

Security InfoWatch.com

2013 Interactive Guide



CYGNUS SECURITY MEDIA

About Alexa and Complete Rankings

Alexa computes traffic rankings by analyzing web usage of millions of Alexa Toolbar users. The information is sorted, sifted, anonymized, counted and computed to arrive at their rankings.

Compete's clickstream data are collected from a 2,000,000 member panel of US Internet users using diverse sources. Using a rigorous statistical normalization methodology, Compete creates precise projections based on the daily web usage of the members in the Compete community.

What is Traffic Rank?

Traffic rank is an index based on three months of aggregated historical data and is a combined measure of page views and users. The lower the ranking number, the higher the traffic to a site.

SecurityInfoWatch.com receives more traffic than any other security web portal in the industry.

Alexa Traffic Rankings	US Ranking	Worldwide Ranking
Website	(Lower number is better)	
SecurityInfoWatch.com	37,105	117,725
SourceSecurity.com	51,663	89,725
SecurityMagazine.com	64,799	647,512
ASISOnline.com	92,913	294,857
SecuritySystemsNews.com	163,059	290,133
SecurityManagement.com	181,023	277,014
SDMmag.com	205,984	906,556
SecuritySales.com	224,811	542,864
SecProdOnline.com	Not Reported	7,807,868

* Rankings as of October 16, 2012

** Alexa – providing traffic statistics to every website on the Internet. The lower the ranking, the closer the company is to being the #1 trafficked site on the web.

Cygnus Analytics Engagement Reports

The only tool of its kind designed to measure the effectiveness of your digital communication strategies

If you're like most companies today, you're looking for quantifiable ways to measure the return on your online exposure—particularly when it comes to how your digital presence boosts awareness of your products, communicates your unique selling benefits, and motivates prospective clients to engage with your sales team.

Engagement Reports from the Cygnus Public Safety & Security Group are designed to help you do exactly that—by measuring the exposure and consumption of all your company information residing on our sites, including:

- News coverage
- Article mentions
- Press releases
- Blog posts
- Videos
- White papers
- Buyer's Guide
- Webcasts
- Podcasts

Discover How Leading Public Safety And Security Professionals Are Engaged With You—Compared To Your Competitors

Data that measures the VOLUME Of Your Outbound Communication Strategy

Find out how the type and amount of company and product information is being presented to your target markets—and make adjustments that help you achieve your corporate revenue goals.

Data That Measures Your EXPOSURE Versus Your Competitors' Share Of Voice

Learn how well your communication strategy is performing versus key competitors in your product category while gaining insight into what your target market is interested in—and acting upon.



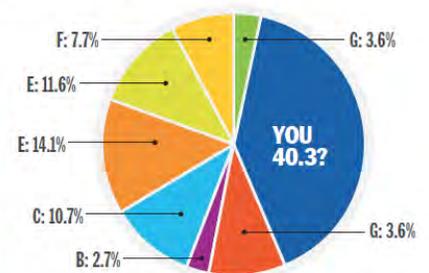
CYGNUS ANALYTICS
Data driven. Results focused.

Content Overview & Share

An overview of your website traffic, and content share, compared to companies like you

Your Content
21,055 Visits
33,896 Page Visits
1.61 Pages/Visit
277 Total Content

Companies Like You
4,462 Visits
7,058 Page Views
1.58 Pages/Visit
101 Total Content



Data That Measures ENGAGEMENT By Market Segments And Titles

Gain insight into which types of content are being consumed about your company. The Engagement Report reveals the type of information of most interest to your buying influences, broken out by market segment and job title. This information will enable you to target and finetune your content to increase engagement and sales.

For more information, contact your local sales representative today.

Trusted Content + Engaged Audience = The Security Industry's No. 1 Website



SecurityInfoWatch.com is the gold standard for the physical security industry, and leads all U.S. and North American websites in the physical security industry in unique monthly visitors.

