

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

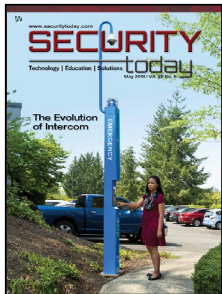
SECURITY TODAY magazine is the product and technology resource for security dealers, integrators and end-users seeking comprehensive security information. Security Today provides coverage for both physical and IT security serving the multi-market industries of suppliers, dealers, and end-users of security products and systems.

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 TODAY MAGAZINE



6 issues in the period
64,791 average circulation

SECURITY TODAY WEBSITE



38,785 average users

SECURITY TODAY SOCIAL MEDIA



See below for Social Media averages

EXECUTIVE SUMMARY

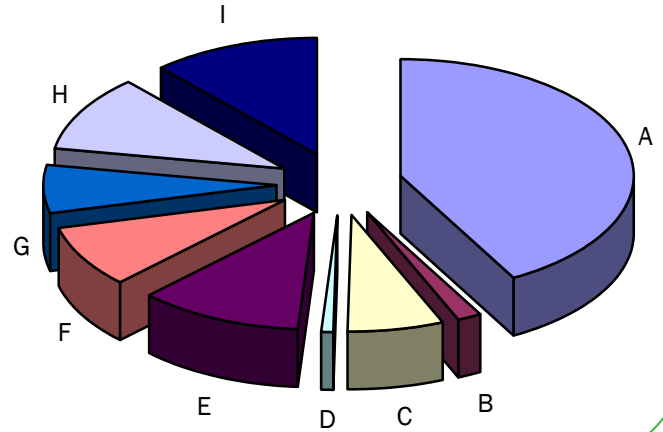
Below are the average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
SECURITY TODAY MAGAZINE (6 issues in the period)	64,790	1	64,791
a. Print	37,379	1	37,380
b. Digital	27,411	-	27,411
1. Requested	15,248	-	15,248
2. Non-Requested	12,163	-	12,163
SECURITY TODAY WEBSITE (Monthly Users with 70,910 average Pageviews)	38,785	-	38,785
SECURITY TODAY SOCIAL MEDIA			
a. Twitter followers	*14,462	-	*14,462
b. Facebook likes	*2,313	-	*2,313
c. LinkedIn group members	*1,743	-	*1,743

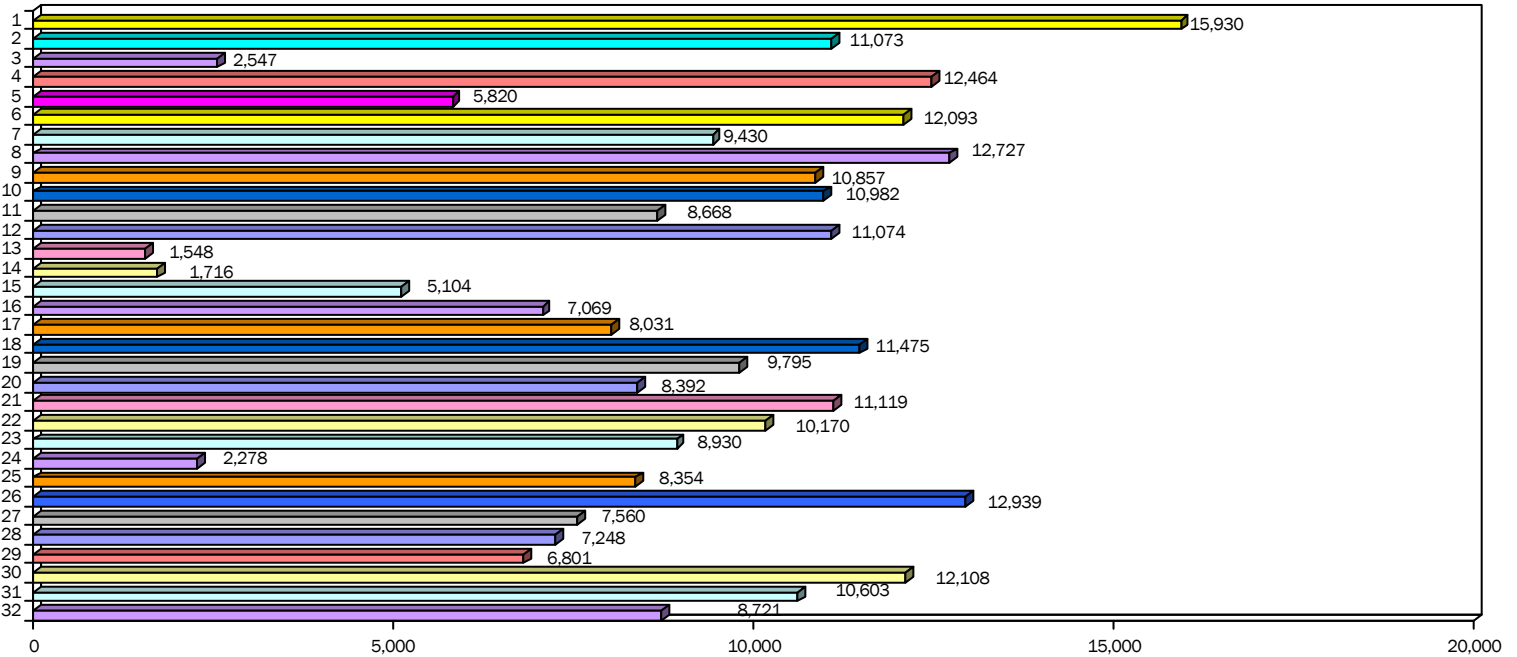
*Social Media claims are cumulative figures, not averages.

