

**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED JUNE 2011  
(Including Supplementary Data)**

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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# SECURITY SALES & INTEGRATION

INDUSTRY'S #1 TECHNOLOGY & BUSINESS AUTHORITY SINCE 1979

Bobit Business Media  
3520 Challenger Street  
Torrance, CA 90503  
Tel. No.: (310) 533-2400  
Fax No.: (310) 533-2502

Official Publication of: None  
Established: 1979  
Issues Per Year: 13



**FIELD SERVED**

Security Sales & Integration serves Installing Contractors / Systems Integrators / Alarm Dealers (including intrusion detection, fire/life safety, video surveillance, access control and home controls), Value Added Resellers (VAR), Engineered Fire Systems Distributors (Installing), Installing Security Contractors and Systems Integrators with Central Station, Architect/Specifying Consultant/Engineer, Electrical Contractor that installs security/fire systems, Locksmith/Electronic Access Control Installer, Central Station (noninstalling), Wholesale Distributor of Security Products, Manufacturer/Mfgr's Rep of Security Products/Components, and Others Related to the Industry.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are members of Executive Management (Owner, Partner, CEO, CIO/IT, President, VP, Director, etc.), General Management (Purchasing Agents, Supervisors, Administrators, Facility Manager, etc.), Sales/ Marketing Management (Sales Director, Project Manager, Sales & Marketing Representative, etc.), Technical Management (Installation Manager, Service Manager, Monitoring/Central Station Manager, IT/Networking Manager, etc.), and other titled and non-titled personnel.

**PURPOSE**

Included herein is a supplementary analysis of qualified recipients who have indicated the systems & products that they or their firm buys/installs/specifies as shown in Paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	11
Advertiser and Agency _____	681
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	317
Digital _____	-
All Other _____	509
<b>TOTAL</b>	<b>1,518</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	28,000	100.0	28,000	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>28,000</b>	<b>100.0</b>	<b>28,000</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

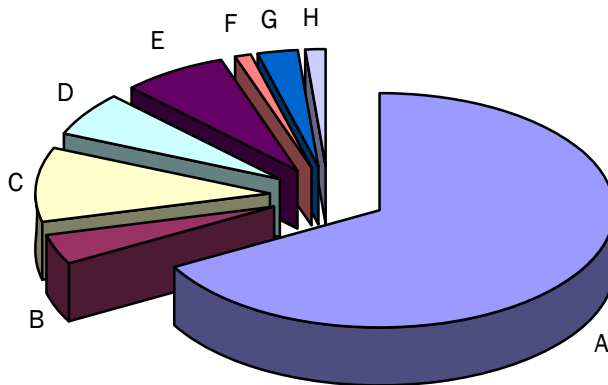
2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2011 Issue	Number Removed	Number Added	Total Qualified
January _____	107	107	28,000
February _____	1,760	1,760	28,000
March _____	979	979	28,000
April _____	4,225	4,225	28,000
May _____	266	266	28,000
June _____	3	3	28,000
<b>TOTAL</b>	<b>7,340</b>	<b>7,340</b>	

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**

This issue is equal to the average of the other 5 issues reported in Paragraph two.

**3a. Breakout of Qualified Circulation of Business/Industry**

<b>INSTALLING CONTRACTORS OR SUPPLIERS</b>	<b>TOTAL QUALIFIED</b>	<b>PERCENT OF TOTAL</b>
A. Security Installing Contractor / Systems Integrator / Alarm Dealer (includes intrusion detection, fire/life safety, video surveillance, access control and home controls) / Value Added Reseller (VAR) / Engineered Fire Systems Distributor (Installing) _____	18,773	67.0
B. SAME AS ABOVE but have your own Central Station _____	1,118	4.0
C. Architect/Specifying Consultant/Engineer _____	2,945	10.5
D. Electrical Contractor that Installs Security/Fire Systems _____	1,651	5.9
E. Locksmiths/Electronic Access Control Installer _____	2,060	7.3
F. Central Station Service (non-installing) _____	331	1.2
G. Wholesale Distributor of Security Products _____	743	2.7
H. Manufacturer/Mfgr Rep of Security Products/Components, and Others Related to the Industry. _____	379	1.4
<b>Total Qualified</b>	<b>28,000</b>	<b>100.0</b>



<b>CLASSIFICATION BY FUNCTION</b>	<b>TOTAL QUALIFIED</b>	<b>PERCENT OF TOTAL</b>
<b>Executive Management</b> (Owner, Partner, CEO, CIO/IT, President, VP, Director, etc.) _____	21,168	75.6
<b>General Management</b> (Purchasing Agents, Supervisors, Administrators, Facility Manager, etc.) _____	3,105	11.1
<b>Sales/Marketing Management</b> (Sales Director, Sales & Marketing Representative, etc.) _____	1,865	6.7
<b>Technical Management</b> (Installation Manager, Service Manager, Monitoring/Central Station Manager, IT/Networking Manager, etc.) _____	1,862	6.6
Other Titled Personnel _____	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>28,000</b>	<b>100.0</b>

