

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
19,555 average per
occurrence
27,281 average per
occurrence
16,961 average per
occurrence

SDM WEBSITE



27,677 average users

SDM SOCIAL MEDIA



9,609 Twitter followers
3,459 LinkedIn
group members
1,987 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
a. Print	23,058	-	23,058
b. Digital	5,949	-	5,949
1. Requested	5,949	-	5,949
2. Non-Requested	-	-	-
SDM E-NEWSLETTERS			
a. SDM eNews (12 issued in the period)	19,555	-	19,555
b. Today's System Integrator (12 issued in the period)*	27,281	-	27,281
c. SmartHome (6 issued in the period)	16,961	-	16,961
SDM WEBSITE (Monthly Users with 58,637 average Pageviews)	27,677	-	27,677
SDM SOCIAL MEDIA			
a. Twitter followers	**9,609	-	**9,609
b. LinkedIn group members	**3,459	-	**3,459
c. Facebook likes	**1,987	-	**1,987

*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	1,695
Allocated for Trade Shows and Conventions	-
All Other	1,677
TOTAL	3,378

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

2019	Print	Digital	Total Qualified
January	22,972	6,035	29,007
February	23,023	5,984	29,007
March	23,078	5,929	29,007
April	23,122	5,885	29,007
May	23,257	5,750	29,007
June	22,894	6,113	29,007

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019
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 27,330 or 94.2%		
INSTALLING COMPANIES								
Security Installing Dealers (Note 4)	13,935	48.0	11,665	2,270	13,935	9,051	4,112	772
Security Installing Dealers with Company Owned Central Station	3,029	10.4	2,426	603	3,029	1,649	1,179	201
Security Systems Integrators/Value-Added Resellers/IT Installing Companies	8,469	29.2	6,500	1,969	8,469	4,921	2,852	696
Sub-Total INSTALLING COMPANIES	25,433	87.6	20,591	4,842	25,433	15,621	8,143	1,669
Central Station Services (non-installing)	169	0.6	131	38	169	60	107	2
Security Product Distributors	380	1.3	307	73	380	200	174	6
Manufacturers Representatives	570	2.0	414	156	570	249	321	-
Architecture/Engineering Firms/Security Consultants	2,455	8.5	1,814	641	2,455	1,224	1,231	-
Sub-Total	3,574	12.4	2,666	908	3,574	1,733	1,833	8
TOTAL QUALIFIED CIRCULATION	29,007	100.0	23,257	5,750	29,007	17,354	9,976	1,677
PERCENT	100.0		80.2	19.8	100.0	59.8	34.4	5.8

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). 499 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.

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 2019

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/Communications	Security Cloud Computing	Monitoring Equipment and/or Services
INSTALLING COMPANIES:																	
Security Installing Dealers (Note 2)	13,935	48.0	13,935	10,667	10,770	9,352	9,842	7,797	8,340	9,492	9,403	8,106	8,202	6,999	8,059	5,369	9,170
Security Installing Dealers with Company Owned Central Station	3,029	10.4	3,029	2,563	2,517	2,336	2,376	2,129	2,132	2,286	2,307	2,175	1,951	1,681	1,873	1,676	2,464
Security Systems Integrators/Value-Added Resellers/IT Installing Companies	8,469	29.2	8,469	6,805	6,860	6,319	5,754	4,247	3,681	5,233	5,174	4,920	5,133	4,019	5,784	4,027	5,633
Sub-Total INSTALLING COMPANIES	25,433	87.6	25,433	20,035	20,147	18,007	17,972	14,173	14,153	17,011	16,884	15,201	15,286	12,699	15,716	11,072	17,267
Central Station Services (non-installing)	169	0.6	169	121	100	70	72	58	78	77	67	59	45	29	64	43	131
Security Product Distributors	380	1.3	380	288	261	224	209	184	173	237	217	187	206	191	209	134	213
Manufacturers Representatives	570	2.0	570	401	337	244	245	204	262	264	215	204	179	120	280	172	331
Architecture/Engineering Firms/Security Consultants	2,455	8.5	2,455	2,069	1,824	1,513	1,515	1,288	1,283	1,583	1,527	1,395	1,298	1,014	1,515	1,126	1,740
TOTAL RESPONDENTS	29,007	100.0	29,007	22,914	22,669	20,058	20,013	15,907	15,949	19,172	18,910	17,046	17,014	14,053	17,784	12,547	19,682

*Of the 29,007 recipients who have indicated they buy/install systems, products and/or services, 499 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.

