

# SDM goes GREEN in April – reaching 29,000 product buyers<sup>1</sup> with a unique editorial focus...

Honoring Earth Day and Earth Hour 2012, we're dedicating the entire April issue to anything and everything **GREEN!** Security and security systems' role in being green, power consumption, green building and certifications, energy-saving products and systems, the monetary benefits of being green, community relations, environmentally friendly operational tactics, and more. This issue is **loaded** with topics connecting green to the security industry and company operations... So make sure our 29,000 installing dealer/integrator subscribers<sup>1</sup> see your ads in this unique issue AND in our special green microsite on [SDMmag.com](http://SDMmag.com)! Contact your *SDM* regional sales rep for information.

## APRIL EDITORIAL + FEATURED TECHNOLOGIES

- **SDM 2012 Green Issue**
- State of the Market Report: Access Control
- Network Products & Solutions
- **Sustainability** in the Security Industry: Programs & Practices
- **Video Management Software & Storage**
- *smartHOME*: Home Energy Management



## APRIL ADVERTISER BONUSES

### FREE AdScore Advertising Ratings Study<sup>3</sup>

Our upcoming survey 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!

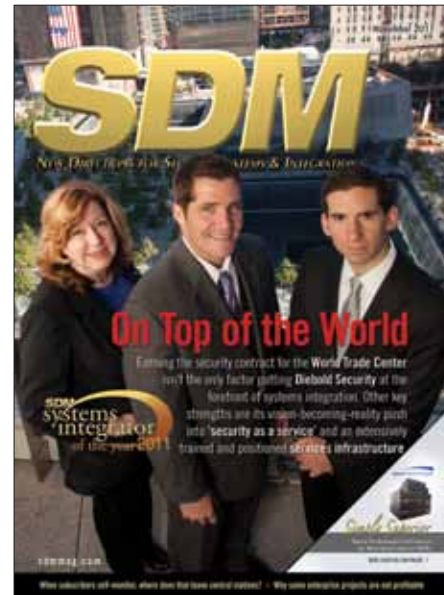


### FREE Social Media Showcase<sup>3</sup>

Advertise with a full-page or larger and we'll email your company name and up to 4 social media URLs to 10,000 *SDM* subscriber email addresses.<sup>2</sup>

### FREE Bonus Distribution

Expo Seguridad, Mexico City, Mexico



## More Media Opportunities:

### SDM eNewsletters Build Brand Awareness!

SDM eNewsletter: 17,000+ opt-in subscribers.<sup>2</sup>



Today's Systems Integrator eNewsletter: 26,000+ opt-in subscribers.<sup>2</sup>

### Lock-in your SDM 100 Gala Sponsorships!

The 7th Annual *SDM* 100 Gala honors the security industry's leading executives from the *SDM* 100 report. Your Gala Sponsorship lets you network live with top decision makers and opinion leaders in a relaxed social environment. Contact us for sponsorship information!



April print ad space closes March 9th.

Contact your regional sales representative for details...

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<sup>1</sup>SDM June 2011 BPA Circulation Statement. TQ: 29,017 (24,561 print + 4,456 digital + 4,412 both print & digital). <sup>2</sup>Publisher's own data.

<sup>3</sup>Full-page or larger advertisers qualify. Must return signed insertion by close date.

# One Channel. One Media... One Choice!