

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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Scan for Publisher's contact information

SDM is a B2B brand delivering comprehensive business and technology information to the North American security channel - dealers, installers, integrators, distributors, VARs/IT installing 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 audited 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 of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

SDM MAGAZINE

6 issues in the period
29,007 average circulation

SDM E-NEWSLETTERS

24 total issued in the period
17,203 average per occurrence
24,144 average per occurrence

SDM WEBSITE

27,550 average users

SDM SOCIAL MEDIA

10,096 Twitter followers
3,870 LinkedIn group members
2,099 Facebook likes

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
SDM MAGAZINE (6 issues in the period)	29,007	-	29,007
(See Paragraph 3b for Format Type and Source)			
SDM E-NEWSLETTERS			
a. SDM eNews (12 issued in the period)	17,203	-	17,203
b. Today's System Integrator (12 issued in the period)	*24,144	-	*24,144
SDM WEBSITE (Monthly Users with 59,042 average Pageviews)	27,550	-	27,550
SDM SOCIAL MEDIA			
a. Twitter followers	**10,096	-	**10,096
b. LinkedIn group members	**3,870	-	**3,870
c. Facebook likes	**2,099	-	**2,099

*Today's Systems Integrator – serving both SDM and Security.

**Social Media claims are cumulative figures, not averages.

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, security systems integrators/value-added resellers/IT installing companies, central station services (non-installing), security product distributors, manufacturer's representatives and architecture/engineering firms/security consultants.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are individuals who are executive or corporate management, general management, architecture/engineering/consulting/systems integrator and installation/service/system design 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	4
Advertiser and Agency	1,824
Allocated for Trade Shows and Conventions	-
All Other	874
TOTAL	2,702

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	29,007	100.0	29,007	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	29,007	100.0	29,007	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020	Print	Digital	Total Qualified
January	17,960	11,047	29,007
February	17,932	11,075	29,007
March	17,937	11,070	29,007
April	17,942	11,065	29,007
May	7,350	21,657	29,007
June	8,484	20,523	29,007

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020
This issue is equal to the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Print	Digital	Number of Recipients who Buy/Install Systems, Products and/or Services (Note 1)	Classification by Job Function		
						Executive or Corporate Management (Note 2)	General Management (Note 3)	Architecture/Engineering/Consulting/Systems Integrator, Installation/Service/System Design
						Total Management 27,292 or 94.1%		
INSTALLING COMPANIES								
Security Installing Dealers (Note 4)	13,379	46.1	4,067	9,312	13,379	8,259	4,357	763
Security Installing Dealers with Company Owned Central Station	2,990	10.3	811	2,179	2,990	1,565	1,219	206
Security Systems Integrators/Value-Added Resellers/IT Installing Companies	9,124	31.5	2,113	7,011	9,124	5,017	3,361	746
Sub-Total INSTALLING COMPANIES	25,493	87.9	6,991	18,502	25,493	14,841	8,937	1,715
Central Station Services (non-installing)	184	0.6	16	168	184	74	110	-
Security Product Distributors	374	1.3	31	343	374	205	169	-
Manufacturers Representatives	542	1.9	36	506	542	246	296	-
Architecture/Engineering Firms/Security Consultants	2,414	8.3	276	2,138	2,414	1,295	1,119	-
Sub-Total	3,514	12.1	359	3,155	3,514	1,820	1,694	-
TOTAL QUALIFIED CIRCULATION PERCENT	29,007	100.0	7,350	21,657	29,007	16,661	10,631	1,715
			25.3	74.7	100.0	57.4	36.7	5.9

Note 1: This is an analysis of 29,007 (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). 28 or 0.1% 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.

Note 3: Includes purchasing, service, central station, installation, design, engineering or sales manager and IT/Network/Network Security Management including CIO, CISO, IRM, VP, director, manager or senior staff.

Note 4: Includes engineered fire systems distributors (installing), electrical contractors that install security and security service companies that install.