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 2019

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Year	3 Year				
I. Direct Request:	20,339	8,668	-	23,257	5,750	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	20,339	8,668	-	23,257	5,750	29,007	100.0
PERCENT	70.1	29.9	-	80.2	19.8	100.0	

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	95	25	120		Kentucky	272	58	330	
New Hampshire	119	31	150		Tennessee	412	106	518	
Vermont	49	9	58		Alabama	271	48	319	
Massachusetts	563	106	669		Mississippi	163	44	207	
Rhode Island	91	20	111		EAST SO. CENTRAL	1,118	256	1,374	4.7
Connecticut	340	62	402		Arkansas	171	28	199	
NEW ENGLAND	1,257	253	1,510	5.2	Louisiana	297	47	344	
New York	1,800	366	2,166		Oklahoma	196	51	247	
New Jersey	843	195	1,038		Texas	1,550	379	1,929	
Pennsylvania	1,018	189	1,207		WEST SO. CENTRAL	2,214	505	2,719	9.4
MIDDLE ATLANTIC	3,661	750	4,411	15.2	Montana	72	30	102	
Ohio	787	169	956		Idaho	116	28	144	
Indiana	435	82	517		Wyoming	36	10	46	
Illinois	967	210	1,177		Colorado	386	119	505	
Michigan	602	127	729		New Mexico	128	34	162	
Wisconsin	447	107	554		Arizona	342	123	465	
EAST NO. CENTRAL	3,238	695	3,933	13.6	Utah	218	88	306	
Minnesota	431	99	530		Nevada	250	71	321	
Iowa	276	56	332		MOUNTAIN	1,548	503	2,051	7.1
Missouri	442	86	528		Alaska	23	6	29	
North Dakota	60	12	72		Washington	363	91	454	
South Dakota	69	11	80		Oregon	183	52	235	
Nebraska	224	47	271		California	2,175	536	2,711	
Kansas	237	59	296		Hawaii	41	20	61	
WEST NO. CENTRAL	1,739	370	2,109	7.3	PACIFIC	2,785	705	3,490	12.0
Delaware	83	23	106		UNITED STATES	22,004	5,107	27,111	93.5
Maryland	479	96	575		U.S. Territories	58	24	82	
Washington, DC	49	14	63		Canada	1,175	346	1,521	
Virginia	528	165	693		Mexico	5	10	15	
West Virginia	88	19	107		Other International	14	262	276	
North Carolina	640	163	803		APO/FPO	1	-	1	
South Carolina	301	69	370		Email Only	-	1	1	
Georgia	726	163	889						
Florida	1,550	358	1,908						
SOUTH ATLANTIC	4,444	1,070	5,514	19.0					
					TOTAL QUALIFIED CIRCULATION	23,257	5,750	29,007	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2019	SDM eNews	Today's Systems Integrator*	SmartHome	2019	SDM eNews	Today's Systems Integrator*	SmartHome
JANUARY				APRIL			
January 8	-	27,049	-	April 2	-	27,096	-
January 10	19,496	-	-	April 4	19,518	-	-
January 17	-	-	16,989	April 18	-	-	16,937
January 22	-	27,110	-	April 24	-	27,338	-
January 24	19,518	-	-	April 25	19,502	-	-
FEBRUARY				MAY			
February 5	-	27,169	-	May 7	-	27,455	-
February 14	19,488	-	-	May 9	19,523	-	-
February 19	-	27,104	-	May 16	-	-	16,915
February 21	-	-	16,947	May 21	-	27,582	-
February 28	19,559	-	-	May 28	19,644	-	-
MARCH				JUNE			
March 5	-	27,128	-	June 4	-	27,621	-
March 14	19,513	-	-	June 13	19,714	-	-
March 19	-	27,067	-	June 18	-	27,654	-
March 21	-	-	16,893	June 26	-	-	17,082
March 28	19,430	-	-	June 27	19,757	-	-
AVERAGE:					19,555	27,281	16,961

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

2019	Pageviews	Sessions	Users	Average Session Duration	
January	61,445	34,117	27,303	1:22	
February	53,908	31,363	26,096	1:18	
March	54,586	32,470	26,889	1:19	
April	59,601	35,430	28,987	1:19	
May	65,948	37,057	29,211	1:34	
June	56,336	34,078	27,574	1:15	
AVERAGE:		58,637	34,086	27,677	1:21

January – June 2019 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>

2019

Beginning Balance:	9,247	3,334	1,864
January	9,296	3,372	1,909
February	9,376	3,388	1,933
March	9,442	3,402	1,946
April	9,513	3,420	1,968
May	9,569	3,444	1,974
June	9,609	3,459	1,987

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 3, 2019
State	Michigan
County	Oakland
Revised	July 3, 2019
Type	BSJ
ID Number	S021B0J9

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.