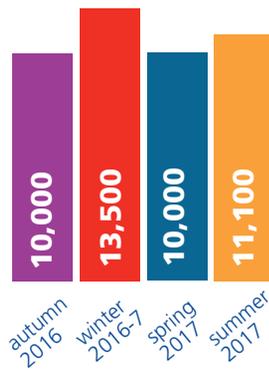


The security publication with the largest print distribution in the UK

Data Analysis at 1 JUNE 2017



The Printed magazine

On average, over **11,150 printed magazines** are distributed nationwide each issue. This includes 5,000 copies to named addresses in the UK, including senior security managers and directors of the leading financial organisations in the City of London. 4,000, on average, are distributed through product placement (see next page) and a further 2,000, on average, are sent to UK Police Forces, UK leading Security Associations, Security Trade shows and events, including: Security & Counter Terror Expo, IFSEC and the UK Security Expo.

Each year we have increased our distribution and in 2018 we predict an even bigger distribution for both print and digital versions.

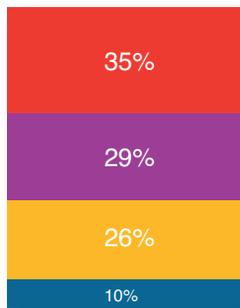
The readership analysis below has been calculated from information provided by our named subscribers. A breakdown of data analysis for our Digital issues can be seen on the next page.



Where are City Security magazines being read?

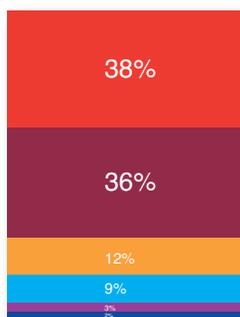
37% London	30% South East
13% Midlands	10% North
8% Wales & SW England	2% Scotland, N.Ireland

Who is reading City Security magazine?



- **35%** Directors
- **29%** Managers
- **26%** Specialists & other
- **10%** Owners, MDs and CEOs

What type of company reads City Security magazine?



- **38%** Security related
Including: Security IT Security Systems Security Guarding and Security Specialists.
- **12%** Govt. & Public Services
Including Police Forces and Law Enforcement.
- **9%** Other
- **36%** Financial
- **3%** Construction & Facilities Mgt.
- **2%** PR & Marketing

Continued on the next page...

www.citysecuritymagazine.com

These figures are provided by Esco's data management services and Global Media, an ABC audit distribution company. Updated 1 June 2017.

Data Analysis at 1 June 2017



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Product placement



On average, we place 4,000 magazines at reception areas in 100 different locations in the City of London and Canary Wharf.

Placed at the world's largest financial institutions, on average, our magazines are taken within 2 to 3 weeks of being on display.

Displaying the magazine in this way is extremely effective, as the brand is in constant view to all employees and guests awaiting meetings.

The readership figures will also be higher than the distribution, as many may just browse through the magazine and leave it in the rack.

Digital marketing



The new digital version was launched in the autumn of 2016. We now have over 4,500 named subscribers, with a growing international audience. All our articles are shared through social media.

Built in html5 through Yudu, the magazine can now be viewed on smartphones, tablets and laptops with flip book functionality.

Data analysis as of 1/6/17

	autumn 2016	winter 2016/7	spring 2017	summer 2017
Named subscribers:	1,067	1,757	1,939	4,533
Open Rate (%):	33	35	37	tbc
Click through rate (%):	20	22	31.5	tbc

City Security magazine is now read in over 20 different countries...

- 90% UK
- 5% USA
- 3% Ireland
- 1% France
- 2% other

Our quarterly e.newsletter is emailed to over 4,500 named addresses each issue and has an above-average open rate of 26% and a click through rate of 19%.

A bespoke marketing package can be tailored to meet your requirements with a mixture of print, digital advertising, social media, video, email blasts and newsletter marketing.

We have over 5,000 Twitter followers and our LinkedIn company page often gets over 1,000 impressions.

Our website is getting more views around the world with, predictably, the UK getting the most with 65.1%. Other locations include USA with 11.7%, Canada 4.1%, India 3.3% and Russia 2%.

Call David Berkoff on 07957 580 550 to discuss how we can help market your company, products and services with maximum effect.



Follow us @CitySecuritymag

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These figures are provided by Esco's data management services and Global Media, an ABC audit distribution company. Updated 2 June 2017.