

SECURITY

SOLUTIONS FOR ENTERPRISE SECURITY LEADERS

The Business Magazine
for SECURITY
EXECUTIVES

**2006 Media
Planning Guide**

(July – December)

RATED #1 GROWING MAGAZINE in 2006 YTD and 2005*, *Security* continues growth with leading multi-media products. *Security* Magazine is the Multi-Media resource of the industry.

*IMS Data 2005 Ad Pages, End User Publications

EXCLUSIVE COVER STORIES

Executives are turning to *Security Magazine* as their information resource because of the editorial that consistently delivers vital and unique coverage to security enterprises.

JULY

Roundtable: The Changing Role of the Security Executive

Security executives from leading organizations come together to discuss the impact business demands, convergence and greater security threats are having on their enterprise strategies and execution. This ground breaking report will kick off the NEW *Security Magazine* as *The Business Magazine for Security Executives* as the must read article for security professionals to understand the changes effecting their careers and their lives.

AUGUST

The Best of Partners: Success Stories among IT, Integrators and Security

How are leading organizations successfully implementing security programs? By accurately assessing their security goals, clearly articulating their needs and selecting the best “business partners” to achieve successful outcomes. The Best of Partners gives an in-depth look at how leading security executives rely on partners to succeed. Winning marketers can no longer sell “products” or behave like “vendors” but must understand core business issues and market to clear security related goals. This powerful cover story and issue is vital for leading companies to be associated with.

SEPTEMBER

THE SECURITY 500 – Special Research Report & Issue and The Security 500 Conference

The Security 500 will be the most seminal report, issue and conference in this industry. The Security 500 publishes the most intense buyers of security products and services in the U.S. The Security 500 Conference brings their security executives together to discuss their most critical issues. This “Must Advertise Issue” is the ultimate opportunity for marketers to bring their brands together with the most powerful security executives in both print and in person.

OCTOBER

What CEOs expect from CSOs

One thing is clear: Whatever made a Security professional successful in the past will fail them in the future. Expectations for security professionals have changed at the boardroom level and CEOs are demanding both more and different outcomes from security executives. In this special feature, *Security Magazine* interviews the CEOs of top organizations about their past and future security department requirements, the perfect security executive and how they measure ‘results’.

NOVEMBER

Security Innovation and Technology Issue

The development of new technologies and the convergence of physical and logical security have had a massive impact on how organizations collaborate to specify new solutions, the distribution channel through which products are acquired, vendor selection and ownership. In concert with Securing New Ground™, our conference focused on new technologies, companies and products in the security market, we will give in depth coverage of the innovations and technologies most likely to benefit or disrupt security planning. Every marketer of new security solutions, products and technologies will want to be associated with this outstanding issue.

DECEMBER

The 25 Most Influential Security Executives and Their Outlook for 2007

Security Magazine will identify the 25 most influential people in the U.S. Security market and each will write an essay forecasting their view of the most important trends and changes in 2007. Each of these thought leaders will be nominated and selected by *Security Magazine*’s editorial team, advisory board and subscribers. This is a unique opportunity for marketers to be associated with the best and brightest in our industry, in what will prove to be a “must read” for our 35,000 security executives.

Black & White Rates (July-December 2006):

Ad Size	1x	3x	6x	12x	18x	24x
Full Page	\$4,000	\$3,800	\$3,400	\$3,100	\$2,800	\$2,500
2/3 Page	\$3,200	\$3,050	\$2,900	\$2,750	\$2,600	\$2,450
1/2 Page Diagonal	\$3,000	\$2,850	\$2,750	\$2,650	\$2,500	\$2,400
1/2 Page Island	\$2,850	\$2,750	\$2,650	\$2,550	\$2,450	\$2,350
1/2 Page	\$2,650	\$2,550	\$2,450	\$2,350	\$2,250	\$2,150
1/3 Page	\$1,375	\$1,300	\$1,225	\$1,150	\$1,075	\$1,000
1/4 Page	\$1,100	\$1,050	\$1,000	\$950	\$900	\$850

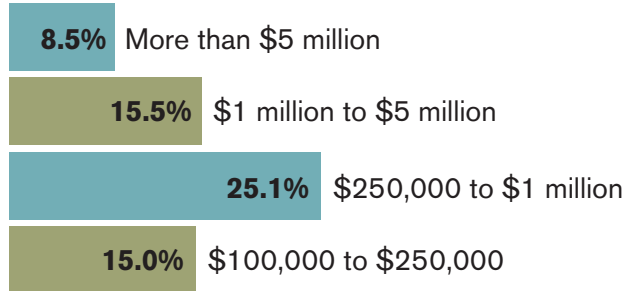
Color Rates:

Per advertising insertion. Color rates are in addition to B&W space rates:

