

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2011
(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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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/value-added resellers/IT installing companies, security product distributors, manufacturers' representatives and architects/engineers/security consultants, as shown in Paragraph 3a.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are individuals who are executive management, general management, or engineering/system design/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 _____	60
Advertiser and Agency _____	1,866
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	1,168
TOTAL	3,094

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	29,017	100.0	29,017	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	29,017	100.0	29,017	100.0	-	-

2a. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD						
2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital (Unduplicated) (C)	Total Qualified
July _____	72	65	24,864	52	4,104	29,020
August _____	84	82	24,896	54	4,068	29,018
September _____	76	78	24,975	57	3,988	29,020
October _____	96	91	24,993	57	3,965	29,015
November _____	40	40	25,002	58	3,955	29,015
December _____	44	40	25,096	56	3,859	29,011
TOTAL	412	396				

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
July _____	29,252	10,985	9,024	1.22	00:58	02:34
August _____	31,010	11,345	9,091	1.25	00:59	02:42
September _____	27,150	11,506	9,354	1.23	01:04	02:31
October _____	30,534	12,386	9,856	1.26	00:59	02:25
November _____	31,589	12,748	10,387	1.23	01:00	02:28
December _____	29,334	12,387	10,241	1.21	01:02	02:27
AVERAGE:	29,812	11,893	9,659	1.23	01:00	02:31

*See Additional Data

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011

This issue is -% or 2 copies below the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Number of Recipients Who Have Indicated They Buy/Install Systems, Products and/or Services (Note 1)	CLASSIFICATION BY TITLE						
							TOTAL MANAGEMENT 26,532 or 91.4%		ENGINEER/ SYSTEM DESIGN/ 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, Design, Engineering, IT or 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) _____	13,892	47.9	12,378	21	1,493	13,892	10,650	2,183	1,059	-	-	-	-
2. Security Installing Dealers with Company Owned Central Station _____	4,057	14.0	3,525	2	530	4,057	2,519	1,138	400	-	-	-	-
3. Central Station Services (non-installing) _____	276	0.9	235	1	40	276	153	105	18	-	-	-	-
4. System Integrators/Value-Added Resellers/IT Installing Companies _____	8,391	28.9	6,936	27	1,428	8,391	5,553	1,832	1,006	-	-	-	-
Sub-Total INSTALLING COMPANIES	26,616	91.7	23,074	51	3,491	26,616	18,875	5,258	2,483	-	-	-	-
5. Security Product Distributors _____	628	2.2	533	2	93	628	370	258	-	-	-	-	-
6. Manufacturers' Representatives _____	349	1.2	288	5	56	349	228	121	-	-	-	-	-
7. Architects/Engineers/Security Consultants _____	1,422	4.9	1,107	-	315	1,422	1,081	341	-	-	-	-	-
8. Others Allied to the Field _____	-	-	-	-	-	-	-	-	-	-	-	-	-
Sub-Total (5-8 above)	2,399	8.3	1,928	7	464	2,399	1,679	720	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	29,015	100.0	25,002	58	3,955	29,015	20,554	5,978	2,483	-	-	-	-
PERCENT	100.0		86.2	0.2	13.6	100.0	70.8	20.6	8.6	-	-	-	-

Note 1: This is an analysis of 29,015 (or 100%) 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). 589 or 2.0% have been identified as buyers/installers by other recipients at their company

SUPPLEMENTARY DATA

This is an analysis of 29,015 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 (Note 1)	CCTV/ Video Equipment	IP Security Systems	NVR/DVR/ Storage Systems	Control Panels/ Communicators	Alarm Transmission Systems	Fire Protection Equipment	Sensors/ Detectors	Wireless Alarms	Perimeter/ Outdoor Protection	Sound/ Intercom Systems	Home Automation	Networking/ Communications	Dealer Programs, Supplies & Services	Monitoring Equipment and/or Monitoring Services
INSTALLING COMPANIES:																		
1. Security Installing Dealers (including engineered fire systems distributors (installing), electrical contractors that install security, and security service companies that install) _____	13,892	47.9	13,892	10,492	10,634	8,054	7,662	10,181	7,562	8,501	10,017	9,248	8,114	8,558	6,047	7,105	4,468	8,871
2. Security Installing Dealers with Company Owned Central Station _____	4,057	14.0	4,057	3,571	3,468	3,034	3,037	3,330	2,880	2,787	3,171	3,148	2,932	2,617	1,784	2,339	1,820	3,290
3. Central Station Services (non-installing) _____	276	0.9	276	143	142	108	91	104	102	87	106	99	83	82	56	111	73	196
4. System Integrators/Value-Added Resellers/IT Installing Companies _____	8,391	28.9	8,391	6,271	6,404	5,748	5,390	5,222	3,298	2,762	4,533	4,267	4,031	4,753	3,304	5,717	3,028	5,151
Sub-Total INSTALLING COMPANIES	26,616	91.7	26,616	20,477	20,648	16,944	16,180	18,837	13,842	14,137	17,827	16,762	15,160	16,010	11,191	15,272	9,389	17,508
5. Security Product Distributors _____	628	2.2	628	444	453	372	357	321	234	257	335	317	314	304	250	308	214	323
6. Manufacturers' Representatives _____	349	1.2	349	205	211	145	144	110	79	77	108	96	105	85	72	124	92	113
7. Architects/Engineers/Security Consultants _____	1,422	4.9	1,422	1,052	956	819	698	706	541	551	778	694	696	605	420	762	403	811
TOTAL RESPONSES	29,015	100.0	29,015	22,178	22,268	18,280	17,379	19,974	14,696	15,022	19,048	17,869	16,275	17,004	11,933	16,466	10,098	18,755

