

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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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 | SECURITY E-NEWSLETTERS | SECURITY WEBINARS | SECURITY WEBSITE | SECURITY SOCIAL MEDIA |
|  |  |  |  |  |
| 6 issues in the period 35,007 average circulation | 24 total issued in the period 25,622 average per occurrence 27,081 average per occurrence | 10 Webinars in the period 721 average registrants 261 average attendees | 80,079 average users | 22,617 Twitter followers 13,475 LinkedIn group members 6,598 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) | 35,006 | 1 | 35,007 |
| a. Print | 27,111 | 1 | 27,112 |
| b. Digital | 7,895 | - | 7,895 |
| 1. Requested | 7,895 | - | 7,895 |
| 2. Non-Requested | - | - | - |
| SECURITY E-NEWSLETTERS | | | |
| a. Security eNews (12 issued in the period) | 25,622 | - | 25,622 |
| b. Today's Systems Integrator (12 issued in the period)* | 27,081 | - | 27,081 |
| SECURITY WEBINARS (10 webinars in the period) | | | |
| a. Registrants | 721 | - | 721 |
| b. Attendees | 261 | - | 261 |
| SECURITY WEBSITE (Monthly Users with 150,958 average Pageviews) | 80,079 | - | 80,079 |
| SECURITY SOCIAL MEDIA | | | |
| a. Twitter followers | **22,617 | - | **22,617 |
| b. LinkedIn group members | **13,475 | - | **13,475 |
| c. Facebook likes | **6,598 | - | **6,598 |

*Today's Systems Integrator serving Security and SDM.

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

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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 | 31 |
| Advertiser and Agency | 1,526 |
| Allocated for Trade Shows and Conventions | - |
| All Other | 1,449 |
| TOTAL | 3,006 |

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 | 35,006 | 100.0 | 1 | - |
| Sponsored Individually Addressed | - | - | - | - | - | - |
| Membership Benefit | - | - | - | - | - | - |
| Multi-Copy Same Addressee | - | - | - | - | - | - |
| Single Copy Sales | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 35,007 | 100.0 | 35,006 | 100.0 | 1 | - |

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

| 2018 | Print | Digital | Total Qualified |
|-----------|--------|---------|-----------------|
| July | 27,086 | 7,921 | 35,007 |
| August | 27,027 | 7,980 | 35,007 |
| September | 26,974 | 8,033 | 35,007 |
| October | 27,040 | 7,967 | 35,007 |
| November | 27,291 | 7,716 | 35,007 |
| December | 27,254 | 7,753 | 35,007 |

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018

This issue is equal to the average of the other 5 issues reported in Paragraph 2.

| Business and Industry | Total Qualified | Percent of Total | Print | Digital | Classification by Function | | | |
|--|-----------------|------------------|---------------|--------------|---|---|------------------------------|---|
| | | | | | Total Management: 35,007 or 100.0% | | | |
| | | | | | 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) | 2,858 | 8.2 | 2,184 | 674 | 1,193 | 946 | 458 | 261 |
| Casino/Hospitality/Entertainment (including hotel, museum, arena, sports league or team) | 1,520 | 4.3 | 1,259 | 261 | 832 | 361 | 92 | 235 |
| Construction/Real Estate/Property Management/Architecture/Engineering Firm | 3,067 | 8.8 | 2,528 | 539 | 739 | 1,768 | 113 | 447 |
| Diversified (Note 5) | 580 | 1.7 | 379 | 201 | 266 | 231 | 47 | 36 |
| Education (K-12, university/college) | 4,704 | 13.4 | 3,841 | 863 | 1,955 | 939 | 612 | 1,198 |
| Food Production (including food manufacturing, agriculture, farming) | 1,288 | 3.7 | 1,080 | 208 | 314 | 577 | 91 | 306 |
| Government (including Homeland Security/correctional facilities, federal/state/local) | 3,281 | 9.4 | 2,541 | 740 | 1,561 | 614 | 400 | 706 |
| Hospital/Healthcare (including medical center, retirement home) | 2,792 | 8.0 | 2,206 | 586 | 1,424 | 446 | 329 | 593 |
| Industrial/Manufacturing (including pharmaceutical) | 5,561 | 15.9 | 4,665 | 896 | 1,564 | 2,314 | 321 | 1,362 |
| Information Technology/Communications/Media | 2,759 | 7.9 | 1,541 | 1,218 | 725 | 1,039 | 824 | 171 |
| Logistics/Supply Chain (including transport, distribution, warehousing, etc.) | 1,494 | 4.3 | 1,239 | 255 | 473 | 618 | 105 | 298 |
| Port/Mass Transit (including air, land, rail, sea) | 433 | 1.2 | 360 | 73 | 212 | 125 | 24 | 72 |
| Retail/Restaurant (including foodservice, convenience store) | 1,347 | 3.8 | 1,130 | 217 | 530 | 682 | 53 | 82 |
| Utility/Energy | 1,097 | 3.1 | 853 | 244 | 452 | 427 | 96 | 122 |
| Security Systems Integrator/Security Consultant | 2,226 | 6.3 | 1,485 | 741 | 1,204 | 945 | 59 | 18 |
| TOTAL QUALIFIED CIRCULATION | 35,007 | 100.0 | 27,291 | 7,716 | 13,444 | 12,032 | 3,624 | 5,907 |
| PERCENT | 100.0 | | 78.0 | 22.0 | 38.4 | 34.4 | 10.3 | 16.9 |

