

**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED JUNE 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.

Two Corporate Drive, Ninth Floor  
Shelton, CT 06484-6259  
Phone: +1 203.447.2800  
Fax: +1 203.447.2900  
[www.bpaww.com](http://www.bpaww.com)

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BNP Media II, LLC  
2401 W. Big Beaver Road, Suite 700  
Troy, MI 48084-3333  
Tel.: (248) 362-3700  
Fax: (248) 362-0317  
[www.sdmmag.com](http://www.sdmmag.com)

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Issues Per Year: 12



**FIELD SERVED**

SDM serves security installing dealers (including engineered fire systems distributors (installing), electrical contractors that install security and security service companies that install), security installing dealers with company owned central station, central station services (non-installing), system integrators/access control system specialists/value-added resellers, security product distributors, manufacturers' representatives, and security consultants, as shown in Paragraph 3a.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are individuals who are executive management, general management, or engineering/installation/service staff who have indicated they buy/install systems, products and/or services as shown in Paragraph 3a.

**PURPOSE**

Included herein is a supplemental analysis of qualified recipients who have indicated they buy/install systems, products and/or services.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	103
Advertiser and Agency _____	1,915
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
All Other _____	1,527
<b>TOTAL</b>	<b>3,545</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	28,508	100.0	28,508	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>28,508</b>	<b>100.0</b>	<b>28,508</b>	<b>100.0</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
January _____	23	25			28,509	April _____	957	952			28,507
February _____	48	41			28,502	May _____	5,831	5,831			28,507
March _____	706	716			28,512	June _____	549	552			28,510
						<b>TOTAL</b>	<b>8,114</b>	<b>8,117</b>			

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008****This issue is -% or 1 copy below the average of the other 5 issues reported in Paragraph two.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Number of Recipients Who Have Indicated They Buy/Install Systems, Products and/or Services (Note 1)	CLASSIFICATION BY TITLE					
				TOTAL MANAGEMENT 26,426 or 92.7%		ENGINEER/ INSTALLATION/ SERVICE STAFF	SALES REPRESENTATIVES	OTHER TITLED PERSONNEL	NON-TITLED PERSONNEL AND COMPANY COPIES
				EXECUTIVE MANAGEMENT	GENERAL MANAGEMENT				
				Owners, Partners, Presidents, General Managers, Vice Presidents	Financial, Purchasing, Service, Central Station, Installation and Sales Managers, Controllers				
<b>INSTALLING COMPANIES:</b>									
1. Security Installing Dealers (including engineered fire systems distributors (installing), electrical contractors that install security, and security service companies that install) _____	14,659	51.4	14,659	11,106	2,752	801	-	-	-
2. Security Installing Dealers with Company Owned Central Station _____	3,915	13.7	3,915	2,301	1,231	383	-	-	-
3. Central Station Services (non-installing) _____	641	2.3	641	339	237	65	-	-	-
4. System Integrators/Access Control System Specialists/Value-Added Resellers _____	8,596	30.2	8,596	5,390	2,374	832	-	-	-
<b>Sub-Total INSTALLING COMPANIES</b>	<b>27,811</b>	<b>97.6</b>	<b>27,811</b>	<b>19,136</b>	<b>6,594</b>	<b>2,081</b>	<b>-</b>	<b>-</b>	<b>-</b>
5. Security Product Distributors _____	408	1.4	408	239	169	-	-	-	-
6. Manufacturers' Representatives _____	78	0.3	78	63	15	-	-	-	-
7. Security Consultants _____	210	0.7	210	179	31	-	-	-	-
8. Others Allied to the Field _____	-	-	-	-	-	-	-	-	-
<b>Sub-Total (5-8 above)</b>	<b>696</b>	<b>2.4</b>	<b>696</b>	<b>481</b>	<b>215</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>28,507</b>	<b>100.0</b>	<b>28,507</b>	<b>19,617</b>	<b>6,809</b>	<b>2,081</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>PERCENT</b>	<b>100.0</b>		<b>100.0</b>	<b>68.8</b>	<b>23.9</b>	<b>7.3</b>	<b>-</b>	<b>-</b>	<b>-</b>

Note 1: This is an analysis of 28,507 (or 100.0%) recipients who have indicated they buy/install systems, products and/or services (See question D on the questionnaire used to elicit this data on page 4 of this report). 357 or 1.25% have been identified as buyers/installers by other recipients at their company.

