

securitymagazine.com

# SECURITY

Business Media for Security Executives

## 2010 INTEGRATED MEDIA PLANNER

In Print – Online – In Person



### NEW FOR 2010!

- Advertising Investment Rewards (AIR) program • BPA-audited Web audience
- Buyer's Guide print edition • Custom eNewsletter sponsorships
- Security 500 Webinar • Top 25 Most Influential People Webinar

**Your industry's #1 executive marketing brand\***  
featuring a 100% management magazine circulation.\*\*

**#1** in advertising pages\*

**#1** in advertising companies\*

**#1** in advertising market share\*

\*Source: IMS Print advertising data, Jan.- Aug. 2008.  
\*\*December 2009 BPA Circulation Statement.

## Your Marketing and Media Partner for Reaching Enterprise Security Leaders...

Since our re-launch in July 2006, **Security**, the Business Media for Security Executives, has uniquely focused on solutions for enterprise-level security leaders to better align security with their organization's goals, leverage technology, and achieve measurable results.

Led by editor Diane Ritchey and editor emeritus Bill Zalud, and with input from our Advisory Board of industry luminaries and thought-leading columnists, **Security** delivers powerful management insights to help our subscribers (your customers) excel in their jobs.

### The best of 2009 plus NEW MEDIA for 2010:

- **Advertising Investment Rewards (AIR) program:** Earn credits for advertising and sponsorships with every dollar you invest in 2010 — as much as 15% more!
- **BPA-audited website traffic:** *Security* now reports BPA-audited web traffic on our circulation statements for stronger value and results from your online advertising investments!
- **Custom eBlasts & eNewsletters:** Utilize our responsive subscriber e-mail list to promote your products in a unique eNews format.
- **SecurityXchange Enterprise returns!** Meet face-to-face with key decision-makers and brand specifiers Feb. 7-10 in Carefree, Arizona.

These are just a few reasons why more advertisers invest with **Security** than in any other media! To discuss a 2010 program that delivers your marketing goals, please contact us today.



## Your Business Media for Reaching Security Executives:



**Security Magazine:** The business magazine for security executives. 35,006 management-level subscribers.<sup>1</sup>



**Solutions By Sector:** Integrated media sponsorship with editorial devoted to channel and enterprise buyers in five key vertical sectors. Includes print, microsite and eNewsletter advertising.



**TSI eNewsletter:** More than 24,000 active security channel and end-user opt-in subscribers focused on systems integration solutions and trends.<sup>2</sup>



**Custom eNewsletters:** Your sole-sponsored e-mails deploy direct to *Security's* responsive subscriber list.



**Security eNewsletter:** More than 19,000 subscribers in end-user organizations focused on enterprise solutions, issues and technology.<sup>2</sup>



**Securitymagazine.com:** The BPA-audited business website for security executives. Serving an average 15,000+ unique browsers<sup>3</sup> each month with solutions and technology.



**Webinars:** Popular Web-based educational sessions provide sponsors with thousands of impressions and high-quality leads.



**Securing New Ground:** The one conference dedicated to the business of security—providing valuable face time with decision-makers, financiers, executives and thought leaders.



**Security 500 Conference:** The must-attend executive networking event for the best of the best in security organizations.




**SecurityXchange:** The exclusive conference that guarantees productive and customized one-on-one meetings with senior executives at Security 500 firms.


<sup>1</sup> BPA Circulation Statement, December 2009. <sup>2</sup> Publisher's own data. <sup>3</sup> BPA Interactive, Average July-Dec. 2009. IMS Data, Jan.-Aug. 2008.

# The Security Executive Audience...

**Security is your media and marketing partner – powerfully positioned to achieve your branding, direct response and sales goals through integrated print, eMedia and face-to-face advertising solutions.**

PRINT SOLUTIONS	
Media	Audience <sup>1</sup>
January Issue	35,006
February Issue	35,006
February Solutions By Sector	6,000*
March Issue	35,006
April Issue	35,006
April Solutions By Sector	6,000*
May Issue	35,006
June Issue	35,006
June Solutions By Sector	6,000*
July issue	35,006
August issue	35,006
September issue	35,006
September Solutions By Sector	6,000*
October issue	35,006
November issue	35,006
November Solutions By Sector	6,000*
December issue	35,006
<b>SECURITY subscribers are 93% request and 100% management by title.<sup>1</sup></b>	

ONLINE MEDIA		
Month	Impressions <sup>2</sup>	Unique <sup>2</sup>
January 2010	46,658	18,670
February 2009	38,380	15,825
March 2009	47,297	17,910
April 2009	40,626	16,401
May 2009	36,672	14,610
June 2009	39,824	14,972
July 2009	39,384	15,314
August 2009	35,181	14,237
September 2009	37,148	14,024
October 2009	41,476	16,649
November 2009	51,331	18,303
December 2009	41,361	16,231
Now BPA audited, SECURITY online media generates an <b>average 40,000+ impressions<sup>2</sup> and nearly 400 click-throughs</b> each month.*		
<p>Marketing opportunities include Button Ads, Banner Ads, Skyscraper Ads, Video and Rich Media Ads, Showrooms, Newswire Posts, White Paper Posts, Blog Sponsorships, Product of the Week and more!</p> 		

eNEWSLETTERS & DIGITAL	
Media	Impressions*
TSI eNewsletter (2x/month)	24,000
SECURITY eNewsletter (2x/month)	19,000
Custom eNewsletter / subscriber e-mail blast	15,000
eProduct Showcase	15,000
Digital Edition Delivery	15,000
<p>Banners, Buttons, Text, Video, White Paper and classified advertising is available. eNews subscribers are <b>100% opt-in.*</b> Average <b>open rate 17.5%</b> generating <b>1,400+ average monthly click-throughs.*</b></p> 	

LIVE EVENTS	
Event Sponsorship	Impressions*
Security 500	300,000
SecurityXChange	500,000
Securing New Ground	300,000
Educational Webinar	100,000
Event	Bonus Distribution*
ASG Security Summit	+250
ISC West	+500
ISC West Security Solutions	+2,500
NFPA	+250
ESX	+250
AFSE	+250
ASIS	+1,000
ASIS Security Solutions	+2,500
ISC East	+500
SECURITY media connects you with executive-level decision-makers at trade shows and networking conferences across the country.	

<sup>1</sup> Publisher's Projection as of February 2010. November 2009 Total Qualified = 35,006.

<sup>2</sup> BPA Interactive. \* Publisher's own data.

