

**SECURITY  
BUSINESS**  
The Path to Greater Profits for Security Integrators

**SECURITY  
TECHNOLOGY EXECUTIVE**  
Risk Mitigation Strategies and Solutions



**SECURITY**  
INFOWATCH.COM

# AUDIENCE ENGAGEMENT REPORT

JULY-DECEMBER 2024

# SecurityInfoWatch — Audience Engagement Report

JULY-DECEMBER 2024

SecurityInfoWatch.com is the industry's first responsive design website that is the gold standard in the security industry for providing breaking news, original content, product information, thought provoking analysis, webinars, e-newsletters and active discussion forums. Housing Security Business and Security Technology Magazine and Newsletters.

## AVERAGE MONTHLY REACH



**369,557**

Primary Job Title	%
Corporate & Executive Management	74.04%
Architect, Engineer, Specifier, Consultant	8.26%
Facilities/Operations Mgmt	7.32%
Loss Prevention/Security Mgmt	4.53%
IT Management	3.56%
Active Law Enforcement/Government/Military	1.66%
Risk Management	0.62%

Primary Business	%
Security Dealer/Manufacturer/Services	23.22%
Security Systems Integrator	27.40%
Security Management/Consulting	10.99%
Government	4.46%
Industrial Manufacturing	5.42%
Educational Institute	3.29%
Utility/Power/Gas/Nuclear/Water	3.25%
Healthcare, Hospital, Medical Center	2.83%
Wholesale, Warehouse, Distribution	2.47%
Banking/Diversified Financial/Insurance	1.97%
Retail, Restaurant, Food Service	2.10%
Communications/Information Technology	2.29%
Transportation	1.25%
Architectural/Engineering/Contract Firm	6.56%
Property Mgmt/Real Estate/Construction	1.33%
Gaming, Hotel, Arena, Entertainment	0.87%
Airport	0.31%

## COMPANIES THAT ENGAGE



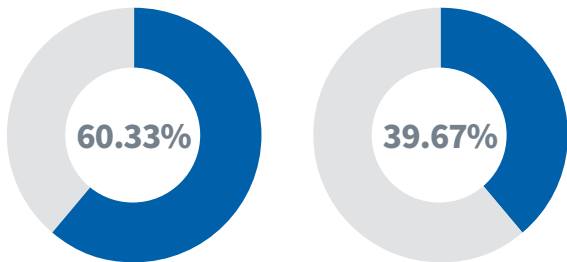
# Security Business — Audience Engagement Report

JULY-DECEMBER 2024

Security Business magazine is “The Path to Greater Profits” for its audience of security business owners and managers who help maintain integration firms, as well as reseller and installation businesses in the commercial and residential security markets.

## MAGAZINE/DIGITAL PRODUCTS

### MAGAZINE ONLY DIGITAL PRODUCTS



\*Magazine includes print and digital magazine subscribers. Digital includes all other digital products including newsletter subscribers and website visitors.

## SUBSCRIBE TO MAGAZINE

**31,000\***

Security Business Magazine Subscribers

Primary Job Title	%
Executive Management	63.38%
General Management	15.95%
System Architect/Designer/Engineer/Consultant	6.12%
Sales Manager/Representative	5.26%
Installation Services/ Staff	3.14%
Facilities/Operations Management	4.26%

Largest Reach of Dealer/Integrators	%
Security Installing Dealer	15.82%
Security Systems Integrator	30.46%
Security Products Distributor/VAR	7.46%
Contract Central Monitoring Service	6.73%
Manufacturer/Manufacturers' Rep	7.22%
Fire Systems Integrator	4.25%
Residential Systems Integrator	4.73%
Video Surveillance Integrator	3.72%
Security Consultant	14.62%

\*Based on the average number of subscribers to Security Business magazine for the 6-month period ending December 2024

The Audience Engagement Report provides an integrated view of the Security Business community. The data provided within is obtained via internal and third party sources, including Google Analytics and Omeda.

# Security Technology Executive — Audience Engagement Report

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**SIW**

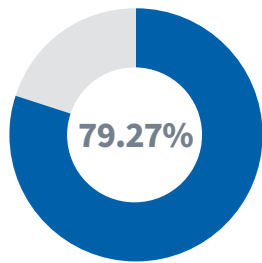
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JULY-DECEMBER 2024

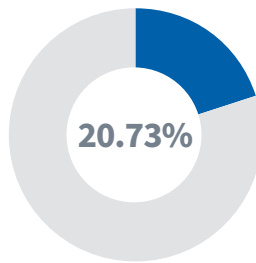
Security Technology Executive magazine equips C-level executives with the business arguments needed to purchase and implement security technology and services. Each issue provides perspective through end-user case studies, consultant-contributed features and columns, expert roundtables, and technology implementation articles written by consulting engineers.