Standard 2 Color	\$575
Matched Color	\$785
Metallic	\$995
Four-Color per page or less	\$1,300
Four-Color per spread	\$2,000

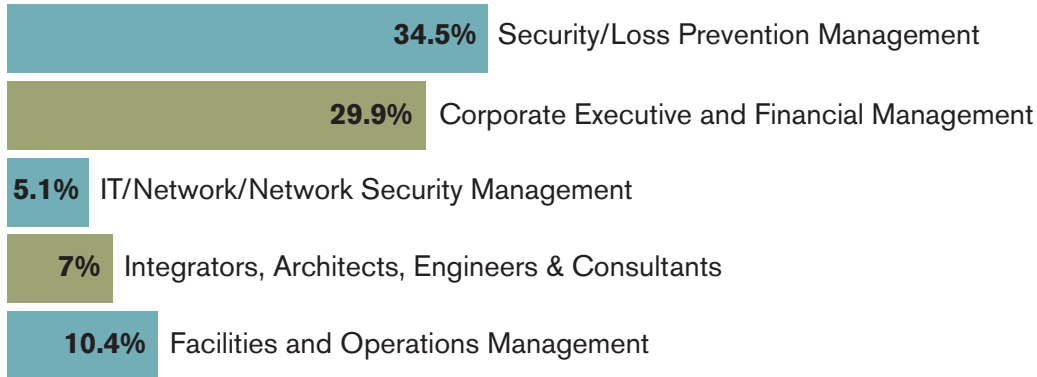
POWERFUL CIRCULATION

Over 64% of **Security** subscribers indicate that their companies will recommend, specify or buy security products/services with a value of \$100,000 or more in the next twelve months.



*Publisher's own data, May 2006 circulation file of 35,000. Based on total respondents.

TARGETED, END-USER REACH



* Publisher's own data. Publisher's May 2006 projection as of May 19, 2006. Total qualified circulation of 35,000.

FOCUSED PENETRATION TO THE FASTEST GROWING MARKETS FOR SECURITY SYSTEMS

	SEC 5/06*	SEC 12/05**
Airports.....	1,099	1,086
Health Care/Hospital/Medical Center.....	2,506	2,353
Public Utilities/Communications.....	3,722 [†]	2,608
Education/University/School/Library/Museum.....	2,472	2,197
Transportation/Logistics/Distribution/Warehousing.....	2,244	2,568
Construction/Real Estate/Property Management.....	1,153	1,180
Government Administration/Correctional Facilities.....	4,392	3,820
TOTAL	17,588	15,812

[†]Includes Utility/Power/Gas/Nuclear/Water and Information Technology/Communications.

Plus Key Channel Partners, Project Leaders and Specifiers:

Systems Integrators, Engineers, Architects and Consultants 5,541 or 15.83%* vs. 5146 or 14.7%**

* Publisher's May 2006 projection as of May 19, 2006.

** Circulation per BPA December 2005 Statement.

CONTINUOUS IMPROVEMENT IN QUALITY REACH AND FOCUS:

Management Subscribers: 31,559 or 90.1%* vs 29,594 or 84.6%** , up 5.5% from 12/05

Request Circulation: 32,934 or 94.1 %* vs 31,844 or 91%** , up 3.1% from 12/05

* Publisher's May 2006 projection as of May 19, 2006.

** Circulation per BPA December 2005 Statement

Total circulation of both issues = 35,000.

Expert Columnists Join *Security* in Meeting the Demands of Executives and their Enterprise

JEFF DINGLE

For 11 years Jeff was the Director of Protective Operations for the Carter Presidential Center in Atlanta, Georgia. He has also been a Corporate Security Manager with Home Depot. Jeff is a Certified Protection Professional and has a Bachelor's degree in Criminology from Florida State University. He is currently an Instructor and Manager of Security Training at Lockmaster Security Institute.

CYNTHIA FRESCHI

Cynthia Freschi is founder and president of North American Video Inc. (NAV), Brick, N.J., which features equipment from over 50 of the industry's leading manufacturers including Bosch, Honeywell, Panasonic, Pelco, Sanyo, Sony and Tyco to name a few. An expert in security video and its integration into enterprise systems, Freschi's at the top of the game as *SDM* Magazine's second annual Systems Integrator of the Year. Ms. Freschi also started www.cctv-products.com in 2000 to establish a distribution arm to sell security systems products via the Internet.

STEVE HUNT

For 23 years, Steve Hunt's career has spanned the breadth of the security industry: physical, homeland, corporate, and data security. Mr. Hunt has been called the world's most influential security analyst. He has spent his career identifying trends and best practices while working with hundreds of end-user organizations to solve practical and strategic problems related to security. Mr. Hunt is on the board of the Open Security Exchange, advises the board of ASIS International through its Convergence Commission, and is a valued consultant to many of the world's largest corporations.

