# SDM

**SDMmag.com**

Home of:
### SDM 100

## Readership Gets Results...

- Multimedia reach to proven buyers: print, Web, eNews, social and in person![1]
- 100% Buy/Install audience![2]
- 89% of *SDM* readers take action![3]

### ONLINE:

*Reach and get response from volume security technology buyers![2]*

### IN PRINT:

*Brand and influence the largest and only audited subscriber base with 100% buy/install authority![4]*

### IN PERSON:

*Meet, greet and sell to the leading installation, RMR and integration company executives*

### New for 2014:

- Show & Sell: Video
- Exclusive eNews Editorial
- "Content as a Service" Opportunities
- CEU Credits

# 2014 MEDIA PLANNER

# Welcome to *SDM* – Where Your Advertising Gets Buying Action!

## In Print – Online – In Person.

This is *SDM's* 43rd year as your leading media partner for reaching the total security channel. Quite simply, there's no stronger media for generating direct response sales leads and branding your company with key decision-makers and brand specifiers at North American security channel companies.

We know the security channel continues expanding to embrace dealers, commercial and home integrators, distributors, VARs, BISCI organizations, manufacturer's representatives and consultants, who comprise the heart of this critical buying market. **And you reach them all through *SDM*.**

**SDM is the consistent market leader by every objective measure — including audited print circulation, advertising revenue and editorial coverage.[1]**

Powerful advertising and marketing programs are just the beginning. *SDM* works closely with our editorial partners to ensure we communicate your value proposition and news to our audited buying audience. Led by Laura Stepanek and her editorial team, *SDM* dominates the market in thought leadership — publishing renowned columnists and subject matter experts. They make *SDM* the must-read media for security channel technology and services buyers.

**SDM is the only security channel media ensuring your advertising reaches a 100% BPA-audited buy/install circulation.[2]**

*SDM* is not resting on its strong history, but building upon it with NEW marketing solutions to help you increase sales in the security economy. As your marketing partner, we'll help you develop goal-oriented programs leveraging our integrated media solutions. And our powerful value-add marketing opportunities will give you greater reach and measurable results!

This is why *SDM* is the security channel market leader[1] and your first choice for advertising and marketing results. Learn more by reviewing our 2014 Integrated Media Planner or by contacting your regional sales manager today.

Sincerely,

*Mark McCourt*

Mark McCourt, *Publisher*

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## The #1 security channel media serving the North American market.[1]

*SDM* provides management and technical professionals with a comprehensive overview of the security channel marketplace. In print, online and in person, you reach buyers by leveraging these solutions for successful results:
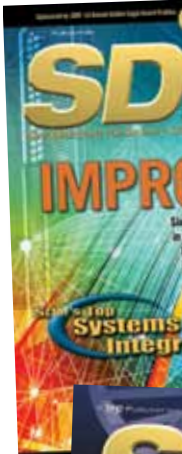
### In Print:
- *SDM* magazine
- *SDM* Monitoring TODAY special edition
- *SDM* Guide to Distributors
- *SDM* Guide to Monitoring & Central Stations
- *SDM* Buyers Guide

### Online & eNewsletters
- SDMmag.com
- *SDM* magazine Digital Editions
- *SDM*TV Video
- *SDM* eNewsletter
- *Today's Systems Integrator* eNewsletter
- *Solutions By Sector*

### In Person and Virtual Events:
- Educational Webinars
- *SDM* 100 Gala
- SecurityXchange Conference

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[1]Publisher's own data. [2]*SDM* June 2013 BPA Brand Report (29,007 unique TQ, 100% buy/install) vs. *Security Dealer & Integrator* June 2013 BPA Circulation Statement (30,538 TQ, buy/install not reported separately) vs. *Security Sales & Integration* Dec. 2012 BPA Brand Report (28,000 TQ, 80.1% buy/install) vs. *Security Systems News* Dec. 2012 BPA Brand Report (28,100 TQ, buy/install not reported separately).

