

**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2008  
(Including Supplementary Data)**

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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**FIELD SERVED**

SC MAGAZINE serves the fields of aerospace, construction, mining, agriculture, education (colleges, universities, other educational institution), entertainment, hospitality, travel, recreation, finance (banking, insurance, accounting, securities, credit), government (federal, state, municipal including military), law enforcement, legal, real estate, manufacturing (computers/software/hardware and non-computer related), media, marketing, advertising, medical, healthcare, pharmaceuticals, biotechnology, non-profit, trade associations, technology services (consultants, data processing, service bureaus, systems integrators), telecommunications, communications carriers, trade (wholesale, retail, distribution), transportation (land, sea, air), utilities (including electric, gas, water, oil), VAR/OEM reseller, other business services, and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are CSO's, CISO's, CIO's, CTO's, CEO's, Presidents, Owners, Partners, CFO's, Treasurers, Controllers, COO's, General Managers, Executive Directors, Managing Directors, Chief Risk/Privacy/Compliance Officers, EVP's/Sr. VP's/VP's of: Security, Finance/Accounting, Operations, IS/IT/Communications/Networking, Risk/Privacy/Compliance; Directors/Managers of: Security, Finance/Accounting, Operations, IS/IT/Communications/Networking, Risk/Privacy/Compliance; Engineers, Architects, Programmers, Systems/Security Administrators, Analysts, Auditors, Government/Military titled personnel, and other titled personnel.

**PURPOSE**

Included here is a supplementary analysis of the number of recipients who specify, recommend, approve, purchase, or influence the purchase of computer security related services, hardware, and software applications.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	202
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
All Other _____	166
<b>TOTAL</b>	<b>368</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	50,000	100.0	50,000	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>50,000</b>	<b>100.0</b>	<b>50,000</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	-	-			50,000	October _____	260	260			50,000
August _____	397	397			50,000	November _____	343	343			50,000
September _____	96	96			50,000	December _____	285	285			50,000
						<b>TOTAL</b>	<b>1,381</b>	<b>1,381</b>			

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008**

This issue is equal to the average of the other 5 issues reported in Paragraph two.

CLASSIFICATION OF BUSINESS & INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
Aerospace	628	1.3
Construction, Mining and Agriculture	503	1.0
Education: Colleges, Universities, other Educational Institutions	4,085	8.2
Entertainment/Hospitality/Travel/Recreation	430	0.9
Finance: Banking, Insurance, Accounting, Securities, Credit	10,745	21.5
Government: Federal, State, Municipal including Military	12,646	25.2
Law Enforcement	394	0.8
Legal/Real Estate	744	1.5
Manufacturing (Computers/Software/Hardware)	1,813	3.6
Manufacturing (Non-computer related)	1,519	3.0
Media/Marketing/Advertising	466	0.9
Medical/Healthcare/Pharmaceuticals/BioTech	4,929	9.9
Medical and Legal	117	0.2
Non-Profit/Trade Associations	450	0.9
Technology Services (Consultants, Data Processing, Service Bureaus, Systems Integrators)	4,664	9.3
Telecommunications/Communications Carriers	977	2.0
Wholesale, Retail, Distribution	2,242	4.5
Transportation: Land, Sea, Air	403	0.8
Utilities: including Electric, Gas, Water, Oil	540	1.1
VAR/Systems Integrator/OEM Reseller	349	0.7
Other Business Services	539	1.1
Others Allied to the Field	817	1.6
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>50,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	<b>-</b>

