

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2009
(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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Official Publication of: None
Established: 1971
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 _____	74
Advertiser and Agency _____	1,781
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	1,958
TOTAL	3,813

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	28,505	100.0	28,505	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	28,505	100.0	28,505	100.0	-	-

2a. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD					
2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	64	63			28,506
August _____	75	74			28,505
September _____	72	75			28,508
October _____	124	120			28,504
November _____	1,272	1,272			28,504
December _____	148	146			28,502
TOTAL	1,755	1,750			

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
July _____	32,743	13,442	11,016	1.22	01:11	02:53
August _____	25,609	10,626	8,809	1.21	01:10	02:50
September _____	23,473	9,109	7,609	1.20	01:07	02:51
October _____	25,646	10,827	8,902	1.22	01:14	02:57
November _____	23,961	10,297	8,494	1.21	01:13	02:50
December _____	19,742	8,356	7,019	1.19	01:13	02:52
AVERAGE:	25,196	10,443	8,642	1.21	01:11	02:52

*See Paragraph 9

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

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 26,134 or 91.7 %		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					
INSTALLING COMPANIES:										
1. Security Installing Dealers (including engineered fire systems distributors (installing), electrical contractors that install security, and security service companies that install) _____	13,627	47.8	13,627	10,414	2,307	906	-	-	-	-
2. Security Installing Dealers with Company Owned Central Station _____	4,709	16.5	4,709	2,758	1,470	481	-	-	-	-
3. Central Station Services (non-installing) _____	386	1.4	386	192	148	46	-	-	-	-
4. System Integrators/Access Control System Specialists/Value-Added Resellers _____	7,824	27.4	7,824	4,878	2,009	937	-	-	-	-
Sub-Total INSTALLING COMPANIES	26,546	93.1	26,546	18,242	5,934	2,370	-	-	-	-
5. Security Product Distributors _____	558	2.0	558	308	250	-	-	-	-	-
6. Manufacturers' Representatives _____	236	0.8	236	151	85	-	-	-	-	-
7. Security Consultants _____	1,164	4.1	1,164	937	227	-	-	-	-	-
8. Others Allied to the Field _____	-	-	-	-	-	-	-	-	-	-
Sub-Total (5-8 above)	1,958	6.9	1,958	1,396	562	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	28,504	100.0	28,504	19,638	6,496	2,370	-	-	-	-
PERCENT	100.0		100.0	68.9	22.8	8.3	-	-	-	-

Note 1: This is an analysis of 28,504 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). 771 or 2.7% have been identified as buyers/installers by other recipients at their company.

SUPPLEMENTARY DATA

This is an analysis of 28,504 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)	Inte-grated Systems	CCTV/ Video Equipment	IP Cameras	NVR/ DVR/ Storage Systems	Control Panels/ Communicators	Alarm Trans-mission Systems	Fire Protec-tion Equip-ment	Sensors/ Detec-tors	Wireless Alarms	Outdoor Protec-tion	Sound/ Intercom Systems	Home Auto-mation	Network-ing/ Commu-nications	Dealer Pro-grams, Supplies & Services	Moni-toring Equip-ment and/or Moni-toring Services
INSTALLING COMPANIES:																			
1. Security Installing Dealers (including engineered fire systems distributors (installing), electrical contractors that install security, and security service companies that install) _____	13,627	47.8	13,627	9,958	7,689	9,298	8,626	7,428	9,701	7,370	8,365	9,842	8,328	7,762	8,286	5,828	6,324	4,518	8,356
2. Security Installing Dealers with Company Owned Central Station _____	4,709	16.5	4,709	4,062	3,459	3,573	3,618	3,369	3,706	3,254	3,206	3,605	3,173	3,157	2,949	2,008	2,423	2,087	3,735
3. Central Station Services (non-installing) _____	386	1.4	386	182	138	152	136	127	142	126	123	120	103	93	85	61	132	119	235
4. System Integrators/Access Control System Specialists/Value-Added Resellers _____	7,824	27.4	7,824	5,848	5,940	5,041	5,090	4,650	4,344	2,888	2,560	4,251	3,374	3,505	3,782	2,474	4,749	2,503	4,239
Sub-Total INSTALLING COMPANIES	26,546	93.1	26,546	20,050	17,226	18,064	17,470	15,574	17,893	13,638	14,254	17,818	14,978	14,517	15,102	10,371	13,628	9,227	16,565
5. Security Product Distributors _____	558	2.0	558	405	317	403	416	369	324	247	277	343	295	306	322	264	276	211	298
6. Manufacturers' Representatives _____	236	0.8	236	138	129	126	139	130	84	66	61	83	59	79	80	57	81	72	87
7. Security Consultants _____	1,164	4.1	1,164	893	620	848	373	301	301	248	485	664	310	630	252	172	292	140	352
TOTAL RESPONSES	28,504	100.0	28,504	21,486	18,292	19,441	18,398	16,374	18,602	14,199	15,077	18,908	15,642	15,532	15,756	10,864	14,277	9,650	17,302

