

SDM



SDMmag.com

Home of:

SDM 100

Readership Gets Results...

- Multimedia reach to proven buyers: print, Web, eNews, social and in person!¹
- 100% Buy/Install audience!²
- 89% of SDM readers take action!³



ONLINE:

Reach and get response from volume security technology buyers!²



IN PRINT:

Brand and influence the largest and only audited subscriber base with 100% buy/install authority!⁴

New for 2014:

- Show & Sell: Video
- Exclusive eNews Editorial
- "Content as a Service" Opportunities
- CEU Credits



IN PERSON:

Meet, greet and sell to the leading installation, RMR and integration company executives

2014 MEDIA PLANNER

¹Publisher's own data. ²SDM Dec. 2013 BPA Brand Report, unique TQ: 29,007. ³SDM Reader Preference/Profile Study, July 2013. ⁴Dec. 2013 BPA Brand Reports: SDM (29,007 unique TQ, 100% buy/install) vs. Security Dealer & Integrator (32,332 TQ, buy/install not reported separately) vs. Security Sales & Integration (28,000 TQ, buy/install not reported separately) vs. Security Systems News (28,100 TQ, buy/install not reported separately).

Welcome to **SDM** – Where Your Advertising Gets Buying Action! In Print – Online – In Person.

From the Publisher...



This is *SDM's* 43rd year as your leading media partner for reaching the total security channel. Quite simply, there's no stronger media for generating direct response sales leads and branding your company with key decision-makers and brand specifiers at North American security channel companies.

We know the security channel continues expanding to embrace dealers, commercial and home integrators, distributors, VARs, BISC organizations, manufacturer's representatives and consultants, who comprise the heart of this critical buying market. **And you reach them all through *SDM*.**

***SDM* is the consistent market leader by every objective measure — including audited print circulation, advertising revenue and editorial coverage.¹**

Powerful advertising and marketing programs are just the beginning. *SDM* works closely with our editorial partners to ensure we communicate your value proposition and news to our audited buying audience. Led by Laura Stepanek and her editorial team, *SDM* dominates the market in thought leadership — publishing renowned columnists and subject matter experts. They make *SDM* the must-read media for security channel technology and services buyers.

***SDM* is the only security channel media ensuring your advertising reaches a 100% BPA-audited buy/install circulation.²**

SDM is not resting on its strong history, but building upon it with NEW marketing solutions to help you increase sales in the security economy. As your marketing partner, we'll help you develop goal-oriented programs leveraging our integrated media solutions. And our powerful value-add marketing opportunities will give you greater reach and measurable results!

This is why *SDM* is the security channel market leader¹ and your first choice for advertising and marketing results. Learn more by reviewing our 2014 Integrated Media Planner or by contacting your regional sales manager today.

Sincerely,

Mark McCourt, *Publisher*



The #1 security channel media serving the North American market.¹

SDM provides management and technical professionals with a comprehensive overview of the security channel marketplace. In print, online and in person, you reach buyers by leveraging these solutions for successful results:

In Print:

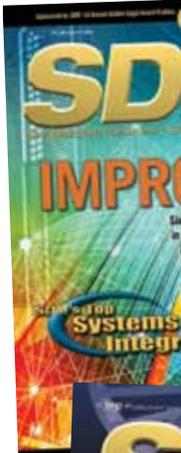
- *SDM* magazine
- *SDM* Monitoring TODAY special edition
- *SDM* Guide to Distributors
- *SDM* Guide to Monitoring & Central Stations
- *SDM* Buyers Guide

Online & eNewsletters

- SDMmag.com
- *SDM* magazine Digital Editions
- *SDMTV* Video
- *SDM* eNewsletter
- *Today's Systems Integrator* eNewsletter
- *Solutions By Sector*

In Person and Virtual Events:

- Educational Webinars
- *SDM* 100 Gala
- SecurityXchange Conference



SDM Subscribers Buy/Install Your Products.