ADDITIONAL DATA		
Classification By Title	TOTAL QUALIFIED	PERCENT OF TOTAL
<b>CORPORATE MANAGERS:</b>		
CSO/CISO	948	1.9
CIO/CTO	2,168	4.3
CEO, President, Owner, Partner	5,540	11.1
CFO, Treasurer, Controller	296	0.6
COO, General Manager, Ex Director, Managing Director	1,284	2.6
Chief Risk/Privacy Compliance Officer	456	0.9
	10,692	21.4
<b>EVP, SR. VP, VP OF ANY OF THE FOLLOWING:</b>		
Security	722	1.4
Finance/Accounting	344	0.7
Operations	815	1.6
IS/IT/communications/Networking	2,563	5.2
Risk/Privacy/Compliance	213	0.4
	4,657	9.3
<b>DIR/MGR OF ANY OF THE FOLLOWING:</b>		
Security	2,368	4.7
Finance/Accounting	379	0.8
Operations	1,858	3.7
IS/IT/Communications/Networking	9,796	19.6
Risk/Privacy/Compliance	468	0.9
	14,869	29.7
<b>IT PROFESSIONALS:</b>		
Engineer	3,295	6.6
Architect	1,327	2.7
Systems/Security Administrator/Programmer	4,763	9.5
Systems/Security Analyst	3,577	7.2
Systems/Security Auditor	520	1.0
Other Titled IT Professionals	2,847	5.7
	16,329	32.7
Government/Military titled Personnel	1,053	2.1
Consultant	1,635	3.3
Other Titles	765	1.5
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>50,000</b>	<b>100.0</b>

ADDITIONAL DATA		
NUMBER OF EMPLOYEES IN ENTIRE ORGANIZATION	TOTAL QUALIFIED	PERCENT OF TOTAL
under 100	8,366	16.7
100-499	7,341	14.7
500-999	3,481	7.0
1000-4999	9,290	18.6
5000-9999	3,325	6.7
10000-19999	7,675	15.4
20000 +	950	1.9
NO RESPONSE	9,572	19.0
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>50,000</b>	<b>100.0</b>

SUPPLEMENTARY DATA FOR NOVEMBER 2008			
This is an analysis of 53,655 or 97.6% respondents who currently specify, recommend, approve, purchase or influence the purchase of computer security related services, hardware and software applications. This data is presented for statistical marketing purposes only.			
	TOTAL QUALIFIED	TOTAL RESPONDENTS	TOTAL NON-RESPONDENTS
Number of Recipients who currently specify, recommend, approve, purchase, or influence the purchase of computer security related	50,000	48,623	1,377
<b>PERCENT OF TOTAL</b>	<b>100.0</b>	<b>97.2</b>	<b>2.8</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008**

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. <b>TOTAL</b> - Personal direct request from the recipient: _____	<b>47,679</b>	-	-			<b>47,679</b>	<b>95.4</b>
a. Written _____	2,005	-	-			2,005	4.0
b. Telecommunication _____	25,998	-	-			25,998	52.0
c. Internet and E-Mail _____	19,676	-	-			19,676	39.4
II. <b>TOTAL</b> - Request from recipient's company: _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Internet and E-Mail _____	-	-	-			-	-
III. <b>TOTAL</b> - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. <b>TOTAL</b> - Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Internet and E-Mail _____	-	-	-			-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	<b>2,321</b>	-	-			<b>2,321</b>	<b>4.6</b>
Association rosters and directories _____	-	-	-			-	-
Business directories _____	2,321	-	-			2,321	4.6
Independent field reports _____	-	-	-			-	-
Licensees - National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. <b>TOTAL</b> - Single Copy Sales: _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>50,000</b>	-	-			<b>50,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	-	-			<b>100.0</b>	-

Paid Source Information can be reported at the option of the publisher.

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008**

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			50,000	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>50,000</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008**

