



One Comprehensive Print Magazine

Security Products is the marketing partner that you can depend on to help generate leads and increase sales. Published 12x per year, each issue reaches the largest number of suppliers and end users. Our integrated approach offers your company endless opportunities to put your message in front of your best customers and prospects.

Security professionals turn first to *Security Products* for new products, new technology and practical information regarding the integration of these products into the new convergent security systems.**

Security Products is the only integrated product magazine reaching the entire security market. In fact, from the October 2006 issue thru the September 2007 issue, more than 1,000 products have been displayed on the printed pages of *Security Products* magazine, plus many more via our e-newsletters and Web sites. *Security Products* is the one invaluable resource for security professionals who have the ultimate buying responsibility for security products and services.***

Circulation/Reach

By partnering with *Security Products*, you have made the best choice to reach the most potential buyers in the security industry.

Delivering Buyers and Specifiers Across all Functions and Segments of Security Decision Making***

Security Products reaches more than 70,000* security professionals, many of whom make buying decisions for both physical and IT security products and services. Plus, each issue is digitally transmitted to more than 6,500*** international security professionals.

Subscribers Who Recommend, Select or Buy Products*

CCTV Equipment/Video Systems & Surveillance	27,000
Access Control	25,630
Sensors/Detectors	22,155
Intrusion Alarm & Monitoring	21,742
Fire & Safety Protection	21,197
Batteries/Power Supplies	19,680
Outdoor/Perimeter Protection	19,424
Digital Video Recorders (DVR)	17,495
Control Panels/Annunciators	17,463
Training	17,188
Card Reader Systems	15,667
Computer Alarm Software/Software	15,455
Emergency Response Products/Services	15,430
Integrated Systems	15,333
Communication Equipment	14,459
Identification Products/ID Badges/Smart Cards	13,790
Security Consultants	10,457
Cable/Telephone Services	9,455
Biometrics	8,721
Home Automation/Sound Equipment/Theatre	8,476
Security Guard Services	8,271
Supplies & Dealer Services	8,014
IT/Network Security	7,862

* BPA Worldwide June 2007 Circulation Statement
 ** Baxter Research, June 2007 Ad Readership Study
 ***Publisher's Own Data

The Best-Read Security Publication

According to the Baxter Research June 2007 AdView Report, *Security Products* is read by more security professionals than any other magazine in the market!

Security Products experiences a 1.9 pass-along among our 70,000* subscribers, meaning that a combined average total of 133,000 professionals see each issue!**

Of those surveyed**

69% said they regularly read *Security Products*.

28% said they regularly read *Security*.

26% said they regularly read *Security Management*.

21% said they regularly read *Security Dealer*.

20% said they regularly read *Security Systems News*.

Dedicated and Devoted Subscribers**

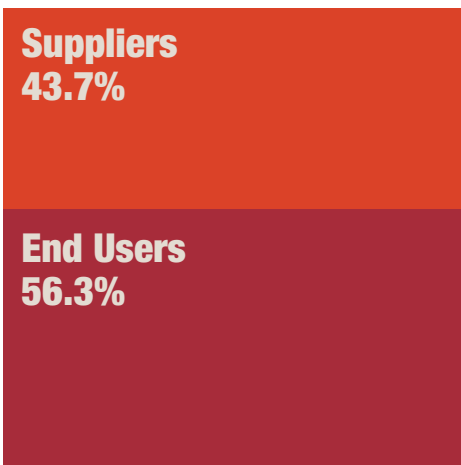
Security Products has loyal subscribers who depend on the publication for integrated coverage of new products and practical solutions for security professionals. In fact, the June 2007 Baxter Adview Report found that:

69% of subscribers read the publication regularly (3 out of 4 issues)

From the October 2006 issue through the September 2007 issue, *Security Products* has averaged a whopping **83 new products per issue**, making it the magazine of choice when it comes to new product and new technology information!

Industry Breakout *

- Suppliers — 30,643
- End Users — 39,457



One Book, One Buy

Today's security products marketers are faced with requirements to deliver measurable ROI from their marketing investments. At the same time, the need to reach the complete marketplace of an ever expanding set of decision makers is a priority.

Security Products is the one choice for security products marketers to efficiently and effectively reach security products decision makers.

- An extensive portfolio of print and online products
- Comprehensive coverage of physical and IT security products and issues that matter the most to security products decision makers
- Reach the complete marketplace — suppliers, end-users, IT, international
- The largest circulation of any security publication
- Multiple buying responsibilities for security products and services
- "E-Response Lead Service" providing additional leads on a more timely basis
- The best read security publication
- The only product focused tabloid magazine in the market
- Dedicated and devoted subscribers

We make it easy—one book, one buy! That makes *Security Products* your one choice to reach your best prospects and customers.

* BPA Worldwide June 2007 Circulation Statement
 ** Baxter Research, June 2007 Ad Readership Study