

**SECURITY SYSTEMS NEWS**  
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**PUBLICATION DESCRIPTION**

*SECURITY SYSTEMS NEWS* is the complete source of B2B news for the security integration industry. Our professional editors report news and trends from the major market sectors - Commercial Fire, Monitoring, Residential, and Suppliers - through eMedia and print resources. We report unbiased information, providing a vital resource that gives insight to the industry like no other. Visit [www.securitysystemsnews.com](http://www.securitysystemsnews.com).

**FIELD SERVED/DEFINITION OF RECIPIENT QUALIFICATION**

*SECURITY SYSTEMS NEWS* serves security installing dealers; security installing dealers with central stations; security service companies that install; central station services (non-installing); computer integrated systems design; systems integrators; access control/systems specialists; communications/utility/telecom/cable companies/ government/military; end users of security products; security product distributors; security systems resellers; IT Resellers; engineered systems distributors/fire; security product/components manufacturers; manufacturer's representatives; security consultants; and others allied to the field.

Qualified recipients are owner/president/partner/VP/general manager; security manager/director/supervisor, financial manager, controller, purchasing manager, buyer, service/installation manager, and other managers/directors/supervisors; systems architect/designer/engineer; installation/service staff; sales manager/rep; consultants; and other titled personnel.

**AVERAGE MONTHLY CIRCULATION: JANUARY 1, 2016 – JUNE 30, 2016**

<b>QUALIFIED CIRCULATION</b>	<b>Non-Paid Print</b>	<b>Non-Paid Digital</b>	<b>Total Qualified Unduplicated*</b>
Individual Subscription	16,666	5,877	18,735
Association/Group/Directory Lists	6,756	16	6,756
Rotated	-	-	-
Bulk Distribution	-	-	-
Single Copy Sales	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>23,422</b>	<b>5,893</b>	<b>25,492</b>
<b>TOTAL NON-QUALIFIED CIRCULATION</b>			<b>1,424</b>

\* Combined print and digital may not equal Total Qualified Unduplicated. Qualified print includes recipients who receive the print edition and the print and digital edition. Qualified digital includes recipients who receive the digital edition and the print and digital edition.

Please see the following pages for Recipient Classification, Subscription Source, Recency of Renewal, Business/Industry Classification, Geographical Distribution, Qualified Circulation by Issue, Additions and Removals by Issue, Subscription Rates, Explanation, Audit of Internal Records, and Affidavit.

**RECIPIENT CLASSIFICATION**

RECIPIENT	Non-Paid Print	Non-Paid Digital	Total Qualified Unduplicated*	Percent
Individual by Name and Title and/or Company	22,031	5,630	24,247	100.0%
Individual by Name Only	1	-	1	-
Title Only	-	-	-	-
Company Name Only	2	-	2	-
<b>Total Qualified Circulation</b>	<b>22,034</b>	<b>5,630</b>	<b>24,250</b>	<b>100.0%</b>

\* Combined print and digital may not equal Total Qualified Unduplicated.

**SUBSCRIPTION SOURCE AND RECENCY OF RENEWAL**

RECIPIENT	Non-Paid Print	Non-Paid Digital	Renewed, Requested, or Updated Within				Total Qualified Unduplicated*	Percent
			1 Year	2 Years	3 Years	3+ Years		
Direct Request from the Recipient	15,159	5,597	12,384	4,973	-	-	17,357	71.6%
Request from Recipient's Company	793	36	408	403	-	-	811	3.3%
Association/Group/Directory Lists	6,082	-	6,082	-	-	-	6,082	25.1%
<b>Total Qualified Circulation</b>	<b>22,034</b>	<b>5,630</b>	<b>18,874</b>	<b>5,376</b>	<b>-</b>	<b>-</b>	<b>24,250</b>	<b>100.0%</b>

