

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
35,007 average circulation

SECURITY E-NEWSLETTERS

24 total issued in the period
28,463 average per occurrence
24,144 average per occurrence

SECURITY WEBSITE

143,539 average users

SECURITY SOCIAL MEDIA

24,912 Twitter followers
14,195 LinkedIn group members
7,850 Facebook likes

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
SECURITY MAGAZINE (6 issues in the period)	35,001	6	35,007
(See Paragraph 3b for Format Type and Source)			
SECURITY E-NEWSLETTERS			
a. Security eNews (12 issued in the period)	28,463	-	28,463
b. Today's Systems Integrator (12 issued in the period)	*24,144	-	*24,144
SECURITY WEBSITE (Monthly Users with 244,801 average Pageviews)	143,539	-	143,539
SECURITY SOCIAL MEDIA			
a. Twitter followers	**24,912	-	**24,912
b. LinkedIn group members	**14,195	-	**14,195
c. Facebook likes	**7,850	-	**7,850

*Today's System Integrator – serving both Security and SDM.

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

FIELD SERVED

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

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are security/loss prevention management (including CSO (chief security officer), CRO (chief risk officer), vice president, director, manager or supervisor of security, safety, risk management or EHS), executive/corporate management (including CEO, CFO, COO, president, officer, partner, owner, vice president or general manager), IT management (including CIO, CISO, IRM, vice president, director, manager or senior staff) and facilities/operations management (including vice president, director, manager or supervisor).

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	21
Advertiser and Agency	1,856
Allocated for Trade Shows and Conventions	-
All Other	799
TOTAL	2,676

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	35,007	100.0	35,001	100.0	6	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	35,007	100.0	35,001	100.0	6	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020	Print	Digital	Total Qualified
January	22,007	13,000	35,007
February	22,005	13,002	35,007
March	22,017	12,990	35,007
April	22,010	12,997	35,007
May	4,745	30,262	35,007
June	5,967	29,040	35,007

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020
 This issue is equal to the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Classification by Function						
			Total Management: 35,007 or 100.0%						
			Print	Digital	Security/ Loss Prevention Management (Note 1)	Executive/ Corporate Management (Note 2)	IT Management (Note 3)	Facilities/ Operations Management (Note 4)	
Banking/Accounting/Financial (including insurance, business services, consulting)	2,481	7.1	270	2,211	1,107	788	344	242	
Casino/Hospitality/Entertainment (including hotel, museum, arena, sports league or team)	1,436	4.1	251	1,185	861	323	75	177	
Construction/Real Estate/Property Management/Architecture/Engineering Firm	3,319	9.5	345	2,974	656	1,970	143	550	
Diversified (Note 5)	1,156	3.3	115	1,041	396	548	70	142	
Education (K-12, university/college)	4,505	12.9	940	3,565	1,872	965	635	1,033	
Food Production (including food manufacturing, agriculture, farming)	951	2.7	205	746	272	434	46	199	
Government (including Homeland Security/correctional facilities, federal/state/local)	3,656	10.4	451	3,205	1,613	751	471	821	
Hospital/Healthcare (including medical center, retirement home)	2,695	7.7	573	2,122	1,441	425	296	533	
Industrial/Manufacturing (including pharmaceutical)	4,784	13.7	751	4,033	1,342	2,207	304	931	
Information Technology/Communications/Media	3,446	9.8	219	3,227	817	1,458	900	271	
Logistics/Supply Chain (including transport, distribution, warehousing, etc.)	1,239	3.5	174	1,065	420	482	82	255	
Port/Mass Transit (including air, land, rail, sea)	475	1.4	57	418	196	136	27	116	
Retail/Restaurant (including foodservice, convenience store)	1,333	3.8	214	1,119	486	628	62	157	
Utility/Energy	1,092	3.1	133	959	431	384	89	188	
Security Systems Integrator/Security Consultant	2,439	7.0	47	2,392	964	1,475	-	-	
TOTAL QUALIFIED CIRCULATION	35,007	100.0	4,745	30,262	12,874	12,974	3,544	5,615	
PERCENT	100.0		13.6	86.4	36.8	37.1	10.1	16.0	

Note 1: Includes CSO (chief security officer), CRO (chief risk officer), vice president, director, manager or supervisor of security, safety, risk management 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: Includes companies with multiple business functions.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020

Qualification Source	Qualified Within						Total Qualified	Percent
	1 Year	2 Year	3 Year	Print	Digital			
I. Direct Request:	25,909	9,098	-	4,745	30,262	35,007	100.0	
II. Request from recipient's company:	-	-	-	-	-	-	-	
III. Membership Benefit:	-	-	-	-	-	-	-	
IV. Communication (other than request):	-	-	-	-	-	-	-	
V. Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	-	-	-	-	-	-	-	
VI. Single Copy Sales:	-	-	-	-	-	-	-	
TOTAL QUALIFIED CIRCULATION	25,909	9,098	-	4,745	30,262	35,007	100.0	
PERCENT	74.0	26.0	-	13.6	86.4	100.0		