## MAGAZINE/DIGITAL PRODUCTS

### MAGAZINE ONLY



### DIGITAL PRODUCTS



\*Magazine includes print and digital magazine subscribers. Digital includes all other digital products including newsletter subscribers and website visitors.

## SUBSCRIBE TO MAGAZINE

**53,499\***

Security Technology Executive  
Magazine Subscribers

Largest Reach of C-Suite & Operations	%
Executive Management/ C-Suites	52.51%
Loss Prevention/Security Management	9.48%
Facilities/Operations Management	12.20%
IT Management	7.02%
Architect, Engineer, Security Systems Specifier	6.58%
Active Law Enforcement/ Government Military	3.76%
Security Consultant	4.23%
Risk Management	1.33%
Cybersecurity/Network Security Management	0.46%

Top Industries Served	%
Architectural/Engineering/Contract Firm	6.52%
Utility/Power/Gas/Nuclear	9.11%
Industrial/Manufacturing	9.36%
Security Systems Integrator	17.88%
Wholesale, Warehouse, Distribution	5.95%
Government	9.61%
Healthcare, Hospital, Medical Center	4.90%
Educational Institute	6.29%
Security Management/Consulting	9.41%
Communications/Information Technology	4.16%
Retail, Restaurant, Food Service	3.43%
Banking/Diversified Financial/Insurance	3.43%
Property Management/Real Estate/ Construction	2.62%
Transportation	2.35%
Gaming, Hotel, Arena, Entertainment	1.38%
Airport	0.63%
Cannabis Grower/Dispensaries	0.10%

\*Based on the average number of subscribers to Security Technology Executive magazine for the 6-month period ending December 2024

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JULY-DECEMBER 2024

AVERAGE UNIQUE  
MONTHLY SESSIONS



**83,478**

AVERAGE UNIQUE  
MONTHLY VISITORS



**65,385**

AVERAGE MONTHLY  
PAGE VIEWS



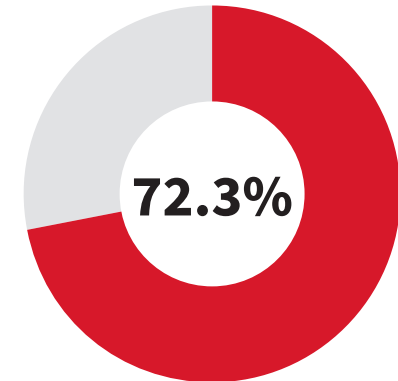
**127,395**

COMBINED SOCIAL REACH

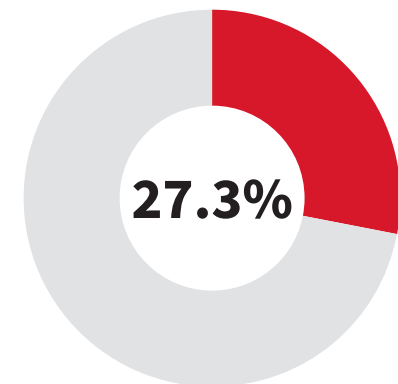


**52,470**

DESKTOP VISITORS AVERAGE MONTHLY



MOBILE VISITORS AVERAGE MONTHLY



# SecurityInfoWatch — eNewsletter Engagement & Insights

JULY-DECEMBER 2024

## NEWSLETTER REACH



**149,110**

## AVERAGE TOTAL OPEN RATE



**41.07%**

	Monthly Average	Average Total Open Rate
Integrator Newswire	31,205	40.60%
ProductWatch eNL	65,635	38.24%
Security Frontline	29,569	41.13%
Security Insights	22,701	44.31%