*Of the 29,015 recipients who have indicated they buy/install systems, products and/or services, 589 or 2.0% have been identified as buyers/installers by other recipients at their company.

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

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
	1 year	2 year	3 year					
I. TOTAL - Direct Request: _____	21,522	6,661	-	24,170	58	3,955	28,183	97.1
a. Written _____	1,355	281	-	1,600	-	36	1,636	5.6
b. Telecommunication _____	16,354	5,232	-	18,610	-	2,976	21,586	74.4
c. Electronic _____	3,813	1,148	-	3,960	58	943	4,961	17.1
II. TOTAL - Request from recipient's company: _____	832	-	-	832	-	-	832	2.9
a. Written _____	56	-	-	56	-	-	56	0.2
b. Telecommunication _____	330	-	-	330	-	-	330	1.2
c. Electronic _____	446	-	-	446	-	-	446	1.5
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	22,354	6,661	-	25,002	58	3,955	29,015	100.0
PERCENT	77.0	23.0	-	86.2	0.2	13.6	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
Individuals by name and title and/or function _____	25,002	58	3,955	29,015	100.0
Individuals by name only _____	-	-	-	-	-
Titles or functions only _____	-	-	-	-	-
Company names only _____	-	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,002	58	3,955	29,015	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011

State	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent	State	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
Maine _____	89	-	16	105		Kentucky _____	282	-	43	325	
New Hampshire _____	137	-	20	157		Tennessee _____	422	-	55	477	
Vermont _____	56	-	3	59		Alabama _____	308	-	39	347	
Massachusetts _____	599	-	80	679		Mississippi _____	159	-	20	179	
Rhode Island _____	81	-	11	92		EAST SO. CENTRAL	1,171	-	157	1,328	4.6
Connecticut _____	362	-	37	399		Arkansas _____	157	-	18	175	
NEW ENGLAND	1,324	-	167	1,491	5.1	Louisiana _____	288	-	33	321	
New York _____	1,809	-	256	2,065		Oklahoma _____	247	-	32	279	
New Jersey _____	936	-	139	1,075		Texas _____	1,472	-	253	1,725	
Pennsylvania _____	1,050	-	126	1,176		WEST SO. CENTRAL	2,164	-	336	2,500	8.6
MIDDLE ATLANTIC	3,795	-	521	4,316	14.9	Montana _____	110	-	16	126	
Ohio _____	870	-	138	1,008		Idaho _____	124	-	21	145	
Indiana _____	431	-	59	490		Wyoming _____	55	-	6	61	
Illinois _____	1,048	-	160	1,208		Colorado _____	463	-	80	543	
Michigan _____	616	-	88	704		New Mexico _____	137	-	23	160	
Wisconsin _____	514	-	73	587		Arizona _____	444	-	88	532	
EAST NO. CENTRAL	3,479	-	518	3,997	13.8	Utah _____	266	-	53	319	
Minnesota _____	558	-	76	634		Nevada _____	249	-	52	301	
Iowa _____	269	-	40	309		MOUNTAIN	1,848	-	339	2,187	7.5
Missouri _____	452	-	70	522		Alaska _____	55	-	5	60	
North Dakota _____	64	-	8	72		Washington _____	404	-	83	487	
South Dakota _____	81	-	7	88		Oregon _____	230	-	40	270	
Nebraska _____	223	-	36	259		California _____	2,603	-	486	3,089	
Kansas _____	252	-	37	289		Hawaii _____	132	-	24	156	
WEST NO. CENTRAL	1,899	-	274	2,173	7.5	PACIFIC	3,424	-	638	4,062	14.0
Delaware _____	67	-	8	75		UNITED STATES	23,719	-	3,629	27,348	94.3
Maryland _____	530	-	84	614		U.S. Territories _____	75	-	15	90	
Washington, DC _____	39	-	8	47		Canada _____	1,206	-	311	1,517	
Virginia _____	644	-	89	733		Mexico _____	-	6	-	6	
West Virginia _____	94	-	15	109		Other International _____	-	52	-	52	
North Carolina _____	655	-	95	750		APO/FPO _____	2	-	-	2	
South Carolina _____	281	-	45	326		TOTAL QUALIFIED CIRCULATION	25,002	58	3,955	29,015	100.0
Georgia _____	719	-	122	841							
Florida _____	1,586	-	213	1,799							
SOUTH ATLANTIC	4,615	-	679	5,294	18.3						