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 NOVEMBER 2018

| Qualification Source | Qualified Within | | | Print | Digital | Total Qualified | Percent |
|---|------------------|--------------|----------|---------------|--------------|-----------------|--------------|
| | 1 Year | 2 Year | 3 Year | | | | |
| I. *Direct Request: | 25,909 | 9,098 | - | 27,291 | 7,716 | 35,007 | 100.0 |
| II. Request from recipient's company: | - | - | - | - | - | - | - |
| III. Membership Benefit: | - | - | - | - | - | - | - |
| IV. Communication from recipient or recipient's company (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 | - | 27,291 | 7,716 | 35,007 | 100.0 |
| PERCENT | 74.0 | 26.0 | - | 78.0 | 22.0 | 100.0 | |

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018*

| State | Print | Digital | Total Qualified | Percent | State | Print | Digital | Total Qualified | Percent |
|-------------------------|--------------|--------------|-----------------|-------------|------------------------------------|---------------|--------------|-----------------|--------------|
| Maine | 148 | 20 | 168 | | Kentucky | 408 | 81 | 489 | |
| New Hampshire | 140 | 17 | 157 | | Tennessee | 571 | 123 | 694 | |
| Vermont | 38 | 11 | 49 | | Alabama | 432 | 64 | 496 | |
| Massachusetts | 566 | 134 | 700 | | Mississippi | 157 | 30 | 187 | |
| Rhode Island | 73 | 13 | 86 | | EAST SO. CENTRAL | 1,568 | 298 | 1,866 | 5.3 |
| Connecticut | 357 | 77 | 434 | | Arkansas | 244 | 44 | 288 | |
| NEW ENGLAND | 1,322 | 272 | 1,594 | 4.6 | Louisiana | 291 | 53 | 344 | |
| New York | 1,757 | 427 | 2,184 | | Oklahoma | 340 | 65 | 405 | |
| New Jersey | 820 | 200 | 1,020 | | Texas | 1,935 | 511 | 2,446 | |
| Pennsylvania | 1,322 | 236 | 1,558 | | WEST SO. CENTRAL | 2,810 | 673 | 3,483 | 9.9 |
| MIDDLE ATLANTIC | 3,899 | 863 | 4,762 | 13.6 | Montana | 81 | 16 | 97 | |
| Ohio | 1,224 | 218 | 1,442 | | Idaho | 134 | 21 | 155 | |
| Indiana | 585 | 109 | 694 | | Wyoming | 53 | 7 | 60 | |
| Illinois | 1,336 | 312 | 1,648 | | Colorado | 425 | 145 | 570 | |
| Michigan | 793 | 187 | 980 | | New Mexico | 125 | 29 | 154 | |
| Wisconsin | 668 | 123 | 791 | | Arizona | 426 | 108 | 534 | |
| EAST NO. CENTRAL | 4,606 | 949 | 5,555 | 15.9 | Utah | 225 | 62 | 287 | |
| Minnesota | 610 | 114 | 724 | | Nevada | 339 | 70 | 409 | |
| Iowa | 365 | 55 | 420 | | MOUNTAIN | 1,808 | 458 | 2,266 | 6.5 |
| Missouri | 674 | 116 | 790 | | Alaska | 50 | 11 | 61 | |
| North Dakota | 92 | 14 | 106 | | Washington | 452 | 119 | 571 | |
| South Dakota | 90 | 20 | 110 | | Oregon | 286 | 64 | 350 | |
| Nebraska | 257 | 48 | 305 | | California | 2,394 | 652 | 3,046 | |
| Kansas | 366 | 93 | 459 | | Hawaii | 73 | 22 | 95 | |
| WEST NO. CENTRAL | 2,454 | 460 | 2,914 | 8.3 | PACIFIC | 3,255 | 868 | 4,123 | 11.8 |
| Delaware | 110 | 24 | 134 | | UNITED STATES | 26,783 | 6,045 | 32,828 | 93.8 |
| Maryland | 543 | 136 | 679 | | U.S. Territories | 30 | 17 | 47 | |
| Washington, DC | 132 | 55 | 187 | | Canada | 467 | 151 | 618 | |
| Virginia | 665 | 220 | 885 | | Mexico | - | 51 | 51 | |
| West Virginia | 156 | 18 | 174 | | Other International | - | 1,443 | 1,443 | |
| North Carolina | 867 | 161 | 1,028 | | APO/FPO | 11 | 6 | 17 | |
| South Carolina | 337 | 70 | 407 | | Email Only | - | 3 | 3 | |
| Georgia | 803 | 183 | 986 | | | | | | |
| Florida | 1,448 | 337 | 1,785 | | | | | | |
| SOUTH ATLANTIC | 5,061 | 1,204 | 6,265 | 17.9 | | | | | |
| | | | | | TOTAL QUALIFIED CIRCULATION | 27,291 | 7,716 | 35,007 | 100.0 |

