

**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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**SECURITY TECHNOLOGY
EXECUTIVE**

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Official Publication of: none
Established: 1991
Issues Per Year: 9



FIELD SERVED

SECURITY TECHNOLOGY EXECUTIVE serves the field of physical and information security within industrial/manufacturing industries; retail establishments, restaurants, food service; healthcare facilities; educational institutions; architectural/ engineering/contract firms; security systems integrators; security management/consulting firms; government/military/law enforcement; hotels, arenas, gaming and entertainment facilities; utility/power/gas/nuclear/water companies; transportation (including mass transit, port, cargo, border); airports; banking/diversified financial institutions; insurance; property management/real estate/construction firms; communications/information technology businesses; and wholesale/warehouse/distribution firms.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are loss prevention/security management, facilities/operations management, IT management, risk management, corporate and executive management, consultants, architects, engineers, specifiers, and active law enforcement/government/military and related personnel.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	34
Advertiser and Agency _____	579
Rotated or Occasional _____	-
*Allocated for Trade Shows and Conventions _____	275
Digital _____	-
All Other _____	294
TOTAL	1,182

*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 _____	38,364	100.0	38,364	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	38,364	100.0	38,364	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January/February _____	202	4,334	34,000	4,134	38,134
March _____	6,112	7,091	34,000	5,113	39,113
April _____	141	200	34,003	5,169	39,172
May _____	2,849	711	34,003	3,031	37,034
TOTAL	9,304	12,336			

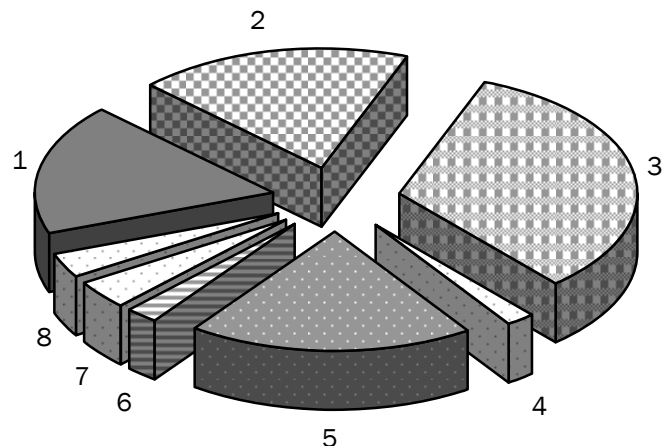
3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011
This issue is 4.6% or 1,772 copies below the average of the other 3 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	CLASSIFICATION BY TITLE							
					Loss Prevention/ Security Management (Note 1)	Facilities/ Operations Management (Note 2)	IT Management (Note 3)	Risk Management (Note 4)	Corporate & Executive Management (Note 5)	Consultant (Note 6)	Architect, Engineer, Specifier (Note 7)	Active Law Enforcement/ Government/ Military (Note 8)
Industrial/Manufacturing _____	6,156	16.7	5,920	236	989	974	2,816	78	1,000	65	215	19
Retail, Restaurant, Food Service _____	2,156	5.8	2,049	107	477	319	903	36	355	39	19	8
Healthcare, Hospital, Medical Center _____	3,631	9.8	3,365	266	990	1,158	585	149	605	48	60	36
Educational Institution (School, University, Library, Museum) _____	2,908	7.9	2,689	219	703	868	595	66	430	65	71	110
Gaming, Hotel, Arena, Entertainment _____	1,677	4.5	1,547	130	355	198	828	13	232	13	31	7
Banking/Diversified Financial/Insurance _____	2,967	8.0	2,820	147	545	293	1,187	99	750	45	36	12
Government (Includes Federal, Correctional, Law Enforcement, Military, State, Local) _____	4,891	13.2	4,126	765	956	1,084	1,014	131	476	90	209	931
Wholesale, Warehouse, Distribution _____	612	1.7	528	84	141	144	79	24	196	15	11	2
Utility/Power/Gas/Nuclear/Water _____	2,132	5.8	2,082	50	193	314	1,427	23	107	18	45	5
Transportation (Includes Mass Transit, Port, Cargo, Border) _____	2,465	6.7	2,423	42	155	325	1,588	9	319	12	38	19
Security Systems Integrator _____	2,678	7.2	2,448	230	493	464	266	34	1,022	155	216	28
Property Management/Real Estate/Construction _____	899	2.4	757	142	113	288	62	12	344	29	41	10
Airport _____	829	2.2	797	32	45	136	244	7	373	2	6	16
Communications/Information Technology _____	1,681	4.5	1,340	341	218	168	469	38	515	124	136	13
Security Management/Consulting _____	817	2.2	667	150	187	74	60	6	308	119	44	19
Architectural/Engineering/Contract Firm _____	535	1.4	445	90	41	54	57	7	135	29	205	7
TOTAL QUALIFIED CIRCULATION	37,034	100.0	34,003	3,031	6,601	6,861	12,180	732	7,167	868	1,383	1,242
PERCENT	100.0		91.8	8.2	17.8	18.5	32.9	2.0	19.4	2.3	3.7	3.4