We've got audited proof.¹

100% of *SDM* subscribers hold buy/install authority for their firms.¹

89% of surveyed professionals have taken action as a result of seeing an ad in *SDM* over the last 6 months.²

36% of surveyed professionals directly purchased products/services as a result of seeing them advertised in *SDM*.²

Your ads reach professionals who hold purchase authority or install security systems, products, and/or service.³

21,663	Access Control
22,597	CCTV/Video Equipment
18,022	NVR/DVR/Storage Systems
20,304	Control Panels/Communicators
13,931	Alarm Transmission Systems
14,782	Fire Protection Equipment
19,466	Sensors/Detectors
18,465	Wireless Alarms
16,476	Perimeter/Outdoor Protection
17,596	Sound/Intercom Systems
13,115	Home Automation
17,612	Networking/Communications
3,723	Dealer Programs, Supplies & Services
18,960	Monitoring Equipment and/or Monitoring Services
7,862	Security Cloud Computing



SDM 100

The Gold Standard.

The *SDM 100* is the ultimate club for the elite owners of the security industry's top companies measured by Recurring Monthly Revenue (RMR). Each May *SDM* publishes the exclusive *SDM 100* Report and list of key trends and companies. The *SDM 100* is the Gold Standard among the security channel. Making our list is a #1 target for security manufacturers and distributors as this accomplishment demands attention from the largest volume buyers in the industry.



In addition to the annual *SDM 100* May issue, the *SDM 100* Gala, the *SDM* eNewsletter announcement, and the *SDMmag.com* report posting offer unique and powerful ways for marketers to reach and impact the industry's most important buyers! Contact us to learn more.

¹SDM Dec. 2013 BPA Brand Report, unique TQ: 29,007. ²SDM Reader Preference/Profile Study, July 2013. ³SDM Dec. 2013 BPA Brand Report. Since any one respondent may have checked more than one response, the totals for each item should not be added together as the total may exceed the total circulation. "Access Control" includes access control, biometric access control, and/or ID cards/badges.

SDM Editorial Excellence...

*The market's most credible publication!*¹

Serving the industry since 1971, *SDM* is the leading publication reaching the North American Security Channel. Its editorial success shows in reader preference. More survey respondents recently named *SDM* as the market's most credible publication.¹

The *SDM* Editorial Team:



Laura Stepanek
Editor/Associate Publisher



Carol Enman
Growth Matters



Heather Klotz-Young
Senior Editor



Lessing E. Gold
Security & the Law



David Engebretson
Security NetWorkings



Joan Engebretson
Contributing Writer



Roy Pollack
5-Minute Tech Quiz



Karyn Hodgson
Contributing Writer

Struggling to produce fresh website content? *You're not alone.*

SDM



= Content Marketing Services

Content Development

Written by us, owned by you. Orangetap connects your brand with *SDM's* editorial and publishing resources to help you plan and create fresh, unpublished industry-relevant content for your website every single month.

- Blogs, Articles or Technical Papers
- Case Studies
- Press Releases

To learn more about our services or to quote out a project, please contact our content marketing strategies team:

Kim Paulson
Content Marketing Planner
paulsonk@bnpmedia.com
(248) 225-9177

SDM in PRINT...

The largest qualified print circulation in the security channel market.¹

SDM reaches **more than 29,000** subscribers each month.² We're the largest qualified circulation in the security channel market and the **only** market publication offering you an audited **100% buy/install** AND **100% request circulation!**¹

29,000+ Security Channel Subscribers²

14,760	Security Installing Dealers
8,321	Systems Integrators/Value-Added Resellers/IT Installing Companies
3,929	Security Installing Dealers w/Company Owned Central Station
1,223	Architects/Engineers/Security Consultants
458	Security Product Distributors
149	Central Station Services (non-installing)
167	Manufacturers' Representatives
29,007	TOTAL

