

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



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	23,746	-	23,746
b. Digital	5,261	-	5,261
1. Requested	5,261	-	5,261
2. Non-Requested	-	-	-
SDM E-NEWSLETTERS			
a. SDM eNews (12 issued in the period)	20,069	-	20,069
b. Today's Systems Integrator (12 issued in the period)*	27,186	-	27,186
c. SmartHome (6 issued in the period)	17,508	-	17,508
SDM WEBINARS (1 webinar in the period)			
a. Registrants	410	-	410
b. Attendees	106	-	106
SDM APPS			
a. SDM Apple App (cumulative downloads)	**1,361	-	**1,361
b. SDM Android App (cumulative downloads)	**264	-	**264
SDM WEBSITE (Monthly Users with 57,557 average Pageviews)	24,875	-	24,875
SDM SOCIAL MEDIA			
a. Twitter followers	**8,158	-	**8,158
b. LinkedIn group members	**2,958	-	**2,958
c. Facebook likes	**1,589	-	**1,589

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

**App downloads and Social Media claims are cumulative figures, not averages.

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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, 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	20
Advertiser and Agency	1,487
Allocated for Trade Shows and Conventions	-
All Other	1,880
TOTAL	3,387

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

2017	Print	Digital	Total Qualified
January	23,692	5,315	29,007
February	23,773	5,234	29,007
March	23,710	5,297	29,007
April	23,641	5,366	29,007
May	23,838	5,169	29,007
June	23,824	5,183	29,007

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017
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 26,648 or 91.9%		
INSTALLING COMPANIES								
Security Installing Dealers (Note 4)	13,737	47.4	11,729	2,008	13,737	9,939	2,786	1,012
Security Installing Dealers with Company Owned Central Station	4,107	14.2	3,385	722	4,107	2,491	1,277	339
Security Systems Integrators/Value-Added Resellers/IT Installing Companies	8,426	29.0	6,669	1,757	8,426	5,522	2,130	774
Sub-Total INSTALLING COMPANIES	26,270	90.6	21,783	4,487	26,270	17,952	6,193	2,125
Central Station Services (non-installing)	135	0.5	99	36	135	71	58	6
Security Product Distributors	589	2.0	478	111	589	341	233	15
Manufacturer's Representatives	295	1.0	210	85	295	252	41	2
Architecture/Engineering Firms/Security Consultants	1,718	5.9	1,268	450	1,718	1,212	295	211
Sub-Total	2,737	9.4	2,055	682	2,737	1,876	627	234
TOTAL QUALIFIED CIRCULATION	29,007	100.0	23,838	5,169	29,007	19,828	6,820	2,359
PERCENT	100.0		82.2	17.8	100.0	68.4	23.5	8.1

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). 52 or 0.2% 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 Management including CIO, CISO, IRM, vice president, director, manager or senior staff.

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

SUPPLEMENTARY DATA FOR ISSUE OF MAY 2017

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 are 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*	Access Control (Note 1)	CCTV/ Video Equipment	NVR/DVR/ Storage Systems	Control Panels/ Communi- cators	Alarm Trans- mission Systems	Fire Protection Equipment	Sensors/ Detectors	Wireless Alarms	Perimeter/ Outdoor Protection	Sound/ Intercom Systems	Home Automa- tion	Net- working/ Commu- nications	Security Cloud Computing	Monitoring Equipment and/or Services
INSTALLING COMPANIES:																	
Security Installing Dealers (Note 2)	13,737	47.4	13,737	9,248	9,577	7,915	8,907	6,727	7,330	8,568	8,233	6,993	7,129	5,952	6,689	3,859	7,982
Security Installing Dealers with Company Owned Central Station	4,107	14.2	4,107	3,084	3,089	2,838	2,880	2,422	2,337	2,668	2,653	2,461	2,228	1,869	2,138	1,655	2,874
Security Systems Integrators/Value-Added Resellers/IT Installing Companies	8,426	29.0	8,426	5,937	6,147	5,595	5,049	3,432	2,889	4,453	4,389	4,078	4,411	3,340	5,091	3,106	4,912
Sub-Total INSTALLING COMPANIES	26,270	90.6	26,270	18,269	18,813	16,348	16,836	12,581	12,556	15,689	15,275	13,532	13,768	11,161	13,918	8,620	15,768
Central Station Services (non-installing)	135	0.5	135	63	59	50	53	45	42	49	49	39	39	22	48	22	99
Security Product Distributors	589	2.0	589	409	411	352	315	236	229	302	299	289	288	273	290	172	299
Manufacturer's Representatives	295	1.0	295	173	161	122	131	90	103	131	96	105	95	73	100	82	144
Architecture/Engineering Firms/Security Consultants	1,718	5.9	1,718	1,303	1,125	845	919	709	779	1,012	934	871	763	579	860	593	1,097
TOTAL RESPONDENTS	29,007	100.0	29,007	20,217	20,569	17,717	18,254	13,661	13,709	17,183	16,653	14,836	14,953	12,108	15,216	9,489	17,407

