



Audience Profile Report

Security Systems News provides comprehensive access to the physical security market. The Security Systems News brand includes a monthly print publication and a full multi-channel array of digital offerings including a weekly newswire, five monthly segment-focused emails and a website. The brand also produces the premier face-to-face educational event in the industry. On an annual basis, Security System News' products provide **2.36 million** audience touches.

This report provides a detailed look at the audience of Security Systems News, using the April 2019 print issue and digital statistics. 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.

United Publications

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 Rick Rector, Publisher



This Integrated Database analysis is provided by Stamats Data Management. This analysis provides a better understanding and identification of all the media channels the 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 April 2019



Audience Summary

| Summary | | <i>6 Month Average*</i> |
|----------------------------------|--|-------------------------|
| Security Systems News | | 24,250 |
| PRINT | | 21,236 |
| DIGITAL | | 5,798 |
| SSN E-NEWSLETTERS | | |
| SSN Newswire | | 10,427 |
| SSN Showcase | | 20,792 |
| SSN Moneyline | | 8,176 |
| SSN Top 5 Monitoring | | 9,712 |
| SSN Top 5 Residential | | 9,448 |
| SSN Top 5 Access Control | | 10,766 |
| SSN Top 5 Commercial Integration | | 9,734 |
| SSN Newspoll | | 9,094 |
| SSN WEBSITE | | 30,228 |

| Integrated Data Analysis | |
|--|--------|
| NET UNIQUE INDIVIDUALS | 53,182 |
| INDIVIDUALS RECEIVING ONLY ONE CHANNEL | 13,798 |
| AVERAGE CHANNELS PER INDIVIDUAL | 2.3 |

* e-Newsletter number is average of April 2019 e-Newsletter data; all other Data contained in this report is a 6-month average as of April 2019 unless otherwise noted. All data is sourced as "Publishers' Own Data".

Channels

| CHANNELS | Security Systems News | SSN Newswire | SSN Showcase | SSN Moneyline | SSN Monitoring | SSN Residential | SSN Access Control | SSN Comm. Integration | Webcast Registrants | SSN Newspoll | Security 5/2K Attendees | Website Registrants |
|----------------------------|-----------------------|--------------|--------------|---------------|----------------|-----------------|--------------------|-----------------------|---------------------|--------------|-------------------------|---------------------|
| Security Systems News | 24,252 | 4,934 | 5,534 | 3,476 | 3,932 | 3,759 | 4,718 | 4,473 | 1,374 | 3,813 | 364 | 352 |
| SSN Newswire | 4,934 | 10,449 | 7,446 | 5,501 | 6,800 | 6,510 | 4,835 | 5,703 | 1,231 | 6,053 | 369 | 349 |
| SSN Showcase | 5,534 | 7,446 | 20,940 | 6,134 | 7,105 | 6,827 | 6,871 | 7,019 | 1,327 | 6,539 | 313 | 354 |
| SSN Moneyline | 3,476 | 5,501 | 6,134 | 8,215 | 5,265 | 5,102 | 4,068 | 5,138 | 880 | 4,713 | 205 | 239 |
| SSN Monitoring | 3,932 | 6,800 | 7,105 | 5,265 | 9,767 | 7,849 | 4,263 | 5,287 | 1,021 | 5,138 | 275 | 304 |
| SSN Residential | 3,759 | 6,510 | 6,827 | 5,102 | 7,849 | 9,447 | 4,151 | 5,061 | 925 | 4,920 | 259 | 293 |
| SSN Access Control | 4,718 | 4,835 | 6,871 | 4,068 | 4,263 | 4,151 | 10,831 | 5,565 | 1,037 | 4,050 | 191 | 495 |
| SSN Commercial Integration | 4,473 | 5,703 | 7,019 | 5,138 | 5,287 | 5,061 | 5,565 | 9,777 | 1,083 | 4,675 | 218 | 322 |
| Webcast Registrants | 1,374 | 1,231 | 1,327 | 880 | 1,021 | 925 | 1,037 | 1,083 | 6,173 | 1,044 | 300 | 154 |
| SSN Newpoll | 3,813 | 6,053 | 6,539 | 4,713 | 5,138 | 4,920 | 4,050 | 4,675 | 1,044 | 9,132 | 274 | 304 |
| Security 5/2K Attendees | 364 | 369 | 313 | 205 | 275 | 259 | 191 | 218 | 300 | 274 | 2,645 | 557 |
| Website Registrants | 352 | 349 | 354 | 239 | 304 | 293 | 495 | 322 | 154 | 304 | 57 | 1,962 |