# The Business Magazine for Security Executives.



**Security reaches more North American Security and Loss Prevention Management subscribers than any other market publication!<sup>1</sup>**

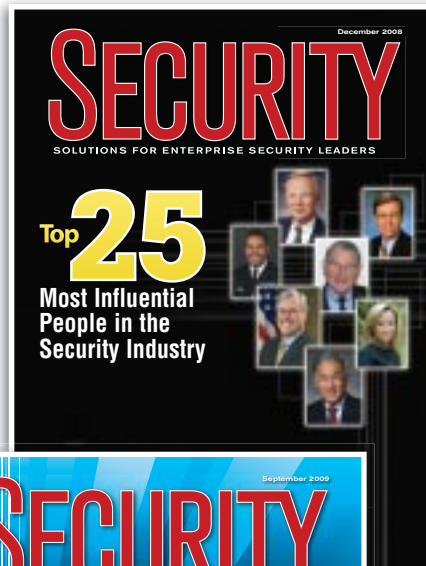
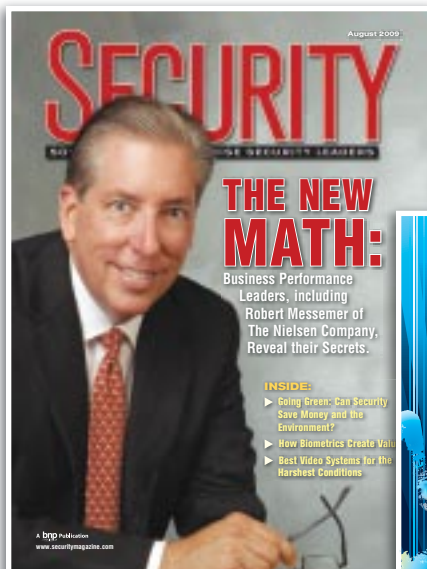
**Q: Why should *Security* be our #1 advertising choice?**

**A: By every objective media buying measure, *Security* is the #1 media for advertisers! <sup>1</sup>**

*Security* Magazine has uniquely captured the **business-minded security executive** charged with **managing enterprise-wide security** for their organizations. Our combination of powerful editorial, high readership and quality circulation has positioned *Security* as the clear market leader in all the major media buying categories:

- #1 in security & loss prevention management circulation<sup>1</sup>
- #1 in management-by-title circulation<sup>1</sup>
- #1 in published ad pages<sup>2</sup>
- #1 in share of market<sup>2</sup>
- #1 in advertising companies<sup>2</sup>

**35,006 subscribers receive *Security* in print.<sup>3</sup>**



**Q: How did *Security* become #1?<sup>1</sup>**

**A: We listened to our reader - your customer!**

Since our relaunch in July 2006 as The Business Magazine for Security Executives, *Security* has focused its editorial on solutions for enterprise-level security leaders. They depend on Diane Ritchey and her editorial team for vital information to excel in their jobs and make strategic buying decisions. Each issue delivers key insight to security executives by combining leadership-focused cover stories, thought-leading columnists and business-focused feature articles.

**Great editorial generates great readership! *Security* magazine has since become a market leader in quality<sup>1</sup> with 35,006 BPA-audited subscribers.<sup>3</sup> This is why *Security* is #1 for enterprise security leaders and marketers!<sup>1</sup>**

**Q: The results?**

**A: More advertisers choose *Security* than any other publication!<sup>2</sup>**

More security industry marketers invest their advertising dollars in *Security* than in any other end-user publication.<sup>2</sup> In 2007 and 2008, *Security* ranked #1 in advertising pages, advertising share of market and number of advertisers.<sup>2</sup>

Marketers choosing *Security* receive much more than just the industry's leading magazine. You receive a powerful marketing company that delivers your important brand and marketing messages efficiently and effectively.

By every media buying comparison, *Security* is the #1 advertising choice for marketers.<sup>1</sup> Let the power and knowledge of *Security* Magazine work for you.

<sup>1</sup> Publisher's own data.

<sup>2</sup> IMS Data.

<sup>3</sup> Security BPA Circulation Statement, December 2009.



# In Print and Beyond: Multi-media extends the *Security* magazine brand!

Extend your print advertising with exclusive digital sponsorships of six of the year's most-read *Security* editions. Contact your sales rep to learn more about these key issues and digital magazine sponsorships.



**Securing the Global Enterprise**  
*January*  
Issues, concerns, business factors and technologies that educate and armor security leaders as they succeed throughout the year.



**Innovations and Technology Issue**  
*September*  
Our 5th annual look at new technologies defined with links to potential applications and real-time uses.



**Total Facility Security in 5 Key Industries**  
*March*  
Valuable ROI information covers what's working, what's not, threat and business changes and coping strategies.



**Security 500 Issue**  
*November*  
This 5th annual ranking lists organizations by assets, people, compliance needs and budgets.



**The Leadership Issue**  
*July*  
The Security Executive Council highlights top security leaders and their thinking on investment, return, technology and leadership characteristics.



**Top 25 Most Influential Executives**  
*December*  
*Security* identifies the most influential people who have impacted the industry in this 5th annual report.

## 2010 *Solutions By Sector*

High-impact print and online special reports are focused on critical markets targeting both the channel and end-user decision-maker. Each report is distributed with *Security* and *SDM*, promoted via eNews and appears as a microsite.

Each *Solutions By Sector* report focuses on best practices within each market and features roundtable discussions with industry leaders, case studies and new technologies. Plus interviews with and opinion by channel and end-user executives. Reports will also highlight sector-specific issues and trends.



**February:**

Industrial & Regulated  
Manufacturing

**April:**

Utilities & Critical  
Infrastructures

**June:**

Universities & Campuses

**September:**

Government: Federal,  
State & Local

**November:**

Healthcare

**Sponsorship Package:**  
**\$3,500 net with a full-page ad in print**

**\$2,500 net with any fractional ad in print**

1. 120 x 60 Advertising Sponsorship Ad on the Vertical Sector Microsite for one-year
2. 125 x 125 Advertising Button on eNewsletter style Vertical Sector Report sent to over 55,000 opt-in subscribers<sup>1</sup>
3. Four-color advertisement in Vertical Sector Special Report
4. Your logo on all media promoting the series:
  - Printed ad pages in *SDM* and *Security* promoting the series to over 63,500 subscribers<sup>2</sup>
  - *TSI*, *SDM*, and *SEC* eNewsletters promoting the series to over 55,000 opt in subscribers<sup>1</sup>

<sup>1</sup> Publisher's own data.

<sup>2</sup> December 2009 BPA Circulation Statements. *Security* TQ: 35,006. *SDM* TQ: 28,504.

# Editorial Leadership! Industry-recognized Columnists & Editors.

**Security:** The Business Magazine for Security Executives, is led by Editor Diane Ritchey and her experienced and knowledgeable team of editors and columnists and the *Security* advisory board. *Security* is designed and written for security executives, and provides management-focused features, columns and trends for security executives in health care, government, education, utilities, manufacturing and other businesses and industries who seek solutions to their security needs.

## Columnists



**Get Into Access and ID**  
**Joel Jensen, associate director of security, Minnesota State University**  
Joel offers readers insight into building and maintaining successful access control and identification systems.



**Leadership and Management**  
**Robert Hayes, Security Executive Council**  
Focusing on critical issues facing security leaders, Bob Hayes and the Council's faculty shares solutions unavailable from any other source.



