

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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About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, CT, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. The organization conducts 2,600+ audits for media brands in print, online/digital and live events. Additionally, under the iCompli brand, BPA documents compliance to defined standards including data protection, provides assurance of sustainability reporting, and verifies technology, service and privacy claims. BPA is supported by 2,700 advertiser and agency members.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.



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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 _____	12
Advertiser and Agency _____	810
Rotated or Occasional _____	-
*Allocated for Trade Shows and Conventions _____	271
Digital _____	-
All Other _____	256
TOTAL	1,349

*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 _____	28,004	100.0	28,004	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	28,004	100.0	28,004	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2012 Issue	Number Removed	Number Added	Total Qualified
January _____	178	175	28,002
February _____	117	120	28,005
March _____	100	98	28,003
April _____	2,786	2,788	28,005
May _____	3,148	3,148	28,005
June _____	48	45	28,002
TOTAL	6,377	6,374	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2012
This issue is -% or 2 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) _____	13,789	49.2	10,405	1,712	599	669	404	
Systems Integrator/Value-Added Reseller, IP Video Installer, Access Control Systems Specialist (Note 7) _____	8,606	30.7	5,406	1,404	576	493	727	
Security Installing Dealer with Central Station Equipment _____	1,536	5.5	867	304	154	125	86	
Sub-Total	23,931	85.4	16,678	3,420	1,329	1,287	1,217	
Security Consultant _____	1,613	5.8	902	266	62	47	336	
Central Station Service (non-installing) _____	786	2.8	323	233	42	39	149	
Security Products Distributor _____	857	3.1	402	215	187	7	46	
Manufacturers' Representatives _____	818	2.9	394	139	154	16	115	
Sub-Total	4,074	14.6	2,021	853	445	109	646	
TOTAL QUALIFIED CIRCULATION	28,005	100.0	18,699	4,273	1,774	1,396	1,863	
PERCENT	100.0		66.8	15.2	6.3	5.0	6.7	

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 Security Installing Dealer, 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 2012

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	19,605	5,600	-	25,205	90.0
II. Request from recipient's company: _____	324	-	-	324	1.2
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	2,476	-	-	2,476	8.8
Association rosters and directories _____	-	-	-	-	-
*Business directories _____	2,476	-	-	2,476	8.8
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
Other sources _____	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	22,405	5,600	-	28,005	100.0
PERCENT	80.0	20.0	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2012

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	28,005	100.0
Individuals by name only _____	-	-
Titles or functions only _____	-	-
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	28,005	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2012

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine _____	115		Kentucky _____	349	
New Hampshire _____	159		Tennessee _____	497	
Vermont _____	63		Alabama _____	376	
Massachusetts _____	711		Mississippi _____	185	
Rhode Island _____	117		EAST SO. CENTRAL	1,407	5.0
Connecticut _____	491		Arkansas _____	178	
NEW ENGLAND	1,656	5.9	Louisiana _____	407	
New York _____	2,273		Oklahoma _____	276	
New Jersey _____	1,168		Texas _____	1,743	
Pennsylvania _____	1,262		WEST SO. CENTRAL	2,604	9.3
MIDDLE ATLANTIC	4,703	16.8	Montana _____	102	
Ohio _____	1,058		Idaho _____	133	
Indiana _____	543		Wyoming _____	47	
Illinois _____	1,031		Colorado _____	507	
Michigan _____	700		New Mexico _____	170	
Wisconsin _____	489		Arizona _____	532	
EAST NO. CENTRAL	3,821	13.7	Utah _____	249	
Minnesota _____	500		Nevada _____	322	
Iowa _____	263		MOUNTAIN	2,062	7.4
Missouri _____	503		Alaska _____	8	
North Dakota _____	81		Washington _____	516	
South Dakota _____	84		Oregon _____	269	
Nebraska _____	213		California _____	3,435	
Kansas _____	268		Hawaii _____	59	
WEST NO. CENTRAL	1,912	6.8	PACIFIC	4,287	15.3
Delaware _____	78		UNITED STATES	27,948	99.8
Maryland _____	595		U.S. Territories _____	57	
Washington, DC _____	56		Canada _____	-	
Virginia _____	660		Mexico _____	-	
West Virginia _____	116		Other International _____	-	
North Carolina _____	738		APO/FPO _____	-	
South Carolina _____	341		TOTAL QUALIFIED CIRCULATION	28,005	100.0
Georgia _____	961				
Florida _____	1,951				
SOUTH ATLANTIC	5,496	19.6			

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July-December 2009	January-June 2010	July-December 2010	January-June 2011	July-December 2011*	January-June 2012*
Total Audit Average Qualified: _____	24,301	24,302	24,301	25,899	28,003	28,004
Qualified Non-Paid: _____	24,301	24,302	24,301	25,899	28,003	28,004
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 2011 – June 2012 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 CIRCULATION:

Includes the following trade show distribution:

ISSUE	TRADE SHOW/CONVENTION	COPIES
January	Barnes-Buchanan Conference, Palm Beach, FL	75
March	ISC West 2012, Las Vegas, NV	800
March	PCSC Golf Tourney, Las Vegas, NV	50
April	PSA-TEC May 2012, Denver, CO	100
May	NFPA Conference, Las Vegas, NV	100
May	NEACC, Marlborough, MA	100
June	ESX 2012, Nashville, TN	400

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 2,476 copies or 8.8%.

PUBLISHER'S AFFIDAVIT

We hereby make oath and testify 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 24, 2012

State Wisconsin

County Jefferson

Received by BPA Worldwide July 24, 2012

Type PJ

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