3a. Breakout of Qualified Circulation of Business and Industry (Please Refer to Paragraph 3a for Complete Descriptions)

	Business and Industry	Total Qualified	Percent of Total
A	Security Installing Dealer, Security Installing Dealer with Central Station Service/Security Service Installation Firm/Systems Integrators including other Dealers, Installers and Integrators	24,944	42.0
B	Security Product Distributor	983	1.7
C	Security Consultants	3,910	6.6
D	Manufacturer's Rep Firms	501	0.8
	Sub-Total Suppliers of Security Products & Systems	30,338	51.1
E	Industrial or Manufacturing Companies	6,715	11.3
F	Retailing Companies/Service Companies (financial, utilities, builders, transportation)	5,192	8.7
G	Institutional Facilities (health care, education, lodging, entertainment, sports)	4,046	6.8
H	Government/Military	6,131	10.3
I	Other Allied to the Field	6,981	11.8
	Sub-Total End Users of Security Products & Systems	29,065	48.9
	TOTAL QUALIFIED CIRCULATION	59,403	100.0



3a. Supplementary Data for Respondents who Recommend, Specify, and/or Buy the Following Products or Services (Please Refer To Paragraph 3a for Complete Descriptions.)



1. Access Control	15,930	8. Sensors/ Detectors	12,727	15. Security Guard Services	5,104	22. Digital Video Recorders (DVR)	10,170	29. Mobile Communications	6,801
2. CCTV Equipment/ Video Systems & Surveillance	11,073	9. Outdoor/ Perimeter Protection	10,857	16. Security Consultants	7,069	23. Identification Products/ID Badges	8,930	30. IP Video Systems & Surveillance	12,108
3. Integrated Systems	2,547	10. Software	10,982	17. Communication Equipment	8,031	24. IP Video/Network Centric Security	2,278	31. Video Management Systems	10,603
4. Intrusion Alarm & Monitoring	12,464	11. Fire & Safety Protection	8,668	18. Training	11,475	25. Door Hardware/Locks	8,354	32. Cloud Storage	8,721
5. Home Automation/ Sound Equipment/ Theatre	5,820	12. Emergency Response Products/ Services	11,074	19. IT/Network Security	9,795	26. Wireless Technologies	12,939		
6. Batteries/ Power Supplies	12,093	13. Supplies & Dealer Services	1,548	20. Biometrics	8,392	27. Business Continuity/Disaster Recovery Products/Services	7,560		
7. Control Panels/ Annunciators	9,430	14. Cable/ Telephone Services	1,716	21. Card Reader Systems	11,119	28. IP Appliances	7,248		