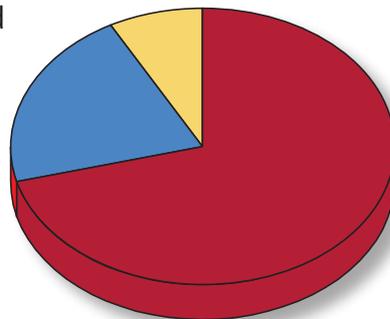


100% of subscribers hold buy/install authority for their firms!²

100% of subscribers qualify to receive the magazine by request!²

92.4% of Subscribers Hold Management Titles²

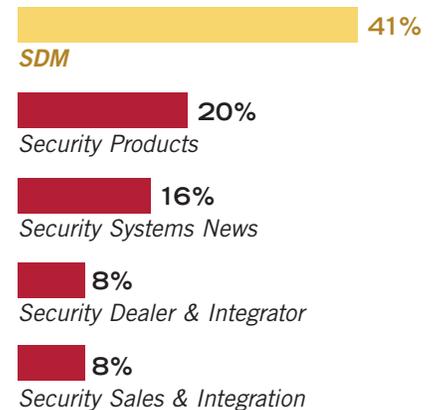
- 20,749 Executive Management
- 6,058 General Management
- 2,200 Architecture/Engineering/Consulting, Installation/System Design/Service Staff



The Most Useful Security Channel Magazine³

IN PRINT

Which one magazine is most useful to you in your security industry work?



Digital Edition Sponsorships Reach Security Channel Professionals!

Sponsorships are available as each monthly issue of *SDM* is also produced as a full-featured Digital Edition! You get a full-page ad adjacent to our digital cover. Your logo appears at the top of every digital edition page for continuous visibility. All your links are live to drive prospects to your site. You can even include video. Contact us for pricing and other details.



¹Dec. 2013 BPA Brand Reports: *SDM* (29,007 unique TQ), vs. *Security Dealer & Integrator* (32,332 TQ, 28,000 print + 4,332 digital) vs. *Security Systems News* (28,100 TQ, 26,100 print + 5,320 digital) vs. *Security Sales & Integration* (28,000 TQ, print/digital not reported separately). ²*SDM* Dec. 2013 BPA Brand Report, unique TQ: 29,007. ³*SDM* Reader Preference/Profile Study, July 2013. 7% selected "other".