Founded in 2004, SecurityInfoWatch.com provides breaking industry news, product information, thought-provoking technology analysis, webinars and active discussion forums. Users come to SecurityInfoWatch.com to find product information, educate themselves and engage with their peers. Because we capture visitor registration information, SecurityInfoWatch.com can provide you exclusive opportunities to generate leads, reach vertical niches, and geo-target your message — as well as give you broad, industry-leading exposure for brand building and awareness.

About the Audience:

Primary audiences who visit SecurityInfoWatch.com include the following:*

- Security Directors, Facility Directors, C-Level readership
- Security Dealers and Installers
- Systems Integrators
- Specifying Systems Design Consultants
- IT/MIS Directors

Official Site: SIW is the official online home for our industry-leading publications, Security Technology Executive and Security Dealer & Integrator.

Site Metrics*

Monthly Visits:.....103,358
 Unique Monthly Visitors:.....85,675
 Monthly Page Views:.....204,649

SecurityInfoWatch.com receives more traffic than any other security Web portal in the North American industry*

Here is how SecurityInfoWatch.com offers advertisers a variety of opportunities to take your message to your core markets:

- **Display Ads:** Rotating and fixed ads on home or interior pages.
- **Market/Product Section Sponsorships:** 20 unique vertical market/product sections.
- **eNewsletters:** Exclusive sponsorships so your message does not fight for attention.
- **Webcasts:** Both editorially driven (multiple sponsors) and custom sole-sponsored programs.
- **Whitepaper Program:** Readers register to download your whitepaper or case study. Must be compelling content. Promoted through dedicated eblast.
- **Podcasts:** SIW Radio is now offering sponsorship opportunities to leading companies.
- **Buyer's Guide Enhanced Listings:** Fixed Ad Banners as well as Featured company listings.
- **Video Network:** Highlight your video content and channel sponsorships.
- **Customized E-Mail Campaigns:** Send your content to our 100% opt-in e-mail lists.

To learn more about integrating these programs into your marketing strategies, contact your Cygnus Security Media sales representative

*As measured by independent sites Alexa.com, TrafficEstimate.com and Compete.com

2013 SecurityInfowatch Rate Guide	
Homepage	Rotating Leaderboard
	Upper Square 300 x 250
	Skyscraper 160 x 600
	Small banner 120 x 90
	Lower Square 300 x 250
	Lower 728 x 90
Homepage	Page peel
Welcome Page	550 x 480 on Homepage and ROS (1x per user per hour)
Audience Sections	Executive, Dealer, Integrator, or Manufacturer section sponsorship
	Skyscraper 160 x 600
	First & Second Button 120 x 90
	Lower Square 300 x 250
Product & Market Sections	Lower 728 x 90
	Product or Market Sponsorship (728 x 90 and 300 x 250)
	Skyscraper 160 x 600
	First & Second Button 120 x 90
	Lower Square 300 x 250
eNewsletters	Lower 728 x 90
	EventWatch (Monthly to both audiences)
	FrontLine (Monthly rate - sent weekly to End Users)
	Markets & Systems (Monthly rate - sent weekly to Dealers/ Integrators)
Whitepaper Program - eblast and registration page promoting client whitepaper or case study. Must be compelling content. Minimum of 2 eblasts per program.	Weekly Wrap-Up (Monthly rate - includes 4 newsletters)
	ProductWatch (Monthly) - Per Spot
	Online Buyers Guide
Show Daily Sponsor	Available for ISC West, ASIS, IFSEC, ISC East and ESX
Sole-sponsored eMail	E-mail Blasts - Entire list (End Users and Dealers)
	E-mail Blasts - Dealer/Distributor Group only
	E-mail Blasts - End User/Integrator Group Only
Magazine iPad apps	Sole sponsored or limited to 2 exclusive co-sponsors only
	Custom iPad apps: see your sales manager
Video	Featured Video Program: Bronze (1 time)
	Silver (4 times per year)
	Gold (6 times per year)
	Express Video - Standard
Webinars	Sole sponsored
	Co-sponsored (up to 3 co-sponsors permitted)
Mobile SIW	
Podcasts	Monthly Sponsorship
Wallpaper	



Homepage



Featured Video Page



Security Frontline eNewsletter

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For more information, please contact one of our marketing consultants today!

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BUSINESS MEDIA