

BRAND REPORT FOR THE 6 MONTH PERIOD ENDED DECEMBER 2012

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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ABOUT SDM

SDM is a B2B brand delivering comprehensive business and technology information to the North American security channel – dealers, installers, integrators, distributors and monitoring companies – through print and online media. The editorial scope includes exclusives such as the SDM 100, Annual Industry Forecast and Dealer of the Year.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel across multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary.

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, systems integrators/value-added resellers/IT installing companies, central station services (non-installing), 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, architect/engineer/consultant, installation/system design/service staff and other titled personnel 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.

Channels Include:



SDM Magazine
6 issues in the period
29,015 average circulation
Pages 2 & 3



SDM E-Newsletters
3 E-Newsletters
30 total deployments
47,918 average distribution
Page 3



SDM Website
13,858 average unique browsers
Page 4

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
SDM Magazine Unique Total* (6 Issues in the period) _____	29,015	-	29,015
a. Print _____	29,015	-	29,015
b. Digital _____	4,571	-	4,571
1. Requested _____	4,571	-	4,571
2. Non-Requested _____	-	-	-
SDM E-Newsletters			
a. SDM (12 deployments in the period) _____	14,413	-	14,413
b. Today's Systems Integrator (12 deployments in the period) _____	19,779	-	19,779
c. smartHOME (6 deployments in the period) _____	13,726	-	13,726
SDM Website (Unique Browsers)** _____	13,858	-	13,858
SIX-MONTH AVERAGE TOTAL	90,791	-	90,791

*Unique Total represents unique recipients, not the sum of Print and Digital.

**Unique Browsers: See Website Glossary in Channel Profile.

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

**CHANNEL PROFILE
MAGAZINE**
(Including Supplementary Data)



Official Publication of: None
Established: 1971
Issues Per Year: 12

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	49
Advertiser and Agency	1,851
Rotated or Occasional	-
Allocated for Trade Shows and Conventions	-
Digital	-
All Other	1,755
TOTAL	3,655

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	29,015	100.0	29,015	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	29,015	100.0	29,015	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION FOR PERIOD								
	Unique Total Qualified*		Print		Digital		Both	
	Copies	Percent	Copies	Percent	Copies	Percent	Copies	Percent
Individual	29,015	100.0	29,015	100.0	4,571	15.8	4,571	15.8
Sponsored Individually Addressed	-	-	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED*	29,015	100.0	29,015	100.0	4,571	15.8	4,571	15.8

*Unique Total Qualified represents unique recipients, not the sum of Print, Digital and Both.

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD						
2012 Issue	Number Removed	Number Added	Print	Digital	Unique Total Qualified*	
July	47	48	29,010	4,541	29,010	
August	48	53	29,015	4,385	29,015	
September	65	70	29,020	4,594	29,020	
October	115	112	29,017	4,620	29,017	
November	130	125	29,012	4,643	29,012	
December	89	94	29,017	4,642	29,017	
TOTAL	494	502				

*Unique Total Qualified represents unique recipients, not the sum of Print, Digital and Both.