SDM 2014 Editorial Calendar

ISSUE: AD CLOSE DATE:		JANUARY Dec. 3, 2013	FEBRUARY Jan. 9, 2014	MARCH Feb. 7, 2014	APRIL March 7, 2014	MAY April 4, 2014	BUYER'S GUIDE April 11, 2014
SDM 2014 EDITORIAL COVERAGE	SDM COVER STORIES & EXCLUSIVE REPORTS	2014 Subscriber Market Forecast & Trends	State of the Market: Video Surveillance	State of the Market: Alarm Systems Security's Role in Business Intelligence	State of the Market: Access Control Special 'Green' Report: Sustainability in the security industry 	SDM 100 Report: Rank by RMR SDM 100 State of the Market Report: Fire Alarms	PUBLISHED IN JUNE 2014 ✓ FREE Logo and Link Package for advertisers with a 1/2-page or larger ad ✓ FREE Page in the Corporate Capabilities Section for all Full Page Advertisers ✓ FREE Boldface Type throughout the Buyer's Guide ✓ FREE Web link on SDM Buyer's Guide Online ✓ FREE Listing in the BRAND index
	VIDEO SURVEILLANCE	Video as a service	Video management systems (VMS)	The video control room: furniture, racks Mobile / remote surveillance	IP cameras	Video/audio applications Video network equipment	
	ACCESS CONTROL	Cloud access control	Access control: feature sets that sell	Visitor management Wireless access control	Security locks & door hardware	Parking / gate controls	
	INTRUSION, FIRE, MONITORING	Update on dealer programs	Fire alarm panels	Central station services that make you more competitive	Intrusion alarm sensors	Outdoor & perimeter security	
	smarHOME BUSINESS	PERS & aging-in-place solutions	Residential video surveillance	Lighting and shade controls	Commercial energy management LEEDS standards update	Outdoor home security solutions	
	SUPPLEMENTS, SPECIAL ISSUES	SDM Monitoring TODAY Annual Supplement Close Date: 11/25					
	Solutions By Sector with SECURITY	Education: Universities & Campuses			Cyber Security Education: K-12	Retail, Convenience Stores, Banks, Gas Stations	
FREE VALUE ADD BONUSES • FREE VALUE ADD BONUSES • FREE VALUE ADD BONUSES							
SHOW BONUS DISTRIBUTION	Barnes Buchanan Conference			ISC West	PSA-TEC	NFPA	✓ Additional Ad Pages at only \$500 each! 
FREE ADVERTISER BONUSES	50% email list BONUS on your HTML eBlast order 20% of your print advertising Credited to January eMedia	Whitepaper on SDMmag.com and promoted in SDM eNews ISC West Pre-Show Exhibitor Print and eProduct Showcases		Video on SDMTV	\$1,500 Webinar Credit (or add Security's Webinar audience for FREE) Online Showroom live for 3 months	SDM 100 Database subscriber mailing list	
eNEWS COVERAGE • eNEWS COVERAGE • eNEWS COVERAGE • eNEWS COVERAGE							
eNEWSLETTER FOCUS	Mobile apps for homeowners smarHOME eNews	Report from the Barnes Buchanan Conference SDM eNews		ISC West pre-show SDM eNews	PSA-TEC pre-conference TSI eNews	First look at the 2014 SDM 100 SDM eNews	

JUNE May 7, 2014	JULY June 6, 2014	AUGUST July 9, 2014	SEPTEMBER Aug. 8, 2014	OCTOBER Sept. 5, 2014	NOVEMBER Oct. 8, 2014	DECEMBER Nov. 6, 2014
Central Station Services That Can Lift Revenue SDM 100 Brand Results	Top Systems Integrators Report 	Positioning for Success in Residential Services CSAA/SDM Central Station Excellence Awards	Building Automation: How Integrators Can Succeed Top Systems Integrators Brand Results	SDM Systems Integrator of the Year 	Choosing a Financial Services Partner	SDM Dealer of the Year  Best Companies to Work for in the Security Channel
DVRs & NVRs	Video analytics Video compression	Cloud video storage	Low light & bright light surveillance Wireless video	Video transmission products & power management	Perimeter video applications	Megapixel and HD video
Readers & keypads	Integrated systems: access control with video surveillance	Enterprise access control solutions	Identity management: physical / logical access control	Latest in card technologies	Access control for harsh environments	Security locks & door hardware
Smoke & CO detectors	Wire and cable, power supplies	Intrusion alarm panels	Outdoor & perimeter security	Fire alarm notification appliances	Audio & video intrusion alarms	Mass notification/emergency communications
Mobile apps/remote security management	PERS & aging-in-place solutions	Hottest technologies for the connected home	Commercial lighting control solutions	Residential access control	Residential intercoms; commercial/industrial entry controls	Home networks
		2014 Annual Guide to MONITORING SERVICES		2014 Annual Guide to DISTRIBUTORS		
	Critical Infrastructures, Utilities		Government: Federal, State & Local		Health Care: Hospitals, Medical Centers	
FREE VALUE ADD BONUSES • FREE VALUE ADD BONUSES • FREE VALUE ADD BONUSES						
SDM 100 Gala at ESX Electronic Security Expo	NCS ⁴ Sports Security & Safety Conference SecurityXchange	CEDIA	ASIS	ISC East Securing New Ground CPSE China		Barnes Buchanan Conference
eProduct Showcase Sponsored Tweet to all SDM Followers	Sponsored Note on SDM's Facebook page SDM Top Systems Integrators Database subscriber mailing list	\$1,500 Webinar Credit	\$500 Today's Systems Integrator eNews Advertising Credit	ISC East Exhibitor Print and eProduct Showcases	SPECIAL NEW TECHNOLOGY SHOWCASE: 1/2-page Featured Product in print plus FREE motion/animation or video in the Digital Edition	Mobile Tag Showcase Item \$500 Advertising Credit for BOTH SDM eNews and TSI eNews in Q1 2015
eNEWS COVERAGE • eNEWS COVERAGE • eNEWS COVERAGE • eNEWS COVERAGE • eNEWS COVERAGE						
Report from the ESX Show SDM eNews	First look at the 2014 Top Systems Integrators Report TSI eNews	ASIS pre-show SDM eNews	CEDIA pre-show/post-show smarHOME eNews	Announcing the 2014 Systems Integrator of the Year TSI eNews	Where security intersects with automation smarHOME eNews	Announcing the 2014 Dealer of the Year SDM eNews

