

# SDM "The Total Market Editorial Coverage" Magazine

| ISSUE:<br>CLOSE DATE:   |  | JANUARY<br>Dec. 5, 2008   | FEBRUARY<br>Jan. 7, 2009  | MARCH<br>Feb. 6, 2009   | APRIL<br>March 6, 2009   | MAY<br>April 6, 2009  |
|---|--|---|---|---|--|---|
| BUYERS GUIDE<br>April 17, 2009  |  |   |   |   |  |   |
| SDM EDITORIAL COVERAGE  | SDM<br>Cover Stories &<br>Exclusive Reports                                    | SDM 2009<br>Industry Forecast<br>& Profitability<br>Report  | State of the<br>Market Report:<br>Alarm Systems   | State of the<br>Market Report:<br>Video Surveillance  | State of the Market<br>Report: Access<br>Control   | SDM 100: Largest<br>Security Dealers<br><br>State of the Market<br>Report: Fire<br>Protection Systems<br><br>SDM Channel Program<br>Award Winners                       |
|   | ACCESS CONTROL &<br>IDENTIFICATION   | Solutions for global<br>access control<br>deployment  | Access control<br>credentials: What's<br>hot with end users   | Magnetic locks,<br>strikes, door release<br>hardware  | Central station-<br>managed access<br>control  | Wireless access   |
|   | VIDEO SOLUTIONS  | Focal point: the best<br>in lens applications   | Storage for small<br>video systems  | IP camera<br>comparison matrix  | Learning to deploy<br>video analytics  | Video management<br>platforms/solutions   |
|   | IP-NETWORK SOLUTIONS   | Power over Ethernet<br>(PoE)  | Mass notification<br>systems  | Wireless mesh<br>networks   | Physical security<br>information<br>management (PSIM)  | Using IP for alarm<br>signal transmission   |
|   | INTRUSION ALARM,<br>FIRE ALARM, MONITORING                                     | Partnerships<br>between monitoring<br>companies & dealers   | Alarm panels,<br>sensors & contacts   | Smoke & CO<br>detectors   | Outdoor security<br>solutions  | The latest fire alarm<br>panels   |
|   | DOWN TO BUSINESS<br><i>A new department for security<br/>business leaders!</i> | Trends in consumer<br>buying  | Update on insurance for<br>security professionals   | Trends in product<br>distribution   | Executive leadership<br>resources  | Profit benchmarks   |
|   | SUPPLEMENTS,<br>SPECIAL ISSUES   | SDM<br>smar+HOME  | SOLUTIONS BY MARKET:<br>Transportation/<br>Logistics/<br>Distribution/<br>Warehousing   | SDM<br>smar+HOME  | SOLUTIONS BY MARKET:<br>Retail, Restaurants  | SDM Special Report on<br>Monitoring Technology<br>& Services<br><br>Interop Special Report  |
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| SHOW BONUS<br>DISTRIBUTION  |  | CES 2009  |   | ISC West<br>EH Expo East<br>IFSEC   | PSA-TEC  | NFPA<br>Interop<br>SecurityXchange  |
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| JUNE<br>May 6, 2009  | JULY<br>June 5, 2009  | AUGUST<br>July 7, 2009   | SEPTEMBER<br>Aug. 7, 2009  | OCTOBER<br>Sept. 9, 2009  | NOVEMBER<br>Oct. 7, 2009  | DECEMBER<br>Nov. 6, 2009  |
|--|---|--|--|---|---|---|
| The Latest Tech for Residential Retrofits  | Top Systems Integrators: Largest Integrators Ranked by Revenue<br>   | Monitoring Benchmarks  | Emerging Technologies: How to Capitalize   | Standards & Legislation: Impact on the Market   | SDM Systems Integrator of the Year<br> | 30th Annual SDM Dealer of the Year<br>   |
| Access control: feature sets that sell   | IP-based access control systems   | Entry control & intercoms  | Gate operators & perimeter access solutions  | Card & reader technologies  | Keypad comparison matrix  | ID & visitor management systems   |
| Cameras for specialty applications   | Video transmission methods: fiber, cable, wireless  | Video technology in edge devices   | Video controls & monitors  | Digital video recorders   | Creative hybrid video systems   | Storage for large video systems   |
| Residential networks & structured wiring   | IP cameras  | Monitoring on IP networks  | Remote video monitoring  | Residential video surveillance  | IP access solutions   | Mobile video monitoring   |
| Residential audio systems & lighting controls  | Fire alarm horns & strobes  | Personal emergency response systems (PERS)   | Perimeter security solutions   | Power supplies, UPS systems, generators   | Wireless alarms   | Financing & dealer programs   |
| Central station training & management  | Strategic business planning   | Stepping up sales  | How to work with consultants   | Creating effective marketing programs   | Excelling at customer service   | New product lines for 2010  |
| <b>SOLUTIONS BY MARKET:</b><br>University, Education   |   | <br>2009 Guide to Monitoring Services                         | <b>SOLUTIONS BY MARKET:</b><br>Federal, State and Local Government   | <br>Annual Guide to Distributors  | <b>SOLUTIONS BY MARKET:</b><br>Healthcare   |   |
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| ESX<br><br>SDM 100 Gala  | AFSE  | CEDIA  | ASIS   | ISC East • EH Expo<br><br>CANASA • ASG Expo   | Securing New Ground   | Barnes Buchanan Conference  |
| <b>FREE eProduct Showcase</b><br><b>FREE Channel Program Profile</b><br> | <b>FREE Top Systems Integrator Report on CD</b><br><b>FREE Top Systems Integrator eNews Sponsorship Ad</b><br> | <b>FREE eCard Plus</b><br><b>FREE TS/ eNews Button Ad</b><br> | <b>FREE Web Showroom</b><br><b>FREE AdScore Readership Study</b><br><div><b>ISC EAST AND ASIS DOUBLE-UP BONUS BUYERS PROGRAM</b><br/><b>PART 1:</b> Advertise two pages or more in the Sept., and Oct. issues and receive a 1/2-page Exhibitor Profile including a 4-color photo and 200-word description in the September ASIS Show Issue.<br/><b>PLUS PART 2:</b> Receive a 1/6-page Exhibitor Profile including a 4-color photo and 50-word description in the October ISC East Show Issue.</div> | <b>FREE SDM eNews Button Ad</b><br><b>FREE Exhibitor Showcase Ad</b><br> | <b>FREE eProduct Showcase</b><br><b>FREE SDM eNews Button Ad</b>  | <b>FREE Website Sponsorship Ad</b><br><b>FREE eCard Plus</b><br><div><b>STRONG FINISH BONUS</b><br/>All Dec. 2009 and Jan. 2010 full-page or larger advertisers receive a full-page 400-word Corporate Profile including your 4-color photo in the Jan. 2009 issue.</div> |