

Publisher's Sworn Statement

Security Systems News provides comprehensive access to the physical security market. Its flagship monthly publication is the "newspaper of record" for the security industry. In addition, the Security Systems News brand extends to a full multi-channel array of e-Newsletters including a weekly general news wire, five monthly segment-focused emails and a Web site. The brand produces two of the most premium priced face-to-face events in the industry. On an annual basis, our products provide more 2.3 million audience touches.

This Publisher's Sworn Statement provides a detailed look at the audience of Security Systems News, using the May 2018 print issue and averages based on January – June 2018. This information is to be used exclusively and solely by United Publications, Security Systems News and their clients.

Field Served:

Security Systems News serves Security Installing Dealers; Security Installing Dealers with Central Station; Security Services Companies that Install; Access Control/Systems Specialists; Central Station Servicers (non-installing); Utility/Telecom/Cable/Communications; Systems Integrators; Security Product Distributors; Engineered Systems Distributors; Security Consultants; Government/Military; End Users of Security Products; Security Product/Components Manufacturers; Manufacturer's Representatives; Computer Integrated Systems Designers; Security Systems Resellers; IT Resellers; and others allied to the field.

Definition of Recipient Qualification:

Qualified recipients include Owner/President/Partner/VP/General Manager; Security Manager, Financial Manager, Controller, Buyer, Purchasing Manager, Service/Installation Manager; Other Manager/Director/Supervisors; Systems Architect/Designer/Engineer; Installation/Service Staff; Sales Manager/Representative; Consultants; and Other titled personnel.

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This Integrated Database analysis is provided by Stamats Data Management. The analysis provides a better understanding and identification of all the media channels Security System News audience consumes. Tables contained in this report reflect net unique, unduplicated counts of individuals receiving one or more media channels available from the Publisher.



*Note: All Data contained in this report is "Publishers' Own Data" as of May 2018

EXECUTIVE SUMMARY		<i>6 Month Average*</i>
Security Systems News (January-June 2018 Average)		24,250
PRINT		21,555
DIGITAL		5,589
SSN E-NEWSLETTERS		
SSN Newswire		11,124
SSN Showcase		23,016
SSN Moneyline		8,577
SSN Top 5 Monitoring		10,547
SSN Top 5 Residential		10,226
SSN Top 5 Access Control		11,440
SSN Top 5 Commercial Integration		10,259
SSN Newspoll		9,887
SSN WEBSITE (January -June 2018 Avg. Monthly uses)		12,657

Integrated Database Analysis - May 2018	
NET UNIQUE INDIVIDUALS	55,931
INDIVIDUALS RECEIVING ONLY ONE CHANNEL	13,798
AVERAGE CHANNELS PER INDIVIDUAL	2.3

* e-Newsletter number is average of May 2018 e-Newsletter data; all other Data contained in this report is a 6-month average as of June 2018 unless otherwise noted. All data is sourced as "Publishers' Own Data".

Communication Channels - May 2018

CHANNELS	Security Systems News	SSN Newswire	SSN Showcase	SSN Moneyline	SSN Monitoring	SSN Residential	SSN Access Control	SSN Comm. Integration	Webcast Registrants	SSN Newspill	Security 5/2K Attendees	Website Registrants
Security Systems News	24,250	4,790	5,462	3,049	3,746	3,597	4,285	4,067	1,118	3,656	321	353
SSN Newswire	4,790	11,236	7,908	5,503	7,167	6,857	4,564	5,594	1,220	6,366	405	393
SSN Showcase	5,462	7,908	23,090	6,204	7,547	7,277	6,853	7,103	1,322	6,892	360	398
SSN Moneyline	3,049	5,503	6,204	8,577	5,309	5,118	3,791	5,053	838	4,686	231	254
SSN Monitoring	3,746	7,167	7,547	5,309	10,544	8,440	3,999	5,202	991	5,308	305	335
SSN Residential	3,597	6,857	7,277	5,118	8,440	10,223	3,923	4,976	908	5,076	293	322
SSN Access Control	4,285	4,564	6,853	3,791	3,999	3,923	11,440	5,394	923	3,840	210	642
SSN Commercial Integration	4,067	5,594	7,103	5,053	5,202	4,976	5,394	10,259	1,039	4,603	242	347
Webcast Registrants	1,118	1,220	1,322	838	991	908	923	1,039	5,753	1,060	284	146
SSN Newspill	3,656	6,366	6,892	4,686	5,308	5,076	3,840	4,603	1,060	9,885	305	331
Security 5/2K Attendees	321	405	360	231	305	293	210	242	284	305	2,615	56
Website Registrants	353	393	398	254	335	322	642	347	146	331	56	1,967

