contact Mark McCourt at 610-436-4220 x8531 or mccourt@bnpmmedia.com.



## Clear Seas Research—Making the Complex Clear

Clear Seas Research is an industry-focused market research company dedicated to providing

clear insights to complex business questions. Clear Seas Research will help your business grow and succeed in today's marketplace through use of brand assessment & management, customer satisfaction, marketing effectiveness, product market positioning and price optimization tools. For more information contact Beth Surowiec at 248-786-1619 or surowiecb@clearseasresearch.com. www.clearseasresearch.com

\*Security December 2010 BPA Circulation Statement. Average unique monthly browsers: 17,083.  
\*\*Publisher's own data.

## List Rental

BNP Media's postal, telemarketing, and email mailing lists offer quality data that will produce responsive sales leads. With over 21 segmented databases and 56 subscriber files, you can reach top decision-makers in high-growth, key business markets that are connected to your industry. To take advantage of these exceptional revenue-generating lists contact:

**Robert Liska** for postal inquiries at:  
(800) 223-2194 x726  
robert.liska@eraepd.com



**Shawn Kingston** for email inquiries at:  
(800) 409-4443 x828  
shawn.kingston@eraepd.com



To view datacards for all lists or to get more information on list rental, please visit <http://bnp.edithroman.com>.

## Reprints & ePrints

Use reprints of your advertisement or even articles from *Security* as marketing tools, and let us do the printing for you. For a nominal cost, reprints of advertisements and articles are available upon request for quantities of 500 or less. PDF prints are also available. Contact Jill DeVries at 248-244-1726 or devries@bnpmmedia.com for a no-obligation quote.



# SECURITY

## The Business Media for Security Executives

### U.S. Advertising Sales

*Christopher Ward*  
Associate Publisher/  
Regional Sales Manager  
Eastern U.S. and Canada  
(770) 205-4779  
Fax (248) 502-9088  
wardc@bnpmedia.com

*Doug O'Gorden*  
Regional Sales Manager  
Midwestern U.S.  
(847) 548-0680  
Cell (815) 451-2570  
Fax (248) 786-1351  
ogordend@bnpmedia.com

*Kent Beaver*  
Regional Sales Managers  
Western U.S. and British Columbia,  
Alberta  
(310) 474-7158  
Fax (310) 474-8970  
kent.beaver@verizon.net

*Heidi Fusaro*  
Inside Sales/Classified/  
Help Wanted  
(630) 518-5470  
Fax (248) 502-1008  
fusaroh@bnpmedia.com

### Publisher

*Mark McCourt*  
Publisher  
(610) 436-4220 x8531  
Fax (248) 244-2042  
mccourtm@bnpmedia.com

### Online Media

*Jackie Seigle*  
Online Media Manager  
(610) 436-4220 x8521  
Fax: (248) 283-6544  
seiglej@bnpmedia.com

### International Advertising Sales

China  
*Arlen Luo*  
NewSteel Media  
+86-10-88579899  
nsmchina@126.com

India  
*Shivaji Bhattacharjee*  
0091-11-2686 7005; 2656 3923  
Fax: 0091-11-2652 6055  
bh.shivaji@gmail.com

Israel  
*Asa Talbar*  
972 3 5629565  
Fax: 972 3 5629567  
talbar@talbar.co.il


Korea  
*Young-Seoh Chinn*  
82 2 481 3411/3  
Fax: 82 2 481 3414  
jesmedia@unitel.co.kr

### Reprints & ePrints

*Jill DeVries*  
(248) 244-1726  
devriesj@bnpmedia.com

### Direct Response Mailing Lists

<http://bnp.edithroman.com/safety-security-lists.html>

Postal information   
*Robert Liska*  
(800) 223-2194 x726  
robert.liska@earepd.com

E-mail information   
*Shawn Kingston*  
(800) 409-4443 x828  
shawn.kingston@earepd.com

### Editorial

*Diane Ritchey*  
Editor  
(630) 220-8771  
ritcheyd@bnpmedia.com

### Circulation

*Lisa DeWitt*  
Audience Development Manager  
(303) 703-4510  
dewittl@bnpmedia.com

### Production

*Lyn Sopala*  
Production Manager  
(248) 786-1641  
sopalal@bnpmedia.com

*Mike Holmes*  
Art Director  
(412) 306-4358  
holmesm@bnpmedia.com

### Corporate Office

Timothy A. Fausch  
Director, Publishing

**BNP Media, L.L.C.**  
**2401 W. Big Beaver Rd.,**  
**Suite 700**  
**Troy, MI 48084**

A **bnp** PUBLICATION  
media

*BNP Media*  
*Helps People Succeed*  
*in Business with*  
*Superior Information*

   
**securitymagazine.com**