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

*Of the 28,504 recipients who have indicated they buy/install systems, products and/or services, 771 or 2.7% have been identified as buyers/installers by other recipients at their company.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Direct Request: _____	19,546	7,858	-			27,404	96.1
a. Written _____	1,308	809	-			2,117	7.4
b. Telecommunication _____	14,855	5,376	-			20,231	71.0
c. Electronic _____	3,383	1,673	-			5,056	17.7
II. TOTAL - Request from recipient's company: _____	655	445	-			1,100	3.9
a. Written _____	63	100	-			163	0.6
b. Telecommunication _____	76	5	-			81	0.3
c. Electronic _____	516	340	-			856	3.0
III. TOTAL - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	-	-	-			-	-
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	20,201	8,303	-			28,504	100.0
PERCENT	70.9	29.1	-			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			28,504	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			28,504	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	98		400-427 Kentucky _____	285	
030-038 New Hampshire _____	149		370-385 Tennessee _____	529	
050-059 Vermont _____	45		350-369 Alabama _____	370	
010-027 Massachusetts _____	695		386-397 Mississippi _____	177	
028-029 Rhode Island _____	82		EAST SO. CENTRAL	1,361	4.8
060-069 Connecticut _____	424		716-729 Arkansas _____	181	
NEW ENGLAND	1,493	5.2	700-714 Louisiana _____	300	
100-149 New York _____	2,022		730-749 Oklahoma _____	262	
070-089 New Jersey _____	1,112		750-799 Texas _____	1,744	
150-196 Pennsylvania _____	1,106		WEST SO. CENTRAL	2,487	8.7
MIDDLE ATLANTIC	4,240	14.9	590-599 Montana _____	105	
430-459 Ohio _____	982		832-838 Idaho _____	125	
460-479 Indiana _____	497		820-831 Wyoming _____	54	
600-629 Illinois _____	1,162		800-816 Colorado _____	522	
480-499 Michigan _____	642		870-884 New Mexico _____	162	
530-549 Wisconsin _____	505		850-865 Arizona _____	513	
EAST NO. CENTRAL	3,788	13.3	840-847 Utah _____	268	
550-567 Minnesota _____	589		889-898 Nevada _____	306	
500-528 Iowa _____	274		MOUNTAIN	2,055	7.2
630-658 Missouri _____	531		995-999 Alaska _____	60	
580-588 North Dakota _____	65		980-994 Washington _____	443	
570-577 South Dakota _____	83		970-979 Oregon _____	253	
680-693 Nebraska _____	229		900-961 California _____	3,025	
660-679 Kansas _____	277		967-968 Hawaii _____	165	
WEST NO. CENTRAL	2,048	7.2	PACIFIC	3,946	13.8
197-199 Delaware _____	94		UNITED STATES	26,853	94.2
206-219 Maryland _____	661		969 & 004-009 U.S. Territories _____	95	
200-205 Washington, DC _____	54		Canada _____	1,551	
220-246 Virginia _____	763		Mexico _____	-	
247-268 West Virginia _____	113		Other International _____	-	
270-289 North Carolina _____	738		APO/FPO _____	5	
290-299 South Carolina _____	339		TOTAL QUALIFIED CIRCULATION	28,504	100.0
300-319 Georgia _____	850				
320-349 Florida _____	1,823				
SOUTH ATLANTIC	5,435	19.1			