**Video In Focus**  
**David Elliott, CISSP/Project Management Professional**  
David Elliott provides insight into the video surveillance market, with his more than 25 years of experience in video technology and IP surveillance. He is a Certified Information Systems Security Professional (CISSP) and a Project Management Professional (PMP). He has worked with local, state and Federal Government organizations and Fortune 500 companies.



**Trends**  
**Mark McCourt, publisher, Security Magazine**  
In his Trends Column, Mark provides a unique slant on the current and future of security management, including business metrics, new technology and leadership skills.



## Editorial



**Diane Ritchey, editor, Security Magazine**  
Diane Ritchey has an experienced background in magazine publishing, having previously served as Editor of an industry leading business publication. Her unique experience will continue to provide solutions to *Security* magazine's readers.



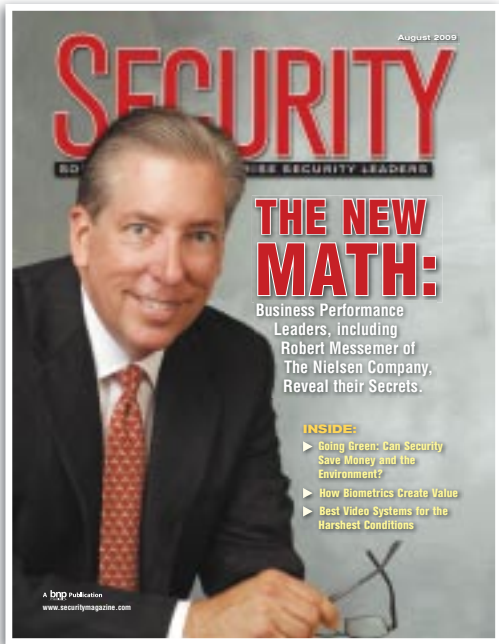
**Bill Zalud, editor emeritus, Zalud Report, Security Magazine**  
With more than three decades in the industry, Bill has an insider view of the security profession and technologies but with an honest and balanced twist.

## Security Advisory Board

- Advising editors on topics and trends.**
- Elizabeth Lancaster**  
Director of Member Services  
Security Executive Council
  - Richard A. Lefler**  
Former Vice President,  
Global Security, American Express  
Dean, Security Executive Council Emeritus  
Faculty
  - John S. Martinick**  
CPP Director, Corporate Security  
International Truck and Engine Company
  - Michael McCann**  
President, McCann PS  
Former Chief of Security for the United Nations
  - W. Barry Nixon**  
SPHR, Executive Director  
National Institute for the Prevention of  
Workplace Violence
  - Karl Perman**  
Manager, Corporate Security Programs  
Exelon Corp.  
Member, Security Executive Council
  - C. Dave Shepherd**  
CEO of Readiness Resource Group
  - Dennis Treece**  
Director, Corporate Security  
Massachusetts Port Authority
  - Bryan Warren**  
Director of Corporate Security  
Carolinas HealthCare System
  - Dean Alexander**  
Professor of Homeland Security  
Western Illinois University
  - Ted Almay**  
CSO  
Deloitte
  - Sean Ahrens**  
CPP, CSC Project Manager  
Security Consulting & Design Services  
Schirmer Engineering
  - Maria Chadwick**  
Director of Surveillance  
Wynn Casinos
  - Bertram Cowan**  
Partner  
Competitive Insights
  - Sandi Davies**  
Executive Director  
International Foundation for Protection Officers
  - Jack Dowling**  
CPP, PSP Principal  
JD Security Consultants  
Security Program Specialist  
Philadelphia University
  - Guy Grace**  
Manager, Security and Emergency Planning  
Littleton (Colo.) Public School District
  - Sandra Jones**  
Co-founder, Securing New Ground

# The *Security* Executive Audience...

A powerful, responsive North American print circulation.



**Trust the *Security* Audience Advantage.**

**Purity.** 93% of subscribers receive *Security* based on a request.\*

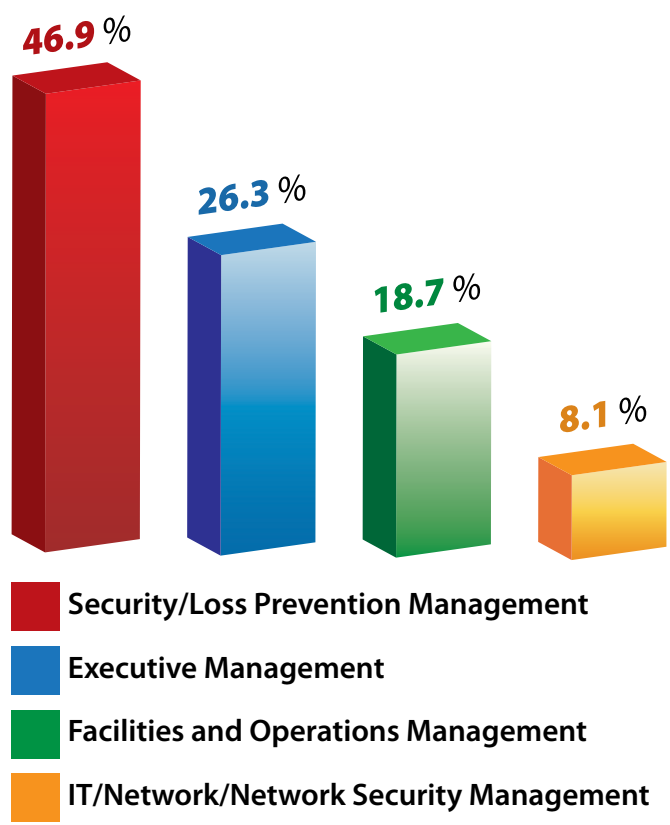
**Power.** 100% of *Security* subscribers are management-by-title.\*

**Penetration.** *Security* targets more Security & Loss Prevention managers than any other market publication.\*\*

## Your ads engage volume buyers\*\* of security technologies, systems, products and services in these key markets:\*

- Utility/Power/Gas/Nuclear/Water
- Information Technology/Communications
- Airports
- Transportation/Logistics/Distribution/Warehousing
- Construction/Real Estate/Property Management
- Education/University/School/Library/Museum
- Health Care/Hospital/Medical Center
- Government/Correctional Facilities
- Industrial/Manufacturing
- Banking/Finance/Insurance
- Casino/Hotel/Arenas/Entertainment
- Retail/Restaurant/Foodservice
- Security Systems Integrator
- Security Management/Consulting
- Architectural/Engineering/Contract Firm

## Your ads reach 35,006 enterprise-wide decision-makers:\*



\* December 2009 BPA Circulation Statement. TQ: 35,006.  
 \*\* Publisher's own data.

