

# SECURITY

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SECURITY's direct request circulation list is your primary link to the \$154 billion commercial, industrial and government security and life safety market. Utilizing this list can help you reach commercial and corporate end users from organizations that recommend, specify or buy security products, systems and services.

- ◆ SECURITY reaches end users from establishments such as:
  - ◆ Industrial/Manufacturing Companies
  - ◆ Service Companies
  - ◆ Retail Firms
  - ◆ Institutional Facilities
  - ◆ Government Facilities
  - ◆ And More!
- ◆ Use a SECURITY list for promoting products such as:
  - ◆ Electronic Access Control
  - ◆ Intrusion Detection & Controls
  - ◆ Communications Equipment
  - ◆ Outdoor/Perimeter Protection
  - ◆ Fire Protection, Detection & Controls
  - ◆ And More!



A BNP Media Publication

SECURITY is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.

**Size of List: 30,002**

**Base Price: \$120/M**

## Selections (Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Annual Value of Security	
Products	\$10/M
Business Type	\$15/M
Buying Authority	\$25/M
Canadian Names	\$10/M
Employee Size	\$10/M
One Per Location	\$10/M
Recency	\$10/M
Sales Volume	\$10/M
SIC Code	\$15/M
Telephone Numbers	\$60/M
Title	\$15/M

## Multi-Channel Pricing

Mailing/E-Mail: \$490/M  
Mailing/Telemarketing: \$215/M  
Mailing/E-Mail/Telemarketing: \$590/M

**Size of E-List:  
10,448**

**E-List Base Price:  
\$420/M**

### SEE ALSO:

**Engineered Systems**  
**Plumbing & Mechanical**  
**PM Engineer**  
**Reed Construction Data – Architecture Firm Database**  
**Reeves Journal**  
**Roofing Contractor**  
**Security Distributing & Marketing**  
**Supply House Times**  
**Walls & Ceilings**

Minimum Order: 5,000 Names  
1 year unlimited usage available  
Prices subject to change without notice  
Call for any additional costs, conditions and terms.

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### GEOGRAPHIC ANALYSIS

State	ZIP Code	Individuals
ME	039-049	104
NH	030-038	139
VT	050-059	62
MA	010-027	775
RI	028-029	125
CT	060-069	501
<b>New England</b>		<b>5.7% 1,706</b>
NY	100-149	2,255
NJ	070-089	1,110
PA	150-196	1,635
<b>Middle Atlantic</b>		<b>16.7% 5,000</b>
OH	430-458	1,296
IN	460-479	609
IL	600-629	1,598
MI	480-499	851
WI	530-549	620
<b>East North Central</b>		<b>16.6% 4,980</b>
MN	550-567	494
IA	500-528	243
MO	630-658	600
ND	580-588	79
SD	570-577	52
NE	680-693	197
KS	660-679	283
<b>West North Central</b>		<b>6.5% 1,948</b>
DE	197-199	87
MD	206-219	730
DC	200-205	412
VA	220-246	1,092
WV	247-268	136
NC	270-289	698
SC	290-299	376
GA	300-319	712
FL	320-349	1,740
<b>South Atlantic</b>		<b>19.9% 5,983</b>
KY	400-427	288
TN	370-385	465
AL	350-369	328
MS	386-397	155
<b>East South Central</b>		<b>4.1% 1,236</b>
AR	716-729	182
LA	700-714	275
OK	730-749	260
TX	750-799	1,827
<b>West South Central</b>		<b>8.5% 2,544</b>
MT	590-599	70
ID	832-838	143
WY	820-831	48
CO	800-816	437
NM	870-884	161
AZ	850-865	366
UT	840-847	227
NV	889-898	283
<b>Mountain</b>		<b>5.9% 1,761</b>
AK	995-999	76
WA	980-994	552
OR	970-979	248
CA	900-961	3,005
HI	967-968	164
<b>Pacific</b>		<b>13.5% 4,045</b>
<b>United States</b>		<b>97.3% 29,203</b>
<b>U.S. Territories</b>		<b>0.3% 84</b>
<b>Canada</b>		<b>2.2% 664</b>
<b>Mexico</b>		<b>—</b>
<b>Other International</b>		<b>—</b>
<b>APO/FPO</b>		<b>—</b>
<b>Unknown</b>		<b>0.2% 51</b>
<b>Total</b>		<b>100.0% 30,002</b>

<u>Business Type</u>	<u>Title</u>		
Airports	484	Consultant	610
Architectural/Engineering Firm	1,485	Executive/Financial Management	6,880
Correctional Facilities	331	Military/Govt/Law Enforcement	
Department/Clothing	403	Personnel	2,234
Distribution/Transportation	1,192	Security/Loss Preventions Management	8,306
Education	1,121	Systems Integrator/Architect/Engineer	2,694
Entertainment/Gaming/Sports Facility	368	Other Management	9,278
Financial/Banking/Insurance	1,189		
Government Administration	3,346		
Health Care	1,202		
Hotel/Motel/Resort	1,109	CCTV Systems & Surveillance	20,206
Industrial/Manufacturing Companies	8,585	Communications Equipment	19,611
Law Enforcement	1,538	Computer Information Protection	13,696
Library/Museum	156	Contract Guard Services	9,136
Military	1,175	Electronic Access Control	20,974
Property Management	653	Fire Protection, Detection and	
Restaurant/Foodservice	260	Controls	17,666
Security Consulting Firm	44	Guard Supplies	7,795
Supermarket/Convenience Store	255	Identification Products	16,568
Systems Integrator	1,205	Integrated Systems/Monitoring	
Utilities/Communications	1,422	Equipment	15,194
Other Retailing	875	Intrusion Detection/Controls	18,333
Other Security Consulting or Design	125	Network Security	10,671
Other Service Companies	1,049	Outdoor/Perimeter Protection	16,744
		Psychological Testing/Background	
		Investigation	6,513
		Security Office Products	12,014
		Other Physical Security (Locking	
		Hardware, Lighting, Safes)	20,047
<b>Approximate Value of Security Products to be Purchased in the Next 12 Months</b>			
Less than \$25,000	4,134		
\$25,000-\$50,000	2,260		
\$50,001-\$100,000	2,725		
\$100,001-\$250,000	2,489		
\$250,001-\$500,000	1,978		
\$500,001-\$1,000,000	1,982		
\$1,000,001-\$2,500,000	1,498		
More than \$2,500,000	2,101		
<b>Sales Volume</b>			
		Less than \$1 Million	3,082
		\$1 Million-\$9 Million	2,237
		\$10 Million-\$49 Million	1,540
		\$50 Million-\$249 Million	1,124
		\$250 Million-\$1 Billion	406
		More than \$1 Billion	384
<b>Employee Size</b>			
Less than 20	5,212		
20-49	1,938		
50-99	1,549		
100-249	2,021		
250-499	1,350		
500-999	976		
1,000 or More	921		

Source: Publisher's own data

\* Multiple Response