

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**

<b>SECURITY MAGAZINE</b>	<b>SECURITY E-NEWSLETTERS</b>	<b>SECURITY WEBINARS</b>	<b>SECURITY WEBSITE</b>	<b>SECURITY SOCIAL MEDIA</b>
				
6 issues in the period 35,007 average circulation	24 total issued in the period 28,779 average per occurrence 27,281 average per occurrence	10 Webinars in the period 745 average registrants 214 average attendees	100,726 average users	23,440 Twitter followers 13,697 LinkedIn group members 6,940 Facebook likes

**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>SECURITY MAGAZINE</b> (6 issues in the period)	35,005	2	35,007
a. Print	26,998	2	27,000
b. Digital	8,007	-	8,007
1. Requested	8,007	-	8,007
2. Non-Requested	-	-	-
<b>SECURITY E-NEWSLETTERS</b>			
a. Security eNews (12 issued in the period)	28,779	-	28,779
b. Today's Systems Integrator (12 issued in the period)*	27,281	-	27,281
<b>SECURITY WEBINARS</b> (10 webinars in the period)			
a. Registrants	745	-	745
b. Attendees	214	-	214
<b>SECURITY WEBSITE</b> (Monthly Users with 180,161 average Pageviews)	100,726	-	100,726
<b>SECURITY SOCIAL MEDIA</b>			
a. Twitter followers	**23,440	-	**23,440
b. LinkedIn group members	**13,697	-	**13,697
c. Facebook likes	**6,940	-	**6,940

\*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	24
Advertiser and Agency	1,377
Allocated for Trade Shows and Conventions	-
All Other	1,607
<b>TOTAL</b>	<b>3,008</b>

**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	35,005	100.0	2	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>35,007</b>	<b>100.0</b>	<b>35,005</b>	<b>100.0</b>	<b>2</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2019	Print	Digital	Total Qualified
January	27,156	7,851	35,007
February	27,217	7,790	35,007
March	26,922	8,085	35,007
April	26,985	8,022	35,007
May	26,876	8,131	35,007
June	26,842	8,165	35,007

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 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	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)	2,549	7.3	1,852	697	1,118	903	317	211
Casino/Hospitality/Entertainment (including hotel, museum, arena, sports league or team)	1,423	4.1	1,107	316	819	357	74	173
Construction/Real Estate/Property Management/Architecture/Engineering Firm	3,328	9.5	2,736	592	667	2,094	140	427
Diversified (Note 5)	994	2.8	762	232	350	438	58	148
Education (K-12, university/college)	4,504	12.9	3,495	1,009	1,877	1,030	699	898
Food Production (including food manufacturing, agriculture, farming)	1,013	2.9	807	206	274	504	60	175
Government (including Homeland Security/correctional facilities, federal/state/local)	3,680	10.5	2,725	955	1,623	856	432	769
Hospital/Healthcare (including medical center, retirement home)	2,658	7.6	2,040	618	1,358	474	370	456
Industrial/Manufacturing (including pharmaceutical)	4,941	14.1	3,920	1,021	1,345	2,264	350	982
Information Technology/Communications/Media	3,246	9.3	2,255	991	791	1,659	595	201
Logistics/Supply Chain (including transport, distribution, warehousing, etc.)	1,301	3.7	1,034	267	406	569	85	241
Port/Mass Transit (including air, land, rail, sea)	506	1.4	391	115	205	170	27	104
Retail/Restaurant (including foodservice, convenience store)	1,445	4.1	1,190	255	485	749	66	145
Utility/Energy	1,112	3.2	834	278	421	442	86	163
Security Systems Integrator/Security Consultant	2,307	6.6	1,728	579	958	1,114	104	131
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>35,007</b>	<b>100.0</b>	<b>26,876</b>	<b>8,131</b>	<b>12,697</b>	<b>13,623</b>	<b>3,463</b>	<b>5,224</b>
<b>PERCENT</b>	<b>100.0</b>		<b>76.8</b>	<b>23.2</b>	<b>36.3</b>	<b>38.9</b>	<b>9.9</b>	<b>14.9</b>

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 2019**

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Year	3 Year				
I. Direct Request:	25,909	9,098	-	26,876	8,131	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:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>25,909</b>	<b>9,098</b>	<b>-</b>	<b>26,876</b>	<b>8,131</b>	<b>35,007</b>	<b>100.0</b>
<b>PERCENT</b>	<b>74.0</b>	<b>26.0</b>	<b>-</b>	<b>76.8</b>	<b>23.2</b>	<b>100.0</b>	