*Of the 29,007 recipients who have indicated they buy/install systems, products and/or services, 52 or 0.2% 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 security installing dealers, 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 2017

QUALIFICATION SOURCE	Qualified Within				Print	Digital	Total Qualified	Percent
	1 Year	2 Year	3 Year					
I. *Direct Request:	20,452	8,430	-		23,713	5,169	28,882	99.6
II. Request from recipient's company:	44	81	-		125	-	125	0.4
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	20,496	8,511	-		23,838	5,169	29,007	100.0
PERCENT	70.7	29.3	-		82.2	17.8	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	106	20	126		Kentucky	268	50	318	
New Hampshire	119	28	147		Tennessee	408	92	500	
Vermont	46	10	56		Alabama	323	48	371	
Massachusetts	527	127	654		Mississippi	169	23	192	
Rhode Island	70	18	88		EAST SO. CENTRAL	1,168	213	1,381	4.8
Connecticut	335	61	396		Arkansas	185	27	212	
NEW ENGLAND	1,203	264	1,467	5.1	Louisiana	320	65	385	
New York	1,854	359	2,213		Oklahoma	236	33	269	
New Jersey	877	175	1,052		Texas	1,639	330	1,969	
Pennsylvania	1,029	172	1,201		WEST SO. CENTRAL	2,380	455	2,835	9.8
MIDDLE ATLANTIC	3,760	706	4,466	15.4	Montana	89	25	114	
Ohio	844	160	1,004		Idaho	137	23	160	
Indiana	394	92	486		Wyoming	49	8	57	
Illinois	1,012	209	1,221		Colorado	443	122	565	
Michigan	617	124	741		New Mexico	131	23	154	
Wisconsin	534	81	615		Arizona	438	139	577	
EAST NO. CENTRAL	3,401	666	4,067	14.0	Utah	255	66	321	
Minnesota	466	97	563		Nevada	260	73	333	
Iowa	262	53	315		MOUNTAIN	1,802	479	2,281	7.9
Missouri	462	92	554		Alaska	43	7	50	
North Dakota	63	12	75		Washington	376	76	452	
South Dakota	69	17	86		Oregon	200	50	250	
Nebraska	228	37	265		California	2,440	549	2,989	
Kansas	247	58	305		Hawaii	82	22	104	
WEST NO. CENTRAL	1,797	366	2,163	7.4	PACIFIC	3,141	704	3,845	13.2
Delaware	98	19	117		UNITED STATES	22,904	4,835	27,739	95.6
Maryland	470	93	563		U.S. Territories	57	32	89	
Washington, DC	34	9	43		Canada	874	302	1,176	
Virginia	538	139	677		Mexico	-	-	-	
West Virginia	82	16	98		Other International	-	-	-	
North Carolina	600	146	746		APO/FPO	3	-	3	
South Carolina	286	57	343						
Georgia	669	160	829						
Florida	1,475	343	1,818						
SOUTH ATLANTIC	4,252	982	5,234	18.0					
					TOTAL QUALIFIED CIRCULATION	23,838	5,169	29,007	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2017	SDM eNews	Today's Systems Integrator*	SmartHome	2017	SDM eNews	Today's Systems Integrator*	SmartHome
JANUARY				APRIL			
January 10	-	29,345	-	April 4	-	26,440	-
January 12	21,464	-	-	April 13	19,685	-	-
January 19	-	-	18,554	April 18	-	26,268	-
January 24	-	29,210	-	April 20	-	-	17,211
January 26	21,325	-	-	April 27	19,636	-	-
FEBRUARY				MAY			
February 7	-	29,136	-	May 9	-	26,217	-
February 9	21,299	-	-	May 11	19,597	-	-
February 17	-	-	18,538	May 18	-	-	17,104
February 21	-	29,226	-	May 23	-	26,148	-
February 23	21,339	-	-	May 25	19,545	-	-
MARCH				JUNE			
March 7	-	26,662	-	June 6	-	25,128	-
March 9	19,426	-	-	June 8	18,756	-	-
March 16	-	-	17,358	June 15	-	-	16,284
March 21	-	26,557	-	June 20	-	25,897	-
March 23	19,387	-	-	June 22	19,368	-	-
AVERAGE:					20,069	27,186	17,508