Unique Individuals

| CHANNELS RECEIVED | Security Systems News | SSN Newswire | SSN Showcase | SSN Moneyline | SSN Monitoring | SSN Residential | SSN Access Control | SSN Comm. Integration | Webcast Registrants | SSN Newpoll | Security 5/2K Attendees | Website Registrants | UNIQUE INDIVIDUALS |
|------------------------|-----------------------|--------------|--------------|---------------|----------------|-----------------|--------------------|-----------------------|---------------------|-------------|-------------------------|---------------------|--------------------|
| MULTIPLE CHANNEL RECIP | 8,250 | 10,167 | 14,675 | 7,880 | 9,617 | 9,300 | 9,586 | 9,359 | 2,338 | 8,956 | 773 | 862 | 21,355 |
| SINGLE CHANNEL RECIP | 16,002 | 282 | 6,265 | 335 | 150 | 147 | 1,245 | 418 | 3,835 | 176 | 1,872 | 1,100 | 31,827 |
| TOTAL | 24,252 | 10,449 | 20,940 | 8,215 | 9,767 | 9,447 | 10,831 | 9,777 | 6,173 | 9,132 | 2,645 | 1,962 | 53,182 |

ssnnewswire
 (Commercial | Residential | Financial | Security | General News | Blogs)
 The SSN Newswire Page 12, 2019
 Received entries into SSN newswire at:
 By Paul Ragusa
 ADT/ACS—Following the recent announcement of technology integration with Intel, which will enable new artificial intelligence (AI) capabilities in its iVUE/PRO connected security system, to ensure that everyone is getting up to date on this new AI-powered system.
 Blog: Celebrating the legacy of Critical 2018 with these "need-to-knows" about FBI, DHS, and intelligence monitoring.
 Guardian Protection unveils new branding, integrated marketing campaign.
 By Chris Peterson
 ITI TSB/ADT—Guardian Protection, a large security solutions provider, announced a new branding initiative and a full-on clear message marketing campaign.
 By Paul Ragusa
 Security Systems News spoke with Robert D. Hammond, PMP, NICEIT II, a consultant at Security Consulting and Design, on the monthly Security Systems News.
 Blog: SSN launches S&A with ESX Chairman George De Marco.
 Advertisement
comnet
 www.comnet.net
 Specifically Speaking with Robert D. Hammond
 By Paul Ragusa
 Security Systems News spoke with Robert D. Hammond, PMP, NICEIT II, a consultant at Security Consulting and Design, on the monthly Security Systems News.
 Blog: SSN launches S&A with ESX Chairman George De Marco.
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SECURITY SYSTEMS NEWS
20 UNDER 40 2019
 NOW
 The 10-year transition from sales to account management... and how you can reverse it
 By Chris Peterson
 ORLANDO, Fla.—In the last decade or so, the black and white contrast between sales and account management has become a large part of life.
 Five Questions: Dan Smith's 10 Years
 By Chris Peterson
 Dan Smith was the managing editor of the SSN. Dan Smith was promoted to director of sales and marketing at Mission, a provider of individual and communications solutions. Security Systems News caught up with him for our monthly feature.
 Advertisement
cyber:secured forum
 Connecting the world of cybersecurity, physical security and systems integration
 July 29-31, 2019 | Dallas, Texas
 Register
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SECURITY SYSTEMS NEWS **top5** Access Control
 Each month, the editors of Security Systems News compile the top 5 most-viewed access control stories from www.securitysystemsnws.com and send them to you in an email alert, keeping you up to date on what's most important in the industry. The links to the top 5 stories for the past month are below. Check them out and make sure you're on top of the news!
Top 5 Access Control stories for the past 30 days
 1. **ADT launches new home automation system nationwide**
 By SSN Staff
 BOCA RATON, Fla.—ADT, a provider of monitored security and interactive home and business automation solutions in the U.S. and Canada, is rolling out the ADT Command panel and control platform nationwide.
 2. **SIA New Product Award winners unveiled**
 By SSN Staff