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**INITIAL AUDIT REPORT**

Analysis conducted on the May 2016 Issue

**BUSINESS/INDUSTRY AND JOB TITLE CLASSIFICATION**

<b>Business Description</b>	<b>Non-Paid Print</b>	<b>Non-Paid Digital</b>	<b>Executive Mgmt./Owner/ President/ Partner/VP/ Gen. Mgr.</b>	<b>Gen. Mgmt./Security Mgr./Director/ Supervisor/ Financial Mgr./ Controller</b>	<b>Sales Manager/ Representative</b>	<b>Systems Architect/ Designer/ Engineer</b>	<b>Installation/ Service Staff</b>	<b>Consultant</b>	<b>Other Titled Personnel</b>	<b>Total Qualified Unduplicated*</b>	<b>Percent</b>
Security Installing Dealer; Security Installing Dealer with Central Station; Security Service Company that installs	9,545	1,923	7,631	1,308	600	172	340	100	107	10,258	42.3%
Systems Integrator, Computer Integrated Systems Design; Access Control/Systems Specialist; Engineered Systems Distributor/Fire	6,862	1,088	5,710	635	351	281	137	128	52	7,294	30.1%
<b>Subtotal</b>	<b>16,407</b>	<b>3,011</b>	<b>13,341</b>	<b>1,943</b>	<b>951</b>	<b>453</b>	<b>477</b>	<b>228</b>	<b>159</b>	<b>17,552</b>	<b>72.4%</b>
Central Station Service (non-installing)	269	131	111	111	50	3	4	5	21	305	1.3%
Security Product Distributor; Security Systems Reseller; IT Reseller	1,020	545	563	267	213	86	20	27	53	1,229	5.1%
Government/Military; Communications/Utility/Cable/ Telecom Company	799	261	225	365	23	96	61	59	69	898	3.7%
Security Consultant	1,257	599	746	152	87	92	17	394	17	1,505	6.2%
Security Product Distributor	416	138	174	93	143	18	5	10	21	464	1.9%
Manufacturer's Representative	342	186	133	65	171	13	4	16	15	417	1.7%
End User of Security Products; Other allied to the field	1,524	759	606	664	82	86	68	138	236	1,880	7.8%
<b>Total Qualified Circulation</b>	<b>22,034</b>	<b>5,630</b>	<b>15,899</b>	<b>3,660</b>	<b>1,720</b>	<b>847</b>	<b>656</b>	<b>877</b>	<b>591</b>	<b>24,250</b>	<b>100.0%</b>

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## U.S. GEOGRAPHICAL DISTRIBUTION

