

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	27,183	-	27,183
b. Digital	5,834	-	5,834
1. Requested	5,834	-	5,834
2. Non-Requested	-	-	-
SDM E-NEWSLETTERS			
a. SDM eNews (12 issued in the period)	21,250	-	21,250
b. Today's Systems Integrator (12 issued in the period)**	28,900	-	28,900
c. SmartHome (6 issued in the period)	18,427	-	18,427
SDM APPS			
a. SDM Apple App (cumulative downloads)	***793	-	***793
b. SDM Android App (cumulative downloads)	***249	-	***249
SDM WEBSITE (Monthly Unique Browsers with 50,804 average Page Impressions)	23,904	-	23,904
SDM SOCIAL MEDIA			
a. Twitter followers	***7,658	-	***7,658
b. LinkedIn group members	***2,854	-	***2,854
c. Facebook likes	***1,496	-	***1,496

*Unique Total (July - October issues) represents unique recipients, not the sum of Print and Digital.

**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	1,621
Allocated for Trade Shows and Conventions	1,454
All Other	-
TOTAL	3,095

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

2016	Print	Digital	Total Qualified
July	29,007	6,058	29,007*
August	29,007	6,073	29,007*
September	29,007	5,998	29,007*
October	29,007	5,932	29,007*
November	23,472	5,535	29,007
December	23,601	5,406	29,007

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016
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 Have Indicated They 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 26,478 or 91.3%		
INSTALLING COMPANIES								
Security Installing Dealers (Note 4)	13,304	45.9	11,280	2,024	13,304	9,947	2,405	952
Security Installing Dealers with Company Owned Central Station	4,544	15.7	3,661	883	4,544	2,824	1,338	382
Security Systems Integrators/Value-Added Resellers/IT Installing Companies	8,446	29.1	6,548	1,898	8,446	5,598	2,044	804
Sub-Total INSTALLING COMPANIES	26,294	90.7	21,489	4,805	26,294	18,369	5,787	2,138
Central Station Services (non-installing)	120	0.4	81	39	120	62	53	5
Security Product Distributors	596	2.0	470	126	596	331	246	19
Manufacturer's Representatives	284	1.0	194	90	284	188	81	15
Architecture/Engineering Firms/Security Consultants	1,713	5.9	1,238	475	1,713	1,136	225	352
Sub-Total	2,713	9.3	1,983	730	2,713	1,717	605	391
TOTAL QUALIFIED CIRCULATION	29,007	100.0	23,472	5,535	29,007	20,086	6,392	2,529
PERCENT	100.0		80.9	19.1	100.0	69.3	22.0	8.7

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). 277 or 1.0% 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 security installing dealers, engineered fire systems distributors (installing), electrical contractors that install security and security service companies that install.

SUPPLEMENTARY DATA FOR ISSUE OF NOVEMBER 2016

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.

SUPPLEMENTARY DATA	TOTAL QUALIFIED OF TOTAL	PERCENT	Number of Recipients Who Have Indicated They Buy/Install Systems, Products and/or Services* (Note 1)	SYSTEMS, PRODUCTS AND/OR SERVICES BOUGHT/INSTALLED BY RECIPIENT													
				Access Control (Note 1)	CCTV/Video Equipment	NVR/DVR/Storage Systems	Control Panels/Communicators	Alarm Trans-mission Systems	Fire Protection Equipment	Sensors/ Detectors	Wireless Alarms	Perimeter/Outdoor Protection	Sound/Intercom Systems	Home Automation	Net-working/Commu-nications	Security Cloud Computing	Monitoring Equipment and/or Monitoring Services
INSTALLING COMPANIES:																	
Security Installing Dealers (Note 2)	13,304	45.9	13,304	8,428	8,778	6,641	8,189	5,910	6,482	8,002	7,508	6,294	6,451	5,242	5,893	2,904	7,248
Security Installing Dealers with Company Owned Central Station	4,544	15.7	4,544	3,255	3,244	2,849	3,023	2,464	2,315	2,711	2,671	2,480	2,222	1,859	2,109	1,599	2,992
Security Systems Integrators/Value-Added Resellers/IT Installing Companies	8,446	29.1	8,446	5,511	5,755	5,011	4,665	3,041	2,416	4,154	3,972	3,656	4,042	3,005	4,692	2,582	4,555
Sub-Total INSTALLING COMPANIES	26,294	90.7	26,294	17,194	17,777	14,501	15,877	11,415	11,213	14,867	14,151	12,430	12,715	10,106	12,694	7,085	14,795
Central Station Services (non-installing)	120	0.4	120	55	61	49	49	47	39	46	46	36	33	19	41	22	93
Security Product Distributors	596	2.0	596	400	421	344	313	226	230	309	286	284	289	271	302	166	275
Manufacturer's Representatives	284	1.0	284	157	162	125	108	63	58	91	80	93	76	66	89	66	103
Architecture/Engineering Firms/Security Consultants	1,713	5.9	1,713	1,271	1,111	836	892	666	724	999	891	838	757	593	816	537	998
TOTAL RESPONDENTS	29,007	100.0	29,007	19,077	19,532	15,855	17,239	12,417	12,264	16,312	15,454	13,681	13,870	11,055	13,942	7,876	16,264

*Of the 29,007 recipients who have indicated they buy/install systems, products and/or services, 277 or 1.0% 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 NOVEMBER 2016