 LAS VEGAS—At ISC West 2019 here last week the Security Industry Association (SIA) announced the 2019 winners of the SIA New Product Showcase Awards, the flagship awards program at ISC West recognizing innovative security products, services and solutions. Top among the winners was iVUE/PRO Corporation, receiving the 2019 Best New Product Award.
 3. **Smile, you're on candid camera: JetBlue passenger blows lid on DHS facial recognition program**
 By Paul Ragusa
 I know I am aging myself here, but after reading about the JetBlue passenger who was none-too-happy to find out that her face would be used as ID for boarding, I thought back to the TV show of my youth called Candid Camera.
 4. **ACRE to acquire RS2 Technologies**
 By Paul Ragusa
 LAS VEGAS—ACRE, a global security company, announced it has entered into a definitive agreement to acquire RS2 Technologies in Mundur, Ind., a deal that enhances ACRE's strategic expansion plans for strengthening its access control business and product portfolio.
 5. **Kastle Systems' new mobile SDK integrates with Rise Buildings' platform**
 By Ginger Schuster
 FALLS CHURCH, Va.—Kastle Systems International, a provider of managed security solutions and services, and Rise Buildings, a provider of an integrated proptech platform that manages all daily activities of a building's staff and occupants, recently joined forces to integrate Kastle's digital mobile access credential functionality with Rise Buildings' occupant experience app.
 Interested in sponsoring the SSN Top 5 Access Control? For more information please contact:
 Rick Reiter at reiter@securitysystemsnws.com
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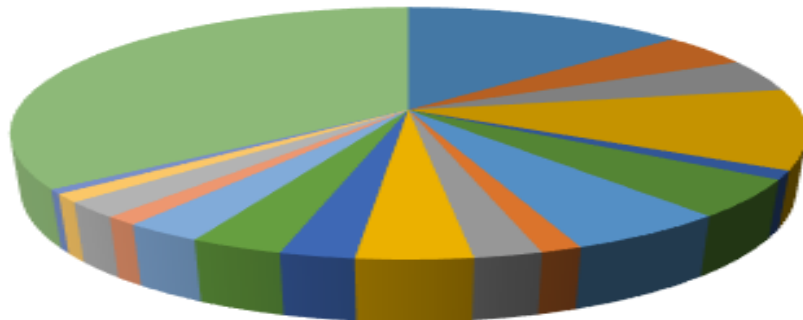
SECURITY SYSTEMS NEWS **top5** Residential
 Each month, the editors of Security Systems News compile the top 5 most-viewed residential stories from www.securitysystemsnws.com and send them to you in an email alert, keeping you up to date on what's most important in the industry. The links to the top 5 stories from the past 30 days are below. Check them out and make sure you're on top of the news!
Top 5 Residential stories for the past 30 days:
 1. **ADT launches new home automation system nationwide**
 By SSN Staff
 BOCA RATON, Fla.—ADT, a provider of monitored security and interactive home and business automation solutions in the U.S. and Canada, is rolling out the ADT Command panel and control platform nationwide.
 2. **Guardian Protection unveils new branding, integrated marketing campaign**
 By SSN Staff
 PITTSBURGH—Guardian Protection, a large security solutions provider, announced a new branding initiative and a multi-million-dollar integrated marketing campaign.
 3. **The 10-year transition from sales to account management—and how you can reverse it**
 By Chris Peterson
 In the last decade or so, the black and white contrast between sales and account management has become a large glob of gray.
 4. **DMP Owners Dealers of the Year for 2019**
 By SSN Staff
 SPRINGFIELD, Mo.—If you've attended the DMP Owners Forum, you know it's an exciting premiere of the manufacturer's newest security solutions and an equally rich exchange of best practices among DMP's top 100 dealers. This year, a select group of those individuals were recognized with DMP's highest honor: Dealer of the Year.
 5. **SSN exclusive Q&A with ESX Chairman George De Marco**
 By Paul Ragusa
 With ESX 2019 just a few weeks away, SSN caught up with ESX Chairman George De Marco to talk about the upcoming conference and expo in Indianapolis, June 3-6, his views on the industry and what he thinks are the greatest challenges and opportunities within security today.
 Interested in sponsoring the SSN Top 5 Residential?
 For more information please contact:
 Rick Reiter at reiter@securitysystemsnws.com
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*Note: All Data contained in this report is "Publishers' Own Data" as of April 2019