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	181		400-427 Kentucky _____	543	
030-038 New Hampshire _____	237		370-385 Tennessee _____	845	
050-059 Vermont _____	93		350-369 Alabama _____	580	
010-027 Massachusetts _____	1,311		386-397 Mississippi _____	217	
028-029 Rhode Island _____	194		<b>EAST SO. CENTRAL</b>	<b>2,185</b>	<b>4.4</b>
060-069 Connecticut _____	675		716-729 Arkansas _____	316	
<b>NEW ENGLAND</b>	<b>2,691</b>	<b>5.4</b>	700-714 Louisiana _____	350	
100-149 New York _____	3,606		730-749 Oklahoma _____	513	
070-089 New Jersey _____	1,879		750-799 Texas _____	2,980	
150-196 Pennsylvania _____	2,199		<b>WEST SO. CENTRAL</b>	<b>4,159</b>	<b>8.3</b>
<b>MIDDLE ATLANTIC</b>	<b>7,684</b>	<b>15.4</b>	590-599 Montana _____	143	
430-459 Ohio _____	1,758		832-838 Idaho _____	158	
460-479 Indiana _____	653		820-831 Wyoming _____	64	
600-629 Illinois _____	2,355		800-816 Colorado _____	887	
480-499 Michigan _____	1,137		870-884 New Mexico _____	370	
530-549 Wisconsin _____	1,020		850-865 Arizona _____	683	
<b>EAST NO. CENTRAL</b>	<b>6,923</b>	<b>13.8</b>	840-847 Utah _____	382	
550-567 Minnesota _____	1,006		889-898 Nevada _____	221	
500-528 Iowa _____	594		<b>MOUNTAIN</b>	<b>2,908</b>	<b>5.8</b>
630-658 Missouri _____	1,032		995-999 Alaska _____	81	
580-588 North Dakota _____	115		980-994 Washington _____	847	
570-577 South Dakota _____	127		970-979 Oregon _____	417	
680-693 Nebraska _____	364		900-961 California _____	4,693	
660-679 Kansas _____	471		967-968 Hawaii _____	130	
<b>WEST NO. CENTRAL</b>	<b>3,709</b>	<b>7.4</b>	<b>PACIFIC</b>	<b>6,168</b>	<b>12.3</b>
197-199 Delaware _____	190		<b>UNITED STATES</b>	<b>48,608</b>	<b>97.2</b>
206-219 Maryland _____	1,931		969 & 004-009 U.S. Territories _____	39	
200-205 Washington, DC _____	2,105		Canada _____	1,269	
220-246 Virginia _____	2,626		Mexico _____	-	
247-268 West Virginia _____	201		Other International _____	18	
270-289 North Carolina _____	1,235		AP0/FPO _____	66	
290-299 South Carolina _____	518		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>50,000</b>	<b>100.0</b>
300-319 Georgia _____	1,205				
320-349 Florida _____	2,170				
<b>SOUTH ATLANTIC</b>	<b>12,181</b>	<b>24.4</b>			

**9. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
6-Month Period Ended:	2005	2006	2007	January - June 2008*	July - December 2008*
Total Audit Average Qualified: _____	54,976	55,000	55,000	55,000	50,000
Qualified Non-Paid: _____	54,976	55,000	55,000	55,000	50,000
Qualified Paid: _____	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC

\*NOTE: 2008 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

**11. ADDITIONAL DATA:**

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

**QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:**



YES I wish to receive/continue to receive SC Magazine FREE of charge

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**1. Which of the following best describes your organization's primary business activity?** (check one only)

- 15.  Aerospace
- 11.  Construction, Mining and Agriculture
- 05.  Education: Colleges, Universities, other Educational Institutions
- 16.  Entertainment/Hospitality/Travel/Recreation
- 06.  Finance: Banking, Insurance, Accounting, Securities, Credit
- 04.  Government: Federal, State, Municipal including Military
- 17.  Law Enforcement
- 18.  Legal/Real Estate
- 19.  Manufacturing (Computers/Software/Hardware)
- 03.  Manufacturing (Non-computer related)
- 20.  Media/Marketing/Advertising
- 21.  Medical/Healthcare
- 22.  Pharmaceuticals/BioTech
- 23.  Non-Profit/Trade Associations
- 24.  Technology Services (Consultants, Data Processing, Service Bureaus, Systems Integrators)
- 24.  Telecommunications/Communications Carriers
- 07.  Trade: Wholesale, Retail, Distribution
- 09.  Transportation: Land, Sea, Air
- 25.  Utilities: Including Electric, Gas, Water, Oil
- 14.  VAR/OEM Reseller
- 26.  Other Business Services
- 99.  Other \_\_\_\_\_ (please specify)

**2. What is your primary job title?** (check one only)

- 01.  CSO
- 02.  CISO
- 03.  CIO/CIO
- 04.  CEO, President, Owner, Partner
- 05.  CFO, Treasurer, Controller
- 06.  COO, General Manager, Ex Director, Managing Director
- 07.  Chief Risk/Privacy/Compliance Officer