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2012									
This issue is -% or 4 copies below the average of the other 5 issues reported in Paragraph 2.									
BUSINESS AND INDUSTRY	Unique Total Qualified*	Percent of Total	Print	Digital	Number of Recipients Who Have Indicated They Buy/Install Systems, Products and/or Services (Note 1)	CLASSIFICATION BY JOB FUNCTION			
						EXECUTIVE MANAGEMENT (Note 2)	GENERAL MANAGEMENT (Note 3)	ARCHITECT/ENGINEER/CONSULTANT/INSTALLATION/SYSTEM DESIGN/SERVICE STAFF	OTHER TITLED PERSONNEL
INSTALLING COMPANIES									
1. Security Installing Dealers (including engineered fire systems distributors (installing), electrical contractors that install security and security service companies that install)	14,261	49.2	14,261	1,906	14,261	10,791	2,504	966	-
2. Security Installing Dealers with Company Owned Central Station	4,076	14.1	4,076	643	4,076	2,513	1,215	348	-
3. Systems Integrators/Value-Added Resellers/IT Installing Companies	8,276	28.5	8,276	1,630	8,276	5,631	1,818	827	-
Sub-Total INSTALLING COMPANIES	26,613	91.8	26,613	4,179	26,613	18,935	5,537	2,141	-
4. Central Station Services (non-installing)	245	0.8	245	42	245	141	88	16	-
5. Security Product Distributors	707	2.4	707	104	707	435	271	1	-
6. Manufacturers Representatives	277	1.0	277	54	277	184	92	1	-
7. Architects/Engineers/Security Consultants	1,170	4.0	1,170	264	1,170	957	176	37	-
8. Others Allied to the Field	-	-	-	-	-	-	-	-	-
Sub-Total (4-8 above)	2,399	8.2	2,399	464	2,399	1,717	627	55	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	29,012	100.0	29,012	4,643	29,012	20,652	6,164	2,196	-
PERCENT	100.0		100.0	16.0	100.0	71.2	21.2	7.6	-

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

Note 1: This is an analysis of 29,012 (or 100.0%) recipients who have indicated they buy/install systems, products and/or services. (See link to the questionnaire used to elicit this data. 492 or 1.7% have been identified as buyers/installers by other recipients at their company.

Note 2: Includes CEO, CFO, COO, President, Officer, Partner, Owner, Vice President or General Manager. Financial management/controllers were included in general management until 2/1/12 when they were moved to executive management.

Note 3: Includes Purchasing, Service, Central Station, Installation, Design, Engineering or Sales Manager, and IT/Network/Network etc., Security Management including CIO, CISO, IRM, VP, Director, Manager or Senior Staff.

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNEL PROFILE (CONTINUED) MAGAZINE (CONTINUED)

SUPPLEMENTARY DATA

This is an analysis of 29,012 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/ Commu- nicators	Alarm Trans- mission Systems	Fire Protection Equipment	Sensors/ Detectors	Wireless Alarms	Perimeter/ Outdoor Protection	Sound/ Intercom Systems	Home Autom- ation	Networking/ Commu- nications	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)	14,261	49.2	14,261	10,397	10,781	7,281	7,669	10,092	7,040	8,345	10,024	9,401	7,970	8,499	6,161	7,320	4,401	8,931	
2. Security Installing Dealers with Company Owned Central Station	4,076	14.1	4,076	3,543	3,492	2,706	2,952	3,274	2,771	2,713	3,088	3,166	2,842	2,580	1,875	2,336	1,764	3,266	
3. System Integrators/Value-Added Resellers/IT Installing Companies	8,276	28.5	8,276	5,987	6,381	5,157	5,335	5,024	2,982	2,501	4,234	4,101	3,786	4,686	3,460	5,726	2,989	4,930	
Sub-Total INSTALLING COMPANIES	26,613	91.8	26,613	19,927	20,654	15,144	15,956	18,390	12,793	13,559	17,346	16,668	14,598	15,765	11,496	15,382	9,154	17,127	
4. Central Station Services (non-installing)	245	0.8	245	133	120	88	88	100	87	74	85	90	80	71	49	95	72	185	
5. Security Product Distributors	707	2.4	707	520	539	409	442	417	296	304	421	399	370	384	320	377	251	372	
6. Manufacturers' Representatives	277	1.0	277	160	181	124	126	94	60	72	86	73	81	80	61	94	69	92	
7. Architects/Engineers/ Security Consultants	1,170	4.0	1,170	898	798	538	563	611	452	451	658	610	578	526	372	640	261	687	
TOTAL RESPONSES	29,012	100.0	29,012	21,638	22,292	16,303	17,175	19,612	13,688	14,460	18,596	17,840	15,707	16,826	12,298	16,588	9,807	18,463	

*Of the 29,012 recipients who have indicated they buy/install systems, products and/or services, 492 or 1.7% 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 2012