REGION	Non-Paid Print	Non-Paid Digital	Total Qualified Unduplicated*	Percent	REGION	Non-Paid Print	Non-Paid Digital	Total Qualified Unduplicated*	Percent
Maine	85	24	94	0.4%	Kentucky	193	39	209	0.9%
New Hampshire	121	30	135	0.6%	Tennessee	386	104	426	1.8%
Vermont	24	4	26	0.1%	Alabama	243	41	260	1.1%
Massachusetts	703	192	786	3.2%	Mississippi	120	19	127	0.5%
Rhode Island	82	23	92	0.4%	<b>E. S. Central</b>	<b>942</b>	<b>203</b>	<b>1,022</b>	<b>4.2%</b>
Connecticut	368	111	407	1.7%	Arkansas	109	11	114	0.5%
<b>New England</b>	<b>1,383</b>	<b>384</b>	<b>1,540</b>	<b>6.4%</b>	Louisiana	255	52	275	1.1%
New York	1,657	392	1,795	7.4%	Oklahoma	168	37	183	0.8%
New Jersey	819	208	894	3.7%	Texas	1,630	423	1,788	7.4%
Pennsylvania	935	254	1,026	4.2%	<b>W. S. Central</b>	<b>2,162</b>	<b>523</b>	<b>2,360</b>	<b>9.7%</b>
<b>Mid Atlantic</b>	<b>3,411</b>	<b>854</b>	<b>3,715</b>	<b>15.3%</b>	Montana	47	9	53	0.2%
Delaware	78	21	85	0.4%	Idaho	81	16	88	0.4%
Maryland	631	131	681	2.8%	Wyoming	20	2	21	0.1%
D.C.	63	7	69	0.3%	Colorado	423	122	476	2.0%
Virginia	900	194	983	4.1%	New Mexico	128	25	137	0.6%
West Virginia	86	15	94	0.4%	Arizona	376	94	422	1.7%
North Carolina	603	135	647	2.7%	Utah	229	65	254	1.0%
South Carolina	225	50	249	1.0%	Nevada	197	44	216	0.9%
Georgia	780	190	850	3.5%	<b>Mountain</b>	<b>1,501</b>	<b>377</b>	<b>1,667</b>	<b>6.9%</b>
Florida	1,553	424	1,727	7.1%	Alaska	26	8	31	0.1%
<b>S. Atlantic</b>	<b>4,919</b>	<b>1,167</b>	<b>5,385</b>	<b>22.2%</b>	Washington	375	85	421	1.7%
Ohio	656	155	712	2.9%	Oregon	198	44	217	0.9%
Indiana	352	99	390	1.6%	California	2,481	644	2,754	11.4%
Illinois	902	270	981	4.0%	Hawaii	68	9	72	0.3%
Michigan	521	93	552	2.3%	<b>Pacific</b>	<b>3,148</b>	<b>790</b>	<b>3,495</b>	<b>14.4%</b>
Wisconsin	297	65	321	1.3%	U.S. Territories	75	19	81	0.3%
<b>E. N. Central</b>	<b>2,728</b>	<b>682</b>	<b>2,956</b>	<b>12.2%</b>	<b>U.S. Total</b>	<b>21,497</b>	<b>5,301</b>	<b>23,569</b>	<b>97.2%</b>
Minnesota	412	97	445	1.8%	Canada	537	329	681	2.8%
Iowa	121	33	138	0.6%	Foreign	-	-	-	-
Missouri	341	92	377	1.6%	<b>Foreign Total</b>	<b>537</b>	<b>329</b>	<b>681</b>	<b>2.8%</b>
North Dakota	33	8	37	0.2%					
South Dakota	31	4	32	0.1%					
Nebraska	109	27	120	0.5%					
Kansas	181	41	199	0.8%					
<b>W. N. Central</b>	<b>1,228</b>	<b>302</b>	<b>1,348</b>	<b>5.6%</b>	<b>TOTAL QUALIFIED</b>	<b>22,034</b>	<b>5,630</b>	<b>24,250</b>	<b>100.0%</b>

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**QUALIFIED CIRCULATION BY ISSUE**

ISSUE	Non-Paid Print Only	Non-Paid Print & Digital Unduplicated	Non-Paid Digital Only	Total Qualified Unduplicated
January 2016	20,035	4,061	2,004	26,100
February 2016	19,972	4,128	2,009	26,109
March 2016	19,874	4,226	2,040	26,140
April 2016	20,399	3,701	2,000	26,100
May 2016	18,620	3,414	2,216	24,250
June 2016	18,691	3,413	2,146	24,250
<b>6 Month Average</b>	<b>19,599</b>	<b>3,824</b>	<b>2,069</b>	<b>25,492</b>

**EXPLANATION**

This audit report does not include an analysis of Additions and Removals by Issue. Qualified Print contains those recipients who receive the print only edition and the print and digital both edition. Qualified Digital contains those recipients who receive the digital only edition and the print and digital both edition.

**Source for Association/Group/Directory Distribution Lists (Print):**

	Date(s) Added to File
Dun & Bradstreet	04/2016

**Trade Show/Special Event Distribution Locations:**

	Date(s) Attended	City, State	# of Copies
Techsec Solution	02/02/16-02/03/16	Delray Beach, FL	200
ISC West	04/05/16-04/07/16	Las Vegas, NV	1,400
PSA-TECH 2016	05/09/16-05/13/16	Westminster, CO	300
ESX	09/08/16-06/10/16	Fort Worth, TX	500
<b>TOTAL</b>			<b>2,400</b>

**Audit of Records and Affidavit**

Verified has conducted an audit of printing, distribution, and financial records, as well other data to substantiate circulation data submitted to Verified. This audit followed guidelines prepared in conformity with generally accepted circulation auditing procedures involving records covering all distribution methods utilized for qualified circulation during the period(s) covered by the reports. The results of this audit warrant the issuance of this audit report as a true and accurate statement of the qualified circulation of the client publication.

Verified Audit Circulation swears that to the best of its knowledge, all statements contained in this report are true and accurate.