**5. Sr. VP, VP of any of the following:**

- 08.  Security
- 09.  Finance/Accounting
- 10.  Operations
- 11.  IS/IT/Communications/Networking
- 12.  Risk/Privacy/Compliance
- 13.  Security
- 14.  Finance/Accounting
- 15.  Operations
- 16.  IS/IT/Communications/Networking
- 17.  Risk/Privacy/Compliance
- IT Staff:**
- 18.  Engineer
- 19.  Architect
- 20.  Systems/Security Administrator
- 21.  Systems/Security Analyst
- 22.  Systems/Security Auditor
- 23.  Other Staff
- 24.  Government/Military titled Personnel
- 25.  Consultant
- 99.  Other \_\_\_\_\_ (please specify)

**3. I currently specify, recommend, approve, purchase or influence the purchase of computer security related services/hardware/software applications.**

- 01.  Yes 02.  No

**4. Does security comprise a portion of your job responsibilities?**

- 01.  Yes 02.  No

**5. What do you estimate is the number of employees in your entire organization?**

- 01.  1-99 02.  100-499
- 03.  500-999 04.  1000-2499
- 05.  2500-4999 06.  5000-9999
- 07.  10000-24999 08.  25000-49999
- 09.  50000-100000 10.  100,000 +

**6. Please estimate the yearly security budget for your entire organization.**

- 01.  \$1-\$10,000
- 02.  \$10,000-\$50,000
- 03.  \$50,000-\$100,000
- 04.  \$100,000-\$500,000
- 05.  \$500,000-\$1,000,000
- 06.  \$1,000,000-\$5,000,000
- 07.  \$5,000,000 +

**7. Which of the following products, systems and/or services do you recommend, specify or buy?** (check all that apply)

- 01.  Access Control
- 03.  Mainframe Security
- 04.  Environment Controls
- 05.  LAN/WAN Security
- 06.  Coregency Planning/Dts. Rec.
- 07.  Encryption
- 08.  Secure Storage Equipment
- 09.  Security Consultation Services
- 10.  Training/Education
- 12.  Anti-Virus Protection
- 13.  Telecom Security
- 14.  Data Backup
- 15.  Power Coordination
- 16.  Equipment Anti-Theft: Systems
- 19.  Laptop Computers
- 20.  Internet/Intranet Security Controls
- 21.  Client/Server Security
- 22.  Application Proxies/Firewalls
- 24.  Routers
- 25.  Application-Development Prod.
- 26.  Email Security
- 29.  Virtual Private Networks (VPNs)
- 30.  Biometrics
- 31.  Intrusion Protection Solutions (Detection or Prevention Systems)
- 34.  Certificate Authorities
- 35.  Single Sign-On
- 36.  PIV
- 37.  ETrust
- 38.  Audit software
- 39.  Crypto Accelerators
- 40.  Digital Rights Management
- 41.  Endpoint Security
- 42.  Forensic Tools

**8. What solutions are you planning/looking to buy in the next 3 to 6 months?** (check all that apply)

- 43.  Identity Management/Provisioning Solutions
- 44.  Linux/Open Source Security
- 45.  Patch Management
- 46.  Physical Security
- 47.  Policy & Regulatory Compliance Management Tools
- 48.  Security Content Management (web & email)
- 49.  Security Configuration Management
- 50.  Security Incident Management Solutions
- 51.  Smart Cards
- 52.  System Configuration Management Tools
- 53.  Tokens
- 54.  User Security
- 55.  Vulnerability Assessment/Management Tools/ Penetration Testing
- 56.  Windows Security
- 57.  Wireless Network Security
- 58.  XML/Web Protection
- 98.  Other \_\_\_\_\_
- 99.  None of the above

**9. What other information security related magazines do you read?** (check one only)

- 01.  CSO
- 02.  Secure Enterprise
- 03.  Information Security
- 99.  None of the above

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**PUBLISHER'S AFFIDAVIT**

We hereby make oath and say that all data set forth in this statement are true.

Sherry Oommen, Group Circulation Manager  
 John Crewe, Audience Development Manager

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

**IMPORTANT NOTE:**

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

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