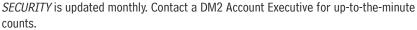
SECURITY's direct request circulation list is your primary link to the \$154 billion commercial, industrial and government security and life safety market. Utilizing this list can help you reach commercial and corporate end users from organizations that recommend, specify or buy security products,

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





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/N

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

E-List Base Price: \$420/M

SEE ALSO:

Walls & Ceilings

Engineered Systems Plumbing & Mechanical PM Engineer

Reed Construction Data - Architecture Firm Database

Reeves Journal
Roofing Contractor
Security Distributing & Marketing
Supply House Times

Minimum Order: 5,000 Names 1 year unlimited usage available

Prices subject to change without notice Call for any additional costs, conditions and terms.



	EOGRAPHI	C ANALYSIS	Ĭ
State	ZIP Code	ı	ndividuals
ME	039-049		104
NH	030-038		139
VT MA	050-059 010-027		62 775
RI	028-029		125
CT	060-069		501
New England		5.7%	1,706
NY	100-149		2,255
NJ PA	070-089 150-196		1,110 1,635
Middle Atlan		16.7%	5,000
OH	430-458		1,296
IN	460-479		609
IL	600-629		1,598
MI WI	480-499 530-549		851 620
East North C		16.6%	4,980
MN	550-567		494
IA	500-528		243
M0	630-658		600
ND	580-588 570-577		79
SD NE	570-577 680-693		52 197
KS	660-679		283
West North	Central	6.5%	1,948
DE	197-199		87
MD DC	206-219 200-205		730 412
VA	220-246		1,092
WV	247-268		136
NC	270-289		698
SC GA	290-299 300-319		376
FL	320-319		712 1,740
South Atlant		19.9%	5,983
KY	400-427		288
TN	370-385		465
AL MS	350-369 386-397		328 155
East South C		4.1%	1,236
AR	716-729		182
LA	700-714		275
OK TX	730-749 750-799		260 1,827
West South		8.5%	2,544
MT	590-599		70
ID	832-838		143
WY	820-831		48
CO NM	800-816 870-884		437 161
AZ	850-865		366
UT	840-847		227
NV <b>Mountain</b>	889-898	5.9%	283 <b>1,761</b>
AK	995-999	J.7 /0	76
WA	980-994		552
OR	970-979		248
CA	900-961		3,005
HI <b>Pacific</b>	967-968	13.5%	164 <b>4,045</b>
United State	<u> </u>	97.3%	29,203
U.S. Territori		0.3%	84
Canada		2.2%	664
Mexico Other Intern	ntional	_	_
Other Interno	unviiul	=	
Unknown		0.2%	51
Total		100.0%	30,002
			,

# **SECURITY**





## **Business Type**

484
1,485
331
403
1,192
1,121
368
1,189
3,346
1,202
1,109
8,585
1,538
156
1,175
653
260
44
255
1,205
1,422
875
125
1,049

# Approximate Value of Security Products to be Purchased in the Next 12 Months

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

### **Employee Size**

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

#### Title

610
6,880
2,234
8,306
2,694
9,278

Buying Authority*		
CCTV C . I 0 C 'II	20.200	
CCTV Systems & Surveillance	20,206	
Communications Equipment	19,611	
Computer Information Protection	13,696	
Contract Guard Services	9,136	
Electronic Access Control	20,974	
Fire Protection, Detection and		
Controls	17,666	
Guard Supplies	7,795	
Identification Products	16,568	
Integrated Systems/Monitoring		
Equipment	15,194	
Intrusion Detection/Controls	18,333	
Network Security	10,671	
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	

#### Sales Volume

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
	\$1 Million-\$9 Million \$10 Million-\$49 Million \$50 Million-\$249 Million \$250 Million-\$1 Billion

Source: Publisher's own data \* Multiple Response