Audience Business & Industry

| | 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 Newspan | 5/2K Attendees | Website Registrants |
|---|--------------------------|-------------|-----------------------|---------------|---------------|---------------|----------------|-----------------|--------------------|----------------------|---------------------|--------------|----------------|---------------------|
| Security Installing Dealer | 7,282 | 13.7% | 5,455 | 1,563 | 2,544 | 1,238 | 1,436 | 1,482 | 2,001 | 1,709 | 418 | 1,200 | 50 | 227 |
| Security Installing Dealer with Central Station | 2,314 | 4.4% | 1,516 | 787 | 1,104 | 579 | 817 | 758 | 884 | 758 | 223 | 601 | 44 | 184 |
| Security Service Company that installs | 2,252 | 4.2% | 1,345 | 544 | 947 | 427 | 525 | 522 | 687 | 600 | 107 | 394 | 19 | 131 |
| Access Control/Systems Specialist | 5,455 | 10.3% | 4,941 | 311 | 594 | 249 | 280 | 260 | 421 | 387 | 83 | 244 | 38 | 93 |
| Central Station Service (non-installing) | 605 | 1.1% | 419 | 194 | 254 | 150 | 235 | 178 | 104 | 135 | 44 | 156 | 26 | 65 |
| Utility/Telecom/Cable/Communications | 2,564 | 4.8% | 2,361 | 158 | 215 | 117 | 162 | 159 | 67 | 92 | 29 | 115 | 6 | 24 |
| Systems Integrator | 2,963 | 5.6% | 1,650 | 1,022 | 1,434 | 743 | 866 | 812 | 1,112 | 1,113 | 499 | 795 | 98 | 196 |
| Security Product Distributor | 748 | 1.4% | 408 | 273 | 409 | 177 | 214 | 223 | 125 | 144 | 64 | 193 | 22 | 49 |
| Engineered Systems Distributor/Fire | 1,244 | 2.3% | 1,006 | 134 | 214 | 100 | 110 | 95 | 148 | 151 | 27 | 107 | 6 | 81 |
| Security Consultant | 2,111 | 4.0% | 1,125 | 834 | 1,160 | 646 | 765 | 786 | 847 | 862 | 274 | 657 | 54 | 201 |
| Government/Military | 1,362 | 2.6% | 680 | 225 | 683 | 173 | 248 | 219 | 441 | 299 | 33 | 226 | 10 | 83 |
| End User of Security Products | 1,692 | 3.2% | 1,087 | 525 | 796 | 344 | 465 | 398 | 306 | 340 | 206 | 470 | 59 | 67 |
| Security Product/Components Manufacturer | 1,426 | 2.7% | 693 | 592 | 762 | 377 | 431 | 413 | 264 | 350 | 240 | 436 | 191 | 111 |
| Manufacturer's Representative | 617 | 1.2% | 322 | 258 | 316 | 158 | 196 | 205 | 129 | 146 | 74 | 196 | 67 | 46 |
| Computer Integrated Systems Design | 1,101 | 2.1% | 702 | 184 | 318 | 153 | 184 | 195 | 254 | 96 | 44 | 123 | 14 | 83 |
| Security Systems Reseller | 578 | 1.1% | 363 | 129 | 225 | 99 | 133 | 131 | 155 | 92 | 19 | 104 | 10 | 80 |
| IT Reseller | 308 | 0.6% | 162 | 84 | 59 | 68 | 99 | 99 | 44 | 72 | 8 | 55 | 28 | 51 |
| Others Allied/Other Engaged | 18,560 | 34.9% | 17 | 2,632 | 8,906 | 2,417 | 2,601 | 2,512 | 2,842 | 2,431 | 3,781 | 3,060 | 1,903 | 190 |
| Grand Total | 53,182 | 100% | 24,252 | 10,449 | 20,940 | 8,215 | 9,767 | 9,447 | 10,831 | 9,777 | 6,173 | 9,132 | 2,645 | 1,962 |