# Security Magazine 2010 Editorial Calendar

Issue:	January	February	March	April	May	June	July
Ad Close Date	December 3, 2009	January 5, 2010	February 2, 2010	March 4, 2010	April 2, 2010	May 3, 2010	June 2, 2010
<b>Special Feature</b>	Securing the Global Enterprise	Guarding Special Report plus Top Guard Companies	Total Facility Security in 5 Key Industries	The Integrator as Partner	5th Annual CEO Survey: Security Performance Report Card	Public/Private Security Projects & DHS Outlook/Overview	The Leadership Issue
<b>Enterprise Services</b>	Mass Notification & Emergency Management	Asset Tracking Solutions	Systems Integration: Cyber & Physical	Cyber Convergence with Physical Security: Working with VARS & IT Sis.	Securing the Supply Chain	High Tech Guard Systems Impact on Productivity/Cost	Fire & Life Safety Best Practices & Regulatory Issues
<b>Access Management</b>	Perimeter Protection	Lobby Security & Visitor Management	Remote Access Management Solutions	Parking Lot & Garage Security	Managing Temporary Workers & Contractors	Facility Access Control Programs	Beyond Security: Access Systems' Not So Obvious Benefits
<b>Surveillance Solutions</b>	H.264's Impact on Surveillance	The Top 10 Video Management Software	Analytics Trends & Benefits	Storage Options & Requirements	MegaPixel Best Applications	Intelligent Video Solutions	Wired & Wireless Transmission Options
<b>Identity Management</b>	New Printer Technologies	Market Specific Solutions: Best for 5 Sectors	Converging Cyber with Physical ID	ID Management in Highly Sensitive Areas	Analytics Update: Facial, Bio & Voice Recognition	Smart Card Update: Adding More Tech & Features	E-mail Encryption & IT Network Security Integrated with IDs
<b>Vertical Sector Focus</b>	Utilities/Energy/ Nuclear	Retail, Restaurants & Foodservice	Corporate/ Property & Facility Management	Healthcare/ Hospitals/Pharma/ Medical Centers	Universities & College Campuses	Supply Chain/ Transportation/ Distribution & Warehousing	Hospitality & Service Industry
<b>Solutions by Sector with SDM</b>		<i>Industrial &amp; Regulated Manufacturing</i>		<i>Utilities &amp; Critical Infrastructures</i>		<i>Universities &amp; Campuses</i>	

Issue:	January	February	March	April	May	June	July
<b>BONUS Show Distribution</b>	Barnes Buchanan Conference, Feb. 4-6, Palm Beach, FL	SecurityXchange, Feb. 7-10, Carefree, AZ	ISC West, March 24-26, Las Vegas ASG Security Summit 2010	PSA-TEC	NFPA, June 7-10, Las Vegas	NASS-ESX-CSAA/ NBFAA, June 14-18, Pittsburgh	AFSE
<b>FREE Advertiser Bonuses</b>	Corporate Profile	Product of the Week 1/2-pg. Profile in Guarding Special Report	ISC West Show Exhibitor Showcase ISC West Show eProduct Showcase	AdScore Readership Study	\$1,000 Webinar Credit	Corporate Profile	Securitymag.com Whitepaper Posting
<p><b>ISC West Show Triple Play!</b> Get a FREE 4/c Profile or Ad in our ISC West Show supplement when you advertise two or more full pages in the first quarter.</p> <p><b>March: ISC West Show Daily!</b> Generate more leads by advertising in our exclusive ISC West Show Daily publications.</p>							

**PLUS!** 13-time contract advertisers will receive our unique subscriber census sales leads. During the year, *Security* polls its readers to learn about upcoming security projects, purchase plans and budget information. We share that information with you through your custom sales lead dashboard. Simply log in and download your new leads, FREE, from *Security*!



# Complete Market Coverage.

Issue:	August	September	October	November	December	Buyers Guide
Ad Close Date	July 6, 2010	August 3, 2010	September 7, 2010	October 1, 2010	November 3, 2010	November 3, 2010
<b>Special Feature</b>	The Human Factor: Workplace Violence, Privacy & Policy	5th Annual Innovations & Technology Issue	Solving The Big 3: Loss Prevention Asset Tracking IP Theft	The Security 500 <small>SECURITY</small> <b>500</b>	<b>TOP 25 MOST INFLUENTIAL</b> Top 25 Most Influential People in Security	 <p><b>Display Advertiser Bonuses:</b></p> <ul style="list-style-type: none"> <li>• Boldface Basic Listing in print &amp; digital edition</li> <li>• Live Web and E-mail links</li> <li>• 4/c logo in print, digital supplier section and online</li> <li>• Improved online search ranking (appear 2nd)</li> <li>• Unlimited product listings</li> </ul> 
<b>Enterprise Services</b>	Systems Integrators: Advice from the Top 10	Monitoring Solutions	Training & Education	Systems Integration: Green Architecture & Engineering	Risk Management & Insurance Planning	
<b>Access Management</b>	Biometric Access Systems	Facility Access Control Programs	Guardhouses & Modular Buildings	The Top 10 Fences	The Doors! Door Security Solutions	
<b>Surveillance Solutions</b>	Monitoring Options & Programs	Applications that Transcend Security	Outdoor Systems	Winning Video System Maintenance Programs	Outlook 2011: New Video System Showcase	
<b>Identity Management</b>	People Tracking Solutions	Beyond Security: What Else Can Your Card Do?	Enterprise-wide ID Card Printing Solutions	Managing Temporary Workers & Their Temporary IDs	RFID Card Readers & Applications	
<b>Vertical Sector Focus</b>	Petrochemical/Pharma Mfg/Chemical/Highly Regulated Mfg	Civil Government Facilities, Museums, Libraries & Public Spaces	K-12 Education	Banking/Finance/Insurance	Public Transportation: Air, Sea & Land	
<b>Solutions by Sector with SDM</b>		<i>Government: Federal, State &amp; Local</i>		<i>Healthcare</i>		

Issue:	August	September	October	November	December	Buyers Guide
<b>BONUS Show Distribution</b>		CEDIA, Sept. 23-26, Atlanta	ASIS, Oct. 12-15, Dallas ISC East	Securing New Ground Security 500 Conference		Major Industry Trade Shows and Events
<b>FREE Advertiser Bonuses</b>	Security eNews Tile Ad	ASIS Show Exhibitor Showcase ASIS Show eProduct Showcase	TSI eNews Tile Ad	Security 500 Report and Listings	50% off Buyers Guide Display Ad	Advertiser Listing Package
		<p><b>ASIS Show Double Play!</b> Get a FREE 4/c Profile or Ad in our ASIS show supplement when you advertise two or more full pages in Aug./Sept.</p>				

## 2010 AIR Program & FREE Advertiser Bonuses

### Earn....invest.

Earn bonus media dollars with every dollar you invest. Starting at only a \$5,000 commitment, your organization will earn credits for additional marketing or advertising programs. Your advertising dollars will go further with Security Media Group than with any other media company - in print, online and in person.

You can choose to sign an annual contract for 2010 advertising and marketing and gain the full benefits of your Rewards program immediately, or earn marketing dollars monthly during the year. Either way, each dollar you invest with Security Media Group will be rewarded with additional dollars to help you exceed your branding, lead generation and sales goals.