Total Unique Individuals - May 2018

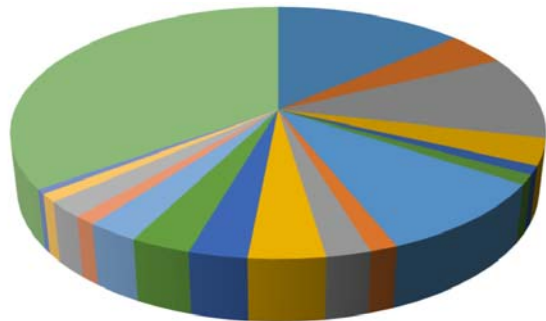
CHANNELS RECEIVED	Security Systems News	SSN Newswire	SSN Showcase	SSN Moneyline	SSN Monitoring	SSN Residential	SSN Access Control	SSN Comm. Integration	Webcast Registrants	SSN Newspill	Security 5/2K Attendees	Website Registrants	UNIQUE INDIVIDUALS
MULTIPLE CHANNEL RECIP	8,271	10,934	16,023	8,192	10,378	10,056	10,051	9,757	2,225	9,678	798	1,037	23,492
SINGLE CHANNEL RECIP	15,979	302	7,067	385	166	167	1,389	502	3,528	207	1,817	930	32,439
TOTAL	24,250	11,236	23,090	8,577	10,544	10,223	11,440	10,259	5,753	9,885	2,615	1,967	55,931

*Note: All Data contained in this report is "Publishers' Own Data" as of May 2018

Brand - Business & Industry - May 2018

	Total Unique Individuals	%	Security Systems News	SSN Newswire	SSN Showcase	SSN Moneyline	SSN Monitoring	SSN Residential	SSN Access Control	SSN Comm Integration	Webcast Registrants	SSN Newspoll	5/2K Attendees	Website Registrants
Security Installing Dealer	7,563	13.5%	5,360	1,688	2,804	1,274	1,529	1,609	2,200	1,824	394	1,294	50	221
Security Installing Dealer with Central Station	2,432	4.3%	1,463	898	1,225	600	919	848	966	811	218	651	50	190
Security Service Company that installs	6,000	10.7%	5,057	642	1,114	482	628	617	803	690	111	475	25	142
Access Control/Systems Specialist	1,896	3.4%	1,320	323	655	255	294	265	444	409	68	272	26	94
Central Station Service (non-installing)	627	1.1%	410	213	293	156	265	197	86	119	46	170	27	67
Utility/Telecom/Cable/Communications	681	1.2%	439	174	256	132	182	182	70	98	28	126	8	25
Systems Integrator	5,366	9.6%	3,838	1,079	1,558	762	914	848	1,190	1,164	470	815	98	198
Security Product Distributor	784	1.4%	376	291	442	178	237	241	92	132	63	203	28	51
Engineered Systems Distributor/Fire	1,281	2.3%	1,006	153	230	98	115	108	184	163	29	118	7	82
Security Consultant	2,182	3.9%	997	872	1,255	651	807	838	894	911	243	679	51	196
Government/Military	1,673	3.0%	886	231	755	165	249	219	496	320	23	235	6	82
End User of Security Products	1,715	3.1%	986	538	880	320	483	401	219	286	184	495	59	67
Security Product/Components Manufacturer	1,488	2.7%	614	634	850	386	481	464	198	343	223	465	196	113
Manufacturer's Representative	643	1.1%	288	282	361	144	201	218	102	144	71	210	70	43
Computer Integrated Systems Design	1,137	2.0%	689	191	344	151	190	203	285	83	31	124	13	83
Security Systems Reseller	593	1.1%	355	135	240	90	135	135	164	75	14	101	10	81
IT Reseller	324	0.6%	164	83	63	62	110	108	39	67	7	55	27	49
Others Allied/Other Engaged	19,546	34.9%	2	2,809	9,765	2,671	2,805	2,722	3,008	2,620	3,530	3,397	1,864	183
Grand Total	55,931	100%	24,250	11,236	23,090	8,577	10,544	10,223	11,440	10,259	5,753	9,885	2,615	1,967

