

SECURITY

MEDIA STATEMENT

March 2021

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.

PUBLISHER'S NOTE: It's my pleasure to share with you our most recent data findings from what is known as our Publisher's Statement. This statement contains information we have gathered from 2021 Q1 reporting. As this statement may contain information you use to make your ad buying decisions, I want to assure you to the best of our ability, in a world where data changes rapidly, this Statement is accurate as of March 2021. Thank you for considering *SECURITY*.

CHANNELS

March 2021 Summary

eMagazine Circulation	35,003
eNewsletter (Total average delivered)	34,711
*Website Total Users	217,903
Website Registration	48,787
**Social Media (Total)	50,202
TOTAL REACH	386,606

Sincerely,



GARY D. MERRILL

Publisher
Security



ABOUT BNP MEDIA

BNP Media is one of the country's leading business-to-business media companies serving industry professionals across 50+ industries through magazine, custom media, eNewsletters, websites, conferences, events and market research. BNP Media is committed to helping professionals succeed in business by providing superior information. Founded in 1926, BNP Media is a fourth-generation, family-run business headquartered in Troy, Michigan with regional offices around the country.

All information contained herein, is media owner's data. No effort has been made to remove potential duplication with each action.
*BPAWW Interactive-March 2021 **Cumulative as of March 2021

WHO CAN YOU REACH:

eMagazine Audience Demographics (March 2021 Summary)

BUSINESS BY FUNCTION

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY FUNCTION			
			35,003 or 100% Management			
			SECURITY/LOSS PREVENTION MANAGEMENT	EXECUTIVE/CORPORATE MANAGEMENT	IT MANAGEMENT	FACILITIES/OPERATIONS MANAGEMENT
			(Note 1)	(Note 2)	(Note 3)	(Note 4)
Banking/Accounting/Financial (including insurance, business services, consulting)	2,201	6.3%	965	713	299	224
Casino/Hospitality/Entertainment (including hotel, museum, arena, sports league or team)	1,130	3.2%	616	287	64	163
Construction/Real Estate/Property Management/Architecture/Engineering Firm	3,886	11.1%	612	2,297	176	801
Diversified (Note 5)	1,007	2.9%	306	503	61	137
Education (K-12, university/college)	3,297	9.4%	1,324	667	449	857
Food Production (including food manufacturing, agriculture, farming)	1,036	3.0%	268	459	36	273
Government (including Homeland Security/correctional facilities, federal/state/local)	3,029	8.7%	1,180	628	431	790
Hospital/Healthcare (including medical center, retirement home)	1,932	5.5%	967	332	224	409
Industrial/Manufacturing (including pharmaceutical)	5,222	14.9%	1,349	2,366	269	1,238
Information Technology/Communications/Media	3,441	9.8%	744	1,454	881	362
Logistics/Supply Chain (including transport, distribution, warehousing, etc.)	1,143	3.3%	371	444	74	254
Port/Mass Transit (including air, land, rail, sea)	379	1.1%	134	119	29	97
Retail/Restaurant (including foodservice, convenience store)	1,169	3.3%	396	543	54	176
Utility/Energy	1,050	3.0%	390	367	75	218
Security Systems Integrator/Security Consultant (Note 6)	5,081	14.5%	1,327	2,722	350	682
TOTAL CIRCULATION	35,003	100%	10,949	13,901	3,472	6,681
PERCENT	100.0%		31.3%	39.7%	9.9%	19.1%

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, supervisor or other.

Note 5: Includes companies with multiple business functions.

Note 6: Includes other security channels

AGE/SOURCE

SOURCE	Total*	Percent
Personal Request	35,003	100.0%
Business Request	0	0.0%
Other Communication	0	0.0%
Business Directories	0	0.0%
Total Circulation	35,003	100.0%

*All subscriptions are within 1-3 years.

WHO CAN YOU REACH:

eMagazine Audience Demographics (March 2021 Summary)

GEOGRAPHIC

STATE COUNTRY REGION	TOTAL CIRCULATION
Alabama	444
Arizona	514
Arkansas	239
California	2,917
Colorado	546
Connecticut	453
D. C.	176
Delaware	121
Florida	1,982
Georgia	945
Idaho	132
Illinois	1,575
Indiana	667
Iowa	435
Kansas	342
Kentucky	382
Louisiana	209
Maine	155
Maryland	731
Massachusetts	759
Michigan	1,011
Minnesota	609
Mississippi	265
Missouri	715
Montana	77
Nebraska	304
Nevada	360
New Hampshire	144
New Jersey	1,052
New Mexico	154
New York	2,271
North Carolina	989
North Dakota	100

STATE COUNTRY REGION	TOTAL CIRCULATION
Ohio	1,338
Oklahoma	262
Oregon	276
Pennsylvania	1,510
Rhode Island	87
South Carolina	426
South Dakota	89
Tennessee	598
Texas	2,350
Utah	261
Vermont	49
Virginia	927
Washington	552
West Virginia	132
Wisconsin	725
Wyoming	59

Total 48 US Contiguous States	31,416
Alaska	53
Hawaii	94
Total Alaska & Hawaii	147
Possessions & Other Areas	80
Total U.S. Possessions	80
Canada	601
Mexico	149
Military/Civilian Overseas, APO/FPO	3
Total North America	32,396
International	2,600
eMail only	7
TOTAL GEOGRAPHIC	35,003

Security

Audience Touchpoints March 2021 Summary



eMagazine Circulation

(12 ISSUES PER YEAR)

35,003

March 2021 issue



Page Views**

360,207



Sessions**

256,073



Total Users**

217,903



Security eNewsletters*

34,711

TOTAL AVERAGE DELIVERED - MARCH 2021

eNewsletters*:

SECURITY eNEWS

21,328

AVERAGE MARCH 2021 (24 ISSUES PER YEAR)

TODAY'S SYSTEMS INTEGRATOR

13,383

*AVERAGE MARCH 2021 (24 ISSUES PER YEAR)



16,103



8,371



25,728

Social Media***

50,202

(TWITTER, FACEBOOK, LINKEDIN)

**BPAWW Interactive March 2021

***Cumulative March 2021