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.

WEBINAR CHANNEL

2017	Webinar Name	*Registrants	*Attendees
May 25	Leveraging Video to Increase RMR: A New Era of Intrusion Detection via Cloud-based Video Analytics	410	106

*Registrants and attendees are reflective of the participants during the live webinar. Additional registrant and attendee counts participating in on-demand showings are not reflected in the counts above and are available from the media owner.

*Attendees in this report were verified as having attended the webinar. The webinar was by invitation and registration process. A valid registration was required and verified by the organizer's staff or electronic system upon entry. The entire database was checked and tested by a BPA Worldwide auditor.

APP CHANNEL

SDM APPLE APP

2017	Monthly Downloads	Cumulative Downloads
Beginning Balance:		793
January	75	868
February	87	955
March	233	1,188
April	53	1,241
May	45	1,286
June	75	1,361

Cumulative downloads represents the aggregate number of downloads of the SDM Apple App, not copies. Information regarding App deletion/removal is not available from third party vendors and has not been removed from these figures.

SDM ANDROID APP

2017	Monthly Downloads	Cumulative Downloads
Beginning Balance:		249
January	2	251
February	4	255
March	2	257
April	4	261
May	1	262
June	2	264

Cumulative downloads represents the aggregate number of downloads of the SDM Android App, not copies. Information regarding App deletion/removal is not available from third party vendors and has not been removed from these figures.

WEBSITE CHANNEL

WWW.SDMMAG.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
January	51,686	29,106	24,106	2:01
February	49,729	28,957	24,299	1:52
March	61,342	33,230	27,007	1:51
April	55,190	30,511	24,241	1:54
May	70,938	32,880	26,061	2:31
June	56,456	29,172	23,538	1:57
AVERAGE:	57,557	30,643	24,875	2:01

January – June 2017 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.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

SOCIAL MEDIA CHANNEL

SDM Social Media



Twitter followers



LinkedIn group members



Facebook likes

<http://twitter.com/SDMmagazine>

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

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

2017

Beginning Balance:	7,658	2,854	1,496
January	7,736	2,882	1,521
February	7,806	2,908	1,540
March	7,893	2,923	1,556
April	8,001	2,929	1,566
May	8,072	2,943	1,581
June	8,158	2,958	1,589

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. Apps are downloaded to view enhanced versions of the print edition and are available as a single download or by subscription use on tablets, smart phones or other mobile devices.

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

PARAGRAPH 3b:

98 subscriptions or 0.1% were obtained as part of the charity program for Mission 500.

GEOGRAPHIC DISTRIBUTION:

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

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. Fomua, 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 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 6, 2017

State

Michigan

County

Oakland

Type

BSJ

ID Number

S021B0J7

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.