Audience Distribution



- Security Installing Dealer 13.5%
- Security Installing Dealer with Central Station 4.3%
- Security Service Company that installs 10.7%
- Access Control/Systems Specialist 3.4%
- Central Station Service (non-installing) 1.1%
- Utility/Telecom/Cable/Communications 1.2%
- Systems Integrator 9.6%
- Security Product Distributor 1.4%
- Engineered Systems Distributor/Fire 2.3%
- Security Consultant 3.9%
- Government/Military 3.0%
- End User of Security Products 3.1%
- Security Product/Components Manufacturer 2.7%
- Manufacturer's Representative 1.1%
- Computer Integrated Systems Design 2.0%
- Security Systems Reseller 1.1%
- IT Reseller 0.6%
- Others Allied/Other Engaged 34.9%

Brand - Classification by Title - May 2018

	Total Unique Individuals	%	Security Systems News	SSN Newswire	SSN Showcase	SSN Moneyline	SSN Monitoring	SSN Residential	SSN Access Control	SSN Comm. Integration	SSN News Poll
<i>Owner/President/Partner/VP/General Manager</i>	18,595	33.2%	13,897	4,060	6,304	3,243	3,611	3,640	4,199	4,078	3,101
<i>Security Mgr/Dir/Supv; Financial Mgr, Controller; Buyer, Purchasing Mgr; Service/Installation Mgr; Other Mgr/Dir/Supervisor</i>	7,403	13.2%	5,493	1,840	2,837	1,255	1,683	1,554	1,403	1,544	1,339
<i>Systems Architect/Designer/Engineer</i>	1,388	2.5%	725	378	629	300	390	381	320	248	293
<i>Installation/Service Staff</i>	1,356	2.4%	817	369	602	184	368	373	361	210	280
<i>Sales Manager/Representative</i>	3,631	6.5%	2,398	1,066	1,546	507	981	913	804	622	807
<i>Consultant</i>	1,405	2.5%	691	630	800	464	662	657	512	607	468
<i>Other Title</i>	22,153	39.6%	229	2,893	10,372	2,624	2,849	2,705	3,841	2,950	3,597
Grand Total	55,931	100%	24,250	11,236	23,090	8,577	10,544	10,223	11,440	10,259	9,885

Classification by Title



- Owner/President/Partner/VP/General Manager 33.2%
- Security Mgr/Dir/Supv; Financial Mgr, Controller; Buyer, Purchasing Mgr; Service/Installation Mgr; Other Mgr/Dir/Supervisor 13.2%
- Systems Architect/Designer/Engineer 2.5%
- Installation/Service Staff 2.4%
- Sales Manager/Representative 6.5%
- Consultant 2.5%
- Other Title 39.6%