**NEW!**

Advertising and Marketing Invested	Rewards Dollars Earned		
		At Minumum	At Maximum:
\$5,000-\$20,000	4%	\$200	\$800
\$20,001-50,000	6%	\$1,200	\$3,000
\$50,001-\$100,000	8%	\$4,000	\$8,000
\$100,001-\$200,000	10%	\$10,000	\$20,000
\$200,001+	12%	\$24,000	\$60,000



### FREE Corporate Profile

(Jan., June)

All Full-page or larger display advertisers receive a 1/2-page Corporate Profile space. Includes 200 words plus a 4/c photo of your choice.



### FREE Top Guarding Companies Profile

(Feb.)

Full-page advertisers in February may receive a 1/2-page Product Profile in our Top Guarding Companies special section.



### New! FREE Product of the Week

(Feb.)

Advertise with a full-page or larger and you will be featured in 2010 as our exclusive online Product of the Week.



### FREE Exhibitor Showcase

(March, Sept.)

Display advertisers running a full-page or larger earn a 1/6-page showcase in our ISC West issue. Includes a 4-color photo and 50-word description. Our March issue is targeted for ISC West, and September for ASIS!



### ISC West Show Triple Play Package

(Jan.-March)

Receive a FREE 1-Page Profile or 1-Page Ad in our ISC West show "Security Solutions" Special Supplement when you advertise two or more pages in the first quarter.



### New! FREE White Paper Posting

(July)

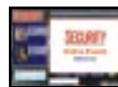
Advertise with a full-page or larger and your expert white paper will be hosted on our Web site and promoted to our 100% opt-in eNews circulation.



### FREE AdScore Readership Study

(April)

A \$2,500 value, the AdScore Readership Study reports our subscribers' opinions of all ads in April.



### FREE \$1,000 Webinar Credit

(May)

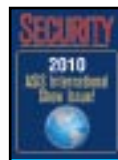
Run a full page ad and earn a \$1,000 Credit toward a 2010 Webinar.



### FREE Security eNews Tile Ad

(Aug.)

Full-page or larger advertisers earn a credit for a FREE 125x125 eNews Tile Ad to be used during 2010 on any Security eNews edition. A \$2,000 Value.



### ASIS Expo Double Play Package

(Aug.-Sept.)

Advertise in the August PLUS September Issue with 2 or more full pages and earn a FREE 1-Page Profile or 1-Page Ad in our ASIS "Security Solutions" Supplement.



### FREE eProduct Showcase Ad

(March, Sept.)

Full-page or larger advertisers receive a FREE eProduct Showcase Ad, including 50-words and one 4-color image, which we'll eblast to all Security subscribers. The March Showcase is targeted for ISC West!



### FREE TS/ eNews Tile Ad

(Oct.)

You earn a credit for a FREE 125x125 eNews button to be used during 2010 on any Today's Systems Integrator eNews edition. A \$2,000 Value! Run a full-page ad or larger to qualify.



### FREE Security 500 Report & Listings

(Nov.)

All full-page advertisers receive the Security 500 largest enterprise security operations database on CD and will be listed online as a sponsor.

# 2010 Print Advertising Rates...

Combine print, online and event marketing for discounted integrated media packages!

Black & White Rates				
Ad Size	1x	6x	12x	24x
Full Page	\$4,600	\$4,300	\$4,000	\$3,700
Jr. Spread	\$4,600	\$4,300	\$4,000	\$3,700
2/3 Page	\$3,400	\$3,200	\$3,000	\$2,800
1/2 Page Diagonal	\$3,400	\$3,200	\$3,000	\$2,800
1/2 Page Island	\$2,900	\$2,750	\$2,600	\$2,450
1/2 Page	\$2,700	\$2,550	\$2,400	\$2,250
1/3 Page	\$1,800	\$1,700	\$1,600	\$1,500
1/4 Page	\$1,500	\$1,450	\$1,400	\$1,350

Color Rates	
Per advertising insertion. Color rates are in addition to B&W space rates:	
Standard 2 Color	\$450
Matched Color	\$700
Metallic	\$800
Four-Color per page or less	\$1,000
Four-Color per spread	\$1,750

Cover Rates	
12x Only	
Inside Front	\$5,750
Inside Back	\$5,500
Back Cover	\$6,000

## Display Ad Sizes

Run of book (bleed)	Width	Depth
spread (gutter bleed)	16"	10 <sup>3/4</sup> "
full page	8 <sup>1/8</sup> "	10 <sup>3/4</sup> "
Jr. spread	16 <sup>1/4</sup> "	5 <sup>1/4</sup> "
2/3 page	5 <sup>1/8</sup> "	10 <sup>3/4</sup> "
1/2 page island	5 <sup>1/8</sup> "	8 <sup>1/8</sup> "
1/2 page vertical	3 <sup>7/8</sup> "	10 <sup>3/4</sup> "
1/2 page horizontal	8"	5 <sup>1/4</sup> "
1/3 page vertical	2 <sup>3/4</sup> "	10 <sup>3/4</sup> "
1/3 page square	5 <sup>1/8</sup> "	5 <sup>1/4</sup> "
1/4 page	4"	5 <sup>1/4</sup> "

Run of book (non-bleed)	width	depth
spread (gutter bleed)	15"	10"
full page	7"	10"
Jr. spread	14"	4 <sup>5/8</sup> "
2/3 page	4 <sup>1/2</sup> "	10"
1/2 page island	4 <sup>1/2</sup> "	7 <sup>1/2</sup> "
1/2 page vertical	3 <sup>3/8</sup> "	10"
1/2 page horizontal	7"	4 <sup>5/8</sup> "
1/3 page vertical	2 <sup>1/8</sup> "	10"
1/3 page square	4 <sup>1/2</sup> "	4 <sup>5/8</sup> "
1/4 page	3 <sup>3/8</sup> "	4 <sup>5/8</sup> "

**Diagonal bleed ad (no bleed on diagonal edge)**

	width	depth	across
1/2 diagonal	8 <sup>1/8</sup> "	10 <sup>3/4</sup> "	13 <sup>1/4</sup> "

For complete ad specifications, visit us online at securitymagazine.com or contact Jessica Kalef at (248) 786-1641, kalefj@bnpmedia.com.

**Final Trim Size: 7 7/8" w x 10 1/2" h**

**Platforms:** Macintosh preferred. (PC accepted, however those fonts will be replaced with Mac versions.)

**Preferred File Formats:** InDesign, Quark, Photoshop and Illustrator files accepted. High-resolution, print-ready PDFs are also accepted.

**Images/Photos:** Save in 300 dpi as TIFF, PSD or EPS. Do NOT compress graphics using JPEG or LZW.

**Colors:** Images must be CMYK unless a spot color has been purchased.

**Electronic Submission:** CD-ROM disks accepted. Email and FTP options should be discussed with production manager.

**Proofs:** A screened contract-quality proof created from the final electronic file must be submitted with each color ad. Kodak-approval proofs preferred. Iris or other SWOP Standard proofs accepted. Color cannot be guaranteed unless an acceptable proof is provided. Please supply B&W laser printout for B&W ads.