**SUPPLEMENTARY DATA****This is an analysis of 28,507 or 100.0% of recipients who have indicated they buy/install systems, products and/or services.\*****Since any one respondent may have checked more than one response, the totals for each of these items should not be added together as the total may exceed the total circulation. This data are presented for statistical and marketing purposes only.**

SUPPLEMENTARY DATA	TOTAL QUALIFIED	PERCENT OF TOTAL	Number of Recipients Who Have Indicated They Buy/Install Systems, Products and/or Services*	SYSTEMS, PRODUCTS AND/OR SERVICES BOUGHT/INSTALLED BY RECIPIENT															
				Access Control (See Note 1)	Integrated Systems	CCTV/Video Equipment	IP Cameras	NVR/DVR/Storage Systems	Control Panels/Communicators	Alarm Transmission Systems	Fire Protection Equipment	Sensors/Detectors	Wireless Alarms	Outdoor Protection	Sound/Intercom Systems	Home Automation	Networking/Communications	Dealer Programs, Supplies & Services	Monitoring Equipment and/or Monitoring Services
<b>INSTALLING COMPANIES:</b>																			
1. Security Installing Dealers (including engineered fire systems distributors (installing), electrical contractors that install security, and security service companies that install) _____	14,659	51.4	14,659	11,744	9,720	12,218	9,666	5,544	11,309	9,304	9,541	11,262	10,958	9,360	9,648	7,015	8,161	5,989	10,309
2. Security Installing Dealers with Company Owned Central Station _____	3,915	13.7	3,915	3,442	2,919	3,347	2,826	2,197	3,161	2,804	2,755	3,052	2,991	2,672	2,479	1,683	2,192	1,735	3,188
3. Central Station Services (non-installing) _____	641	2.3	641	389	309	350	277	179	304	253	245	265	261	219	209	142	264	232	422
4. System Integrators/Access Control System Specialists/Value-Added Resellers _____	8,596	30.2	8,596	7,194	6,921	6,885	6,005	3,831	6,131	4,608	3,984	5,594	5,260	4,840	5,247	3,554	5,643	3,650	5,830
<b>Sub-Total INSTALLING COMPANIES</b>	<b>27,811</b>	<b>97.6</b>	<b>27,811</b>	<b>22,769</b>	<b>19,869</b>	<b>22,800</b>	<b>18,774</b>	<b>11,751</b>	<b>20,905</b>	<b>16,969</b>	<b>16,525</b>	<b>20,173</b>	<b>19,470</b>	<b>17,091</b>	<b>17,583</b>	<b>12,394</b>	<b>16,260</b>	<b>11,606</b>	<b>19,749</b>
5. Security Product Distributors _____	408	1.4	408	303	228	320	274	195	216	166	190	242	228	217	225	185	218	123	196
6. Manufacturers' Representatives _____	78	0.3	78	59	49	64	53	38	35	27	30	37	30	39	37	22	37	16	26
7. Security Consultants _____	210	0.7	210	189	144	182	150	94	134	125	120	156	144	142	123	89	115	71	140
<b>TOTAL RESPONSES</b>	<b>28,507</b>	<b>100.0</b>	<b>28,507</b>	<b>23,320</b>	<b>20,290</b>	<b>23,366</b>	<b>19,251</b>	<b>12,078</b>	<b>21,290</b>	<b>17,287</b>	<b>16,865</b>	<b>20,608</b>	<b>19,872</b>	<b>17,489</b>	<b>17,968</b>	<b>12,690</b>	<b>16,630</b>	<b>11,816</b>	<b>20,111</b>

Note 1: Includes Access control, biometric access control and/or ID cards/badges.