*See Additional Data

E-NEWSLETTER CHANNEL

| 2018 | Security eNews | Today's Systems Integrator* | 2018 | Security eNews | Today's Systems Integrator* |
|------------------|----------------|-----------------------------|-----------------|----------------|-----------------------------|
| JULY | | | OCTOBER | | |
| July 10 | - | 26,945 | October 9 | - | 27,235 |
| July 17 | 25,321 | - | October 16 | 25,767 | - |
| July 24 | - | 27,007 | October 23 | - | 27,192 |
| July 31 | 25,529 | - | October 30 | 25,756 | - |
| AUGUST | | | NOVEMBER | | |
| August 7 | - | 27,044 | November 6 | - | 27,201 |
| August 14 | 25,625 | - | November 13 | 25,712 | - |
| August 21 | - | 27,077 | November 20 | - | 27,078 |
| August 28 | 25,568 | - | November 27 | 25,665 | - |
| SEPTEMBER | | | DECEMBER | | |
| September 4 | - | 27,150 | December 4 | - | 26,857 |
| September 11 | 25,574 | - | December 11 | 25,626 | - |
| September 18 | - | 27,112 | December 18 | - | 27,078 |
| September 25 | 25,686 | - | December 26 | 25,631 | - |
| | | | AVERAGE: | 25,622 | 27,081 |

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

| 2018 | Webinar Name | Registrants** | Attendees** |
|-------------|--|-----------------|-------------|
| July 26 | *Safe Separations - Addressing the Security Risks Associated With Reduction-In-Force and Corporate Downsizing Activities | 533 | 240 |
| August 28 | *Active Shooter Mitigation and Response - Lessons Learned | 910 | 422 |
| October 2 | Raise Your Security Risk IQ | 653 | 283 |
| October 4 | Managing Global Security Risks: Care for Traveling and Mobile Employees | 704 | 303 |
| October 9 | *The Better Mouse Trap: Continuous Learning Through Incident Analysis | 968 | 294 |
| October 18 | A Changing Tide: The Importance of Video Data Management in Enterprise Environments | 374 | 116 |
| October 24 | Developing Crisis Response Plans for Today's World | 984 | 437 |
| November 20 | *The 2018 Security 500 | 936 | 226 |
| December 6 | *Workplace Violence Prevention Training Considerations for Healthcare Staff | 780 | 198 |
| December 12 | Transforming Care and the Patient Experience: A Smart Hospitals Application of Remote Monitoring | 363 | 93 |
| | | AVERAGE: | 721 |
| | | | 261 |

*Solutions by Sector multi-sponsored webinar.

**Registrants and attendees are reflective of the participants during the live webinar. Additional registrant and attendee counts participating in on-demand showings are not reflected in the counts above and are available from the media owner.

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.

WEBSITE CHANNEL

WWW.SECURITYMAGAZINE.COM

| 2018 | Pageviews | Sessions | Users | Average Session Duration |
|-----------------|----------------|---------------|---------------|--------------------------|
| July | 116,293 | 76,585 | 64,647 | 1:12 |
| August | 146,006 | 97,172 | 82,599 | 1:10 |
| September | 156,025 | 96,607 | 81,442 | 1:15 |
| October | 168,994 | 107,676 | 90,832 | 1:09 |
| November | 178,996 | 105,189 | 89,077 | 1:25 |
| December | 139,431 | 85,412 | 71,876 | 1:41 |
| AVERAGE: | 150,958 | 94,773 | 80,079 | 1:19 |

July – December 2018 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

| 2018 | 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: | 21,995 | 13,129 | 6,159 |
| July | 21,898 | 13,260 | 6,216 |
| August | 22,060 | 13,351 | 6,312 |
| September | 22,207 | 13,435 | 6,396 |
| October | 22,409 | 13,442 | 6,522 |
| November | 22,489 | 13,460 | 6,552 |
| December | 22,617 | 13,475 | 6,598 |

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.

PARAGRAPH 3b:

7 subscriptions or -% were obtained as part of the charity program for Mission 500.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters, Webinars, 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.

| | |
|---------------------------|-----------------|
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| State | Michigan |
| County | Oakland |
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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.