# SecurityInfoWatch — Traffic by Region

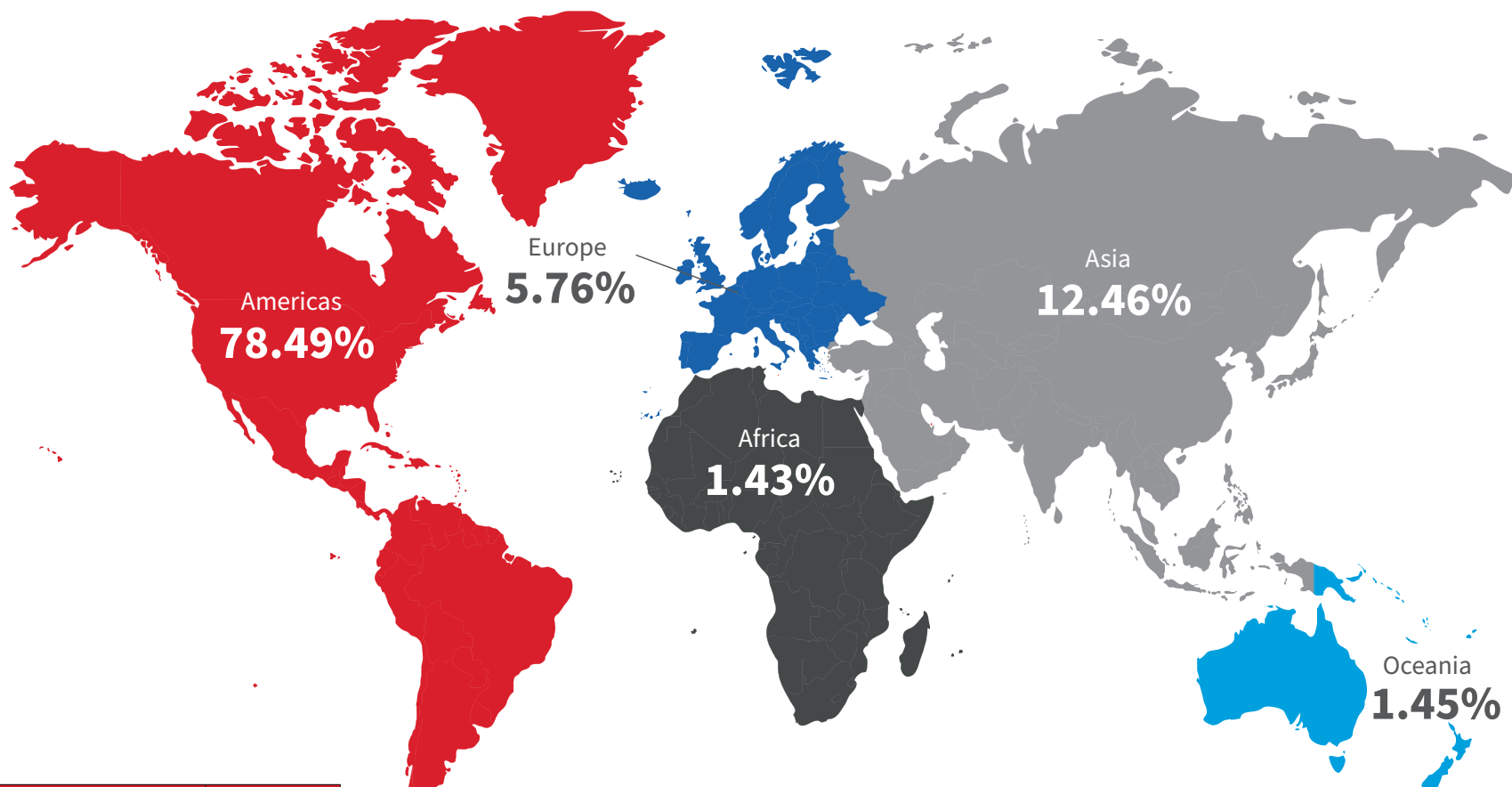
JULY-DECEMBER 2024

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Country	%
Americas	78.49%
Asia	12.46%
Europe	5.76%
Africa	1.43%
Oceania	1.45%
Other	0.42%

# Sworn Publisher's Statements

JULY-DECEMBER 2024



## QUALIFIED CIRCULATION BY ISSUES FOR THE PERIOD SECURITY BUSINESS

2024 Issue	Print	Digital	Total Qualified
July	23,054	7,946	31,000
August	23,247	7,753	31,000
September	22,942	8,058	31,000
October	23,004	7,996	31,000
November	23,086	7,914	31,000
December	23,085	7,915	31,000
Total Qualified Circulation	23,070	7,930	31,000

## QUALIFIED CIRCULATION BY ISSUES FOR THE PERIOD SECURITY TECHNOLOGY EXECUTIVE

2024 Issue	Total Qualified
July/August	42,979
September/October	60,410
November/December	57,108
Total Qualified Circulation	53,499

We hereby make oath and say that all data set forth in this statement are true. | December 2024 | Jolene Gulley Bolton, Group Publisher | Delicia Poole, Audience Development Manager