Brand - Geographic Distribution - May 2018

STATE	Total Unique Individuals	PRINT	DIGITAL	SSN Newsire	SSN Showcase	SSN Moneyline	SSN Monitoring	SSN Residential	SSN Access Control	SSN Comm. Integration	SSN News Poll
Connecticut	741	331	74	181	296	129	153	146	201	160	148
Massachusetts	1,502	708	199	358	597	260	294	276	424	297	307
Maine	194	84	29	44	82	34	40	35	73	54	40
New Hampshire	243	120	25	46	86	30	44	41	75	45	45
Rhode Island	158	74	26	32	64	24	30	30	47	33	25
Vermont	68	34	5	9	23	6	7	6	12	8	7
NEW ENGLAND	2,906	1,351	358	670	1,148	483	568	534	832	597	572
New Jersey	1,635	775	200	398	712	328	343	327	435	372	337
New York	3,459	1,644	414	747	1,434	576	675	661	798	682	611
Pennsylvania	1,907	884	203	433	820	314	385	357	525	383	369
MIDDLE ATLANTIC	7,001	3,303	817	1,578	2,966	1,218	1,403	1,345	1,758	1,437	1,317
Illinois	1,895	885	234	432	802	324	385	371	486	396	354
Indiana	726	334	85	154	244	105	128	148	191	133	118
Michigan	1,030	522	112	171	408	137	178	160	236	185	151
Ohio	1,407	669	162	249	532	186	232	222	346	274	214
Wisconsin	570	283	60	112	213	86	95	95	150	110	86
EAST NORTH CENTRAL	5,628	2,693	653	1,118	2,199	838	1,018	996	1,409	1,098	923
Iowa	302	159	31	37	97	33	39	42	62	54	33
Kansas	396	182	52	81	158	56	70	67	94	67	59
Minnesota	834	409	107	188	297	127	171	154	213	154	164
Missouri	777	356	96	156	326	118	131	127	198	156	131
North Dakota	98	54	7	6	33	7	13	12	18	18	6
Nebraska	271	136	31	48	104	39	45	43	68	50	46
South Dakota	80	45	6	12	27	7	15	15	13	17	7
WEST NORTH CENTRAL	2,758	1,341	330	528	1,042	387	484	460	666	516	446
Washington DC	204	80	13	26	97	17	21	21	41	28	22
Delaware	127	65	17	30	45	23	23	28	32	33	27
Florida	3,258	1,552	407	695	1,247	544	618	631	803	655	590
Georgia	1,571	705	197	349	644	263	334	343	457	371	300
Maryland	1,196	537	122	228	475	198	214	209	300	248	194
North Carolina	1,290	647	133	262	458	210	242	254	335	258	215
South Carolina	648	254	48	113	217	80	100	98	149	118	88
Virginia	1,639	748	174	305	610	251	275	263	396	309	267
West Virginia	155	89	30	35	61	26	29	30	46	40	23
SOUTH ATLANTIC	10,088	4,677	1,141	2,043	3,854	1,612	1,856	1,877	2,559	2,060	1,726

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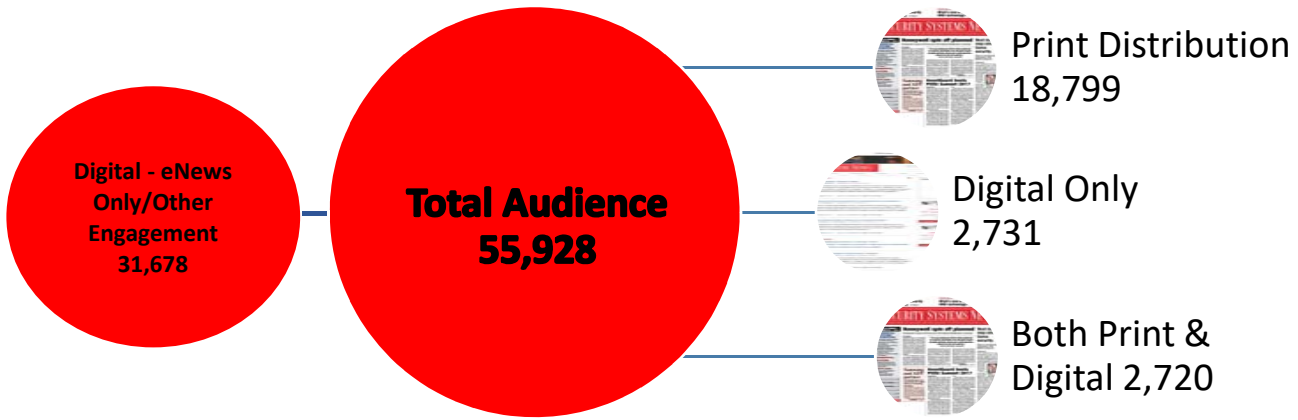
Brand - Geographic Distribution - May 2018