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	20,805	17,003	-	23,276	14,532	37,808	63.6
II. Request from recipient's company:	168	165	-	289	44	333	0.6
III. Membership Benefit:	-	-	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request):	-	3,802	-	338	3,464	3,802	6.4
V. TOTAL - Sources other than above (listed alphabetically):	13,905	3,555	-	9,213	8,247	17,460	29.4
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	13,905	3,555	-	9,213	8,247	17,460	29.4
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	34,878	24,525	-	33,116	26,287	59,403	100.0
PERCENT	58.7	41.3	-	55.7	44.3	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	124	94	218		Kentucky	374	277	651	
New Hampshire	201	138	339		Tennessee	607	433	1,040	
Vermont	79	33	112		Alabama	427	350	777	
Massachusetts	886	590	1,476		Mississippi	230	169	399	
Rhode Island	126	104	230		EAST SO. CENTRAL	1,638	1,229	2,867	4.8
Connecticut	460	329	789		Arkansas	213	178	391	
NEW ENGLAND	1,876	1,288	3,164	5.3	Louisiana	352	281	633	
New York	2,536	1,657	4,193		Oklahoma	299	271	570	
New Jersey	1,272	829	2,101		Texas	2,523	1,885	4,408	
Pennsylvania	1,453	1,044	2,497		WEST SO. CENTRAL	3,387	2,615	6,002	10.1
MIDDLE ATLANTIC	5,261	3,530	8,791	14.8	Montana	116	81	197	
Ohio	1,310	964	2,274		Idaho	169	108	277	
Indiana	569	509	1,078		Wyoming	51	40	91	
Illinois	1,400	998	2,398		Colorado	676	442	1,118	
Michigan	840	636	1,476		New Mexico	222	171	393	
Wisconsin	586	505	1,091		Arizona	661	434	1,095	
EAST NO. CENTRAL	4,705	3,612	8,317	14.0	Utah	297	193	490	
Minnesota	597	412	1,009		Nevada	297	212	509	
Iowa	323	262	585		MOUNTAIN	2,489	1,681	4,170	7.0
Missouri	588	471	1,059		Alaska	31	48	79	
North Dakota	84	74	158		Washington	394	486	880	
South Dakota	84	86	170		Oregon	230	286	516	
Nebraska	235	197	432		California	2,388	2,819	5,207	
Kansas	308	238	546		Hawaii	53	86	139	
WEST NO. CENTRAL	2,219	1,740	3,959	6.7	PACIFIC	3,096	3,725	6,821	11.5
Delaware	118	93	211		UNITED STATES	32,969	25,714	58,683	98.8
Maryland	1,047	880	1,927		U.S. Territories	120	96	216	
Washington, DC	315	567	882		Canada	3	72	75	
Virginia	1,423	1,287	2,710		Mexico	-	19	19	
West Virginia	143	111	254		Other International	23	379	402	
North Carolina	984	678	1,662		APO/FPO	1	7	8	
South Carolina	439	292	731						
Georgia	1,132	812	1,944						
Florida	2,697	1,574	4,271						
SOUTH ATLANTIC	8,298	6,294	14,592	24.6					
					TOTAL QUALIFIED CIRCULATION	33,116	26,287	59,403	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.SECURITYTODAY.COM

2018	Pageviews	Sessions	Users	Average Session Duration
January	61,271	37,496	26,937	2:04
February	58,575	36,107	26,606	1:57
March	64,822	39,930	30,165	1:36
April	84,489	59,185	48,850	1:03
May	87,128	65,906	56,543	0:51
June	69,178	50,931	43,614	0:52
AVERAGE:	70,910	48,259	38,785	1:23

January - June 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'd 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'd 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 CHANNELS

Security Today Social Media



Twitter followers
<http://twitter.com/SecurToday>



Facebook likes
<http://facebook.com/SecurToday>



LinkedIn group members
<http://www.linkedin.com/in/ralph-jensen-452b353>

2018

Month	Twitter followers	Facebook likes	LinkedIn group members
Beginning Balance	13,725	2,226	1,552
January	13,890	2,247	1,586
February	14,014	2,274	1,621
March	14,132	2,283	1,650
April	14,272	2,299	1,701
May	14,369	2,307	1,714
June	14,462	2,313	1,743

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.