## PRIMARY BUSINESS & INDUSTRY SECURITY BUSINESS

BUSINESS & INDUSTRY	Grand Total	% of Total	Executive Management	Facilities / Operations Mgmt	General Management	Sales Manager / Representative	Installation Service / Staff	Systems Architect / Designer/ Engineer / Consultant
Security Systems Integrator	7,875	25.4%	5,172	536	1,156	466	259	286
Security Installing Dealer	6,202	20.0%	4,241	335	922	304	303	97
Video Surveillance Integrator	1,059	3.4%	653	105	191	44	53	13
Contract Central Monitoring Service	2,771	8.9%	1,710	332	523	76	52	78
Fire System Integrator	1,876	6.1%	1,140	152	328	117	65	74
Residential System Integrator	2,297	7.4%	1,613	195	330	50	48	61
Security Consultant	4,153	13.4%	2,676	324	709	82	64	298
Security Products Distributor/Value Added Reseller	2,018	6.5%	1,129	143	366	305	32	43
Manufacturers' Rep	2,749	8.9%	1,885	177	447	141	35	64
<b>Total</b>	<b>31,000</b>	<b>100.0%</b>	<b>20,219</b>	<b>2,299</b>	<b>4,972</b>	<b>1,585</b>	<b>911</b>	<b>1,014</b>
<b>% of Total</b>			<b>65.2%</b>	<b>7.4%</b>	<b>16.0%</b>	<b>5.1%</b>	<b>2.9%</b>	<b>3.3%</b>

## RECIPIENT CLASSIFICATION SECURITY BUSINESS

RECIPIENT	Non-Paid Print	Non-Paid Digital	Total Qualified Unduplicated	Percent
Individual by Name and Title and/or Company	23,085	7,915	31,000	100.0%
Individual by Name Only	0	0	0	0.0%
Title Only	0	0	0	0.0%
Company Name Only	0	0	0	0.0%
<b>Total Qualified Circulation</b>	<b>23,085</b>	<b>7,915</b>	<b>31,000</b>	<b>100.0%</b>

## SUBSCRIPTION SOURCE AND RECENCY OF RENEWAL SECURITY BUSINESS

RECIPIENT	Non-Paid Print	Non-Paid Digital	Renewed, Requested or Updated Within 1-3 yr	Total Qualified Unduplicated	Percent
Direct Request from the Recipient	23,085	7,915	31,000	31,000	100.0%
Request from Recipient's Company	0	0	0	0	0.0%
Association/Group/Directory	0	0	0	0	0.0%
<b>Total Qualified Circulation</b>	<b>23,085</b>	<b>7,915</b>	<b>31,000</b>	<b>31,000</b>	<b>100.0%</b>

\*Based on breakout of December 2024 issue

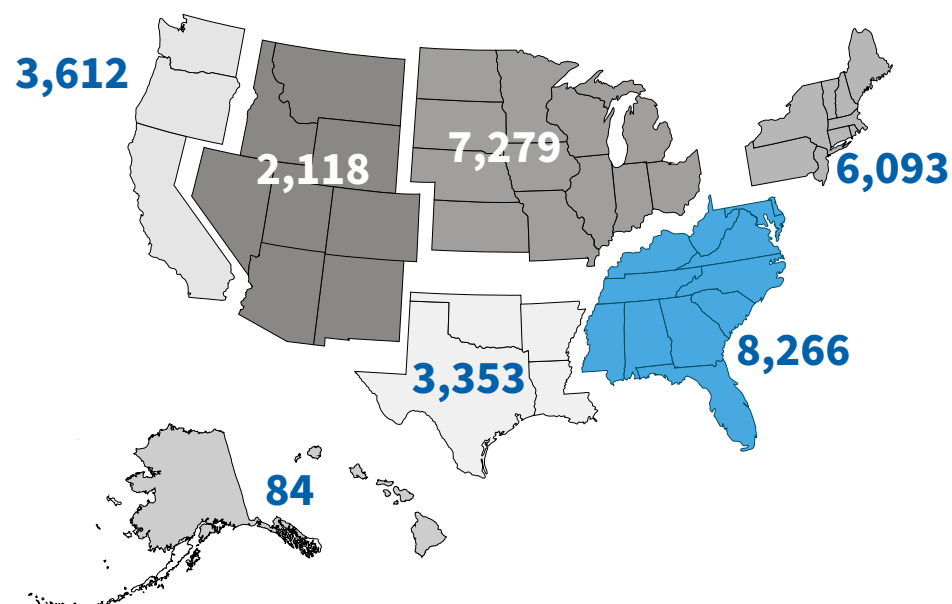
## SUBSCRIBERS BY STATE SECURITY BUSINESS

State	Total
Alabama	503
Arizona	464
Arkansas	304
California	2,867
Colorado	536
Connecticut	468
D. C.	82
Delaware	97
Florida	2,199
Georgia	977
Idaho	172
Illinois	1,259
Indiana	653
Iowa	412
Kansas	382
Kentucky	379
Louisiana	347
Maine	143
Maryland	736
Massachusetts	784
Michigan	892
Minnesota	550
Mississippi	291
Missouri	727
Montana	137
Nebraska	281
Nevada	249
New Hampshire	182

