BUSINESS PUBLICATION CIRCULATION STATEMENT FOR THE 6 MONTH PERIOD ENDED JUNE 2011

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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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. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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Leading the way
SECURITY DEALER & INTEGRATOR

Cygnus Business Media
12735 Morris Rd.
Deerfield Point, Building 200, Suite 180
Alpharetta, GA 30004
Tel.: (800) 547-7377, Ext. 2221
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Official Publication of: None
Established: 1979
Issues Per Year: 12

FIELD SERVED

SECURITY DEALER & INTEGRATOR serves security installing dealers, system integrators/value-added resellers, security installing dealers with central station equipment, central station services (non-installing), video & IP dealers/installers, access control systems specialists, fire systems dealers, residential systems dealers, electrical contractors who also install security, security consultants, security products distributors and manufacturers' representatives.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are owners, partners, presidents, vice presidents, directors, general managers, program managers, service managers, supervisors and account managers, sales managers/representatives, installation service/staff (chief installers, installation managers/supervisors and installers) and systems architects/designers/engineers/consultants and related titled personnel.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	13
Advertiser and Agency	852
Rotated or Occasional	-
*Allocated for Trade Shows and Conventions	350
Digital	-
All Other	271
TOTAL	**1,486**

***See Additional Data**

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	25,899	100.0	25,899	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**25,899**	**100.0**	**25,899**	**100.0**	**-**	**-**

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2011 Issue	Number Removed	Number Added	Total Qualified
January	60	65	24,305
February	3,490	3,490	24,305
March	92	92	24,305
April	117	2,283	26,471
May	3,855	5,384	28,000
June	45	54	28,009
TOTAL	**7,659**	**11,368**	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011
This issue is 9.9% or 2,521 copies above the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE				
			EXECUTIVE MANAGEMENT (Note 1)	GENERAL MANAGEMENT (Note 2)	SALES MANAGER/ REPRESENTATIVE (Note 3)	INSTALLATION SERVICE/STAFF (Note 4)	SYSTEMS ARCHITECT/ DESIGNER/ ENGINEER/ CONSULTANT (Note 5)
INSTALLING COMPANIES							
Security Installing Dealer (Note 6)	12,981	46.4	10,010	1,487	522	585	377
Systems Integrator/Value-Added Reseller, IP Video Installer, Access Control Systems Specialist (Note 7)	7,091	25.3	4,332	1,154	556	406	643
Security Installing Dealer with Central Station Equipment	1,445	5.2	817	304	149	104	71
Sub-Total	21,517	76.9	15,159	2,945	1,227	1,095	1,091
Security Consultant	2,697	9.6	1,483	508	73	89	544
Central Station Service (non-installing)	1,140	4.1	484	308	76	69	203
Security Products Distributor	1,518	5.4	729	376	264	32	117
Manufacturers' Representatives	1,128	4.0	524	252	149	31	172
Sub-Total	6,483	23.1	3,220	1,444	562	221	1,036
TOTAL QUALIFIED CIRCULATION	**28,000**	**100.0**	**18,379**	**4,389**	**1,789**	**1,316**	**2,127**
PERCENT	**100.0**		**65.6**	**15.7**	**6.4**	**4.7**	**7.6**

Note 1: Includes Owner, Partner, President, Vice President, Director and related personnel.
Note 2: Includes General Manager, Program Manager, Service Manager, Supervisor and related personnel.
Note 3: Includes Sales Manager, Account Manager, Sales Representative and related personnel.
Note 4: Includes Chief Installer, Installation Manager/Supervisor, Installer and related personnel.
Note 5: Includes Systems Architect, Designer, Engineer, Consultant and related personnel.
Note 6: Includes Fire Systems Dealer, and Residential Systems Dealer and Electrical Contractor Who Also Installs Security.
Note 7: IP Video Installer also includes Dealers.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

