

# 28,500+ *SDM* Subscribers Buy or Install Your Products.<sup>1</sup> We've Got Proof.

## IN PRINT:

### 100% Buy/install Authority.<sup>1</sup>

Can other publications prove their audience buys security products? *SDM* offers BPA-audited proof that **all 28,504 subscribers buy/install your security products.**<sup>1</sup> Advertise in April to reach these buyers, and to get your FREE Advertising Readership Study!

## POWERFUL APRIL EDITORIAL HIGHLIGHTS:

- State of the Market Report: Access Control
- Access Control System Networks
- Video Solutions: DVRs, NVRs
- Trends in Credentials
- Perimeter Security Solutions
- Distributors as Partners

## MULTIMEDIA SOLUTIONS:

### *Solutions By Sector: Utilities & Critical Infrastructures.*

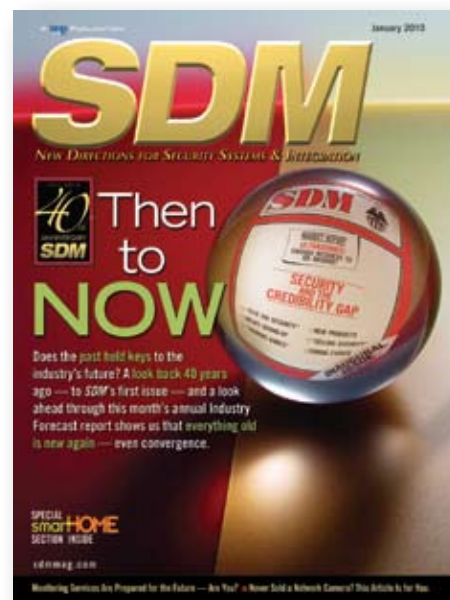
This integrated media package lets you target enterprise executives and channel partners active in securing **power stations, utilities and other critical facilities.** Includes print, microsite and targeted eNewsletter advertising. Call for details.



## 2010 AIR PROGRAM:

### The more you invest, the more you earn!

Just a reminder you're earning bonus media dollars with every investment you make in *SDM* media -- in print, online and in person. The more you advertise, the more you get back! Look to us in 2010 to exceed your branding, lead generation and sales goals.



## APRIL ADVERTISER BONUSES:

### FREE Advertising Readership Study<sup>2</sup>

Our upcoming Advertising Readership Study will record reader reaction and impressions of all April prints ads. Studies like this can run up to \$5,000. Your copy is FREE when you advertise with a full-page in April!



**Take 50% Off Your *SDM* Buyers Guide Display Ad<sup>2</sup>**  
Advertise with a full-page in April and you receive 50% off a full-page display ad in the June 2010 *SDM* Buyers Guide.



### FREE Bonus Distribution

Tridium Niagara Summit, May 2-4, Las Vegas

# sdmmag.com

## April print ad space closes March 5th.

Learn more from your regional sales representative:

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