State	Total
New Jersey	1,011
New Mexico	197
New York	2,094
North Carolina	967
North Dakota	138
Ohio	1,228
Oklahoma	342
Oregon	325
Pennsylvania	1,230
Rhode Island	116
South Carolina	435
South Dakota	126
Tennessee	640
Texas	2,360
Utah	297
Vermont	65
Virginia	797
Washington	420
West Virginia	163
Wisconsin	631
Wyoming	66
<b>Total 48 Contiguous States</b>	<b>30,721</b>
Alaska	41
Hawaii	43
Total U.S. Possessions	12
<b>Total USA</b>	<b>30,817</b>

Circulation Outside the U.S.	Total
Total Canada	67
Total Mexico	0
Total Foreign	116
<b>Grand Total</b>	<b>31,000</b>

## SUBSCRIBERS BY REGION



\*Based on breakout of June 2024 issue

# Security Technology Executive — Primary Business & Industry

JULY-DECEMBER 2024



BUSINESS & INDUSTRY	Grand Total	% of Total	Loss Prevention / Security Mgmt	Facilities / Operations Mgmt	IT Management	Cybersecurity / Network Security Mgmt	Risk Management	Executive Management/ C-Suites	Security Consultant	Arch, Eng, Security Sys Specifier	Active Law Enforcement/ Govt Military	Other
Industrial/Manufacturing	4,301	7.5%	330	465	364	8	30	2,695	83	180	5	141
Retail, Restaurant, Food Service	1,360	2.4%	155	171	98	3	15	816	26	9	2	65
Healthcare, Hospital, Medical Center	1,863	3.3%	268	311	235	10	45	773	49	40	24	108
Educational Institution	2,390	4.2%	408	543	437	7	53	487	61	62	205	127
Gaming, Hotel, Arena, Entertainment	486	0.9%	120	47	52	3	11	173	11	12	5	52
Banking/Diversified Financial/Ins	1,270	2.2%	126	70	215	15	58	647	32	33	2	72
Government	3,689	6.5%	389	518	515	17	83	750	76	182	942	217
Wholesale, Warehouse, Distribution	2,788	4.9%	304	170	65	4	13	2,095	33	35	1	68
Utility/Power/Gas/Nuclear/Water	11,798	20.7%	991	555	77	6	24	9,888	15	87	14	141
Transportation	869	1.5%	82	191	76	6	16	377	29	23	15	54
Security Systems Integrator	6,962	12.2%	402	622	222	29	26	4,502	268	459	24	408
Property Mgmt/Real Estate/Constr	966	1.7%	54	147	18	0	8	611	17	40	2	69
Airport	155	0.3%	13	46	10	0	2	55	4	6	10	9
Communications/Information Tech	1,662	2.9%	73	143	265	30	15	772	87	96	6	175
Security Management/Consulting	4,674	8.2%	338	369	126	28	59	2,449	490	452	46	317
Arch/Engineering/Contract Firm	4,983	8.7%	27	602	78	0	4	2,995	73	1,176	3	25
Security Dealer/Distr/Mfr/Svc	291	0.5%	25	26	7	0	2	121	29	18	1	62
Cannabis Grower/Dispensaries	61	0.1%	2	12	0	0	0	45	0	2	0	0
Other	6,540	11.5%	72	80	41	10	16	605	74	68	18	5,556
<b>Total</b>	<b>57,108</b>	<b>100.0%</b>	<b>4,179</b>	<b>5,088</b>	<b>2,901</b>	<b>176</b>	<b>480</b>	<b>30,856</b>	<b>1,457</b>	<b>2,980</b>	<b>1,325</b>	<b>7,666</b>
<b>% of Total</b>			<b>7.3%</b>	<b>8.9%</b>	<b>5.1%</b>	<b>0.3%</b>	<b>0.8%</b>	<b>54.0%</b>	<b>2.6%</b>	<b>5.2%</b>	<b>2.3%</b>	<b>13.4%</b>

\*Based on breakout of December 2024 issue