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2006	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*
Total Audit Average Qualified: _____	28,504	28,505	28,508	28,506	28,506	28,505
Qualified Non-Paid: _____	28,504	28,505	28,508	28,506	28,506	28,505
Qualified Paid: _____	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July - December 2009 data is unaudited. With each successive period, new data will be added until 6 six-month periods of data are displayed.

**NC = None Claimed.

8. 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)

WEBSITE GLOSSARY:

Unique Browsers: An identified and unduplicated Cookied Browser that accesses internet content during a measurement period. Each browser visiting a site instrumented with SiteCensus code is assigned a unique cookie id to help determine browser uniqueness

Page Impressions: The number of web pages successfully viewed by all browsers within the reporting period

User Sessions: A single continuous set of activity attributable to a browser resulting in one or more pulled text downloads from a site. A period of inactivity of more than 30 minutes terminates the session

Unique Browser Frequency: The average number of user sessions per Unique Browser over the selected reporting period

User Session Duration: The average time a browser remained on the site per session

Page Duration: The average time a browser spent viewing any page(s) on the site

9. ADDITIONAL DATA

PARAGRAPHS 5 AND 6 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 <input type="checkbox"/> Security Installing Dealer | 08 <input type="checkbox"/> Central Station Service (Non-Installing) |
| 02 <input type="checkbox"/> Security Installing Dealer with Company Owned Central Station | 09 <input type="checkbox"/> Security Product Distributor |
| 03 <input type="checkbox"/> Systems Integrator | 10 <input type="checkbox"/> Security Products/Components Manufacturer |
| 14 <input type="checkbox"/> Value-Added Reseller | 11 <input type="checkbox"/> Manufacturers Representative |
| 04 <input type="checkbox"/> Access Control System Specialists | 12 <input type="checkbox"/> Security Consultant |
| 05 <input type="checkbox"/> Security Service Company that installs | 98 <input type="checkbox"/> Other (please describe) |
| 06 <input type="checkbox"/> Engineered Fire Systems Distributor (Installing) | |
| 07 <input type="checkbox"/> Electrical Contractor that Installs Security | |

C What is your title? (check only one)

- | | |
|--|---|
| 01 <input type="checkbox"/> EXECUTIVE MANAGEMENT: Owner, Partner, President, General Manager, Vice President | 03 <input type="checkbox"/> ENGINEER/INSTALLATION/SERVICE STAFF |
| 02 <input type="checkbox"/> GENERAL MANAGEMENT: Financial Manager, Controller, Purchasing Manager, Service Manager, Central Station Manager, Installation Manager, Sales Manager | 04 <input type="checkbox"/> SALES REPRESENTATIVE |
| | 98 <input type="checkbox"/> OTHER: (please describe) |

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

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

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 <input type="checkbox"/> More than \$5,000,000 | 05 <input type="checkbox"/> \$150,001 - \$250,000 |
| 09 <input type="checkbox"/> \$2,500,001 - \$5,000,000 | 06 <input type="checkbox"/> \$100,001 - \$150,000 |
| 02 <input type="checkbox"/> \$1,000,001 - \$2,500,000 | 07 <input type="checkbox"/> \$50,001 - \$100,000 |
| 03 <input type="checkbox"/> \$500,001 - \$1,000,000 | 08 <input type="checkbox"/> Less than \$50,000 |
| 04 <input type="checkbox"/> \$250,001 - \$500,000 | |

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 January 7, 2010

State Michigan

County Oakland

Received by BPA Worldwide January 7, 2010

Type PSJ

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