- Note 1: Loss Prevention/Security Management includes CSO, CEO/Chief/VP/Administrator/Director/Manager/Supervisor of Physical Security, Security, Loss Prevention, Access Control, Safety and related personnel.
- Note 2: Facilities/Operations Management includes VP/Administrator/Director/Manager/Supervisor of Facilities, Operations, Property, Plant, Maintenance, Services, Purchasing and related personnel.
- Note 3: IT Management includes CIO, CTO, CISO, VP/Administrator/Director/Manager/Supervisor of IT, Systems, Networks, Database Security and related personnel.
- Note 4: Risk Management includes Risk Management CEO/VP/Director/Manager/Supervisor, Business Continuity Manager, Disaster Preparedness Director, Compliance/Privacy Officer and related personnel.
- Note 5: Corporate & Executive Management includes Owner, President, VP, CEO, CFO, COO, Chairman, Administrator, Controller, Treasurer, Executive, Officer, Director, Manager, General Manager, Partner, HR and related personnel.
- Note 6: Consultant includes Loss Prevention/Security Consultant, Trainer and related personnel.
- Note 7: Architect, Engineer, Specifier includes Professional Engineer, Fire Prevention/System/Electrical Specifier/Contractor, Designer and related personnel.
- Note 8: Active Law Enforcement/Government/Military includes Chief, Captain, Lieutenant, Detective of City/State/Local Police, University/Correctional Facility Police, Government and Military titled personnel, and related personnel.

3a. Breakout of Qualified Circulation by Title Classification

CLASSIFICATION BY TITLE	TOTAL QUALIFIED	PERCENT OF TOTAL
1 Loss Prevention/Security Management _____	6,601	17.8
2 Facilities/Operations Management _____	6,861	18.5
3 IT Management _____	12,180	32.9
4 Risk Management _____	732	2.0
5 Corporate & Executive Management _____	7,167	19.4
6 Consultant _____	868	2.3
7 Architect, Engineer, Specifier _____	1,383	3.7
8 Active Law Enforcement/ Government/ Military _____	1,242	3.4
TOTAL	37,034	100.0



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

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	24,241	7,384	-	28,594	3,031	31,625	85.4
II. Request from recipient's company: _____	1,298	-	-	1,298	-	1,298	3.5
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	4,111	-	-	4,111	-	4,111	11.1
Association rosters and directories _____	4,111	-	-	4,111	-	4,111	11.1
*Business directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	29,650	7,384	-	34,003	3,031	37,034	100.0
PERCENT	80.1	19.9	-	91.8	8.2	100.0	

*See Additional Data

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

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	34,003	3,031	37,034	100.0
Individuals by name only _____	-	-	-	-
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	34,003	3,031	37,034	100.0