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

State	Total Qualified	Percent
Maine _____	118	
New Hampshire _____	151	
Vermont _____	52	
Massachusetts _____	589	
Rhode Island _____	107	
Connecticut _____	414	
<b>NEW ENGLAND</b>	<b>1,431</b>	<b>5.1</b>
New York _____	2,516	
New Jersey _____	1,074	
Pennsylvania _____	1,156	
<b>MIDDLE ATLANTIC</b>	<b>4,746</b>	<b>17.0</b>
Ohio _____	985	
Indiana _____	521	
Illinois _____	1,042	
Michigan _____	636	
Wisconsin _____	473	
<b>EAST NO. CENTRAL</b>	<b>3,657</b>	<b>13.1</b>
Minnesota _____	494	
Iowa _____	253	
Missouri _____	527	
North Dakota _____	95	
South Dakota _____	80	
Nebraska _____	195	
Kansas _____	282	
<b>WEST NO. CENTRAL</b>	<b>1,926</b>	<b>6.9</b>
Delaware _____	91	
Maryland _____	564	
Washington, DC _____	53	
Virginia _____	699	
West Virginia _____	133	
North Carolina _____	834	
South Carolina _____	391	
Georgia _____	928	
Florida _____	1,910	
<b>SOUTH ATLANTIC</b>	<b>5,603</b>	<b>20.0</b>

State	Total Qualified	Percent
Kentucky _____	348	
Tennessee _____	549	
Alabama _____	424	
Mississippi _____	227	
<b>EAST SO. CENTRAL</b>	<b>1,548</b>	<b>5.5</b>
Arkansas _____	224	
Louisiana _____	457	
Oklahoma _____	312	
Texas _____	1,846	
<b>WEST SO. CENTRAL</b>	<b>2,839</b>	<b>10.1</b>
Montana _____	128	
Idaho _____	164	
Wyoming _____	46	
Colorado _____	555	
New Mexico _____	168	
Arizona _____	554	
Utah _____	282	
Nevada _____	321	
<b>MOUNTAIN</b>	<b>2,218</b>	<b>7.9</b>
Alaska _____	83	
Washington _____	474	
Oregon _____	286	
California _____	2,696	
Hawaii _____	103	
<b>PACIFIC</b>	<b>3,642</b>	<b>13.0</b>
<b>UNITED STATES</b>	<b>27,610</b>	<b>98.6</b>
U.S. Territories _____	92	
Canada _____	296	
Mexico _____	-	
Other International _____	-	
APO/FPO _____	2	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>28,000</b>	<b>100.0</b>

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 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010*	January - June 2011*
Total Audit Qualified:	29,500	28,500	28,000	28,000	28,000	28,000
Qualified Non-Paid:	29,500	28,500	28,000	28,000	28,000	28,000
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 QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:**

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**Please answer the following questions:**

**1 Choose ONE Category that Best Describes Your Company's Primary Type of Business:**

(01)  Security Installing Contractor / Systems Integrator / Alarm Dealer (includes intrusion detection, fire life safety, video surveillance, access control and home controls)

(02)  Same As Above but have your own Central Station

(03)  Specifying Consultant / Engineer

(04)  Electrical Contractor that installs Security / Fire Systems

(10)  Value Added Reseller (VAR)

(05)  Locksmith / Electronic Access Control installer

(18)  Engineered Fire Systems Distributor (installing)

(06)  Central Station Service (non-installing)

(07)  Wholesale Distributor of Security Products

(08)  Manufacturer of Security Products / Components

(09)  Manufacturer Representative

(11)  Other related to the industry \_\_\_\_\_

MAKE CORRECTIONS TO LABEL BELOW:

**2 Check ONE that BEST Describes Your Title:**

(01)  Executive Management (Owner, Partner, President, VP, Director, etc.)

(02)  General Management (Purchasing Agent, Supervisor, Administrator, Facility Manager, etc.)

(03)  Sales & Marketing Management (Sales Director, Sales & Marketing Representative, etc.)

(04)  Technical Management (Installation Manager, Service Manager, Monitoring / Central Station Manager, IT / Networking Manager, etc.)