SDM ONLINE...

Traffic & leads from your buy/install customers!¹

SDMmag.com is the security channel's online home for new products, news, and professional know-how. Target installing dealers and distributors through online display advertising, plus Showrooms, Podcasts and more. Visit <http://portfolio.bnpmmedia.com> to see all of *SDM's* online advertising opportunities!



- **LEADERBOARD** (728 X 90)
Located above the fold (ROS)
- **MEDIUM RECTANGLE** (300 X 250)
Minimum ad competition (ROS)
- **RECTANGLE** (180 X 150)
Two adjacent spots. Home page only.
- **WIDE SKYSCRAPER** (160 X 600)
Run of site, except home page. Above the fold.
- **FLOATING AD**
Rich media ad that floats in the center of the page
- **PAGE PEEL AD**
Rich media ad that expands from the corner to reveal an attractive ad underneath
- **TOPIC SPONSORSHIP**
Ad package for targeted editorial, includes wide skyscraper and medium rectangle ads
- **ARTICLE SPONSORSHIP**
Sponsor an article and your rectangle ad appears with the article for life

NEW!

Show & Sell: video demonstrations of your solutions!



In partnership with *SDM*, our noted editors, columnists and writers work with you to develop a high-quality product demonstration video. We'll promote your video via *SDM* electronic media and provide the video for your own digital marketing efforts. Program includes:

Content Development

- Selection of video presenter
- Writing of script
- Complete video production and editing

Video Distribution

- Included in two eNewsletter issues
- Posted on *SDMmag.com*
- Posted on *SDM* Social Media (Facebook & Twitter)

Contact us anytime to learn more.

Social Media Sponsorships

SDM offers opportunities for audience engagement through Facebook, Twitter, YouTube and QR Codes. Broadcast your company's message to our entire fan base while driving traffic to your website, reaching potential customers and expanding your audience. Not yet involved in social media? Let us build, design, and organize the accounts for you with Social Startup Plans! Contact your sales representative for more information.



White Paper Postings

You receive registered leads from channel professionals who download your educational White Papers! Let us host yours online and promote downloads to thousands of security channel eNewsletter subscribers.



SDM eNEWSLETTERS...

High quality editorial targeting a 100% opt-in security channel circulation!¹

The *SDM* and *Today's Systems Integrator* eNewsletters deploy twice monthly to 100% opt-in audiences.¹ *SmartHOME* eNewsletters deploy 12 times annually. Each is written by *SDM* editorial staff and includes unique content specifically for security channel professionals. Combined open rates average more than 19.73% per edition!¹

SDM eNews:
19,124 average subscribers,²
100% opt-in!¹

TSI eNews:
24,693 average subscribers,²
100% opt-in!¹

smartHOME eNews:
17,840 average subscribers,²
100% opt-in!¹

Ad Type	Ad Size
Featured Video	Contact us
Top Skyscraper	160 x 600
Top Advertorial	Contact us
Middle Skyscraper	160 x 600
Middle Advertorial	Contact us
Bottom Leaderboard	728 x 90

Contact your sales rep. for *smartHOME* ad sizes.