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January - June 2009	July - December 2009	January - June 2010	July - December 2010	January - June 2011	July - December 2011*
6-Month Period Ended:						
Total Audit Average Qualified	28,506	28,506	28,670	29,027	29,020	29,017
Qualified Non-Paid Total	28,506	28,506	28,670	29,027	29,020	29,017
Print Only	28,506	28,506	28,670	26,270	25,538	24,971
Digital Only	-	-	-	2,757	46	56
Print & Digital	-	-	-	-	3,436	3,990
Qualified Paid Total	-	-	-	-	-	-
Print Only	-	-	-	-	-	-
Digital Only	-	-	-	-	-	-
Print & Digital	-	-	-	-	-	-
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 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Replica - Editorial and design are unchanged from the original print edition.

QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:

SDM *FREE Subscription!*

A Do you wish to receive:
 a FREE **SDM** magazine? YES No
 a FREE **SDM** eNewsletter? YES No
 the FREE Today's System Integrator eNewsletter? YES No
 the FREE smartHOME eNewsletter? YES No
 How would you like to receive your FREE Subscription?
 Print Version Digital Version

Print or Digital version is available to qualified US & Canada subscribers at no charge. Non-US/Canada subscribers qualify for fee (light rate only, with the print version available at our yearly rate).

► YOUR SIGNATURE (REQUIRED) DATE _____
 First Name (please print) _____ Last Name _____

► MAILING ADDRESS/CONTACT INFORMATION (REQUIRED)
 Company Name _____
 Street Address/PO Box _____
 City _____ State/Province _____ Zip/Postal Code _____
 Business Phone _____

B What is your company's primary type of business at this location? (check only one)
 01 Security Installing Dealer 08 Control Station Service (non-installing)
 02 Security Installing Dealer with Company Owned Control Station 09 Security Product Distributor
 10 Systems Integrator 11 Manufacturer/Component Manufacturer
 12 Value-Added Reseller/IT Installing Company 13 Manufacturer Representative
 03 Security Service Company that Installs 14 Authorized Engineer/Security Consultant
 04 Engineered Fire Systems Distributor (installing) 15 Law Enforcement
 05 Electrical Contractor that Installs Security 06 Other (please describe) _____

C What is your title? (check only one)
 01 EXECUTIVE MANAGEMENT: Owner, Partner, President, General Manager, Vice President 03 ENGINEER/SYSTEM DESIGN/INSTALLATION/SERVICE STAFF
 02 GENERAL MANAGEMENT: Personnel, Purchasing, Service, Control Station, Installation, Design, Engineering, IT or Sales Manager, Controller 04 SALES REPRESENTATIVE
 05 OTHER: (please describe) _____

D Please check all systems, products, and/or services you buy/install. (check all that apply)
 21 Access Control 27 Fire Protection Equipment
 19 Biometric Access Control 28 Intrusion Detection
 20 CCTV/Video Equipment 29 Intruder Alarms
 22 Security Systems 30 Perimeter/Outdoor Protection
 23 IP Security Systems 31 Sound/Intrusion Systems
 24 NVR/DVR/Storage Systems 32 Home Automation
 25 Control Panels/Communications 33 Networking/Communications
 26 Monitoring Equipment 34 Disaster Programs
 27 Monitoring Services 35 Dispatch & Services
 28 Alarm Transmission Systems 36 None of the above

E What is your company's annual sales volume? (check only one)
 01 More than \$5,000,000 05 \$150,001 - \$250,000
 02 \$2,500,001 - \$5,000,000 06 \$100,001 - \$150,000
 03 \$1,000,001 - \$2,500,000 07 \$50,001 - \$100,000
 04 \$500,001 - \$1,000,000 08 Less than \$50,000

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This and other questions, tips and data card. Incomplete forms cannot be processed or acknowledged. The publisher reserves the right to serve only those individuals who meet the publication qualifications.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	24,971	100.0	24,971	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	24,971	100.0	24,971	100.0	-	-

WEBSITE GLOSSARY:	
Unique Browsers:	An identified and unduplicated Cooked 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

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	56	100.0	56	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	56	100.0	56	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - BOTH PRINT & DIGITAL VERSIONS						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	3,990	100.0	3,990	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	3,990	100.0	3,990	100.0	-	-

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.		
Catherine M. Ronan, Corporate Audience Audit Manager	Date signed	January 17, 2012
Rita M. Foumia, Corporate Strategy Director	State	Michigan
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	County	Oakland
IMPORTANT NOTE:	Received by BPA Worldwide	January 17, 2012
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	Type	PSJ
	ID Number	SO24Y0D1