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

State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine _____	179	6	185	
New Hampshire _____	179	13	192	
Vermont _____	72	7	79	
Massachusetts _____	973	70	1,043	
Rhode Island _____	109	10	119	
Connecticut _____	458	24	482	
NEW ENGLAND	1,970	130	2,100	5.7
New York _____	2,090	173	2,263	
New Jersey _____	1,113	92	1,205	
Pennsylvania _____	1,560	104	1,664	
MIDDLE ATLANTIC	4,763	369	5,132	13.9
Ohio _____	1,393	93	1,486	
Indiana _____	691	45	736	
Illinois _____	1,527	91	1,618	
Michigan _____	1,010	79	1,089	
Wisconsin _____	754	52	806	
EAST NO. CENTRAL	5,375	360	5,735	15.5
Minnesota _____	664	47	711	
Iowa _____	413	26	439	
Missouri _____	732	73	805	
North Dakota _____	121	8	129	
South Dakota _____	91	6	97	
Nebraska _____	280	20	300	
Kansas _____	387	28	415	
WEST NO. CENTRAL	2,688	208	2,896	7.8
Delaware _____	84	9	93	
Maryland _____	857	115	972	
Washington, DC _____	464	80	544	
Virginia _____	1,235	176	1,411	
West Virginia _____	195	18	213	
North Carolina _____	954	60	1,014	
South Carolina _____	399	36	435	
Georgia _____	934	63	997	
Florida _____	1,871	185	2,056	
SOUTH ATLANTIC	6,993	742	7,735	20.8

State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Kentucky _____	490	22	512	
Tennessee _____	662	50	712	
Alabama _____	467	39	506	
Mississippi _____	284	15	299	
EAST SO. CENTRAL	1,903	126	2,029	5.5
Arkansas _____	278	22	300	
Louisiana _____	324	25	349	
Oklahoma _____	438	36	474	
Texas _____	2,234	206	2,440	
WEST SO. CENTRAL	3,274	289	3,563	9.6
Montana _____	102	5	107	
Idaho _____	158	19	177	
Wyoming _____	62	9	71	
Colorado _____	564	64	628	
New Mexico _____	155	17	172	
Arizona _____	600	68	668	
Utah _____	278	24	302	
Nevada _____	464	58	522	
MOUNTAIN	2,383	264	2,647	7.1
Alaska _____	48	3	51	
Washington _____	548	64	612	
Oregon _____	333	29	362	
California _____	3,590	398	3,988	
Hawaii _____	76	6	82	
PACIFIC	4,595	500	5,095	13.8
UNITED STATES	33,944	2,988	36,932	99.7
U.S. Territories _____	50	10	60	
Canada _____	-	8	8	
Mexico _____	-	-	-	
Other International _____	-	18	18	
APO/FPO _____	9	7	16	
TOTAL QUALIFIED CIRCULATION	34,003	3,031	37,034	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010	January - June 2011*
Total Audit Average Qualified: _____	33,471	34,336	34,002	34,003	34,001	38,364
Qualified Non-Paid:	33,471	34,336	34,002	34,003	34,001	38,364
Print Version Only _____	33,471	34,336	34,002	34,003	34,001	34,002
Electronic Version Only _____	-	-	-	-	-	4,362
Qualified Paid:	-	-	-	-	-	-
Print Version Only _____	-	-	-	-	-	-
Electronic Version Only _____	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

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

** NC = None Claimed.

ADDITIONAL DATA**METHOD OF DISTRIBUTION:**

Print copies are distributed via postal services or other carriers. Recipients who request the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Replica - Editorial and design are unchanged from the original print edition.

AVERAGE NON-QUALIFIED:**INCLUDES THE FOLLOWING SHOW DISTRIBUTION:**

ISSUE	TRADE SHOWS AND CONVENTIONS	COPIES
January/February	IWCE 2011, Las Vegas, NV	300
March	ISC-West 2011, Las Vegas, NV	800

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 4,111 copies or 11.1%, including Harris On-Line Selectory.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	34,002	100.0	34,002	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	34,002	100.0	34,002	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	4,362	100.0	4,362	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	4,362	100.0	4,362	100.0	-	-

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 21, 2011

State Wisconsin

County Jefferson

Received by BPA Worldwide July 21, 2011

Type PD

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