QUALIFICATION SOURCE	Qualified Within 1 Year	Qualified Within 2 Years	Qualified Within 3 Years	Total Qualified	Percent
I. Direct Request:	**19,914**	**5,289**	**-**	**25,203**	**90.0**
II. Request from recipient's company:	**394**	**-**	**-**	**394**	**1.4**
III. Membership Benefit:	**-**	**-**	**-**	**-**	**-**
IV. Communication from recipient or recipient's company (other than request):	**-**	**-**	**-**	**-**	**-**
V. **TOTAL** – Sources other than above (listed alphabetically):	**2,403**	**-**	**-**	**2,403**	**8.6**
Association rosters and directories	-	-	-	-	-
*Business directories	2,403	-	-	2,403	8.6
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	**-**	**-**	**-**	**-**	**-**
TOTAL QUALIFIED CIRCULATION	**22,711**	**5,289**	**-**	**28,000**	**100.0**
PERCENT	**81.1**	**18.9**	**-**	**100.0**	

***See Additional Data**

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	28,000	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	**28,000**	**100.0**

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

State	Total Qualified	Percent
Maine	124	
New Hampshire	171	
Vermont	65	
Massachusetts	746	
Rhode Island	118	
Connecticut	515	
NEW ENGLAND	1,739	6.2
New York	2,260	
New Jersey	1,291	
Pennsylvania	1,281	
MIDDLE ATLANTIC	4,832	17.2
Ohio	1,114	
Indiana	523	
Illinois	1,046	
Michigan	695	
Wisconsin	459	
EAST NO. CENTRAL	3,837	13.7
Minnesota	494	
Iowa	256	
Missouri	448	
North Dakota	77	
South Dakota	100	
Nebraska	191	
Kansas	245	
WEST NO. CENTRAL	1,811	6.5
Delaware	86	
Maryland	634	
Washington, DC	75	
Virginia	686	
West Virginia	116	
North Carolina	761	
South Carolina	330	
Georgia	929	
Florida	2,045	
SOUTH ATLANTIC	5,662	20.2

State	Total Qualified	Percent
Kentucky	321	
Tennessee	513	
Alabama	354	
Mississippi	174	
EAST SO. CENTRAL	1,362	4.9
Arkansas	183	
Louisiana	361	
Oklahoma	262	
Texas	1,755	
WEST SO. CENTRAL	2,561	9.1
Montana	98	
Idaho	113	
Wyoming	39	
Colorado	487	
New Mexico	144	
Arizona	515	
Utah	224	
Nevada	336	
MOUNTAIN	1,956	7.0
Alaska	7	
Washington	480	
Oregon	270	
California	3,379	
Hawaii	53	
PACIFIC	4,189	15.0
UNITED STATES	27,949	99.8
U.S. Territories	51	
Canada	-	
Mexico	-	
Other International	-	
APO/FPO	-	
TOTAL QUALIFIED CIRCULATION	**28,000**	**100.0**

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data July - December 2008	Audited Data January-June 2009	Audited Data July-December 2009	Audited Data January-June 2010	Circulation Claim July-December 2010*	Circulation Claim January-June 2011*
Total Audit Average Qualified: _____	25,507	25,503	24,301	24,302	24,301	25,899
Qualified Non-Paid: _	25,507	25,503	24,301	24,302	24,301	25,899
Qualified Paid: _____	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:_____	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: July 2010 – June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

ADDITIONAL DATA

AVERAGE NON-QUALIFIED:
Includes the following trade show distribution:

ISSUE	TRADE SHOW/CONVENTION	COPIES
January	ESA Leadership Summit/T3 Expo, Irving, TX	200
February	ISC-West 2011, Las Vegas, NV	100
March	ISC-West 2011, Las Vegas, NV	900
April	PSA -TEC 2011, Denver, CO	50
May	Electronic Security Expo 2011, Charlotte, NC	200
June	Electronic Security Expo 2011, Charlotte, NC	400
June	NFPA World Safety Conference & Expo, Boston, MA	250

PARAGRAPH 3b:
Business directories include 1 source of circulation for a quantity of 2,403 copies or 8.6%.

PUBLISHER'S AFFIDAVIT

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

Steve Lasky, Publisher

Wendy Chady, Senior Audience Development Manager

(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 circulation statement has been checked against the previous audit report.
It will be included in the annual audit made by BPA Worldwide.

Date signed	July 20, 2011
State	Wisconsin
County	Jefferson
Received by BPA Worldwide	July 20, 2011
Type	PJ
ID Number	S020P0J1

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