MICHAEL KHAIRALLAH

From Butterworth-Heinemann, a division of Elsevier. Exclusive columns by author Michael Khairallah from his book *Physical Security Systems Handbook: The Design and Implementation of Electronic Security Systems*. Michael brings over 25 years of successful expertise in project development and system delivery for Federal and State buildings, commercial buildings, health care institutions, petrochemical plants, and educational facilities. Plus, Michael has written two industry specific books.

BILL ZALUD

Bill Zalud, Editor-in-Chief of *Security* Magazine, has been with the magazine since 1987. A frequent speaker on topics ranging from quality in security, integrated security systems to technology trends and convergence, Zalud also collects and publishes numerous security industry research reports and statistics as a member of the Security Industry Association and the International Foundation for Protection Officers. He pioneered the industry's first national research on retail security as well as a more recent national study on private security and privacy issues. Zalud has been featured in local, national and international media, ranging from *The New York Times*, *USA Today* and *Sarasota Herald-Tribune* to ABC, NBC, Fox News and CBS, among others.

Security Executive Council

Dean Alexander

Assistant Professor,
Homeland Security
Western Illinois University
Advisor to the U.S. Homeland
Security Department

Roy Bordes

CEO
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SECURITY Editorial Calendar

July – December 2006

Month	Exclusive/ Cover Story	Columnists						Business	Video Surveillance	Access & Integrated Systems	Vertical Markets	Identification	Solutions for the Enterprise	Homeland Security	Special Reports/ Supplements	BONUSES	
		Convergence	Integration	Access Controls	Management	Security	Trends										
July	Roundtable: The Changing Role of the Security Executive							IP Based Security: The Business Case	CCTV & DVRs	Web Based Access Control/Convergence	Education	Multi-Tech-nologies on Cards/Badges	How Can I Better Manage Visitors?	Round Up On the Latest News, People, Deals and Legislative Activities Impacting Physical, Logical and Human Security.	Corporate Profile	ASE Show Issue	
August	The Best of Partners: Success Stories among IT, Integrators and Security	Steve Hunt						Does Outsourcing Make ROI Sense?	Off Site Monitoring/Storage Retrieval	Security Video Integrated into Security/Access Management	Ports and Cargo	Card/Badge Accessories	What Should My Officers Carry on Duty?			Advertise in August and December and Receive an Online Ad FREE Jan-June in the 2007 Buyer's Guide	
Sept.	THE SECURITY 500 Special Research Report and Issue	Cynthia Freschi						11 Lessons from September 11th	Domes/Lenses	Turnstiles/Revolving Doors	Retail	RFID	What is the Best Parking/Entrance Enclosure?		Homeland Security Special Report: Government Security 5 Years After 9/11	THE SECURITY 500 CONFERENCE ASSIS SHOW ISSUE Exhibitor Spotlight	
Oct.	What CEOs expect from CSOs	Jeff Dingle						The Bottom Line on Biometrics	Video Integration	Gates & Operators	Transportation Distribution	Biometrics	Can I Use EAS in My non-Retail Enterprise?		Access Control	ISC East Show Platinum Leads	
Nov.	Security Innovation and Technology Issue	Michael Kharirallah						People Tracking in the Enterprise	Systems Design	Perimeter Security	Casinos	People Tracking/Monitoring	What is the Business Difference Between Proprietary and Contract Guards?			Securing New Ground™ Conference Issue Literature Showcase Hot Leads: Perimeter Security, Fences, Gates	
Dec.	The 25 Most Influential Security Executives and their Outlook for 2007	Bill Zalud						Where Access Cards Go to Die	Wireless	Enterprise-wide Card Solutions	Industrial	Privacy Concerns	Can I Justify ROI for Training?		Online 2007 Buyer's Guide		
		Mark McCourt															
<p>Every month in two special sections – Computer and Information Security and International News of interest to top enterprise security executives</p>																	

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DIGITAL AD REQUIREMENTS

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: Quark, Photoshop and Illustrator files accepted. PDFs are accepted.

Images/Photos: Save in 300 dpi as TIFF 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 3/8" away from trim edges. Fractional ads should match dimensions indicated elsewhere on this rate card.

INSERTS

Supplied Size: Please contact Production Manager for specifications. To insure proposed inserts conform to current postal and bindery requirements, two samples must be provided

for review and approval in advance of your printing. Contact Production Manager for sizes, paper stock and required insert quantity. All inserts with month of issue indicated on label are to be boxed securely to avoid shipping damage and sent to: RR Donnelley & Sons Co., Pontiac Division, 1600 North Main Street, Pontiac, IL 61764

SHIPPING INSTRUCTIONS

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

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