QUALIFICATION SOURCE	Qualified Within				Print	Digital	Total Qualified	Percent
	1 Year	2 Year	3 Year					
I. *Direct Request:	20,265	8,287	-		23,017	5,535	28,552	98.4
II. Request from recipient's company:	143	312	-		455	-	455	1.6
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	20,408	8,599	-		23,472	5,535	29,007	100.0
PERCENT	70.4	29.6	-		80.9	19.1	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	109	17	126		Kentucky	252	48	300	
New Hampshire	125	22	147		Tennessee	396	93	489	
Vermont	45	10	55		Alabama	284	70	354	
Massachusetts	507	136	643		Mississippi	144	19	163	
Rhode Island	76	16	92		EAST SO. CENTRAL	1,076	230	1,306	4.5
Connecticut	360	65	425		Arkansas	170	31	201	
NEW ENGLAND	1,222	266	1,488	5.1	Louisiana	315	48	363	
New York	1,759	390	2,149		Oklahoma	220	40	260	
New Jersey	870	206	1,076		Texas	1,491	353	1,844	
Pennsylvania	969	188	1,157		WEST SO. CENTRAL	2,196	472	2,668	9.2
MIDDLE ATLANTIC	3,598	784	4,382	15.1	Montana	95	18	113	
Ohio	769	141	910		Idaho	132	20	152	
Indiana	390	78	468		Wyoming	56	7	63	
Illinois	930	226	1,156		Colorado	463	121	584	
Michigan	571	115	686		New Mexico	116	29	145	
Wisconsin	484	78	562		Arizona	421	128	549	
EAST NO. CENTRAL	3,144	638	3,782	13.0	Utah	259	75	334	
Minnesota	490	83	573		Nevada	265	87	352	
Iowa	248	45	293		MOUNTAIN	1,807	485	2,292	8.0
Missouri	421	98	519		Alaska	40	12	52	
North Dakota	70	18	88		Washington	383	75	458	
South Dakota	73	13	86		Oregon	203	47	250	
Nebraska	226	38	264		California	2,441	605	3,046	
Kansas	240	47	287		Hawaii	86	32	118	
WEST NO. CENTRAL	1,768	342	2,110	7.3	PACIFIC	3,153	771	3,924	13.5
Delaware	95	18	113		UNITED STATES	22,052	4,982	27,034	93.2
Maryland	449	97	546		U.S. Territories	77	45	122	
Washington, DC	28	13	41		Canada	1,341	507	1,848	
Virginia	543	126	669		Mexico	-	-	-	
West Virginia	75	23	98		Other International	-	-	-	
North Carolina	599	133	732		APO/FPO	2	1	3	
South Carolina	266	50	316						
Georgia	616	180	796						
Florida	1,417	354	1,771						
SOUTH ATLANTIC	4,088	994	5,082	17.5					
					TOTAL QUALIFIED CIRCULATION	23,472	5,535	29,007	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2016	SDM eNews	Today's Systems Integrator*	SmartHome	2016	SDM eNews	Today's Systems Integrator*	SmartHome
JULY				OCTOBER			
July 7	-	29,197	-	October 4	-	28,659	-
July 14	21,466	-	-	October 13	21,073	-	-
July 19	-	29,164	-	October 18	-	28,725	-
July 21	-	-	18,587	October 20	-	-	18,287
July 28	21,490	-	-	October 27	21,208	-	-
AUGUST				NOVEMBER			
August 2	-	29,131	-	November 1	-	28,217	-
August 11	21,195	-	-	November 3	21,211	-	-
August 16	-	28,715	-	November 10	-	-	18,422
August 17	-	-	18,385	November 15	-	29,149	-
August 25	21,071	-	-	November 17	21,171	-	-
SEPTEMBER				DECEMBER			
September 6	-	28,681	-	December 6	-	29,101	-
September 8	21,115	-	-	December 8	21,478	-	-
September 15	-	-	18,282	December 15	-	-	18,596
September 20	-	28,702	-	December 20	-	29,358	-
September 22	21,043	-	-	December 22	21,478	-	-
AVERAGE:					21,250	28,900	18,427

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.

APP CHANNEL

SDM APPLE APP

2016	Monthly Downloads	Cumulative Downloads
Beginning Balance:		620
July	27	647
August	24	671
September	26	697
October	34	731
November	28	759
December	34	793

Cumulative downloads represents the aggregate number of downloads of the SDM 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

2016	Monthly Downloads	Cumulative Downloads
Beginning Balance:		228
July	2	230
August	1	231
September	4	235
October	5	240
November	2	242
December	7	249

Cumulative downloads represents the aggregate number of downloads of the SDM 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

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	47,858	26,825	21,952	1.22	01:50	01:26
August	55,090	30,212	24,867	1.21	01:48	01:29
September	49,168	28,781	23,854	1.21	01:50	01:18
October	54,451	30,944	25,725	1.20	02:09	01:38
November	51,028	29,064	24,048	1.21	02:36	01:58
December	47,228	27,556	22,976	1.20	02:48	02:00
AVERAGE:	50,804	28,897	23,904	1.21	02:10	01:38

July - December 2016 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Page Impressions: A Page Impression 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.

User 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.

Unique Browsers: An identified and unduplicated cookie browser that accesses Internet content or advertising during a measurement period.

Unique Browser Frequency: Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

Page Duration: The average time spent viewing any page on a web site.

User Session Duration: The average 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

2016

<http://twitter.com/SDMmagazine>

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

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

Beginning Balance:	7,080	2,788	1,374
July	7,188	2,803	1,394
August	7,293	2,817	1,418
September	7,398	2,813	1,437
October	7,487	2,806	1,460
November	7,586	2,801	1,484
December	7,658	2,854	1,496

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:

171 subscriptions or 0.6% were obtained as part of the charity program for Mission 500.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters, 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. Foumia, 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

January 11, 2017

State

Michigan

County

Oakland

Type

BSJ

ID Number

S021B0D6

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.