

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

30 total issued in the period
19,521 average per occurrence
27,081 average per occurrence
17,062 average per occurrence

SDM WEBSITE

25,033 average users

SDM SOCIAL MEDIA

9,247 Twitter followers
3,334 LinkedIn group members
1,864 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)	29,004	3	29,007
a. Print	23,071	2	23,073
b. Digital	5,933	1	5,934
1. Requested	5,933	1	5,934
2. Non-Requested	-	-	-
SDM E-NEWSLETTERS			
a. SDM eNews (12 issued in the period)	19,521	-	19,521
b. Today's System Integrator (12 issued in the period)*	27,081	-	27,081
c. SmartHome (6 issued in the period)	17,062	-	17,062
SDM WEBSITE (Monthly Users with 53,493 average Pageviews)	25,033	-	25,033
SDM SOCIAL MEDIA			
a. Twitter followers	**9,247	-	**9,247
b. LinkedIn group members	**3,334	-	**3,334
c. Facebook likes	**1,864	-	**1,864

*Today's Systems Integrator - serving 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	6
Advertiser and Agency	1,641
Allocated for Trade Shows and Conventions	-
All Other	1,308
TOTAL	2,955

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	29,004	100.0	3	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	29,007	100.0	29,004	100.0	3	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018	Print	Digital	Total Qualified
July	23,074	5,933	29,007
August	23,063	5,944	29,007
September	23,036	5,971	29,007
October	23,091	5,916	29,007
November	23,131	5,876	29,007
December	23,043	5,964	29,007

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018
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 26,841 or 92.5%		
INSTALLING COMPANIES								
Security Installing Dealers (Note 4)	13,591	46.8	11,400	2,191	13,591	9,840	2,856	895
Security Installing Dealers with Company Owned Central Station	3,712	12.8	2,985	727	3,712	2,163	1,307	242
Security Systems Integrators/Value-Added Resellers/IT Installing Companies	8,835	30.5	6,761	2,074	8,835	5,775	2,295	765
Sub-Total INSTALLING COMPANIES	26,138	90.1	21,146	4,992	26,138	17,778	6,458	1,902
Central Station Services (non-installing)	197	0.7	133	64	197	110	78	9
Security Product Distributors	584	2.0	432	152	584	328	239	17
Manufacturers Representatives	313	1.1	189	124	313	240	69	4
Architecture/Engineering Firms/Security Consultants	1,775	6.1	1,231	544	1,775	1,087	454	234
Sub-Total	2,869	9.9	1,985	884	2,869	1,765	840	264
TOTAL QUALIFIED CIRCULATION	29,007	100.0	23,131	5,876	29,007	19,543	7,298	2,166
PERCENT	100.0		79.7	20.3	100.0	67.4	25.1	7.5

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). 2,364 or 8.2% 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 NOVEMBER 2018

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 of these items should not be added together as the total may exceed the total circulation. This data is presented for statistical and marketing purposes only.

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/Communica-tions	Security Cloud Computing	Monitoring Equipment and/or Monitoring Services
INSTALLING COMPANIES:																	
Security Installing Dealers (Note 2)	13,591	46.8	13,591	9,399	9,885	8,534	9,213	7,241	7,842	8,926	8,810	7,661	7,813	6,683	7,197	4,779	8,215
Security Installing Dealers with Company Owned Central Station	3,712	12.8	3,712	2,844	2,847	2,634	2,694	2,401	2,362	2,586	2,617	2,460	2,243	1,912	2,112	1,778	2,721
Security Systems Integrators/Value-Added Resellers/IT Installing Companies	8,835	30.5	8,835	6,517	6,775	6,382	5,716	4,028	3,484	5,090	5,079	4,869	5,151	4,025	5,739	3,878	5,480
Sub-Total INSTALLING COMPANIES	26,138	90.1	26,138	18,760	19,507	17,550	17,623	13,670	13,688	16,602	16,506	14,990	15,207	12,620	15,048	10,435	16,416
Central Station Services (non-installing)	197	0.7	197	124	112	100	102	88	95	107	94	98	83	43	78	72	146
Security Product Distributors	584	2.0	584	426	416	365	324	279	273	337	331	317	338	294	304	211	314
Manufacturers Representatives	313	1.1	313	189	182	140	140	106	114	146	133	133	124	101	130	88	144
Architecture/Engineering Firms/Security Consultants	1,775	6.1	1,775	1,410	1,219	912	924	771	817	1,080	974	954	803	550	855	654	1,121
TOTAL RESPONDENTS	29,007	100.0	29,007	20,909	21,436	19,067	19,113	14,914	14,987	18,272	18,038	16,492	16,555	13,608	16,415	11,460	18,141

*Of the 29,007 recipients who have indicated they buy/install systems, products and/or services, 2,364 or 8.2% 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 NOVEMBER 2018