**Ad Size:** Crop marks for full-page ads should be at trim size 7 7/8" w x 10 1/2" h. Bleed ads should extend beyond trim crop marks by 1/8" on each side. Vital matter must be kept at least 1/4" away from trim edges. Fractional ads should match dimensions indicated elsewhere on this rate card.

**Inserts – Supplied Size:** Please contact Jessica Kalef, Production Manager for specifications, paper stock and required insert quantity. To insure proposed inserts conform to current postal and bindery requirements, two samples must be provided for review and approval prior to printing.

**Shipping Instructions**

Send all contracts, insertion orders, printing material and instructions to: Jessica Kalef, Production Manager  
2401 W. Big Beaver Rd., Suite 700, Troy, MI 48084  
Phone: 248-786-1641 / Fax: 248-283-6571  
Email: kalefj@bnpmedia.com

**Terms**

Invoices are payable in U.S. funds only. Net 30 days. 1% per month service charge thereafter (1/2% in Texas). Advertisements originating outside of the U.S. must be pre-paid. Extension of credit is subject to the approval of the credit department. First-time advertisers are required to provide credit information or prepayment at the start of their advertising program.

Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees.

**Cancellations**

Advertising cancelled after closing date will be subject to a cancellation charge of \$600.00. Publisher will not be bound by any conditions printed or otherwise, appearing on order blanks or copy instructions, when such conditions conflict with publisher's announced policies.

**Publishers Liability**

Advertisers and advertising agencies assume liability for all content (including text, representation, and illustrations) of advertisements printed, and assume responsibility for all claims arising there from made against the publisher. The publisher reserves the right to reject any advertising not in keeping with the publication's standards or the publication's best interest as a business. Publisher reserves the right to select ad location unless advertiser pays for preferred position.

# securitymagazine.com High-traffic Online Media



Now a BPA-audited website, securitymagazine.com generates 40,000+ impressions to more than 15,000 unique browsers each month.\* Make sure your brand influences every security leader who prefers to read

their news online.

## Skyscrapers

**\$1,150 net/month or \$11,500 net/year**

*Specs: 120x600 pixels, 256 colors or less, 72 dpi .jpg or .gif. Max size 40K.*

## Sponsorships

**\$1,000 net/month or \$10,000 net/year**

*Specs: 120x60 pixels, 256 colors or less, 72 dpi .jpg or .gif. Max size 40K.*

## Banners

	Per Month	Annual
Top (Rotating)	\$1,200 net	\$12,000 net
Bottom (Rotating)	\$800 net	\$8,000 net

*Specs: 468x60 pixels, 256 colors or less, 72 dpi .jpg or .gif. Max size 40K.*



## Generate brand awareness, leads and clicks by targeting executives online.



**Zalud's Security Blog:** Editor Emeritus Bill Zalud posts breaking news with new product and trend information.



**Product of the Week:** High-visibility product placement on our home page. Includes a landing page for listing even more product detail.



**Page Peel Ad:** Your corner ad grabs attention and provides more detail as it "peels" across the page.



**Countdown Clock:** Your logo appears on a special home page clock that counts down to your event or product launch.



**Extended Banner Ad:** Your ad appears as a banner and "expands" with additional content.



**Floating Ad:** Your animated ad "floats" over the page and comes to rest as a banner or skyscraper ad.



**Podcast Sponsorship:** Your single or series audio ad made available on our home page. Includes deployment to our eNews or subscriber audience.



**White Paper Sponsorship:** Your expert white paper made available on our site. Includes deployment to our eNews or subscriber audience.



**Microsites & Showrooms:** Your products and services listed in a dedicated page on securitymagazine.com.



**SecurityTV:** Your single or series video ad displayed on our home page. May also deploy to our eNews or subscriber audience.

**Need rates and ad specs? Contact your regional sales manager. Or visit [portfolio.bnpmmedia.com](http://portfolio.bnpmmedia.com) to see all available rich media advertising opportunities.**

\* BPA Interactive, average July-December 2009.



# eNewsletters, Webinars & Digital Media

Security managers trust digital media for industry news and education—make sure they see your brand.

## Security eNewsletters

Written by *Security* editors, our popular twice-monthly eNewsletters reach 100% opt-in circulations\* for high engagement and readership. Video and live polling are available!

### Security eNewsletter

- 19,000 opt-in subscribers\*
- 16.6% open rate\*
- 3.32% click-through rate\*

### Today's Systems

#### Integrator eNewsletter

- 24,000 opt-in subscribers\*
- 17.5% open rate\*
- 2.92% click-through rate\*



### Banners (468x60 pixels)

Top	\$125/M
Middle	\$100/M
Bottom	\$75/M

### Tiles (125x125 pixels)

Top	\$130/M
Second-Fifth	\$85/M
Sixth and below	\$70/M

### Advertorial Text Box

Ten-word headline and up to 250 text characters.

Top	\$100/M
Middle	\$85/M
Bottom	\$70/M

Specs: Max size 40K. 256 colors or less, 72 dpi .jpg or .gif.

## Custom eNewsletter

- 15,000 average distribution\*
- 15.35% average open rate\*
- 2.35% average click-through rate\*

Collect clicks and leads as your custom message is distributed to *Security* subscribers with e-mail addresses.



**Digital Edition Sponsorship:** These much requested digital editions reach “green” subscribers who only receive *Security* via e-mail.



Sponsorships available in **Jan., March, July, Sept., Nov. and Dec.**

## Webinar Sponsorships

Educate Customers | Build Brands | Generate Sales Opportunities

*Security* and *BNP Media Events* are generating an average 600 contacts per Webinar. *Security* manages all the promotion, registration and Webinar details. As a sponsor, all you have to do is sit back and enjoy the results:

- Registration list providing **high quality sales prospects**
- **Sole sponsorship** - you choose the content/speakers/date and *Security* will market and execute your event
- **Credibility** with customers/prospects
- **Extended reach** with on-demand viewing
- **Brand building** and unmatched exposure
- **Educate** your customers/prospects
- **No travel costs** associated with sales calls



\* Publisher's own data.

A *Security* Webinar Sponsorship package will net you more than 100,000 impressions from print, online and digital media.\* Contact your regional sales rep for pricing and topic details.

# Lead-generating, High-visibility Webinars!

## Sponsorship Opportunities

Engage your target audience in a “live” 60- minute Web seminar hosted by *Security Magazine*. This efficient, highly effective means of communication aligns your company with compelling and timely content designed to generate quality contacts with executive decision-makers.

## Sponsorship Benefits

- Build your brand. Demonstrate your expertise.
- Gain quality sales leads — all participants must register to view program and you receive the leads (includes name, company, title, address, phone, email). Reporting link is active for 12 months!

