

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



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)	35,004	3	35,007
a. Print	22,475	3	22,478
b. Digital	12,529	-	12,529
1. Requested	12,529	-	12,529
2. Non-Requested	-	-	-
SECURITY E-NEWSLETTERS			
a. Security eNews (12 issued in the period)	31,410	-	31,410
b. Today's Systems Integrator (12 issued in the period)*	28,608	-	28,608
SECURITY WEBINARS (6 webinars in the period)			
a. Registrants	527	-	527
b. Attendees	140	-	140
SECURITY WEBSITE (Monthly Users with 192,778 average Pageviews)	116,702	-	116,702
SECURITY SOCIAL MEDIA			
a. Twitter followers	**24,204	-	**24,204
b. LinkedIn group members	**13,567	-	**13,567
c. Facebook likes	**7,489	-	**7,489

*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	23
Advertiser and Agency	1,564
Allocated for Trade Shows and Conventions	-
All Other	998
TOTAL	2,585

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	35,004	100.0	3	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	35,007	100.0	35,004	100.0	3	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019	Print	Digital	Total Qualified
July	23,038	11,969	35,007
August	23,066	11,941	35,007
September	22,813	12,194	35,007
*October	21,985	13,022	35,007
November	21,979	13,028	35,007
December	21,989	13,018	35,007

*See Additional Data

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2019

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					
			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)	2,487	7.1	1,544	943	1,118	859	303	207
Casino/Hospitality/Entertainment (including hotel, museum, arena, sports league or team)	1,449	4.1	958	491	848	354	76	171
Construction/Real Estate/Property Management/Architecture/Engineering Firm	3,343	9.6	2,314	1,029	701	2,052	138	452
Diversified (Note 5)	1,026	2.9	685	341	348	456	72	150
Education (K-12, university/college)	4,560	13.0	3,056	1,504	1,914	1,027	707	912
Food Production (including food manufacturing, agriculture, farming)	1,016	2.9	703	313	291	496	58	171
Government (including Homeland Security/correctional facilities, federal/state/local)	3,667	10.5	2,319	1,348	1,644	829	431	763
Hospital/Healthcare (including medical center, retirement home)	2,660	7.6	1,765	895	1,393	470	351	446
Industrial/Manufacturing (including pharmaceutical)	4,951	14.1	3,411	1,540	1,429	2,212	343	967
Information Technology/Communications/Media	3,195	9.1	1,788	1,407	759	1,631	607	198
Logistics/Supply Chain (including transport, distribution, warehousing, etc.)	1,288	3.7	871	417	408	559	79	242
Port/Mass Transit (including air, land, rail, sea)	493	1.4	357	136	197	170	26	100
Retail/Restaurant (including foodservice, convenience store)	1,427	4.1	1,034	393	500	719	62	146
Utility/Energy	1,102	3.2	721	381	432	430	79	161
Security Systems Integrator/Security Consultant	2,343	6.7	453	1,890	932	1,168	106	137
TOTAL QUALIFIED CIRCULATION	35,007	100.0	21,979	13,028	12,914	13,432	3,438	5,223
PERCENT	100.0		62.8	37.2	36.9	38.4	9.8	14.9

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 2019

Qualification Source	Qualified Within					Total Qualified	Percent
	1 Year	2 Year	3 Year	Print	Digital		
I. Direct Request:	25,909	9,098	-	21,979	13,028	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	-	21,979	13,028	35,007	100.0
PERCENT	74.0	26.0	-	62.8	37.2	100.0	