AVERAGE NON-QUALIFIED CIRCULATION:

ALLOCATED FOR TRADE SHOWS AND CONVENTIONS:

2018 Issue	Event	Location	Copies
January	2018 BICSI Winter Conference & Exhibition	Orlando, FL	150
February	MIPS 2018 Milestone Systems PSA-TEC	Las Vegas, NV Denver, CO	25 100
March	National Facilities Management and Technology (NFMT) ISC West	Baltimore, MD Las Vegas, NV	25 500
April	ISC West	Las Vegas, NV	100
May	Electronic Security Expo (ESX) ASSP Safety 2018	Nashville, TN San Antonio, TX	100 15
June	Electronic Security Expo (ESX) Campus Security & Life Safety Summit (CSLS)	Nashville, TN Orlando, FL	100 150

PARAGRAPH 3b:

Communication from Recipient or Recipient's Company (Other Than Request) includes 4 sources of circulation for quantities of 15 copies or -% to 3,014 copies or 5.1%. Other Sources includes 1 source of circulation for a quantity of 17,460 copies or 29.4%, including InfoUSA.

GEOGRAPHIC DISTRIBUTION:

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

QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:



Sign up for a
FREE Subscription

YES, I wish to receive/continue to receive a FREE subscription to Security Today magazine. No

Signature _____ Date _____

E-MAIL (required): _____

FIRST NAME: _____ LAST NAME: _____

COMPANY: _____ TITLE: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____

Complete this form and fax it back to: (972) 487-6770 or subscribe online at securitytoday.com

Or mail completed form to: Security Today, 14901 Quorum Drive, Suite 425, Dallas, TX 75254

1. What is your company's primary business? (check only one)

SUPPLIERS OF SECURITY PRODUCTS AND SYSTEMS:

01 Security Installing Dealer
02 Security Installing Dealer with Central Station Service
03 Security Service Installation Firm
04 Security Product Distributor
05 Security Consultants
06 Manufacturer/Rep Firm
07 System Integrator

END USERS OF SECURITY PRODUCTS AND SYSTEMS:

08 Industrial or Manufacturing Companies
09 Retailing Companies
10 Service Companies (financial, utilities, transportation)
11 Government/Military
12 Institutional Facilities (health care, education, lodging, entertainment, sports)
13 Builders
14 Government/Military
OTHER:
99 Other (specify): _____

2. What is your job function? (check ALL that apply)

01 Executive/Plant/Exec. Owner, Partner, VP, CSO, CEO
02 General Management
03 Public Administration
04 Security/Loss Prevention/Safety Firm
05 IT/Network Security
06 Emergency Planning
14 Business Continuity/Disaster Recovery
07 Risk Management
08 Plant/Facility Operation
09 Installation
10 Engineering/Architecture
11 Consultant
12 Purchasing
13 Sales/Marketing
99 Other (specify): _____

3. Which of the following products or services do you recommend, specify or buy? (check ALL that apply)

01 Access Control
31 IP Video Systems & Surveillance
32 Video Management Systems
33 Cloud Storage
04 Intrusion Alarm & Monitoring
08 Access Control
09 Out-of-Band Protection
13 IT/Network Security
20 Biometrics
21 Card Reader Systems
11 Fire & Safety Protection
12 Emergency Response Products/Services
10 Software
23 Digital Video Recorders (DVR)
24 Identification Products/ID Badges
25 Business Continuity/Disaster Recovery Products/Services
27 IP Applications
16 Security Guard Services
17 Security Consultants
18 Communications Equipment
19 Training
26 Door Hardware/locks
28 Home Antennas/Satellite Equipment/Tracker
02 CCTV Equipment/Video Systems & Surveillance
90 None of the above

PLEASE indicate your primary function by writing the corresponding number from above in the box.

ALL QUESTIONS MUST BE ANSWERED FOR FREE SUBSCRIPTION

*Your e-mail address is used to communicate with you about your subscription, related products and services, and offers from select vendors. Refer to our Privacy Policy at www.lifescan.com/privacy for additional information. V752TR

PUBLISHER'S AFFIDAVIT

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

Kevin O'Grady, President and Group Publisher
Irene Fincher, Director, Audience Development

(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 August 23, 2018
State Texas
County Dallas
Received by BPA Worldwide August 23, 2018
Type BJ
ID Number S297B0J8

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.