# SDM Subscribers Buy/Install Your Products.

## We've got audited proof.[1]

**100%** of *SDM* subscribers hold buy/install authority for their firms.[1]

**89%** of surveyed professionals have taken action as a result of seeing an ad in *SDM* over the last 6 months.[2]

**36%** of surveyed professionals directly purchased products/services as a result of seeing them advertised in *SDM*![2]

Your ads reach professionals who hold purchase authority or install security systems, products, and/or service.[3]

| | |
|---|---|
| 21,724 | Access Control |
| 22,890 | CCTV/Video Equipment |
| 18,485 | NVR/DVR/Storage Systems |
| 20,764 | Control Panels/Communicators |
| 14,264 | Alarm Transmission Systems |
| 14,948 | Fire Protection Equipment |
| 19,711 | Sensors/Detectors |
| 18,672 | Wireless Alarms |
| 16,755 | Perimeter/Outdoor Protection |
| 17,871 | Sound/Intercom Systems |
| 13,260 | Home Automation |
| 18,005 | Networking/Communications |
| 4,067 | Dealer Programs, Supplies & Services |
| 19,357 | Monitoring Equipment and/or Monitoring Services |
| 8,030 | Security Cloud Computing |

# SDM 100

## The Gold Standard.

The *SDM* 100 is the ultimate club for the elite owners of the security industry's top companies measured by Recurring Monthly Revenue (RMR). Each May *SDM* publishes the exclusive *SDM* 100 Report and list of key trends and companies. The *SDM* 100 is the Gold Standard among the security channel. Making our list is a #1 target for security manufacturers and distributors as this accomplishment demands attention from the largest volume buyers in the industry.

In addition to the annual *SDM* 100 May issue, the *SDM* 100 Gala, the *SDM* eNewsletter announcement, and the SDMmag.com report posting offer unique and powerful ways for marketers to reach and impact the industry's most important buyers! Contact us to learn more.

# *SDM* Editorial **Excellence**...

## *The market's most credible publication!*[1]

Serving the industry since 1971, *SDM* is the leading publication reaching the North American Security Channel. Its editorial success shows in reader preference. More survey respondents recently named *SDM* as the market's most credible publication.[1]

## The *SDM* Editorial Team:

**Laura Stepanek**
Editor/Associate Publisher

**Heather Klotz-Young**
Senior Editor

**Sabrina Gasulla**
Associate Editor

**David Engebretson**
Security NetWorkings

**Roy Pollack**
5-Minute Tech Quiz

**Carol Enman**
Growth Matters

**Lessing E. Gold**
Security & the Law

**Joan Engebretson**
Contributing Writer

**Karyn Hodgson**
Contributing Writer

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## Struggling to produce fresh website content? *You're not alone.*

**SDM** + orangetap = **Content Marketing Services**

### Content Development

Written by us, owned by you. Orangetap connects your brand with *SDM's* editorial and publishing resources to help you plan and create fresh, unpublished industry-relevant content for your website every single month.

- Blogs, Articles or Technical Papers
- Case Studies
- Press Releases

To learn more about our services or to quote out a project, please contact our content marketing strategies team:

Kim Paulson
*Content Marketing Planner*
paulsonk@bnpmedia.com
(248) 225-9177

[1]Security Industry Readership Study, May 2010.

# *SDM* in PRINT...

## *The largest qualified print circulation in the security channel market.[1]*

*SDM* reaches **more than 29,000** subscribers each month.[2] We're the largest qualified circulation in the security channel market and the **only** market publication offering you an audited **100% buy/install** AND **100% request circulation!**[1]

### 29,000+ Security Channel Subscribers[2]

| | |
|---|---|
| **14,726** | Security Installing Dealers |
| **8,329** | Systems Integrators/Value-Added Resellers/IT Installing Companies |
| **4,053** | Security Installing Dealers w/Company Owned Central Station |
| **1,158** | Architects/Engineers/Security Consultants |
| **460** | Security Product Distributors |
| **142** | Central Station Services (non-installing) |
| **139** | Manufacturers' Representatives |
| **29,007** | TOTAL |

*100% of subscribers hold buy/install authority for their firms![2]*

*100% of subscribers qualify to receive the magazine by request![2]*
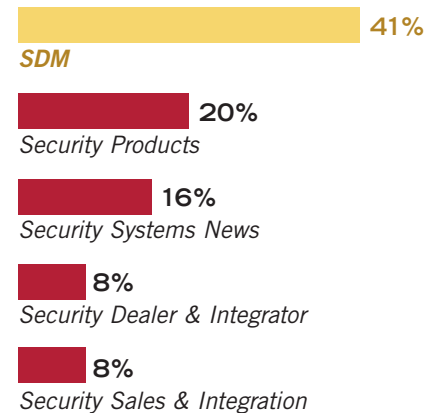
### 92.5% of Subscribers Hold Management Titles[2]