**Your logo will prominently appear as the sponsor on all Webinar promotions including:**

- 1 minute sponsor promotion at the beginning of the Webinar
- Sponsor logo and link on event registration page and audience viewing console
- Advertisement promoting your webinar in *Security* print issue
- Promotion in *Security* bi-weekly e-newsletter
- Banner ad promotion on securitymagazine.com
- Email blast promotion to *Security* subscription base (plus, you can target specific markets)
- Final program will be posted on securitymagazine.com for an entire year!

**Each event offers an exclusive sponsorship opportunity for only \$8,500 net.**



**Don't miss out on this **HOT** opportunity to receive the highest quality “targeted” sales leads available!**

## Recent Results:

Event Title	Registrants*
The Future of Security Technology Forum	817
Why Intelligent Storage in the Camera will Transform IP Surveillance	822
Blended Video - Winning Evolution in the Downturn	730

\* Publisher's own data.

## New! Co-sponsored Editorial Webinars

Sponsor your product category to generate leads from these key *Security* editorial Webinars:

SECURITY  
**500**<sup>\*</sup> *Event date: November 2010!*

**TOP 25 MOST INFLUENTIAL**

*Event date: December 2010!*

Contact us for rates, product categories and sponsorship details.

# Effective, Brand-building Rich Media: securitymagazine.com.



## SecurityTV

Your 2-minute video streams live on *Security's* website to demonstrate new products, services or ideas. Supply your own video or sponsor an educational series presented by the *Security* editorial team.

### SecurityTV Rates:

\$100 net per day with supplied video. Contact your sales rep for details on higher frequencies and custom video production. Video specifications will be provided upon request.



## Rich Media Advertising

*Security* offers a variety of *enhanced* online advertising options that will take your ad program to the next level. For details, specifications and a full menu of Web opportunities visit [portfolio.bnpmmedia.com](http://portfolio.bnpmmedia.com). For custom rich media ad rates, please contact your regional sales representative.



### Page Peel

Displays as a teaser on the top right corner of the homepage and peels back to display full ad and animation when a user hovers their mouse over the area.  
*Specs: 150 x 150 pixels (600 x 600 total animation stage), 30 seconds maximum, 72dpi, SWF (Adobe Flash)*



### Floating Ad

Appears to float above page content when site is accessed. Ad will dissolve into standard banner (below search bar) once animation cycle is complete.  
*Specs: 468 x 60 pixels for banner (size during animation stage will vary), 30 seconds maximum, 72 dpi, SWF (Adobe Flash)*



### Expandable Banner

Appears as a standard banner (below search bar) and expands below to reveal more information or animation when hovered over.  
*Specs: 468 x 60 pixels (468x400 during animation stage), 30 seconds maximum, 72dpi, SWF (Adobe Flash)*



### Expandable Skyscraper

Appears as a standard skyscraper expands to the left to reveal more information or animation when hovered over.  
*Specs: 120 x 60 pixels ( 300 x 600 during animation stage), 30 seconds maximum, 72dpi, SWF (Adobe Flash)*



## Security Podcast Sponsorships

*Security* editors record and post the new *Security* Podcast series featuring the week's top five stories in less than 2 minutes! This incredibly valuable and powerful tool allows busy security executives to hear your message while commuting, exercising or working.

Podcast subscribers receive the latest edition via e-mail. Plus the Podcast is posted on our website and the link is included in our eNewsletters maximizing distribution to a broad audience.

### Podcast Rates:

1x	\$500 net
4x (monthly)	\$1,800 net
12x (Once a Month)	\$5,000 net

*Advertisers can sponsor an individual Podcast or a series.*

## Powerful Face-to-Face, Networking and Selling Events!



# Securing New Ground

THE BUSINESS OF SECURITY

# SECURITY 500

### November 9-10, Roosevelt Hotel, New York City

**S**ecuring New Ground™ now, including the exclusive Security 500, draws the highest caliber attendees from the security, financial and government sectors. You will rub elbows with the most prestigious leaders in the security industry and learn from them new ways to grow your business.

Decision-makers from the security, financial and government sectors attend this prestigious event -- which provides your company with the best networking in the industry.

As an event sponsor, your company will be associated with the conference that has repeatedly attracted the industry's key players.

As part of Securing New Ground, *Security Magazine* proudly presents the Security 500, a conference focusing on management strategies, networking and idea sharing with industry thought leaders. This event will identify the nation's 500 largest security product buying organizations industry's top executives.

As a Security 500 sponsor, you'll receive:

- Logo on attendee promotions including:
  - 6 *Security* print ads
  - 13 eNews editions
  - Button ad on securitymagazine.com/500
- Logo on all conference signage
- Logo and 50-word attendee program discription
- 1/2-page profile published in the November Security 500 issue. Appears online for six months.
- Two attendee registrations (\$445 value)

**For more information contact your regional sales representative.  
Or contact Becky Reed at (440) 286-4900, [becky@sjandco.com](mailto:becky@sjandco.com).**



### February 7-10, Carefree, AZ

**S**ecurity Magazine's unique SecurityXChange event is dedicated to connecting you with active Fortune 500 enterprise security leaders. Through high-level customized meetings, you'll have direct access to senior security executives actively buying security service platforms and technologies. All guaranteed, one-on-one appointments are pre-qualified. Meaning end-users already have an identified need for your product or service.



Past end-users include executives from Microsoft Corp., Symantec, Hilton Hotels, Bank of America, GMAC Financial Services and more. You'll meet decision makers in a private and

controlled environment, allowing you to focus 100% of your time on selling and building relationships with these key buy-side executives.

#### includes:

- Private, 30-minute matches in a condominium suite
- Communication with end-users 3-4 weeks prior to on-site meetings via secure Xtranet
- Open networking sessions on-site

#### For sponsorship

#### information contact:

Jon Lowell, Event Director,  
(952) 277-0800

[jlowell@security-xchange.com](mailto:jlowell@security-xchange.com)



## Lead-generating 2011 Buyers Guide!

Back by popular demand, *Security Magazine* will publish a PRINT edition of its popular buyers guide in December 2010.

**Triple your product exposure with our enhanced PRINT, Digital & Online Directory**

All complete listings will be posted in the online directory for FREE, with company name in print.

For a nominal fee of only \$39 you can ensure your complete company contact information and product listings are included in the NEW print edition with up to 10 product listings which will be sent to *Security's* 35,006 subscribers!\*

Here are some of the highlights:

1. Preferential Results - Appear at the top of your product categories.
2. Company Detail Page - Post more information to your online listing, including up to 3 .PDF product spec sheets!
3. Keyword Search - Entire product directory is part of our Google-powered search.
4. Live Links - Web & e-mail links so customers can communicate directly with you.

### NEW! PREMIUM PLUS LISTING

#### Buyers Guide Sponsorship & Lead Package

Includes Premium Listing, PLUS inclusion in our Request for Proposal program (Leads!) and your choice of one of the following options:

- Video
- 5 Product Specific Banner Ads
- Tile Ad

(Additional options may be purchased – ask your sales rep for details.)