FIELD SERVED

SECURITY TODAY serves the multi-market industries of suppliers and end-users of security products and systems including: security installing dealers, security installing dealers with central station services, security installation firms, security products distributors, security consultants, manufacturer's rep firms, systems integrators, industrial/manufacturing companies, retailing companies, service companies (financial, utilities, builders, transportation), institutional facilities (health care, education, lodging, entertainment, sports), government/military installations, other dealers, installers and integrators and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are in executive/corporate management, general management, public administration, security/loss prevention/safety/fire, IT/network security, emergency planning, risk management, plant/facility operations, installation, engineering/architecture, consultants, purchasing, sales/marketing, other functions and functions not available, including company copies.

PURPOSE

This brand report contains a multiple analysis of respondents who recommend, specify and/or buy the following products: access control, CCTV equipment/video systems & surveillance, integrated systems, intrusion alarm & monitoring, home automation/sound equipment/theatre, batteries/power supplies, control panels/annunciators, sensors/detectors, outdoor/perimeter protection, software, fire & safety protection, emergency response products/services, supplies & dealer services, cable/telephone services, security guard services, security consultants, communication equipment, training, IT/network security, biometrics, card reader systems, digital video recorders (DVR), identification products/ID badges, IP video/network centric security, door hardware/locks, wireless technologies, business continuity/disaster recovery products/services, IP appliances, mobile communications, IP video systems & surveillance, video management systems, and cloud storage.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	397
*Allocated for Trade Shows and Conventions	236
All Other	298
TOTAL	931

*See Additional Data

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	64,791	100.0	64,790	100.0	1	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	64,791	100.0	64,790	100.0	1	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Print	Digital	Total Qualified
January	41,973	27,923	69,896
February	41,999	27,954	69,953
March	41,962	27,752	69,714
April	32,114	28,261	60,375
May	33,116	26,287	59,403
June	33,116	26,287	59,403

3a. BUSINESS/OCCUPATION BREAK OUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

This issue is 9.8% or 6,465 copies below the average of the other 5 issues reported in Paragraph 2.

This is a multiple analysis of 28,403 or 47.8% respondents who recommend, specify or buy the products indicated below. (See Question 3 on the Questionnaire used to elicit this data). Since any one respondent may have checked more than one response, the totals may exceed the total circulation. This data is presented for statistical and marketing purposes only.