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2019*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	111	53	164		Kentucky	315	163	478	
New Hampshire	117	44	161		Tennessee	462	200	662	
Vermont	38	17	55		Alabama	344	164	508	
Massachusetts	483	284	767		Mississippi	216	81	297	
Rhode Island	56	20	76		EAST SO. CENTRAL	1,337	608	1,945	5.6
Connecticut	309	156	465		Arkansas	206	82	288	
NEW ENGLAND	1,114	574	1,688	4.8	Louisiana	138	116	254	
New York	1,461	829	2,290		Oklahoma	272	105	377	
New Jersey	685	374	1,059		Texas	1,575	857	2,432	
Pennsylvania	1,077	493	1,570		WEST SO. CENTRAL	2,191	1,160	3,351	9.6
MIDDLE ATLANTIC	3,223	1,696	4,919	14.0	Montana	65	35	100	
Ohio	999	461	1,460		Idaho	109	43	152	
Indiana	461	237	698		Wyoming	40	14	54	
Illinois	1,051	517	1,568		Colorado	343	224	567	
Michigan	678	362	1,040		New Mexico	92	76	168	
Wisconsin	507	213	720		Arizona	332	206	538	
EAST NO. CENTRAL	3,696	1,790	5,486	15.7	Utah	162	104	266	
Minnesota	386	210	596		Nevada	254	130	384	
Iowa	318	127	445		MOUNTAIN	1,397	832	2,229	6.4
Missouri	540	242	782		Alaska	25	12	37	
North Dakota	78	33	111		Washington	387	210	597	
South Dakota	68	33	101		Oregon	220	121	341	
Nebraska	219	86	305		California	1,877	1,171	3,048	
Kansas	286	140	426		Hawaii	36	30	66	
WEST NO. CENTRAL	1,895	871	2,766	7.9	PACIFIC	2,545	1,544	4,089	11.7
Delaware	85	38	123		UNITED STATES	21,600	11,563	33,163	94.8
Maryland	464	282	746		U.S. Territories	20	37	57	
Washington, DC	112	99	211		Canada	352	240	592	
Virginia	531	416	947		Mexico	-	45	45	
West Virginia	128	45	173		Other International	-	1,133	1,133	
North Carolina	684	361	1,045		APO/FPO	7	8	15	
South Carolina	314	161	475		Email Only	-	2	2	
Georgia	644	349	993		TOTAL QUALIFIED CIRCULATION	21,979	13,028	35,007	100.0
Florida	1,240	737	1,977						
SOUTH ATLANTIC	4,202	2,488	6,690	19.1					

*See Additional Data

E-NEWSLETTER CHANNEL

2019	Security eNews	Today's Systems Integrator*	2019	Security eNews	Today's Systems Integrator*
JULY			OCTOBER		
July 9	-	27,991	October 1	-	28,871
July 16	30,498	-	October 8	31,575	-
July 23	-	28,009	October 15	-	28,976
July 30	30,550	-	October 22	31,665	-
AUGUST			NOVEMBER		
August 6	-	28,145	November 5	-	29,047
August 13	30,527	-	November 12	31,728	-
August 20	-	28,195	November 19	-	29,124
August 27	30,694	-	November 26	32,672	-
SEPTEMBER			DECEMBER		
September 3	-	28,218	December 3	-	29,046
September 10	30,046	-	December 10	32,796	-
September 17	-	28,694	December 17	-	28,985
September 24	31,508	-	December 23	32,666	-
			AVERAGE:	31,410	28,608

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

2019	Webinar Name	Registrants**	Attendees**
July 11	*Workplace Violence: Preparedness and Response in a Healthcare Setting	891	240
August 13	How to Benchmark your Growth in the Security Industry	351	94
September 17	Building the Business Case for Critical Event Management	612	163
October 17	How CISOs Can Turn Security Training and Awareness into Action	431	106
October 24	*Workplace Violence Prevention in Ambulatory Care Centers & Physician Offices	497	136
November 6	Visual Intelligence Drives Next Generation of Operational Security	379	100
		AVERAGE:	527
			140

*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

2019	Pageviews	Sessions	Users	Average Session Duration
July	157,333	106,226	90,549	1:03
August	164,543	114,044	98,439	0:57
September	210,282	149,705	132,585	0:51
October	211,180	148,352	129,369	1:01
November	228,242	154,412	134,223	1:08
December	185,089	131,733	115,048	0:56
AVERAGE:	192,778	134,079	116,702	0:59

July –December 2019 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 cookieed 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 Cookieed 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

2019	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:	23,440	13,697	6,940
July	23,597	13,728	7,032
August	23,741	13,743	7,086
September	23,863	13,758	7,180
October	24,023	13,775	7,292
November	24,121	13,793	7,403
December	24,204	13,567	7,489

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 2 - LATE MAILING OF ISSUE:

Due to a clerical error, 21,656 copies or 98.4% of the total copies distributed for the October 2019 issue mailed on November 7, 2019.

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. Founia, 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

January 13, 2020

State

Michigan

County

Oakland

Received by BPA Worldwide

January 13, 2020

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BJ

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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.