\* Of the 28,507 recipients who have indicated they buy/install systems, products and/or services, 357 or 1.25% have been identified as buyers/installers by other recipients at their company.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 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>22,605</b>	<b>5,340</b>	-			<b>27,945</b>	<b>98.0</b>
a. Written	2,413	426	-			2,839	10.0
b. Telecommunication	16,078	4,223	-			20,301	71.2
c. Electronic	4,114	691	-			4,805	16.8
II. <b>TOTAL</b> - Request from recipient's company:	<b>562</b>	-	-			<b>562</b>	<b>2.0</b>
a. Written	206	-	-			206	0.7
b. Telecommunication	27	-	-			27	0.1
c. Electronic	329	-	-			329	1.2
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. Electronic	-	-	-			-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	-	-	-			-	-
Association rosters and directories	-	-	-			-	-
Business directories	-	-	-			-	-
Independent field reports	-	-	-			-	-
Licenseses - 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>23,167</b>	<b>5,340</b>	-			<b>28,507</b>	<b>100.0</b>
<b>PERCENT</b>	<b>81.3</b>	<b>18.7</b>	-			<b>100.0</b>	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function			28,507	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>28,507</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008							
State & Zip Code		Total Qualified	Percent	State & Zip Code		Total Qualified	Percent
039-049 Maine		81		400-427 Kentucky		258	
030-038 New Hampshire		127		370-385 Tennessee		515	
050-059 Vermont		34		350-369 Alabama		373	
010-027 Massachusetts		620		386-397 Mississippi		200	
028-029 Rhode Island		86			<b>EAST SO. CENTRAL</b>	<b>1,346</b>	<b>4.7</b>
060-069 Connecticut		401		716-729 Arkansas		187	
<b>NEW ENGLAND</b>		<b>1,349</b>	<b>4.7</b>	700-714 Louisiana		336	
100-149 New York		2,210		730-749 Oklahoma		263	
070-089 New Jersey		1,166		750-799 Texas		1,741	
150-196 Pennsylvania		1,040			<b>WEST SO. CENTRAL</b>	<b>2,527</b>	<b>8.9</b>
<b>MIDDLE ATLANTIC</b>		<b>4,416</b>	<b>15.5</b>	590-599 Montana		97	
430-459 Ohio		929		832-838 Idaho		131	
460-479 Indiana		464		820-831 Wyoming		38	
600-629 Illinois		1,030		800-816 Colorado		520	
480-499 Michigan		577		870-884 New Mexico		188	
530-549 Wisconsin		421		850-865 Arizona		590	
<b>EAST NO. CENTRAL</b>		<b>3,421</b>	<b>12.0</b>	840-847 Utah		282	
550-567 Minnesota		519		889-898 Nevada		407	
500-528 Iowa		218			<b>MOUNTAIN</b>	<b>2,253</b>	<b>7.9</b>
630-658 Missouri		478		995-999 Alaska		50	
580-588 North Dakota		50		980-994 Washington		421	
570-577 South Dakota		64		970-979 Oregon		250	
680-693 Nebraska		188		900-961 California		3,218	
660-679 Kansas		255		967-968 Hawaii		133	
<b>WEST NO. CENTRAL</b>		<b>1,772</b>	<b>6.2</b>		<b>PACIFIC</b>	<b>4,072</b>	<b>14.3</b>
197-199 Delaware		86			<b>UNITED STATES</b>	<b>26,536</b>	<b>93.1</b>
206-219 Maryland		660		969 & 004-009 U.S. Territories		96	
200-205 Washington, DC		39		Canada		1,872	
220-246 Virginia		740		Mexico		-	
247-268 West Virginia		104		Other International		-	
270-289 North Carolina		780		AP0/FPO		3	
290-299 South Carolina		347					
300-319 Georgia		856		<b>TOTAL QUALIFIED CIRCULATION</b>		<b>28,507</b>	<b>100.0</b>
320-349 Florida		1,768					
<b>SOUTH ATLANTIC</b>		<b>5,380</b>	<b>18.9</b>				

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2004	2005	2006	*2007	**2008
Total Audit Average Qualified	28,004	28,316	28,504	28,505	28,508
Qualified Non-Paid Total	28,004	28,316	28,504	28,505	28,508
Qualified Paid Total	-	-	-	-	-
Post Expire Copies included in Paid Circulation	***NC	***NC	***NC	***NC	***NC
Average Annual Order Price	***NC	***NC	***NC	***NC	***NC

**\*NOTE: The audited average qualified circulation for January – June 2007 = 28,504. The unaudited average qualified circulation for July - December 2007 = 28,507. Yielding an average qualified circulation of 28,505. \*\*2008 data is unaudited. \*\*\*NC = None claimed.**

10. PAID CIRCULATION DATA	
***NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
12	Issues Per Year
***NC	All Single Copy Sales Prices for the Period
***NC	Renewal Rate of Paid Subscribers (Optional)

**11. ADDITIONAL DATA**

**CHANGE IN PUBLICATION NAME:**

Effective with the November 2007 issue, SECURITY DISTRIBUTING & MARKETING changed its name to SDM.

**PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.**

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

**SDM** *FREE Subscription!*

**A Do you wish to receive:** SF707  
 a **FREE** subscription to **SDM** magazine? **YES**  **No**   
 the **FREE** **SDM** E-Newsletter? **YES**  **No**   
 the **FREE** "Today's System Integrator" E-Newsletter? **YES**  **No**   
**How would you like to receive your FREE Subscription?**  
 **Print Version**  **Digital Version**

Qualified US & Canadian digital subscribers will receive the print version as well as periodic digital editions. Foreign digital subscribers will receive the periodic digital editions. Foreign subscriptions to the print version are available at our yearly rates.

➤ YOUR SIGNATURE (REQUIRED) \_\_\_\_\_ DATE \_\_\_\_\_

Please print your first name \_\_\_\_\_ Last name \_\_\_\_\_

➤ Your title (please print) \_\_\_\_\_

**MAILING ADDRESS/CONTACT INFORMATION (REQUIRED)**

Company name \_\_\_\_\_

Street address/P.O. Box \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal code \_\_\_\_\_

Business Phone \_\_\_\_\_

**EMAIL ADDRESS**

You will receive subscription and renewal notices from BNP Media via e-mail.  
 Your email address must be provided to receive e-newsletters.

**Would you like to receive subscription faxes sent by SDM/BNP Media?**  
**YES**  **No**

Business Fax  
 By providing your fax number, you're giving us permission to fax subscription offers to you.

Please answer all questions, sign and date card. Incomplete forms cannot be processed or acknowledged. The publisher reserves the right to serve only those individuals who meet the publication qualifications.

**B What is your company's primary type of business at this location?**

(check only one)

- 01  Security Installing Dealer
- 02  Security Installing Dealer with Company Owned Central Station
- 03  Systems Integrator
- 14  Value-Added Reseller
- 04  Access Control System Specialists
- 05  Security Service Company that installs
- 06  Engineered Fire Systems Distributor (Installing)
- 07  Electrical Contractor that Installs Security
- 08  Central Station Service (Non-Installing)
- 09  Security Product Distributor
- 10  Security Products/Components Manufacturer
- 11  Manufacturers Representative
- 12  Security Consultant
- 98  Other (please describe) \_\_\_\_\_

**C What is your title?** (check only one)

- 01  EXECUTIVE MANAGEMENT: Owner, Partner, President, General Manager, Vice President
- 02  GENERAL MANAGEMENT: Financial Manager, Controller, Purchasing Manager, Service Manager, Central Station Manager, Installation Manager, Sales Manager
- 03  ENGINEER/INSTALLATION/SERVICE STAFF
- 04  SALES REPRESENTATIVE
- 98  OTHER: (please describe) \_\_\_\_\_

**D Please check all systems, products, and/or services you buy/install.** (check all that apply)

- 21  Access Control
- 19  Biometric Access Control
- 22  ID Cards/Badges
- 23  Integrated Systems
- 24  CCTV/Video Equipment
- 20  IP Cameras
- 40  NVR/DVR/Storage Systems
- 25  Control Panels/Communicators
- 39  Monitoring Equipment
- 37  Monitoring Services
- 26  Alarm Transmission Systems
- 27  Fire Protection Equipment
- 28  Sensors/Detectors
- 31  Wireless Alarms
- 32  Outdoor Protection
- 33  Sound/Intercom Systems
- 34  Home Automation
- 35  Networking/Communications
- 36  Dealer Programs, Supplies & Services
- 99  None of the above

**E Does your company buy/install/integrate IP technologies?** (check only one)

- Yes
- No

**F What is your company's annual sales volume?** (check only one)

- 10  More than \$5,000,000
- 09  \$2,500,001 - \$5,000,000
- 02  \$1,000,001 - \$2,500,000
- 03  \$500,001 - \$1,000,000
- 04  \$250,001 - \$500,000
- 05  \$150,001 - \$250,000
- 06  \$100,001 - \$150,000
- 07  \$50,001 - \$100,000
- 08  Less than \$50,000

**PUBLISHER'S AFFIDAVIT**

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

Christine Baloga, Corporate Audience Development Director

Catherine M. Ronan, Corporate Audience Audit 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.

Date signed July 11, 2008

State Michigan

County Oakland

Received by BPA Worldwide July 11, 2008

Type PSJ

ID Number S021S0J8