SUPPLEMENTARY DATA FOR ISSUE OF MAY 2020

This is an analysis of 29,007 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 item should not be added together as the total may exceed the total circulation. This data is presented for statistical and marketing purposes only.

Systems, Products and/or Services Bought/Installed by Recipient

Business and Industry	Total Qualified	Percent of Total	Number of Recipients who Buy/Install Systems, Products and/or Services*	Systems, Products and/or Services Bought/Installed by Recipient													
				Access Control (Note 1)	CCTV/Video Equipment	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	Net-working/Communications	Security Cloud Computing	Monitoring Equipment and/or Monitoring Services
INSTALLING COMPANIES:																	
Security Installing Dealers (Note 2)	13,379	46.1	13,379	10,537	10,665	9,416	9,861	7,946	8,397	9,323	9,370	8,300	8,345	7,197	8,093	5,940	9,053
Security Installing Dealers with Company Owned Central Station	2,990	10.3	2,990	2,587	2,544	2,377	2,440	2,157	2,157	2,315	2,356	2,213	2,025	1,740	1,938	1,762	2,454
Security Systems Integrators/Value-Added Resellers/IT Installing Companies	9,124	31.5	9,124	7,576	7,485	6,786	6,326	4,893	4,342	5,797	5,695	5,482	5,615	4,470	6,186	4,742	6,229
Sub-Total INSTALLING COMPANIES	25,493	87.9	25,493	20,700	20,694	18,579	18,627	14,996	14,896	17,435	17,421	15,995	15,985	13,407	16,217	12,444	17,736
Central Station Services (non-installing)	184	0.6	184	127	110	81	86	81	92	84	80	75	63	42	79	64	146
Security Product Distributors	371	1.3	374	290	258	228	220	178	187	242	217	201	207	195	218	145	203
Manufacturers Representatives	542	1.9	542	399	318	239	233	201	239	257	224	217	203	153	249	181	304
Architecture/Engineering Firms/Security Consultants	2,414	8.3	2,414	2,034	1,810	1,423	1,423	1,230	1,234	1,513	1,469	1,435	1,237	1,009	1,405	1,140	1,668
TOTAL RESPONDENTS	29,007	100.0	29,007	23,550	23,190	20,550	20,589	16,686	16,648	19,531	19,411	17,923	17,695	14,806	18,168	13,974	20,057

*Of the 29,007 recipients who have indicated they buy/install systems, products and/or services, 28 or 0.1% 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.

Note 2: Includes engineered fire systems distributors (installing), electrical contractors that install security and security service companies that install.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020

Qualification Source	Qualified Within					Total Qualified	Percent
	1 Year	2 Year	3 Year	Print	Digital		
I. Direct Request:	20,279	8,700	-	7,349	21,630	28,979	99.9
II. Request from recipient's company:	28	-	-	1	27	28	0.1
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-	-	-
V. Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,307	8,700	-	7,350	21,657	29,007	100.0
PERCENT	70.0	30.0	-	25.3	74.7	100.0	