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Unique Total Qualified**	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	22,030	6,370	-	28,400	4,638	28,400	97.9
II. Request from recipient's company:	612	-	-	612	5	612	2.1
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
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. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION**	22,642	6,370	-	29,012	4,643	29,012	100.0
PERCENT	78.0	22.0	-	100.0	16.0	100.0	

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

E-NEWSLETTERS

2012				2012			
	SDM E-Newsletter	Today's Systems Integrator	smartHOME		SDM E-Newsletter	Today's Systems Integrator	smartHOME
July 3	-	24,142	-	October 2	-	19,017	-
July 12	15,574	-	-	October 11	14,113	-	-
July 17	-	22,917	-	October 16	-	18,954	-
July 19	-	-	14,621	October 18	-	-	13,520
July 26	15,446	-	-	October 25	14,114	-	-
August 7	-	19,316	-	November 6	-	18,987	-
August 9	14,541	-	-	November 8	14,081	-	-
August 16	-	-	13,788	November 15	-	-	13,385
August 21	-	19,195	-	November 20	-	18,838	-
August 23	14,438	-	-	November 29	14,043	-	-
September 4	-	19,131	-	December 4	-	18,836	-
September 13	14,300	-	-	December 6	14,061	-	-
September 18	-	19,097	-	December 13	-	-	13,379
September 20	-	-	13,663	December 18	-	18,920	-
September 27	14,178	-	-	December 20	14,067	-	-
AVERAGE				AVERAGE			

SDM E-Newsletter (12 deployments in period)

Today's Systems Integrator E-Newsletter (12 deployments in period)

smartHOME E-Newsletter (6 deployments in period)

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNEL PROFILE (CONTINUED)**WEBSITE***

Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
July _____	34,587	14,005	10,766	1.30	01:01	02:32
August _____	36,863	16,421	12,504	1.31	01:40	02:04
September _____	35,453	15,833	11,865	1.33	01:47	02:12
October _____	41,611	20,626	15,968	1.29	01:50	01:52
November _____	41,736	20,304	15,824	1.28	01:48	01:54
December _____	41,228	20,540	16,219	1.27	01:56	01:57
AVERAGE:	38,580	17,955	13,858	1.30	01:40	02:05

*See Additional Data

WEBSITE GLOSSARY:

Unique Browsers: An identified and unduplicated Cookie Browser that accesses internet content during a measurement period
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

GEOGRAPHIC DISTRIBUTION**

Regions	SDM Magazine for Issue of November 2012			Percent
	Print	Digital	Unique Total*	
NEW ENGLAND _____	1,471	206	1,471	5.1
MIDDLE ATLANTIC _____	4,123	581	4,123	14.2
EAST NO. CENTRAL _____	4,059	567	4,059	14.0
WEST NO. CENTRAL _____	2,208	345	2,208	7.6
SOUTH ATLANTIC _____	5,247	831	5,247	18.1
EAST SO. CENTRAL _____	1,361	205	1,361	4.7
WEST SO. CENTRAL _____	2,547	412	2,547	8.8
MOUNTAIN _____	2,186	393	2,186	7.5
PACIFIC _____	4,078	715	4,078	14.0
UNITED STATES	27,280	4,255	27,280	94.0
U.S. Territories _____	89	13	89	0.3
Canada _____	1,641	375	1,641	5.7
Mexico _____	-	-	-	-
Other International _____	-	-	-	-
APO/FPO _____	2	-	2	-
UNIQUE TOTAL*	29,012	4,643	29,012	100.0

* Unique Total represents unique recipients, not the sum of Print and Digital.

**See Additional Data

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 of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

MAGAZINE:

FOR SAMPLE OF QUALIFICATION FORM USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA, PLEASE VISIT THE FOLLOWING LINK:

www.SDMmag.com/subscribe

WEBSITE ACTIVITY:

July data was provided by Nielsen.

August - December data was provided by Google Analytics.

All website activity is audited by BPA Worldwide.

GEOGRAPHIC DISTRIBUTION:

Geographical data not available for E-Newsletter or Website and therefore, is not reported herein.

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

Rita M. Fomina, Corporate Strategy Director

(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 17, 2013

State Michigan

County Oakland

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About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.