Qualification Source	Qualified Within				Print	Digital	Total Qualified	Percent
	1 Year	2 Year	3 Year					
I. *Direct Request:	20,411	8,596	-		23,131	5,876	29,007	100.0
II. Request from recipient's company:	-	-	-		-	-	-	-
III. Membership Benefit:	-	-	-		-	-	-	-
IV. Communication from recipient or recipient's company (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	20,411	8,596	-		23,131	5,876	29,007	100.0
PERCENT	70.4	29.6	-		79.7	20.3	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	101	22	123		Kentucky	271	57	328	
New Hampshire	112	31	143		Tennessee	377	103	480	
Vermont	46	13	59		Alabama	279	45	324	
Massachusetts	523	116	639		Mississippi	156	33	189	
Rhode Island	78	19	97		EAST SO. CENTRAL	1,083	238	1,321	4.6
Connecticut	330	73	403		Arkansas	176	32	208	
NEW ENGLAND	1,190	274	1,464	5.0	Louisiana	308	65	373	
New York	1,835	355	2,190		Oklahoma	217	41	258	
New Jersey	835	203	1,038		Texas	1,533	383	1,916	
Pennsylvania	997	199	1,196		WEST SO. CENTRAL	2,234	521	2,755	9.5
MIDDLE ATLANTIC	3,667	757	4,424	15.3	Montana	74	29	103	
Ohio	780	168	948		Idaho	147	21	168	
Indiana	415	93	508		Wyoming	37	6	43	
Illinois	945	207	1,152		Colorado	409	136	545	
Michigan	612	126	738		New Mexico	126	37	163	
Wisconsin	456	97	553		Arizona	379	143	522	
EAST NO. CENTRAL	3,208	691	3,899	13.4	Utah	266	76	342	
Minnesota	412	110	522		Nevada	273	80	353	
Iowa	250	54	304		MOUNTAIN	1,711	528	2,239	7.7
Missouri	438	87	525		Alaska	33	6	39	
North Dakota	68	11	79		Washington	380	89	469	
South Dakota	67	15	82		Oregon	205	52	257	
Nebraska	209	41	250		California	2,340	614	2,954	
Kansas	236	52	288		Hawaii	61	23	84	
WEST NO. CENTRAL	1,680	370	2,050	7.1	PACIFIC	3,019	784	3,803	13.1
Delaware	84	22	106		UNITED STATES	22,040	5,272	27,312	94.2
Maryland	485	100	585		U.S. Territories	42	17	59	
Washington, DC	45	16	61		Canada	1,048	316	1,364	
Virginia	505	163	668		Mexico	-	13	13	
West Virginia	72	14	86		Other International	-	256	256	
North Carolina	590	155	745		APO/ FPO	1	2	3	
South Carolina	308	66	374						
Georgia	704	180	884						
Florida	1,455	393	1,848						
SOUTH ATLANTIC	4,248	1,109	5,357	18.5					
					TOTAL QUALIFIED CIRCULATION	23,131	5,876	29,007	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2018	SDM eNews	Today's Systems Integrator*	SmartHome	2018	SDM eNews	Today's Systems Integrator*	SmartHome
JULY				OCTOBER			
July 10	-	26,945	-	October 9	-	27,235	-
July 12	19,519	-	-	October 11	19,655	-	-
July 19	-	-	17,071	October 18	-	-	17,100
July 24	-	27,007	-	October 23	-	27,192	-
July 26	19,541	-	-	October 25	19,617	-	-
AUGUST				NOVEMBER			
August 7	-	27,044	-	November 6	-	27,201	-
August 9	19,684	-	-	November 8	19,619	-	-
August 16	-	-	17,142	November 15	-	-	16,997
August 21	-	27,077	-	November 20	-	27,078	-
August 23	19,590	-	-	November 29	19,523	-	-
SEPTEMBER				DECEMBER			
September 4	-	27,150	-	December 4	-	26,857	-
September 13	19,615	-	-	December 13	18,753	-	-
September 18	-	27,112	-	December 18	-	27,078	-
September 20	-	-	17,066	December 20	-	-	16,996
September 27	19,635	-	-	December 27	19,505	-	-
AVERAGE:					19,521	27,081	17,062

SDM eNews (12 issued in the period)/Today's Systems Integrator (12 issued in the period)/SmartHome (6 issued in the period)

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

WEBSITE CHANNEL

WWW.SDMMAG.COM

2018	Pageviews	Sessions	Users	Average Session Duration
July	60,615	33,969	27,859	1:28
August	53,906	31,395	25,817	1:22
September	45,173	25,909	21,192	1:19
October	52,982	30,274	24,873	1:19
November	57,200	32,871	26,944	1:19
December	51,079	29,064	23,510	1:20
AVERAGE:	53,493	30,580	25,033	1:21

July – December 2018 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>

2018

Beginning Balance:	9,027	3,202	1,782
July	8,959	3,216	1,799
August	9,019	3,231	1,811
September	9,090	3,237	1,820
October	9,167	3,285	1,833
November	9,191	3,312	1,849
December	9,247	3,334	1,864

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.

PARAGRAPH 3b:

12 subscriptions or -% were obtained as part of the charity program for Mission 500.

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	January 8, 2019
State	Michigan
County	Oakland
Revised	January 8, 2019
Type	BSJ
ID Number	S021B0D8

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.