STATE	Total Unique Individuals	PRINT	DIGITAL	SSN Newsire	SSN Showcase	SSN Moneyline	SSN Monitoring	SSN Residential	SSN Access Control	SSN Comm. Integration	SSN News Poll
Alabama	512	252	41	82	172	52	71	74	125	96	64
Kentucky	431	190	48	85	174	72	69	76	105	81	65
Mississippi	239	109	19	39	95	25	37	40	63	41	36
Tennessee	719	337	80	150	257	108	143	140	199	136	133
EAST SOUTH CENTRAL	1,901	888	188	356	698	257	320	330	492	354	298
Arkansas	250	111	15	38	79	36	38	34	72	51	34
Louisiana	551	283	59	101	171	73	91	95	135	94	79
Oklahoma	367	196	36	73	127	59	74	71	94	79	58
Texas	3,474	1,620	426	735	1,253	539	651	633	839	691	585
WEST SOUTH CENTRAL	4,642	2,210	536	947	1,630	707	854	833	1,140	915	756
Arizona	784	367	103	159	305	120	149	136	203	141	129
Colorado	962	435	125	215	349	142	173	168	231	190	173
Idaho	179	91	17	30	56	15	29	28	44	30	21
Montana	85	43	9	13	29	9	13	14	19	17	16
New Mexico	229	116	31	35	100	38	41	39	65	44	36
Nevada	355	144	36	59	141	54	61	70	78	64	58
Utah	481	202	60	100	170	76	109	106	122	90	93
Wyoming	53	33	1	3	10	5	5	5	10	6	2
MOUNTAIN	3,128	1,431	382	614	1,160	459	580	566	772	582	528
Alaska	64	35	9	8	20	5	5	8	11	11	10
California	5,179	2,379	576	988	1,788	722	873	843	1,098	888	784
Hawaii	106	52	14	19	38	15	16	16	27	15	12
Oregon	425	199	46	69	141	43	57	56	101	70	65
Washington	820	348	85	132	301	109	106	99	189	133	121
PACIFIC	6,594	3,013	730	1,216	2,288	894	1,057	1,022	1,426	1,117	992
UNITED STATES	44,646	20,907	5,135	9,070	16,985	6,855	8,140	7,963	11,054	8,676	7,558
US Territories (ex. Puerto Rico)	124	13	9	34	77	35	36	40	50	43	35
Canada	1,632	599	267	453	682	333	397	369	63	380	402
Mexico	0	0	0	0	0	0	0	0	0	0	0
Other International	5,249	0	35	1,016	3,610	1,162	1,446	1,308	42	942	1,283
Email Address Only	4,280	0	5	663	1,736	192	525	543	231	218	607
Other Total	11,285	612	316	2,166	6,105	1,722	2,404	2,260	386	1,583	2,327
UNIQUE TOTAL**	55,931	21,519	5,451	11,236	23,090	8,577	10,544	10,223	11,440	10,259	9,885

*Note: All Data contained in this report is "Publishers' Own Data" as of May 2018

Brand - SSN Audience Breakout - May 2018

	Qualified Request Distribution	Qualified Non-Request Distribution	Total Audience
<i>Print - Requested</i>	18,799		18,799
<i>Digital - Requested</i>	2,731		2,731
<i>Both - Requested</i>	2,720		2,720
<i>Digital - eNews Only/Other Brand Engagement</i>		31,678	31,678
<i>Total Distribution</i>	24,250	31,678	55,928



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