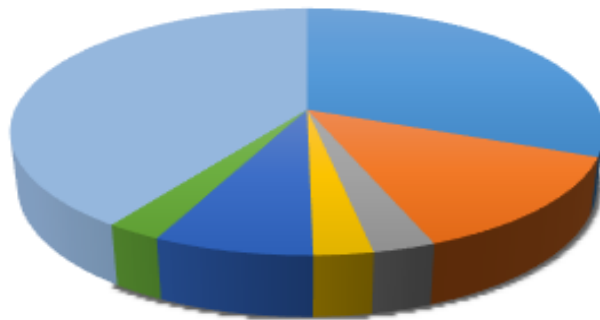
Audience Distribution



- Security Installing Dealer 13.7%
- Security Installing Dealer with Central Station 4.4%
- Security Service Company that installs 4.2%
- Access Control/Systems Specialist 10.3%
- Central Station Service (non-installing) 1.1%
- Utility/Telecom/Cable/Communications 4.8%
- Systems Integrator 5.6%
- Security Product Distributor 1.4%
- Engineered Systems Distributor/Fire 2.3%
- Security Consultant 4.0%
- Government/Military 2.6%
- End User of Security Products 3.2%
- Security Product/Components Manufacturer 2.7%
- Manufacturer's Representative 1.2%
- Computer Integrated Systems Design 2.1%
- Security Systems Reseller 1.1%
- IT Reseller 0.6%
- Others Allied/Other Engaged 34.9%

| Audience Title | | | | | | | | | | | |
|---|--------------------------|-------------|-----------------------|---------------|---------------|---------------|----------------|-----------------|--------------------|-----------------------|---------------|
| | 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 |
| Owner/President/Partner/VP/General Manager | 16,518 | 31.1% | 12,603 | 3,780 | 5,725 | 3,102 | 3,355 | 3,377 | 3,909 | 3,838 | 2,881 |
| Security Mgr/Dir/Supv; Financial Mgr, Controller; Buyer, Purchasing Mgr; Service/Installation Mgr; Other Mgr/Dir/Supervisor | 6,940 | 13.0% | 5,468 | 1,666 | 2,477 | 1,211 | 1,525 | 1,407 | 1,387 | 1,469 | 1,236 |
| Systems Architect/Designer/Engineer | 1,537 | 2.9% | 985 | 376 | 579 | 301 | 380 | 364 | 323 | 265 | 287 |
| Installation/Service Staff | 1,454 | 2.7% | 1,014 | 320 | 528 | 175 | 327 | 326 | 336 | 214 | 252 |
| Sales Manager/Representative | 3,910 | 7.4% | 2,927 | 982 | 1,404 | 542 | 893 | 841 | 837 | 636 | 762 |
| Consultant | 1,358 | 2.6% | 782 | 581 | 723 | 474 | 617 | 601 | 524 | 594 | 443 |
| Other Title | 21,465 | 40.3% | 473 | 2,744 | 9,504 | 2,410 | 2,670 | 2,531 | 3,515 | 2,761 | 3,271 |
| Grand Total | 53,182 | 100% | 24,252 | 10,449 | 20,940 | 8,215 | 9,767 | 9,447 | 10,831 | 9,777 | 9,132 |

Classification by Title



- Owner/President/Partner/VP/General Manager 31.1%
- Security Mgr/Dir/Supv; Financial Mgr, Controller; Buyer, Purchasing Mgr; Service/Installation Mgr; Other Mgr/Dir/Supervisor 13.0%
- Systems Architect/Designer/Engineer 2.9%
- Installation/Service Staff 2.7%
- Sales Manager/Representative 7.4%
- Consultant 2.6%
- Other Title 40.3%