Business/Industry (Note 1)	Total Qualified	Percent of Total	Print	Digital	Number of Respondents	Access Control	CCTV Equipment/Video Surveillance	Integrated Systems	Intrusion Alarm & Monitoring	Home Automation/Sound Equipment/Theatre	Batteries/Power Supplies	Control Panels/Annunciators	Sensors/Detectors	Outdoor/Perimeter Protection	Software	Fire & Safety Protection	Emergency Response Products/Services	Supplies & Dealer Services	Cable/Telephone Services	Security Guard Services	Security Consultants	Communication Equipment	Training	IT/Network Security	Biometrics	Card Reader Systems	Digital Video Recorders (DVR)	Identification Products/ID Badges	IP Video/Network Centric Security	Door Hardware/locks	Wireless Technologies	Business Continuity/Disaster Recovery Products/Services	IP Appliances	Mobile Communications	IP Video Surveillance	Video Management Systems	Cloud Storage
Security Installing Dealer, Security Installing Dealer with Central Station Service/Security Service Installation Firm/Systems Integrators including other Dealers, Installers and Integrators	24,944	42.0	16,548	8,396	7,803	6,051	4,499	1,217	5,124	2,644	4,886	4,239	5,123	4,385	3,032	2,904	2,642	707	737	1,453	2,453	2,802	2,243	3,286	3,439	4,322	4,165	3,186	1,004	3,065	5,038	2,283	2,842	2,259	4,703	4,142	3,399
Security Product Distributor	983	1.7	675	308	889	587	429	111	383	240	424	314	436	384	315	261	228	73	63	125	178	240	215	294	334	419	389	316	98	305	458	164	250	208	442	373	289
Security Consultants	3,910	6.6	2,446	1,464	2,427	1,617	1,069	211	1,215	570	975	785	1,219	1,080	958	727	833	99	110	609	1,283	819	876	1,189	941	999	927	809	179	752	1,331	952	839	711	1,160	989	879
Manufacturer's Rep Firms	501	0.8	374	127	457	272	205	44	150	95	188	130	183	154	138	131	119	27	23	66	95	116	120	135	153	181	161	126	40	136	204	72	114	86	200	197	139
Sub-Total Suppliers of Security Products & Systems	30,338	51.1	20,043	10,295	11,576	8,527	6,202	1,583	6,872	3,549	6,473	5,468	6,961	6,003	4,443	4,023	3,822	906	933	2,253	4,009	3,977	3,454	4,904	4,867	5,921	5,642	4,437	1,321	4,258	7,031	3,471	4,045	3,264	6,505	5,701	4,706
Industrial or Manufacturing Companies	6,715	11.3	2,823	3,892	5,344	1,687	1,030	201	1,309	477	1,338	1,045	1,468	1,233	2,156	1,277	2,884	142	166	627	609	823	3,109	798	699	1,141	955	966	180	971	1,218	793	589	685	1,281	1,115	844
Retailing Companies/Service Companies (financial, utilities, builders, transportation)	5,192	8.7	2,725	2,467	3,604	2,147	1,498	333	1,778	848	1,659	1,241	1,735	1,512	1,352	1,247	1,290	253	267	950	1,043	1,148	1,354	1,440	1,153	1,443	1,368	1,272	330	1,153	1,777	1,326	1,040	1,057	1,715	1,521	1,350
Institutional Facilities (health care, education, lodging, entertainment, sports)	4,046	6.8	2,539	1,507	2,877	1,465	972	160	990	397	988	673	996	804	1,042	881	1,102	86	132	532	537	767	1,330	917	571	1,049	910	917	156	842	1,107	734	596	680	1,047	905	678
Government/Military	6,131	10.3	1,978	4,153	4,215	1,752	1,129	177	1,242	422	1,344	791	1,283	1,078	1,639	960	1,663	88	132	587	681	1,112	1,894	1,424	904	1,312	1,062	1,125	178	949	1,481	1,013	801	963	1,267	1,087	884
Others Allied to the Field	6,981	11.8	3,008	3,973	787	352	242	93	273	127	291	212	284	227	350	280	313	73	86	155	190	204	334	312	198	253	233	213	113	181	325	223	177	152	293	274	259
Sub-Total End Users of Security Products & Systems	29,065	48.9	13,073	15,992	16,827	7,403	4,871	964	5,592	2,271	5,620	3,962	5,766	4,854	6,539	4,645	7,252	642	783	2,851	3,060	4,054	8,021	4,891	3,525	5,198	4,528	4,493	957	4,096	5,908	4,089	3,203	3,537	5,603	4,902	4,015
TOTAL QUALIFIED CIRCULATION	59,403	100.0	33,116	26,287	28,403	15,930	11,073	2,547	12,464	5,820	12,093	9,430	12,727	10,857	10,982	8,668	11,074	1,548	1,716	5,104	7,069	8,031	11,475	9,795	8,392	11,119	10,170	8,930	2,278	8,354	12,939	7,560	7,248	6,801	12,108	10,603	8,721
PERCENT	100.0		55.7	44.3	47.8	26.8	18.6	4.3	21.0	9.8	20.4	15.9	21.4	18.3	18.5	14.6	18.6	2.6	2.9	8.6	11.9	13.5	19.3	16.5	14.1	18.7	17.1	15.0	3.8	14.1	21.8	12.7	12.2	11.4	20.4	17.8	14.7

Note 1: Qualified recipients are Executive Management (President, Owner, Partner, VP, CSO, CISO), General Management, Public Admin, Security/Loss Prevention/Safety/Fire, IT/Network Security, Emergency Planning, Risk Management, Plant/Facility Operation, Installation, Engineering/Architecture, Consulting, Purchasing, Sales/Marketing, Other functions, functions not available, and company copies.