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	47	92	139		Kentucky	93	239	332	
New Hampshire	45	101	146		Tennessee	152	382	534	
Vermont	19	43	62		Alabama	92	232	324	
Massachusetts	171	489	660		Mississippi	50	165	215	
Rhode Island	26	77	103		EAST SO. CENTRAL	387	1,018	1,405	4.8
Connecticut	119	305	424		Arkansas	56	137	193	
NEW ENGLAND	427	1,107	1,534	5.3	Louisiana	84	181	265	
New York	538	1,596	2,134		Oklahoma	59	172	231	
New Jersey	246	783	1,029		Texas	501	1,392	1,893	
Pennsylvania	329	882	1,211		WEST SO. CENTRAL	700	1,882	2,582	8.9
MIDDLE ATLANTIC	1,113	3,261	4,374	15.1	Montana	28	64	92	
Ohio	259	701	960		Idaho	38	102	140	
Indiana	139	381	520		Wyoming	10	36	46	
Illinois	307	870	1,177		Colorado	100	383	483	
Michigan	206	558	764		New Mexico	48	107	155	
Wisconsin	136	409	545		Arizona	115	339	454	
EAST NO. CENTRAL	1,047	2,919	3,966	13.7	Utah	71	240	311	
Minnesota	150	380	530		Nevada	93	235	328	
Iowa	90	224	314		MOUNTAIN	503	1,506	2,009	6.9
Missouri	159	383	542		Alaska	2	25	27	
North Dakota	22	54	76		Washington	107	323	430	
South Dakota	27	49	76		Oregon	73	170	243	
Nebraska	69	188	257		California	685	1,914	2,599	
Kansas	75	236	311		Hawaii	12	51	63	
WEST NO. CENTRAL	592	1,514	2,106	7.3	PACIFIC	879	2,483	3,362	11.6
Delaware	18	88	106		UNITED STATES	7,078	19,813	26,891	92.7
Maryland	150	435	585		U.S. Territories	19	64	83	
Washington, DC	19	48	67		Canada	253	1,122	1,375	
Virginia	169	528	697		Mexico	-	29	29	
West Virginia	39	75	114		Other International	-	628	628	
North Carolina	207	611	818		APO/FPO	-	1	1	
South Carolina	78	270	348						
Georgia	216	650	866						
Florida	534	1,418	1,952						
SOUTH ATLANTIC	1,430	4,123	5,553	19.1					
					TOTAL QUALIFIED CIRCULATION	7,350	21,657	29,007	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2020	SDM eNews	Today's Systems Integrator*	2020	SDM eNews	Today's Systems Integrator*
JANUARY			APRIL		
January 7	-	28,987	April 7	-	28,127
January 16	20,896	-	April 9	18,780	-
January 21	-	28,986	April 23	-	18,714
January 30	20,941	-	April 30	12,804	-
FEBRUARY			MAY		
February 4	-	28,990	May 5	-	17,469
February 13	20,895	-	May 14	11,345	-
February 18	-	28,780	May 19	-	15,524
February 27	20,885	-	May 29	12,366	-
MARCH			JUNE		
March 3	-	28,915	June 2	-	16,846
March 12	20,612	-	June 11	12,105	-
March 24	-	29,108	June 16	-	19,278
March 26	20,757	-	June 25	14,055	-
AVERAGE:				17,203	24,144

SDM eNews (12 issued in the period)
 Today's Systems Integrator (12 issued in the period)
 *Today's Systems Integrator – serving both SDM and Security.

WEBSITE CHANNEL

WWW.SDMMAG.COM

2020	Pageviews	Sessions	Users	Average Session Duration
January	56,543	32,357	26,977	1:16
February	62,290	37,765	28,494	1:40
March	56,322	33,307	26,577	1:41
April	56,430	32,594	25,359	1:51
May	62,147	37,797	29,072	1:30
June	60,519	36,963	28,823	1:41
AVERAGE:	59,042	35,131	27,550	1:37

January – June 2020 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Users: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

SOCIAL MEDIA CHANNEL

SDM Social Media



Twitter followers

<http://twitter.com/SDMmagazine>



LinkedIn group members

<http://linkedin.com/groups/3217695/profile>



Facebook likes

<http://www.facebook.com/SDMmagazine>

2020

Beginning Balance:	9,856	3,578	2,035
January	9,909	3,585	2,051
February	9,955	3,638	2,054
March	9,980	3,712	2,062
April	10,056	3,752	2,083
May	10,082	3,793	2,093
June	10,096	3,870	2,099

ADDITIONAL DATA

MAGAZINE:

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.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters, Website and Social Media are not reported at the media owner's option.

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

www.SDMmag.com/subscribe

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. Foumia, HR & IT 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 brand report has been checked against the previous audit report.

It will be included in the annual audit made by BPA Worldwide.

Date signed	July 7, 2020
State	Michigan
County	Oakland
Revised	July 7, 2020
Type	BSJ
ID Number	S021B0J0

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.