Audience Geographic Distribution

| 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 | 677 | 299 | 87 | 170 | 270 | 122 | 144 | 137 | 189 | 151 | 133 |
| Massachusetts | 1,461 | 734 | 216 | 320 | 529 | 246 | 254 | 243 | 407 | 287 | 280 |
| Maine | 188 | 86 | 29 | 47 | 73 | 34 | 45 | 43 | 62 | 42 | 35 |
| New Hampshire | 240 | 126 | 25 | 40 | 72 | 23 | 36 | 35 | 62 | 37 | 35 |
| Rhode Island | 160 | 81 | 27 | 30 | 59 | 27 | 30 | 28 | 47 | 35 | 24 |
| Vermont | 62 | 34 | 5 | 7 | 20 | 4 | 6 | 5 | 11 | 7 | 6 |
| NEW ENGLAND | 2,788 | 1,360 | 389 | 614 | 1,023 | 456 | 515 | 491 | 778 | 559 | 513 |
| New Jersey | 1,551 | 757 | 198 | 354 | 637 | 301 | 301 | 292 | 409 | 346 | 302 |
| New York | 3,263 | 1,604 | 437 | 702 | 1,287 | 559 | 627 | 618 | 754 | 655 | 568 |
| Pennsylvania | 1,833 | 899 | 214 | 397 | 744 | 298 | 350 | 327 | 491 | 368 | 340 |
| MIDDLE ATLANTIC | 6,647 | 3,260 | 849 | 1,453 | 2,668 | 1,158 | 1,278 | 1,237 | 1,654 | 1,369 | 1,210 |
| Illinois | 1,807 | 885 | 237 | 391 | 721 | 314 | 356 | 341 | 452 | 371 | 331 |
| Indiana | 726 | 365 | 97 | 150 | 217 | 100 | 118 | 135 | 180 | 131 | 112 |
| Michigan | 973 | 512 | 122 | 162 | 368 | 145 | 163 | 152 | 227 | 184 | 149 |
| Ohio | 1,287 | 608 | 177 | 245 | 481 | 187 | 214 | 206 | 329 | 267 | 205 |
| Wisconsin | 555 | 294 | 59 | 104 | 199 | 80 | 92 | 92 | 140 | 101 | 81 |
| EAST NORTH CENTRAL | 5,348 | 2,664 | 692 | 1,052 | 1,986 | 826 | 943 | 926 | 1,328 | 1,054 | 878 |
| Iowa | 292 | 165 | 36 | 35 | 85 | 32 | 36 | 37 | 58 | 47 | 31 |
| Kansas | 344 | 153 | 51 | 74 | 141 | 54 | 65 | 64 | 85 | 63 | 56 |
| Minnesota | 778 | 391 | 116 | 162 | 261 | 123 | 141 | 133 | 199 | 140 | 144 |
| Missouri | 737 | 348 | 106 | 153 | 298 | 121 | 133 | 125 | 197 | 161 | 121 |
| North Dakota | 89 | 49 | 5 | 6 | 33 | 7 | 12 | 12 | 17 | 17 | 5 |
| Nebraska | 232 | 111 | 34 | 45 | 90 | 37 | 40 | 40 | 66 | 49 | 45 |
| South Dakota | 74 | 39 | 7 | 9 | 25 | 7 | 14 | 14 | 13 | 16 | 6 |
| WEST NORTH CENTRAL | 2,546 | 1,256 | 355 | 484 | 933 | 381 | 441 | 425 | 635 | 493 | 408 |
| Washington DC | 172 | 65 | 13 | 23 | 81 | 14 | 19 | 19 | 34 | 25 | 21 |
| Delaware | 124 | 71 | 18 | 24 | 38 | 19 | 18 | 18 | 29 | 24 | 23 |
| Florida | 3,079 | 1,506 | 431 | 666 | 1,127 | 543 | 588 | 598 | 780 | 637 | 554 |
| Georgia | 1,511 | 736 | 223 | 334 | 579 | 250 | 313 | 317 | 412 | 346 | 280 |
| Maryland | 1,101 | 514 | 134 | 214 | 420 | 193 | 192 | 191 | 283 | 239 | 166 |
| North Carolina | 1,238 | 648 | 147 | 246 | 411 | 203 | 227 | 235 | 321 | 248 | 199 |
| South Carolina | 618 | 245 | 58 | 101 | 191 | 76 | 93 | 88 | 140 | 111 | 81 |
| Virginia | 1,518 | 704 | 176 | 278 | 552 | 233 | 257 | 251 | 370 | 288 | 240 |
| West Virginia | 143 | 83 | 18 | 24 | 48 | 20 | 21 | 23 | 41 | 32 | 19 |
| SOUTH ATLANTIC | 9,504 | 4,572 | 1,218 | 1,910 | 3,447 | 1,551 | 1,728 | 1,740 | 2,410 | 1,950 | 1,583 |