¹Publisher's own data.

²SDM December 2013 BPA Brand Report.



Custom eNewsletters...

Let *SDM* help you create a co-branded eNewsletter customized to your needs. Our orangetap content marketing group can help you develop compelling custom eNews content and design through our experienced creative and editorial teams.

A custom eNewsletter can take your company to the next level with these benefits:

- Including editorial or educational content in an eNewsletter can help position your company as an industry leader
- Editorial content creates greater reader engagement
- Subscribers trust *SDM*. They're more likely to open emails from our publication and consider our endorsements



SOLUTIONS BY SECTOR...

Multimedia sponsorships in print, online, eNewsletters and direct mail!

Generate impressions and sales leads.

Solutions By Sector are turnkey multimedia sponsorship programs targeting subscribers active in key verticals. You generate impressions and sales leads from *SDM* and *Security* subscribers through a sector-specific marketing program — including print, online and eNewsletter promotional content!

SPONSORSHIP PACKAGE (1X)

Webinar:

- Logo on all webinar promotion to all *SDM* and *Security* subscribers. More than 200,000 multimedia impressions in print, eNews and online.¹
- Lead database – all Webinar registrant information including Q&A log.
- 30-second promotion at start and end of Webinar about your company/product/solution and one PPT slide displayed during this promotion.
- Company name mentioned as sponsor at end of Webinar.

eNewsletter:

- 180 x 150 Rectangle Ad (jpg or gif file, max file size 40kb) with URL link in customized topic eNewsletter deployed to 32,000 combined email addresses¹.
- Case study (300-word plus photo) published in the eNewsletter and linked to the SecurityMagazine.com vertical sector Topic Page.



Website:

- 180 x 150 Rectangle Ad (jpg or gif, max file size 40 kb) with URL link on SecurityMagazine.com sector and linked from SDMmag.com for six months – averaging 300 impressions/month.
- Case study (300-word plus photo) published in SecurityMagazine.com vertical sector Topic Page and linked from SDMmag.com – averaging 75 article reads.¹

PLUS:

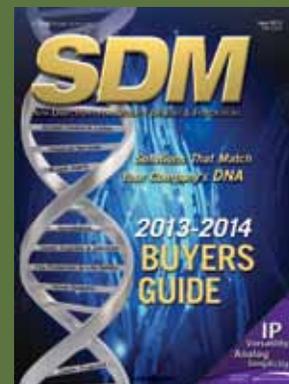
Direct mail list of *Security* subscribers in your sponsored sector!

The *SDM* and *Security* editorial teams bring thought leaders together to discuss critical issues and solutions in these critical growth sectors:

Topic	Month
Education: Universities and Campuses	January
Education: K-12	March
Cyber Security	April
Retail, Convenience Stores, Banks, Gas Stations	May
Critical Infrastructures, Utilities	July
Government: Federal, State & Local	September
Health Care: Hospitals, Medical Centers	November

SDM 2014 Multimedia Buyers Guide

SDM's June Buyers Guide is the industry's most comprehensive resource for security products, companies and suppliers! Your listings reach 29,000+ magazine subscribers² plus thousands of professionals¹ searching the directory online — providing access to a targeted audience of potential buyers. We



make it easy to find you and even easier for you to make your company stand-out. Brand your company with your logo; drive traffic to your site with clickable links, social media links and mobile tags. Or give them easy access to product info with Spec Sheets, Photos and Videos. Get listed today!

<http://directories.SDMmag.com/buyersguide>

SDM EVENTS...

Network with buyers online and in person!