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019\***

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	138	25	163		Kentucky	383	88	471	
New Hampshire	142	22	164		Tennessee	549	109	658	
Vermont	44	12	56		Alabama	418	80	498	
Massachusetts	591	167	758		Mississippi	251	42	293	
Rhode Island	69	7	76		<b>EAST SO. CENTRAL</b>	<b>1,601</b>	<b>319</b>	<b>1,920</b>	<b>5.5</b>
Connecticut	380	90	470		Arkansas	237	45	282	
<b>NEW ENGLAND</b>	<b>1,364</b>	<b>323</b>	<b>1,687</b>	<b>4.8</b>	Louisiana	211	36	247	
New York	1,832	453	2,285		Oklahoma	330	56	386	
New Jersey	826	212	1,038		Texas	1,904	525	2,429	
Pennsylvania	1,296	260	1,556		<b>WEST SO. CENTRAL</b>	<b>2,682</b>	<b>662</b>	<b>3,344</b>	<b>9.5</b>
<b>MIDDLE ATLANTIC</b>	<b>3,954</b>	<b>925</b>	<b>4,879</b>	<b>13.9</b>	Montana	78	23	101	
Ohio	1,209	239	1,448		Idaho	128	26	154	
Indiana	569	121	690		Wyoming	45	8	53	
Illinois	1,259	305	1,564		Colorado	422	145	567	
Michigan	804	219	1,023		New Mexico	117	48	165	
Wisconsin	598	125	723		Arizona	416	112	528	
<b>EAST NO. CENTRAL</b>	<b>4,439</b>	<b>1,009</b>	<b>5,448</b>	<b>15.6</b>	Utah	199	66	265	
Minnesota	475	126	601		Nevada	307	68	375	
Iowa	361	78	439		<b>MOUNTAIN</b>	<b>1,712</b>	<b>496</b>	<b>2,208</b>	<b>6.3</b>
Missouri	641	142	783		Alaska	29	5	34	
North Dakota	81	27	108		Washington	461	141	602	
South Dakota	81	18	99		Oregon	264	79	343	
Nebraska	251	51	302		California	2,358	690	3,048	
Kansas	329	92	421		Hawaii	52	13	65	
<b>WEST NO. CENTRAL</b>	<b>2,219</b>	<b>534</b>	<b>2,753</b>	<b>7.9</b>	<b>PACIFIC</b>	<b>3,164</b>	<b>928</b>	<b>4,092</b>	<b>11.7</b>
Delaware	97	22	119		<b>UNITED STATES</b>	<b>26,376</b>	<b>6,537</b>	<b>32,913</b>	<b>94.0</b>
Maryland	575	154	729		U.S. Territories	34	17	51	
Washington, DC	146	64	210		Canada	454	154	608	
Virginia	693	245	938		Mexico	-	56	56	
West Virginia	153	17	170		Other International	-	1,361	1,361	
North Carolina	835	193	1,028		APO/FPO	12	4	16	
South Carolina	383	81	464		Email Only	-	2	2	
Georgia	781	203	984						
Florida	1,578	362	1,940						
<b>SOUTH ATLANTIC</b>	<b>5,241</b>	<b>1,341</b>	<b>6,582</b>	<b>18.8</b>					
					<b>TOTAL QUALIFIED CIRCULATION</b>	<b>26,876</b>	<b>8,131</b>	<b>35,007</b>	<b>100.0</b>

\*See Additional Data

**E-NEWSLETTER CHANNEL**

2019	Security eNews	Today's Systems Integrator*	2019	Security eNews	Today's Systems Integrator*
<b>JANUARY</b>			<b>APRIL</b>		
January 8	-	27,049	April 2	-	27,096
January 15	25,621	-	April 9	29,000	-
January 22	-	27,110	April 24	-	27,338
January 29	26,146	-	April 30	29,459	-
<b>FEBRUARY</b>			<b>MAY</b>		
February 5	-	27,169	May 7	-	27,455
February 12	28,748	-	May 14	29,655	-
February 19	-	27,104	May 21	-	27,582
February 26	28,793	-	May 28	29,930	-
<b>MARCH</b>			<b>JUNE</b>		
March 5	-	27,128	June 4	-	27,621
March 12	29,012	-	June 13	29,979	-
March 19	-	27,067	June 18	-	27,654
March 27	28,889	-	June 25	30,114	-
			<b>AVERAGE:</b>	<b>28,779</b>	<b>27,281</b>

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**
January 22	Training Future Digital Security Leaders*	738	198
February 19	Drones and Surveillance at MetLife Stadium*	1,082	332
February 26	Harness Real-time Public Information to Improve Active Shooter Response	795	255
March 7	Finding Your Physical Security Blind Spots with Artificial Intelligence (A.I.)	679	177
March 14	Reducing Theft and Vandalism with Cost Effective Outdoor Video Monitoring	694	196
March 20	A Unified Approach to Global Security Response	706	224
March 21	K12 Education: Preparing Planning and Responding to the Unknown*	620	162
March 26	Guarding Outlook: Trends in Hiring Retention and Turnover	563	165
May 21	The Global Security Operations Center: Boeing's Approach to Securing its People and Business*	1,044	305
June 4	Demystifying IoT and Its Impact on the Security Professional	528	128
		<b>AVERAGE:</b>	<b>745 214</b>

\*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
January	182,797	109,771	92,835	1:35
February	172,278	108,698	91,091	1:33
March	181,720	120,366	101,188	1:29
April	168,280	112,366	94,581	1:27
May	224,087	156,725	135,566	1:16
June	151,803	104,207	89,092	1:21
<b>AVERAGE:</b>	<b>180,161</b>	<b>118,689</b>	<b>100,726</b>	<b>1:27</b>

January – June 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 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

2019	Twitter followers <a href="https://twitter.com/securitymag">https://twitter.com/securitymag</a>	LinkedIn group members <a href="https://www.linkedin.com/groups/3190445/profile">https://www.linkedin.com/groups/3190445/profile</a>	Facebook likes <a href="https://www.facebook.com/SECmagazine">https://www.facebook.com/SECmagazine</a>
Beginning Balance:	22,617	13,475	6,598
January	22,712	13,531	6,650
February	22,868	13,569	6,697
March	23,018	13,607	6,740
April	23,160	13,633	6,786
May	23,336	13,677	6,854
June	23,440	13,697	6,940

## 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, 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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#### 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.