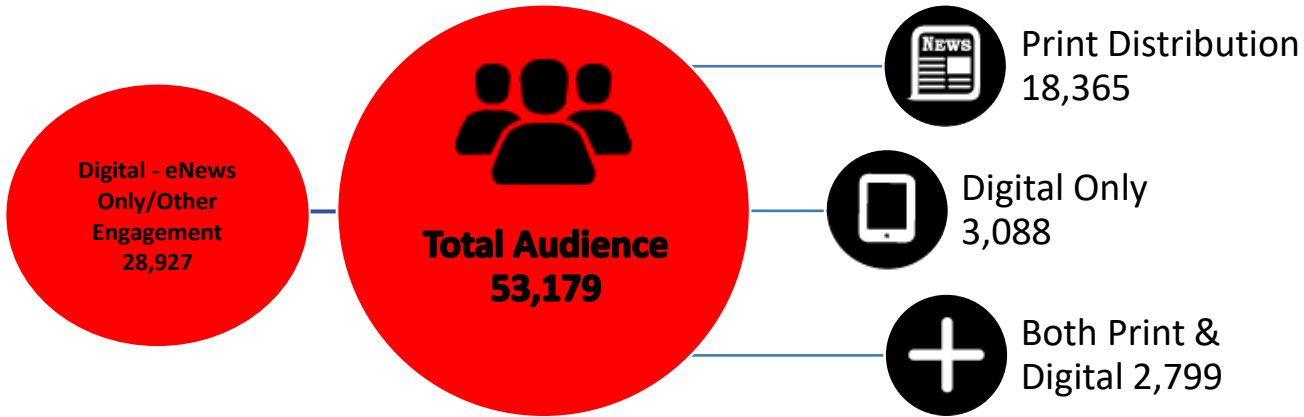
*Note: All Data contained in this report is "Publishers' Own Data" as of April 2019