(05)  Other: specify \_\_\_\_\_

**3 Type(s) and Number of Installations Per Year Check ONLY Those That Apply:**

**Residential Homes**

(01)  1 - 24 (02)  25 - 99 (03)  100 - 499 (04)  500 + (13)  none of above

**Commercial & Retail**

(05)  1 - 24 (06)  25 - 99 (07)  100 - 299 (08)  300+ (14)  none of above

**Large Industrial (Airports, Stadiums, Prisons, etc.)**

(09)  1 - 10 (10)  11 - 25 (11)  26 - 99 (12)  100 + (15)  none of above

**4 Products or Systems You or Your Firm Currently/Plan to Buy, Install or Specify Within the Next 12 Months:**

Check ALL That Apply:	Current Market Share	Future Expansion Plans
Access Control	(01) <input type="checkbox"/>	(21) <input type="checkbox"/>
Batteries / Power Supplies	(02) <input type="checkbox"/>	(22) <input type="checkbox"/>
Burglar / Intrusion Equipment	(03) <input type="checkbox"/>	(23) <input type="checkbox"/>
CCTV & Accessories	(04) <input type="checkbox"/>	(24) <input type="checkbox"/>
Fire Alarm Equipment	(05) <input type="checkbox"/>	(25) <input type="checkbox"/>
Home Control / Automation	(06) <input type="checkbox"/>	(26) <input type="checkbox"/>
Intercom / Telephone Systems	(07) <input type="checkbox"/>	(27) <input type="checkbox"/>
IT Networking / Structured Wiring	(08) <input type="checkbox"/>	(28) <input type="checkbox"/>
GPS Asset Tracking / Mobile Video	(09) <input type="checkbox"/>	(29) <input type="checkbox"/>
Monitoring Service - 3rd Party	(10) <input type="checkbox"/>	(30) <input type="checkbox"/>
Outdoor Perimeter Detection	(11) <input type="checkbox"/>	(31) <input type="checkbox"/>
Wireless Systems / Components	(12) <input type="checkbox"/>	(32) <input type="checkbox"/>
None of the Above	(99) <input type="checkbox"/>	(98) <input type="checkbox"/>

By giving us your email address you will receive subscription communications and other Security Sales & Integration newsletters and announcements.

You may opt out of the following:

- Promotions for other Security Sales & Integration products
- Carefully selected special offers from advertiser partners

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PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 11, 2011
Peggy Onstad, Publisher	State	California
Katie Fillingame, Audience Marketing Manager	County	Los Angeles
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	July 11, 2011
<b>IMPORTANT NOTE:</b>	Type	PSJ
This unaudited circulation statement has been checked against the previous audit report.	ID Number	S023S0J1
It will be included in the annual audit made by BPA Worldwide.		

<b>SUPPLEMENTARY DATA</b>														
This is an analysis of 24,293 or 86.7% of recipients who have indicated that they or their firm currently/plans to buy/install/specify the following products and/or systems within the next 12 months. See questionnaire used to elicit these data on the back of this report. Since any one respondent may have checked more than one response, the totals for each of these (i.e.: products and services) should not be added together as the total may exceed the total circulation. These data are presented for statistical and marketing purposes.														
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Recipients who have indicated products or systems they or their firm buys/installs or specifies	ACCESS CONTROL	CCTV & ACCESSORIES	BURGLARY/INTRUSION/EQUIPMENT/WIRELESS SYSTEMS/COMPONENTS	FIRE ALARM EQUIPMENT	IT NETWORKING/STRUCTURED WIRING SYSTEMS	OUTDOOR PERIMETER DETECTION	HOME CONTROL/AUTOMATION	MONITORING SERVICE 3RD PARTY	INTERCOM/TELEPHONE SYS	BATTERIES/POWER SUPPLIES	GPS ASSET TRACKING/MOBILE VIDEO
<b>Installing Contractors Or Suppliers</b>														
1. Security Installing Contractor / Systems Integrator / Alarm Dealer (includes intrusion detection, fire/life safety, video surveillance, access control and home controls) / Value Added Reseller (VAR) / Engineered Fire Systems Distributor (Installing) _____	18,773	67.0	16,966	13,659	13,385	14,528	11,018	7,965	8,778	7,915	7,849	8,971	12,558	5,294
2. SAME AS ABOVE but have your own Central Station _____	1,118	4.0	1,001	881	902	929	832	495	696	446	407	622	836	356
3. Architect/Specifying Consultant/Engineer _____	2,945	10.5	2,328	1,879	1,799	1,907	1,564	1,338	1,263	979	858	1,329	1,560	792
4. Electrical Contractor that Installs Security/Fire Systems _____	1,651	5.9	1,211	740	679	806	894	509	419	503	370	551	773	260
5. Locksmiths/Electronic Access Control Installer _____	2,060	7.3	1,700	1,517	720	916	339	266	310	376	203	438	875	193
6. Central Station Service (non-installing) _____	331	1.2	191	106	109	107	78	68	70	51	89	62	88	57
7. Wholesale Distributor of Security Products _____	743	2.7	588	409	428	434	308	276	260	273	154	295	383	210
8. Manufacturer/Mfgr Rep of Security Products/Components, and Others Related to the Industry. _____	379	1.4	308	206	221	185	85	98	107	64	49	81	108	61
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>28,000</b>	<b>100.0</b>	<b>24,293</b>	<b>19,397</b>	<b>18,243</b>	<b>19,812</b>	<b>15,118</b>	<b>11,015</b>	<b>11,903</b>	<b>10,607</b>	<b>9,979</b>	<b>12,349</b>	<b>17,181</b>	<b>7,223</b>

<b>3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011</b>					
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	23,840	4,160	-	28,000	100.0
II. Request from recipient's company: _____	-	-	-	-	-
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	-	-	-	-	-
Association rosters and directories _____	-	-	-	-	-
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
Other sources _____	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>23,840</b>	<b>4,160</b>	<b>-</b>	<b>28,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>85.1</b>	<b>14.9</b>	<b>-</b>	<b>100.0</b>	

<b>3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011</b>		
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 _____	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>28,000</b>	<b>100.0</b>