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	26	131	157		Kentucky	73	381	454	
New Hampshire	28	134	162		Tennessee	97	526	623	
Vermont	6	45	51		Alabama	84	388	472	
Massachusetts	97	650	747		Mississippi	49	241	290	
Rhode Island	12	75	87		EAST SO. CENTRAL	303	1,536	1,839	5.2
Connecticut	62	409	471		Arkansas	31	231	262	
NEW ENGLAND	231	1,444	1,675	4.8	Louisiana	16	118	134	
New York	325	2,000	2,325		Oklahoma	64	288	352	
New Jersey	141	925	1,066		Texas	352	2,079	2,431	
Pennsylvania	250	1,280	1,530		WEST SO. CENTRAL	463	2,716	3,179	9.1
MIDDLE ATLANTIC	716	4,205	4,921	14.1	Montana	22	77	99	
Ohio	232	1,208	1,440		Idaho	31	117	148	
Indiana	117	570	687		Wyoming	14	45	59	
Illinois	213	1,290	1,503		Colorado	69	494	563	
Michigan	137	884	1,021		New Mexico	21	138	159	
Wisconsin	110	608	718		Arizona	61	456	517	
EAST NO. CENTRAL	809	4,560	5,369	15.3	Utah	37	229	266	
Minnesota	97	494	591		Nevada	58	333	391	
Iowa	79	360	439		MOUNTAIN	313	1,889	2,202	6.3
Missouri	143	605	748		Alaska	2	29	31	
North Dakota	25	93	118		Washington	86	487	573	
South Dakota	17	76	93		Oregon	47	262	309	
Nebraska	39	267	306		California	407	2,515	2,922	
Kansas	68	317	385		Hawaii	3	62	65	
WEST NO. CENTRAL	468	2,212	2,680	7.7	PACIFIC	545	3,355	3,900	11.1
Delaware	12	117	129		UNITED STATES	4,693	27,718	32,411	92.6
Maryland	98	635	733		U.S. Territories	4	49	53	
Washington, DC	20	178	198		Canada	46	536	582	
Virginia	119	863	982		Mexico	-	104	104	
West Virginia	30	127	157		Other International	1	1,843	1,844	
North Carolina	153	889	1,042		APO/FPO	1	12	13	
South Carolina	61	406	467						
Georgia	122	837	959						
Florida	230	1,749	1,979						
SOUTH ATLANTIC	845	5,801	6,646	19.0					
					TOTAL QUALIFIED CIRCULATION	4,745	30,262	35,007	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2020	Security eNews	Today's Systems Integrator*	2020	Security eNews	Today's Systems Integrator*
JANUARY			APRIL		
January 7	-	28,987	April 7	-	28,127
January 14	32,721	-	April 14	35,378	-
January 21	-	28,986	April 23	-	18,714
January 28	32,723	-	April 28	21,122	-
FEBRUARY			MAY		
February 4	-	28,990	May 5	-	17,469
February 11	32,642	-	May 12	18,960	-
February 18	-	28,780	May 19	-	15,524
February 26	34,661	-	May 27	20,221	-
MARCH			JUNE		
March 3	-	28,915	June 2	-	16,846
March 10	34,840	-	June 9	19,949	-
March 24	-	29,108	June 16	-	19,278
March 31	35,440	-	June 23	22,898	-
			AVERAGE:	28,463	24,144

Security eNews (12 issued in the period)
 Today's Systems Integrator (12 issued in the period)
 *Today's Systems Integrator - serving both Security and SDM.

WEBSITE CHANNEL

WWW.SECURITYMAGAZINE.COM

2020	Pageviews	Sessions	Users	Average Session Duration
January	212,926	147,089	126,643	1:00
February	223,720	147,977	125,978	1:22
March	237,583	166,495	141,192	1:16
April	262,011	183,171	153,351	1:16
May	269,131	190,267	160,428	1:15
June	263,435	180,750	153,639	1:17
AVERAGE:	244,801	169,292	143,539	1:14

January – June 2020 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview 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.

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.

Users: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

SOCIAL MEDIA CHANNEL

Security Social Media

2020	 Twitter followers https://twitter.com/securitymag	 LinkedIn group members https://www.linkedin.com/groups/3190445/profile	 Facebook likes https://www.facebook.com/SECmagazine
Beginning Balance:	24,204	13,567	7,489
January	24,344	13,631	7,579
February	24,501	13,712	7,626
March	24,583	13,824	7,672
April	24,707	13,930	7,740
May	24,847	14,027	7,787
June	24,912	14,195	7,850

ADDITIONAL DATA

MAGAZINE:

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.

GEOGRAPHIC DISTRIBUTION:

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

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Catherine M. Ronan, Corporate Audience Audit Manager

Rita M. Foumia, HR & IT 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 6, 2020
State	Michigan
County	Oakland
Received by BPA Worldwide	July 6, 2020
Type	BJ
ID Number	S019B0J0

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.