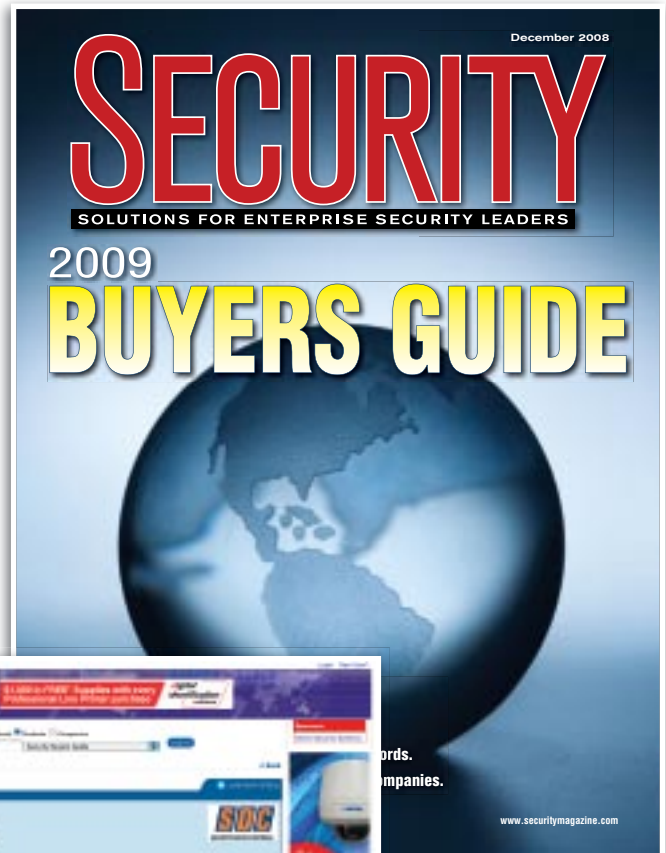
### Go Premium for 2011! Premium Package

#### 2011 Premium Supplier Listings Include:

- Your basic listing in boldface
- PLUS 4-color logo in digital and online
- Up to 3 product photos or mini ads in digital and online
- Up to 3 spec sheets in your online listing
- Premium ranking in online search (appear at the top with a star designation)
- Live Web and e-mail links
- E-mail lead form
- Optional online video posting!

**For display advertising, contact your regional sales representative.**

Display advertising in *Security's* Print, Digital & Online Buyers Guide sets your company apart and tells potential buyers why they should contact your company.



**For Listing Enhancement details, please contact:**

Dawn Weber  
 Security Magazine  
 Ph: (248) 786-1661  
 Fax: (248) 883-6534  
 weberd@bnpmedia.com

[securitymagazine.com/buyersguide](http://securitymagazine.com/buyersguide)

\*December 2009 BPA Circulation Statement

## Classified and Marketing Services

### Classified Advertising

Whether you need to hire qualified help, sell equipment or announce business opportunities, *Security Classifieds* work. These low-cost items will place your ad in front of 35,006 management subscribers!



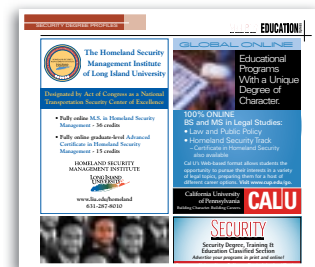
- Help Wanted
- Software
- For Sale/Rent
- Business Opportunities
- Repairs
- Dealer Services

Run your Classified Ad for as little as \$200 net per column inch! Contact Heidi Fusaro at (630) 694-4026 or [fusaroh@bnpmmedia.com](mailto:fusaroh@bnpmmedia.com) for more details.

Special positioning is \$150 additional where available. Color is \$150 additional where available. Place your Classified Ad online as low as \$50 per week! Contact Heidi for details.

### Security Degree Profiles

Tell end-users why your security degree program is the nation's best... In print, online and via e-mail!



**In print** reach 35,006\* professionals! Your listing includes 100 words, a color photo, your logo and your Web link. (Profiles are designed in a standard format and overrun copy may be edited to fit.)

**Online** at [securitymagazine.com](http://securitymagazine.com) with a LIVE link to your site or program page reaching 15,000+\*\* unique browsers!

**Digital eBlast** to 19,000\*\*\* eNewsletter opt-in subscriber list, which includes your listing and live link.

**Rate: \$2,250 net**  
**Contact Heidi Fusaro for details!**

## Marketing Services

### Custom Media Division—Personalized Media Solutions



Are you thinking of starting your own magazine, Web site, or eNewsletter? Cre-

ating a video, coffee table book or Webinar? Let us do the work for you, from start to finish. Our Custom Media Division combines media experts with Security's readership. Let us partner with you to produce a powerful media package that showcases your message in the marketplace. Contact Steve Beyer at 630-699-7625 or e-mail [beyers@bnpmmedia.com](mailto:beyers@bnpmmedia.com).  
<http://custommedia.bnpmmedia.com>

### Clear Seas Research—Making the Complex Clear



Clear Seas Research is an industry-focused market research company dedicated to providing clear insights to complex business questions.

Clear Seas Research will help your business grow and succeed in today's marketplace through use of brand assessment & management, customer satisfaction, marketing effectiveness, product market positioning and price optimization tools. For more information contact Beth Surowiec at 248-786-1619 or [surowiecb@clearseasresearch.com](mailto:surowiecb@clearseasresearch.com).  
[www.clearseasresearch.com](http://www.clearseasresearch.com)

### List Rental

BNP Media's postal, telemarketing, and email mailing lists offer quality data that will produce responsive sales leads. With over 21 segmented databases and 56 subscriber files, you can reach top decision-makers in high-growth, key business markets that are connected to your industry. To take advantage of these exceptional revenue-generating lists contact:

Robert Liska for postal inquires at: 845-731-2726  
[robert.liska@edithroman.com](mailto:robert.liska@edithroman.com)



Shawn Kingston for email inquiries at: 845-731-3828  
[shawn.kingston@epostdirect.com](mailto:shawn.kingston@epostdirect.com)



To view datacards for all lists or to get more information on list rental, please visit <http://bnp.edithroman.com>.

### Reprints & ePrints

Use reprints of your advertisement or even articles from *Security* as marketing tools, and let us do the printing for you. For a nominal cost, reprints of advertisements and articles are available upon request for quantities of 500 or less. PDF prints are also available. Contact Jill DeVries at 248-244-1726 or [devriesj@bnpmmedia.com](mailto:devriesj@bnpmmedia.com) for a no-obligation quote.



\*Security December 2009 BPA Circulation Statement.  
 \*\*BPA Interactive, Average July-Dec. 2009.  
 \*\*\*Publisher's own data.

# SECURITY

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safety-security-lists.html](http://bnp.edithroman.com/safety-security-lists.html)

Postal information



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A **bnp** PUBLICATION

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Helps People Succeed  
in Business with  
Superior Information