Average Webinar Registrants (Leads!)¹: **365**
Average Webinar Attendees²: **156**

WEBINARS

Engaging solutions for quality leads...

SDM educational Webinars will increase brand awareness and interest in your products. Almost anyone can produce a Webinar, but only SDM offers the expertise, audience, and tools to help your Webinar succeed. Our audited subscriber database helps ensure quality registration while our team builds attendance and manages every detail surrounding the event. Turnkey support and advice guarantees you a satisfying and rewarding experience with minimal effort.

Webinar Package/Aggressive Marketing Campaign

- One print ad in *SDM*, one ad on www.SDMmag.com
- Multiple promotional eblasts to *SDM* e-subscribers
- Multiple announcements in *SDM* eNewsletters
- Dedicated registration page, plus confirmation and follow-up emails

Quality Leads

- Receive high-quality registration leads with demographics
- Polling, Q&A and survey reporting results

For webinar tips, samples and more information, contact your *SDM* sales representative or visit:

<http://portfolio.bnpmmedia.com/webinars>.



Continuing Education: Advertising & Lead Generation Opportunities

Articles – Webinars – Events – Marketing

Partner with *SDM* to offer high-quality CEU approved courses, targeting a variety of industries and professionals. You can further your visibility and generate high-quality leads through a variety of advertising and sponsorship opportunities. BNP Media's CE Campus handles all course accreditation and reporting!

thececampus.com



SDM 100 Gala

June 26, 2014 - Nashville, TN
www.SDMgala.com

The 9th Annual *SDM* 100 Gala is the social event of the year honoring the security industry's leading executives from the *SDM* 100 report. Top companies, such as ADT, Tyco Integrated Security, Stanley Security, Monitronics International Inc., Protection 1, Diebold Security, Vector Security Inc., Guardian Protection Services, and ASG Security gather for a fun and exciting evening of socializing, dining and celebrating industry growth and success.

A Gala sponsorship is your opportunity to interact face-to-face with *SDM* 100 executives and their guests in a relaxed and social environment. Join us for one unforgettable evening of delicious cuisine, meaningful conversations and magnificent entertainment. Contact your *SDM* sales representative for details.



August 10-13, Park City, UT
www.verticalxchange.com/security-xchange

SecurityXchange schedules meetings between security and solution executives who have a mutually beneficial reason to discuss strategic business opportunities. The meetings are private, focused, and free from distraction — enabling high-level, strategic conversations! Contact your sales representative to learn more!

¹Publisher's own data. ²SDM December 2013 BPA Brand Report.

Contact us anytime for ad rates and specifications...

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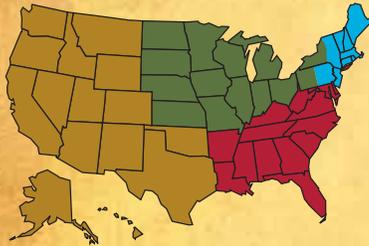
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Marketing Services

CLEAR SEAS RESEARCH Making the Complex Clear

Your industry-focused market research partner — providing clear insights to complex business questions focused on:

- Brand positioning
- Marketing effectiveness
- New product development
- Customer experience evaluations



Capturing feedback via quantitative surveys (online, phone, mail or in-person) OR qualitative experiences (one-on-ones, focus groups, or bulletin boards); we present results that are easily understood, insightful and actionable.

GET STARTED NOW. Contact Beth Surowiec at (248) 786-1619 or surowiecb@clearseasresearch.com.
www.clearseasresearch.com

LIST RENTAL



The most powerful, responsive list of security channel professionals is just a call away. Complement your advertising program and introduce new products by renting *SDM's* exclusive subscriber list. Contact Kevin Collopy of InfoGroup at kevin.collopy@infogroup.com or (402) 836-6265.



BNP Media Helps People Succeed
in Business with Superior Information

OUR PARTNERS:

