

# SDM



## Readership Gets Results...

### IN PRINT.

"I've been reading *SDM* for the seven years I've been at Vivint... *SDM* does a great job at presenting a well-rounded viewpoint of the security world. I appreciate reading a fair and unbiased viewpoint of the latest trends and technologies... The content of *SDM's* monthly magazine and special reports provide insightful snapshots of our ever-changing industry."

— Alex Dunn, COO, Vivint Inc.



### ONLINE.

"The digital version of the magazine, *SDM* Newswire, smart tag, etc., deliver critical information faster than ever before and influences strategy, marketing and equipment purchasing decisions."

— Jim Callahan, President, Ackerman Security Systems

### IN PERSON.

"The *SDM* 100 Gala, honoring the top companies in the security industry, has always been an event that we've looked forward to."

— Joe Nuccio, President and CEO, ASG Security LP



## 2013 ADVERTISING PLANNER

## Welcome to *SDM* — the security channel marketing leader.



It takes a tremendous effort to create and build a successful brand. You must support your brand with consistently innovative and dependable products and services with clear value propositions. And between the ideation of your products and your customer's life cycle, you must deliver outstanding customer service, technical support and back office operations, again and again... And again.

How and where you market your brand, promote your solutions and generate attention, interest and action is critically important to your success. And the most important part of that decision is that your advertising must be read by people with budget and authority to **buy**.

Simply: **Readership gets results!**

*SDM* is the most respected and read media in the North American Security Channel.<sup>1</sup> But you don't need to take my word for this. The following pages include testimonials from leading executives at prominent channel companies, blind research conducted among ISC West attendees, and the independent BPA audit of magazine and website audiences.

Our in depth study of the *SDM* audience tells us (and you) where they spend their time (reading magazines), their use of iPads (minimal) and their participation in social networks (LinkedIn is the favorite). 89% of surveyed professionals took action as a result of reading an *SDM* advertisement during the past six months.<sup>2</sup> Now those are results.

The research will all point to *SDM* as the best media for producing significant return on your advertising investment from print, in person and online advertising. *SDM* has the tools to target your buyer directly, build your brand and generate sales leads. Learn more by reading what your customers say in our Media Planner or by contacting me directly.

We look forward to helping you achieve your business goals in 2013.

Mark McCourt  
SDM Publisher  
(610) 662-5477

Here's where your security channel customers get their information:

Industry professionals have read b-to-b trade magazines, trade journals and eNewsletters at work in the past 6 months.<sup>2</sup>

- 73% technical publications
- 68% business-to-business/trade magazines
- 64% eNewsletters

58% prefer trade magazines like *SDM* in print and digital edition over any other source of industry news and information.<sup>2</sup>

More professionals indicated *SDM* when asked which, if any, magazines come to mind when thinking about the electronic security industry.<sup>2</sup> (Up to 5 responses allowed.)

- 56% *SDM*
- 15% *Security Products*
- 14% *Security Systems News*
- 7% *Security Dealer & Integrator*
- 7% *Security Sales & Integration*

77% of surveyed professionals indicate owning smart phones.<sup>2</sup>

21% indicate owning iPads.<sup>2</sup>



"I've been reading *SDM* for the seven years I've been at Vivint. The information provided in *SDM's* articles have been invaluable tools for keeping up with industry trends, assessing competitive dynamics, and spurring key strategic discussions. *SDM* does a great job at presenting a well-rounded viewpoint of the security world. I appreciate reading a fair and unbiased viewpoint of the latest trends and technologies. Insider News & Business is a great column for staying current on industry issues, as well as upcoming events. The content of *SDM's* monthly magazine and special reports provide insightful snapshots of our ever-changing industry."

— Alex Dunn, COO, Vivint Inc.

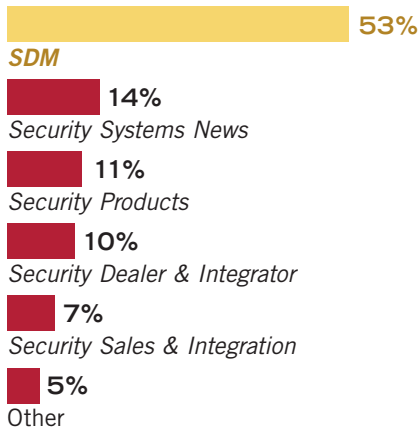
## Security channel professionals prefer **SDM** — *in print and online.*

"SDM is one of the few select publications that I am sure to read, each issue. It is an excellent source to gain understandings of what is currently important to peer organizations and what future focus is. It is also a great source for learning about interesting contract awards, and the successes and challenges being experienced throughout the industry. SDM is also a valuable source for learning about technology advancements entering the marketplace."

— Bob Sommerfeld, President, G4S Technology LLC (formerly Adesta)

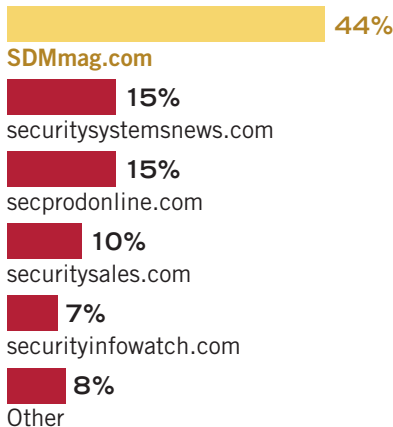
### IN PRINT

Which one magazine is most useful to you in your electronic security industry work?<sup>1</sup>



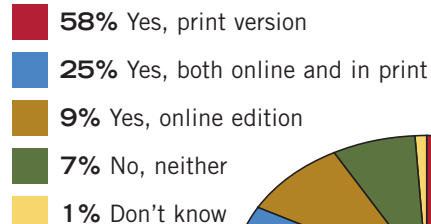
### ONLINE

Which one website is most useful to you in your electronic security industry work?<sup>1</sup>



May not equal 100% due to rounding.

92% of surveyed professionals have read **SDM** in the last 6 months.<sup>1</sup>



**SDM** is your clear winner of the blind ISC West Attendee Readership Study. Three years running.



### BEST FOR ADVERTISING

More ISC West attendees named **SDM** "best publication for your advertising."<sup>2</sup>

**#1 SDM**

### MOST INFLUENTIAL

More ISC West attendees named **SDM** "most influential" channel publication.<sup>2</sup>

**#1 SDM**

### MOST CREDIBLE

More ISC West attendees named **SDM** "most credible" channel publication.<sup>2</sup>

**#1 SDM**

### MOST SUBSCRIBED PUBLICATION

More ISC West attendees included **SDM** among industry publications to which they've subscribed.<sup>2</sup>

**#1 SDM**

### MOST REGULARLY READ

More ISC West attendees named **SDM** as a publication they read regularly, meaning "most" issues.<sup>2</sup>

**#1 SDM**

### MOST TIME SPENT READING

ISC West attendees indicated spending more time reading **SDM** than any other publication they receive.<sup>2</sup>

**#1 SDM**

<sup>1</sup>SDM Reader Preference/Profile Study, December 2011. <sup>2</sup>Security Industry Readership Study, May 2010. Brands included SDM, Security Dealer & Integrator, Security Products, Security Sales & Integration, Security Systems News.

## The total security channel receives *SDM*.

More than 29,000 channel professionals.<sup>1</sup>

**29,012 BUSINESS & INDUSTRY TOTAL**

**14,261** Security Installing Dealers

**8,276** Systems Integrators/Value-Added Resellers/IT Installing Companies

**4,076** Security Installing Dealers w/Company Owned Central Station

**1,170** Architects/Engineers/Security Consultants

**707** Security Product Distributors

**245** Central Station Services (non-installing)

**277** Manufacturers' Representatives

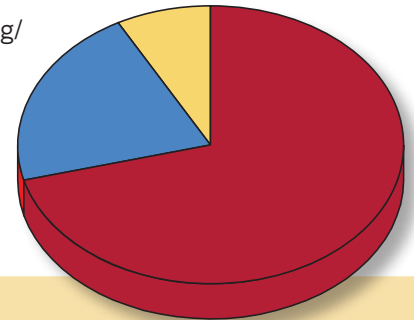


More than 26,816 subscribers (92.4%) hold management titles.<sup>1</sup>

**20,652** Executive Management

**6,164** General Management

**2,196** Engineering/  
System Design/  
Installation/  
Service Staff



**100%** of subscribers hold buy/install authority for their firms<sup>1</sup> — *SDM* is the **ONLY** market publication offering you a 100% audited buy/install circulation.<sup>2</sup>

**100%** of subscribers qualify to receive the magazine by request.<sup>1</sup>

**89% TAKE ACTION<sup>3</sup>**

“The information age has changed the way businesses operate. The Internet has leveraged advancements in communications technology and information storage and retrieval functionality to create an environment where information on almost any topic can be gathered quickly. Business managers now expect answers to questions in minutes or hours, versus days. Knowing the right resource to go to for timely and accurate information is crucial to success. When it comes to the security industry, *SDM* is my “go-to” resource.”

— Jay Hahn, Chief Technology Officer,  
Tyco Integrated Security

“I have been reading *SDM* ever since I entered the electronic security industry and consider it to be the leading publication in our industry. The *SDM* 100 ranking has helped us with ADS Security name recognition and has been very helpful in our many acquisition efforts. Laura Stepanek and Mark McCourt are very active and visible at industry functions and we greatly appreciate their support of the *SDM* 100 Gala.”

— Mel A. Mahler, Chairman/CEO, ADS Security LP

<sup>1</sup>SDM December 2012 BPA Brand Report, unique TQ: 29,012. <sup>2</sup>December 2012 BPA Circulation Statements, *SDM* (29,012 unique TQ, 100% buy/install) vs. *Security Systems News* (28,100 TQ, does not report buy/install) vs. *Security Dealer & Integrator* (30,700 TQ, does not report buy/install) vs. *Security Sales & Integration* (28,000 TQ, 80.1% buy/install). <sup>3</sup>SDM Reader Preference/Profile Study, December 2011.

Your ads reach professionals holding purchase authority for security products & services.<sup>1</sup>

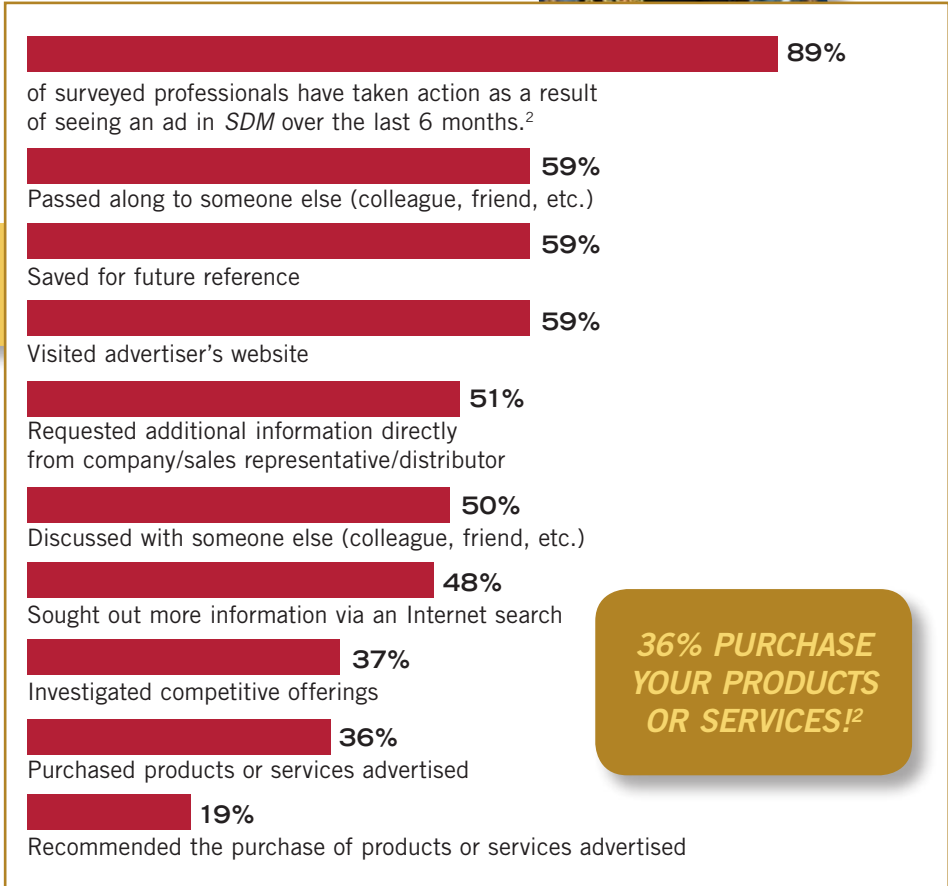
<b>21,638</b> Access Control
<b>22,292</b> CCTV/Video Equipment
<b>16,303</b> IP Security Systems
<b>17,175</b> NVR/DVR Storage Systems
<b>19,612</b> Control Panels/Communicators
<b>18,463</b> Monitoring Equipment and/or Services
<b>13,688</b> Alarm Transmission Systems
<b>14,460</b> Fire Protection Equipment

<b>18,596</b> Sensors/Detectors
<b>17,840</b> Wireless Alarms
<b>15,707</b> Perimeter/Outdoor Protection
<b>16,826</b> Sound/Intercom Systems
<b>12,298</b> Home Automation
<b>16,588</b> Networking/Communications
<b>9,807</b> Dealer Programs, Supplies & Services



"I have relied on *SDM* magazine for over 15 years to keep me informed on the latest industry trends, technologies and best practices as they rapidly evolve. The digital version of the magazine, *SDM* Newswire, smart tag, etc., deliver this critical information faster than ever before and influencing strategy, marketing and equipment purchasing decisions. The depth and scope of the information contained within *SDM* makes it a one-of-a-kind resource every security professional eagerly anticipates receiving throughout the month (or once a month if people still perceive it that way)."

— Jim Callahan, President, Ackerman Security Systems



**\$11 million+**  
Average subscriber company revenue for 2010.<sup>2</sup>

**184 employees**  
Average number of employees per subscriber company (including all locations).<sup>2</sup>

<sup>1</sup>SDM December 2012 BPA Brand Report.  
<sup>2</sup>SDM Reader Preference/Profile Study, December 2011.



## SDM MAGAZINE

SDM reaches more than 29,000 subscribers<sup>1</sup>. It's the largest qualified circulation in the channel market<sup>2</sup> and the **only** market publication offering you an audited **100% buy/install** AND **100% request circulation**.<sup>2</sup> We're the biggest and the best,<sup>3</sup> number one in all the categories listed below.<sup>4</sup> Read on to learn what your top buying customers think about *SDM*!



"I have been receiving *SDM* magazine for the past few years and the opportunity to review *SDM* is always one of the highlights of the month. I have always found the content of the articles to be informative, insightful and thought-provocative and a valuable tool in allowing me to keep up with the trends and developments of the security industry."

— Joseph Liguori, Partner, Access Control Technologies Inc. and President of Security-Net

- #1 – the market's most read and regularly read publication<sup>4</sup>
- #1 – the market's most credible publication<sup>4</sup>
- #1 – the market's most influential publication<sup>4</sup>
- #1 – the best market publication to carry your advertising<sup>4</sup>
- #1 – the publication respondents spend the most time reading<sup>4</sup>

### OUR PARTNERS:



<sup>1</sup>SDM December 2012 BPA Brand Report, unique TQ: 29,012. <sup>2</sup>December 2012 BPA Circulation Statements, *SDM* (29,012 unique TQ, 100% buy/install, 100% request) vs. *Security Systems News* (28,100 TQ, does not report buy/install, 72.6% request) vs. *Security Dealer & Integrator* (30,700 TQ, does not report buy/install, 91.2% request) vs. *Security Sales & Integration* (28,000 TQ, 80.1% buy/install, 100% request). <sup>3</sup>Publisher's own data. <sup>4</sup>Security Industry Readership Study, May 2010.



"I've been in the industry since 1984 and I have been reading *SDM* since my first day in the business. *SDM* is a very well-respected journal and the original source for information about our business for many years. *SDM* covers vast amounts of information in all sectors of the security industry and is a must resource for any serious player in the business. The *SDM* 100 Report, the stats, studies and trends *SDM* produces are very valuable business tools for me, especially the annual Industry Forecast. The detailed industry reporting is a tool that allows us to benchmark our performance at ASG against the industry as a whole. Additionally, Les Gold's legal column and the Editor's Angle column are two of my personal favorites. As technology rapidly evolves, *SDM* is also an excellent source for keeping us informed about the rapid deployment of new products and services in the marketplace. Finally, the *SDM* 100 Gala, honoring the top companies in the security industry, has always been an event that we've looked forward to."

— Joe Nuccio, President and CEO, ASG Security

"I have received *SDM*, and have enjoyed reading it, from the very start of my career — approximately 31 years. One of my "first stops" is the Insider News & Business department. I count on it to help keep me abreast of what is happening in the industry. I also find great value in the featured articles. They are well-written and cover a diverse spectrum of subjects in a substantial way. I get even more value from these articles when the subject is associated with companies which resemble mine. The "State of the Market" reports have been especially helpful. They provide excellent research, data, and insight on trends and technologies. This is the type of information that assists me in formulating thoughts and decisions related to our business. *smarHOME* eNewsletter is among my favorites. So many changes are occurring in our residential security market today. *smarHOME* delivers great information on how to approach the new and continually evolving interactive home. I think *SDM* represents the security industry very well and is one of the best journals available to security industry decision-makers today."

— Joe Colosimo, President, Guardian Protection Services



"As a subscriber of more than 10 years, I would like to thank *SDM* on behalf of all of us here at Electric Guard Dog for the information, insight and support your magazine has routinely and unreservedly delivered. The "State of the Market" is a fantastic article series that keeps us informed about innovations in the industry, while the *SDM* 100 is as meticulously compiled an industry ranking and rating system as I've seen. The shifts in this list provide us with irreplaceable insights regarding changes and trends in our market.

Additionally, *SDM* allows me to efficiently keep track of suppliers, competitors and customers. The focused and discerning reporting you provide of key industry personnel and issues helps to keep me and my team informed in a time-efficient and effective manner. Overall, *SDM* allows us to track changes in the industry and focus on key issues. We look forward to our next issue!"

— Jack DeMao, CEO, Electric Guard Dog

## SDM Online

### SDMmag.com

The BPA-audited SDMmag.com is the channel's online home for new products, news, and professional know-how. Site sponsorship ideas include the *SDM* Blog, the SDMTV video series, Showrooms, White Papers, and traditional run-of-site advertising. Visit <http://portfolio.bnpmmedia.com/new> to see all of *SDM's* online and eMedia advertising opportunities!



### eNEWSLETTER SPONSORSHIPS

The *SDM* and *Today's Systems Integrator* eNewsletters deploy twice monthly to **100% opt-in audiences**.<sup>2</sup> Each is written by *SDM* editorial staff and includes unique content specifically for the channel. Combined **open rates average more than 19.9%** per edition!<sup>2</sup>

**SDM eNews: 14,413 average opt-in subscribers<sup>1</sup>**

**TSI eNews: 19,799 average opt-in subscribers<sup>1</sup>**



### SOLUTIONS BY SECTOR

High-impact  
Multimedia  
Sponsorships

*Solutions By Sector* are turnkey sponsorship programs targeting subscribers 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! The *SDM* and *Security* editorial teams bring thought leaders together to discuss critical issues and solutions in these critical growth sectors:



**February:** Education — University/College Campuses, K-12

**May:** Retail, Convenience Stores, Banks, Gas Stations

**July:** Critical Infrastructures, Utilities

**September:** Government — Federal, State & Local

**November:** Health Care — Hospitals, Medical Centers

### iSECURITY VIRTUAL EXPO

Trade Show Benefits without Trade Show Costs!

June 13, 2013

Partner with *SDM*, *Security*, and *smarHOME* as a sponsor of *iSecurity* – the industry's most comprehensive virtual networking and educational event! Don't miss your opportunity to generate high-quality leads – over 250 per exhibitor booth on average.<sup>3</sup>

Contact your sales rep to learn more about virtual event sponsorship and exhibitor information.

[www.iSecuritytradeshow.com](http://www.iSecuritytradeshow.com)



<sup>1</sup>SDM December 2012 BPA Brand Report. "Opt-in" designation publisher's own data. <sup>2</sup>Publisher's own data. <sup>3</sup>BNP Media corporate virtual event averages.

## SDM WEBINAR SPONSORSHIPS

*Now with video!*

Sponsor a live or pre-recorded *SDM* video webinar, proven to enhance attendee engagement. Make your webinar more personal and impactful by showing a live speaker video or product demonstration. Video webinars offer all the same features and benefits as our traditional webinar packages, including:

- Dynamic audience interaction
- One-on-one pre-qualified sales
- Brand reinforcement
- Market growth
- Measurable ROI, and more!

For webinar tips and more information, contact your sales rep or visit <http://portfolio.bnppmedia.com/webinars>.



## SOCIAL MEDIA SPONSORSHIPS

Leverage *SDM*'s growing social network to promote your products and services. Facebook Notes, Sponsored Tweets, and Sponsored Twitter backgrounds are among your advertising options.

Contact us for more details.



## SDM in Person

### 2013 SDM 100 GALA June 27th

Sponsor the 8th Annual *SDM* 100 Gala with representatives of North America's top 100 Security Dealers and Installing Companies in attendance. This social evening honors executives from the *SDM* 100 companies and creates a unique and powerful networking opportunity. Your sponsorship brings the security industry together to celebrate growth, success and partnership. For more information visit [www.sdmgala.com](http://www.sdmgala.com) or contact your regional sales representative.

## WHITE PAPER POSTINGS

You receive registered leads from users who download your educational White Papers! Let us host yours online and promote downloads to thousands<sup>1</sup> of security channel eNewsletter subscribers.

Contact us for rates and post lengths.



<sup>1</sup>SDM June 2012 BPA Brand Report.

ISSUE: AD CLOSE DATE:		JANUARY Dec. 3, 2012	FEBRUARY Jan. 9, 2013	MARCH Feb. 8, 2013	APRIL March 8, 2013	MAY April 5, 2013	BUYER'S GUIDE April 19, 2013
<b>SDM 2013 EDITORIAL COVERAGE</b>	<b>SDM COVER STORIES &amp; EXCLUSIVE REPORTS</b>	2013 Industry Forecast & Market Trends <i>Where the government funds are</i>	SPECIAL REPORT: State of the Market: Video Surveillance	SPECIAL REPORT: State of the Market: Alarm Systems	SPECIAL REPORT: State of the Market: Access Control What End-Users Really Think about Integrators	SDM 100 Report: Rank by RMR <b>SDM 100</b> State of the Market Report: Fire Alarms	<b>PUBLISHED IN JUNE 2013</b>
	<b>VIDEO SURVEILLANCE</b>	Video storage	Video management systems (VMS)	Video monitors Mobile / remote surveillance	IP cameras PSIM / situational awareness	Video for harsh environments Network products & solutions	✓ <b>FREE Logo and Link Package</b> for advertisers with a 1/2-page or larger ad
	<b>ACCESS CONTROL</b>	Cloud access control	Security locks & door hardware	Visitor management Wireless access control	Access control: feature sets that sell	Parking /gate controls	✓ <b>FREE Page in the Corporate Capabilities Section</b> for all Full Page Advertisers
	<b>SECURITY, FIRE, MONITORING</b>	Update on dealer programs	Outdoor & perimeter security	Asset & special device protection	Video monitoring	Fire alarm panels	✓ <b>FREE Boldface Type</b> throughout the Buyer's Guide
	<b>RESIDENTIAL &amp; smarHOME</b>	Cutting-edge security/automation platforms	Residential video	Lighting and shade controls	Energy management	PERS & aging-in-place solutions	✓ <b>FREE Web link on SDM Buyer's Guide Online</b>
	<b>SUPPLEMENTS, SPECIAL ISSUES</b>	<i>SDM Monitoring TODAY</i> Annual Supplement (Ad Space Closes Nov. 30th, 2012)			ISC West Show Daily & Show Daily eNewsletter		✓ <b>FREE Listing in the BRAND index</b>
	<b>EXCLUSIVELY ON SDMMAG.COM</b>	Top 7 Technologies to Watch	Racks & furniture	Productivity apps for technicians	Special 'Green' Report: Sustainability in the Security Industry	Sales management software	✓ <b>Additional Ad Pages</b> at only \$500 each!
	<b>SOLUTIONS BY SECTOR with Security</b>		<b>EDUCATION</b> University/College Campuses, K-12			<b>Retail, Convenience Stores, Banks, Gas Stations</b>	
<b>FREE VALUE ADD BONUSES • FREE VALUE ADD BONUSES • FREE VALUE ADD BONUSES</b>							
<b>SHOW BONUS DISTRIBUTION</b>	Barnes Buchanan Conference West Palm Beach, FL		ISC West Las Vegas, NV	PSA-TEC Westminster, CO <b>Expo Seguridad</b> Mexico City, Mexico	NFPA Chicago, IL		
<b>FREE ADVERTISER BONUSES</b>	FREE 2,500-name HTML eBlast FREE 1/2-Page Corporate Profile	FREE Whitepaper on SDMmag.com and promoted in SDM eNews FREE ISC West Pre-Show Exhibitor Print and eProduct Showcases	FREE Video on SDMTV	\$1,500 Webinar Credit (or add Security's Webinar audience for FREE)	FREE SDM 100 Database subscriber mailing list		
<b>BONUS OPPORTUNITIES</b>	ISC WEST SHOW TRIPLE PLAY! Get a FREE 4/c Profile or Ad in our ISC West show supplement when you advertise full pages or larger in each first quarter issue (3 pages or more in Q1 or spend \$10,000 net).						

JUNE May 7, 2013	JULY June 7, 2013	AUGUST July 9, 2013	SEPTEMBER Aug. 9, 2013	OCTOBER Sept. 6, 2013	NOVEMBER Oct. 8, 2013	DECEMBER Nov. 6, 2013
Distributors: How to Maximize the Partnership <i>SDM</i> 100 Brand Analysis	Top Systems Integrators Report 	Why Central Stations Are at the Center of the Universe  EXCLUSIVE: Central Station Excellence Awards	Guide to the Cloud for Security Integrators  <i>Where the compliance funding is</i>	<i>SDM</i> Systems Integrator of the Year  	SPECIAL REPORT: The State of Video Monitoring  <i>Helping clients reduce guard tour costs</i>	<i>SDM</i> Dealer of the Year   Best Companies to Work for in the Security Channel
DVRs & NVRs	Video analytics <i>Optimizing your clients' retail businesses</i>  License plate recognition	Cloud video storage	Low light & bright light surveillance  Wireless video	Video transmission products & power management	Perimeter video applications	Megapixel and HD video
Readers & keypads	Entry controls	Enterprise access control solutions	Biometric systems  Physical/logical access control	Latest in card technologies	Access control for harsh environments	Security locks & door hardware
Alarm transmission products	Wire and cable, power supplies	Fire alarm notification appliances	Intrusion alarm panels	Smoke and CO detectors	Central station alarm verification	Mass notification/emergency communications
Mobile apps/remote security management	The smart home outdoors	SPECIAL REPORT: 9 Ways to Make Money With Smart Home Technologies	Best user interfaces	Residential access control	Audio systems, intercoms	Home networks
		2013 Guide to MONITORING SERVICES		2013 Guide to DISTRIBUTORS		
Tools & testers	Video compression	Hosted/managed access control	PERS & aging-in-place solutions	Fleets	Central station automation	Mergers & acquisitions, financing
	<b>CRITICAL INFRASTRUCTURE, UTILITIES</b>		<b>GOVERNMENT - Federal, State, Local</b>		<b>HEALTHCARE - Hospitals, Medical Centers</b>	

FREE VALUE ADD BONUSES • FREE VALUE ADD BONUSES • FREE VALUE ADD BONUSES

<i>SDM</i> 100 Gala at ESX Electronic Security Expo Nashville, TN	NCS' Sports Security & Safety Conference	SecurityXchange Park City, UT	ASIS Chicago, IL  CEDIA Denver, CO	ISC East New York, NY  Securing New Ground New York, NY		
FREE eProduct Showcase  FREE Sponsored Tweet to all <i>SDM</i> Followers	FREE Sponsored Note on <i>SDM's</i> Facebook page  <i>SDM</i> Top Systems Integrators Database subscriber mailing list	\$1,500 Webinar Credit	\$500 <i>Today's Systems Integrator</i> eNews Advertising Credit	FREE ISC East Exhibitor Print and eProduct Showcases	SPECIAL NEW TECHNOLOGY SHOWCASE: FREE 1/2-page Featured Product in print plus FREE motion/animation or video in the Digital Edition	FREE Mobile Tag Showcase Item  \$500 Advertising Credit for BOTH <i>SDM</i> eNews and <i>TSI</i> eNews in Q1 2014
		ASIS SHOW DOUBLE PLAY! Get a FREE Profile or Ad in our ASIS show supplement when you advertise two or more full pages in our August & September issues.				

## MARKETING SERVICE PARTNERS

### CLEAR SEAS RESEARCH

*Making the Complex Clear*

Clear Seas Research is an industry-focused market research company dedicated to providing clear insights to complex business questions.



Clear Seas Research will work closely with you to determine if your marketing message breaks through the noise, engages your target, and causes them to take action. Primary market research will be used to test your marketing communication to ensure it is achieving the desired outcome.

To learn more about how Clear Seas Research can help you maximize your marketing ROI please contact Beth Surowiec at (248) 786-1619 or [surowiecb@clearseasresearch.com](mailto:surowiecb@clearseasresearch.com).  
[www.clearseasresearch.com](http://www.clearseasresearch.com)

### ORANGETAP

*Content Development – Custom Publishing – Market-Specific Delivery*

Orangetap helps you develop and execute content marketing campaigns that meet your specific needs. Our goal is to make the content marketing process as easy as possible for you – we'll take on the tough stuff while you focus solely on your brand's most important assets: your customers.



Learn more about custom publishing and content marketing at [www.bnporangetap.com](http://www.bnporangetap.com). Or contact us for a free marketing consultation at [orangetap@bnpmedia.com](mailto:orangetap@bnpmedia.com).



*BNP Media Helps People Succeed in Business with Superior Information*

## Contact your regional sales representative to learn more about our unique and powerful advertising solutions:

#### Chris Ward

*Mid-Atlantic & Southeast U.S.*

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#### Arlen Luo

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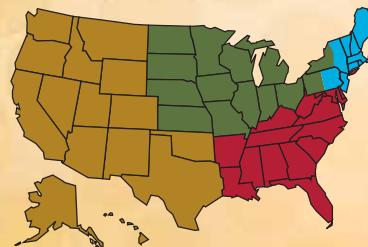
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*"SDM fills a specific need for unbiased reporting about technology trends and, more importantly, how end users are implementing to solve a security challenge. The SDM Industry Forecast, for example, helps me benchmark some of our future products. And iSecurity is a great learning tool for our staff. SDM is always a bit ahead of the important market trends that I need to follow to support Diebold's customers. SDM represents the industry by focusing on all aspects of security — from tactics that help make dealers and integrators successful, to market trends impacting buyers, to technology that is worth attention."*

*— Jacqueline Grimm, Vice President, Security Solutions, Diebold Inc.*



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