Audience Geographic Distribution

| 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 | 473 | 239 | 38 | 73 | 155 | 50 | 65 | 65 | 111 | 89 | 58 |
| Kentucky | 401 | 181 | 51 | 73 | 158 | 69 | 64 | 73 | 104 | 78 | 59 |
| Mississippi | 226 | 108 | 16 | 37 | 88 | 24 | 34 | 39 | 60 | 40 | 36 |
| Tennessee | 704 | 360 | 95 | 140 | 230 | 102 | 131 | 130 | 184 | 130 | 120 |
| EAST SOUTH CENTRAL | 1,804 | 888 | 200 | 323 | 631 | 245 | 294 | 307 | 459 | 337 | 273 |
| Arkansas | 221 | 101 | 12 | 36 | 74 | 33 | 38 | 34 | 64 | 46 | 31 |
| Louisiana | 533 | 288 | 61 | 94 | 156 | 69 | 87 | 92 | 121 | 88 | 76 |
| Oklahoma | 357 | 192 | 44 | 74 | 127 | 63 | 74 | 69 | 91 | 82 | 61 |
| Texas | 3,270 | 1,570 | 470 | 668 | 1,135 | 523 | 609 | 575 | 773 | 656 | 541 |
| WEST SOUTH CENTRAL | 4,381 | 2,151 | 587 | 872 | 1,492 | 688 | 808 | 770 | 1,049 | 872 | 709 |
| Arizona | 772 | 384 | 103 | 152 | 279 | 118 | 138 | 124 | 200 | 140 | 131 |
| Colorado | 919 | 448 | 130 | 195 | 306 | 130 | 157 | 152 | 213 | 178 | 157 |
| Idaho | 161 | 83 | 17 | 24 | 50 | 11 | 24 | 24 | 35 | 20 | 16 |
| Montana | 85 | 44 | 10 | 15 | 30 | 12 | 16 | 16 | 20 | 19 | 19 |
| New Mexico | 207 | 108 | 26 | 29 | 85 | 33 | 37 | 35 | 59 | 37 | 29 |
| Nevada | 332 | 140 | 41 | 65 | 132 | 53 | 65 | 71 | 78 | 63 | 53 |
| Utah | 481 | 225 | 70 | 93 | 148 | 74 | 90 | 91 | 112 | 89 | 84 |
| Wyoming | 54 | 34 | 2 | 4 | 10 | 5 | 5 | 4 | 10 | 6 | 2 |
| MOUNTAIN | 3,011 | 1,466 | 399 | 577 | 1,040 | 436 | 532 | 517 | 727 | 552 | 491 |
| Alaska | 60 | 32 | 8 | 6 | 18 | 4 | 5 | 7 | 10 | 9 | 8 |
| California | 5,066 | 2,454 | 620 | 935 | 1,646 | 708 | 838 | 800 | 1,067 | 880 | 736 |
| Hawaii | 125 | 71 | 12 | 21 | 39 | 17 | 16 | 16 | 25 | 15 | 14 |
| Oregon | 402 | 195 | 47 | 64 | 123 | 44 | 57 | 54 | 93 | 68 | 57 |
| Washington | 772 | 360 | 86 | 110 | 254 | 95 | 93 | 90 | 168 | 120 | 101 |
| PACIFIC | 6,425 | 3,112 | 773 | 1,136 | 2,080 | 868 | 1,009 | 967 | 1,363 | 1,092 | 916 |
| UNITED STATES | 42,454 | 20,729 | 5,462 | 8,421 | 15,300 | 6,609 | 7,548 | 7,380 | 10,403 | 8,278 | 6,981 |
| US Territories (ex. Puerto Rico) | 119 | 15 | 12 | 33 | 73 | 35 | 35 | 39 | 48 | 42 | 32 |
| Canada | 1,371 | 419 | 246 | 393 | 602 | 288 | 342 | 320 | 68 | 339 | 347 |
| Mexico | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Other International | 5,023 | 1 | 159 | 1,010 | 3,417 | 1,112 | 1,374 | 1,228 | 116 | 925 | 1,236 |
| Email Address Only | 4,215 | 0 | 8 | 592 | 1,548 | 171 | 468 | 480 | 196 | 193 | 536 |
| Other Total | 10,728 | 435 | 425 | 2,028 | 5,640 | 1,606 | 2,219 | 2,067 | 428 | 1,499 | 2,151 |
| UNIQUE TOTAL** | 53,182 | 21,164 | 5,887 | 10,449 | 20,940 | 8,215 | 9,767 | 9,447 | 10,831 | 9,777 | 9,132 |

*Note: All Data contained in this report is "Publishers' Own Data" as of April 2019

| SSN Audience Breakout | | | |
|--|--------------------------------|------------------------------------|----------------|
| | Qualified Request Distribution | Qualified Non-Request Distribution | Total Audience |
| <i>Print - Requested</i> | 12,426 | 5,939 | 18,365 |
| <i>Digital - Requested</i> | 2,833 | 255 | 3,088 |
| <i>Both - Requested</i> | 2,718 | 81 | 2,799 |
| <i>Digital - eNews Only/Other Brand Engagement</i> | | 28,927 | 28,927 |
| <i>Total Distribution</i> | 17,977 | 35,202 | 53,179 |



*Note: All Data contained in this report is "Publishers' Own Data" as of April 2019