- **20,886** Executive Management
- **5,954** General Management
- **2,167** Architect/Engineer/Consultant, Installation/System Design/Service Staff
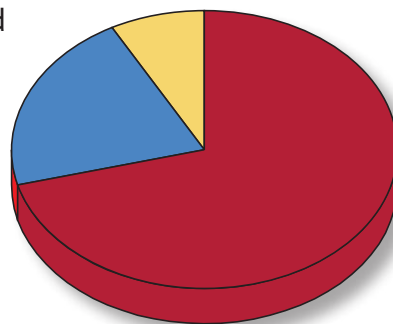
### The **Most Useful** Security Channel Magazine[3]

**IN PRINT**

**Which one magazine is most useful to you in your security industry work?**

| Magazine | Percent |
|---|---|
| *SDM* | 41% |
| *Security Products* | 20% |
| *Security Systems News* | 16% |
| *Security Dealer & Integrator* | 8% |
| *Security Sales & Integration* | 8% |

## Digital Edition Sponsorships Reach Security Channel Professionals!

Sponsorships are available as each monthly issue of *SDM* is also produced as a full-featured Digital Edition! You get a full-page ad adjacent to our digital cover. Your logo appears at the top of every digital edition page for continuous visibility. All your links are live to drive prospects to your site. You can even include video. Contact us for pricing and other details.

# *SDM* 2014 Editorial Calendar

| ISSUE:<br>AD CLOSE DATE: | JANUARY<br>Dec. 3, 2013 | FEBRUARY<br>Jan. 9, 2014 | MARCH<br>Feb. 7, 2014 | APRIL<br>March 7, 2014 | MAY<br>April 4, 2014 | BUYER'S GUIDE<br>April 11, 2014 |
|---|---|---|---|---|---|---|
| ***SDM* COVER STORIES & EXCLUSIVE REPORTS** | 2014 Subscriber Market Forecast & Trends | State of the Market: Video Surveillance | State of the Market: Alarm Systems<br><br>Security's Role in Business Intelligence | State of the Market: Access Control<br><br>Special 'Green' Report: Sustainability in the security industry | *SDM* 100 Report: Rank by RMR<br>**SDM 100**<br>State of the Market Report: Fire Alarms | **PUBLISHED IN JUNE 2014**<br><br>✔ FREE Logo and Link Package for advertisers with a 1/2-page or larger ad |
| **VIDEO SURVEILLANCE** | Video as a service | Video management systems (VMS) | The video control room: furniture, racks<br><br>Mobile / remote surveillance | IP cameras | Video/audio applications<br><br>Video network equipment | ✔ FREE Page in the Corporate Capabilities Section for all Full Page Advertisers |
| **ACCESS CONTROL** | Cloud access control | Access control: feature sets that sell | Visitor management<br><br>Wireless access control | Security locks & door hardware | Parking / gate controls | ✔ FREE Boldface Type through-out the Buyer's Guide |
| **INTRUSION, FIRE, MONITORING** | Update on dealer programs | Fire alarm panels | Central station services that make you more competitive | Intrusion alarm sensors | Outdoor & perimeter security | |
| **smartHOME\|BUSINESS** | PERS & aging-in-place solutions | Residential video surveillance | Lighting and shade controls | Commercial energy management<br><br>LEEDS standards update | Outdoor home security solutions | ✔ FREE Web link on *SDM* Buyer's Guide Online |
| **SUPPLEMENTS, SPECIAL ISSUES** | *SDM Monitoring TODAY* Annual Supplement Close Date: 11/25 | | | | | ✔ FREE Listing in the BRAND index |
| ***Solutions By Sector* with SECURITY** | Education: Universities & Campuses | Education: K-12 | | | Retail, Convenience Stores, Banks, Gas Stations | ✔ Additional Ad Pages at only $500 each! |

### FREE VALUE ADD BONUSES • FREE VALUE ADD BONUSES • FREE VALUE ADD BONUSES

| **SHOW BONUS DISTRIBUTION** | Barnes Buchanan Conference | | ISC West | PSA-TEC | NFPA | |
|---|---|---|---|---|---|---|
| **FREE ADVERTISER BONUSES** | **50% email list BONUS on your HTML eBlast order**<br><br>**20% of your print advertising Credited to January eMedia** | **Whitepaper on SDMmag.com and promoted in *SDM* eNews**<br><br>**ISC West Pre-Show Exhibitor Print and eProduct Showcases** | **Video on *SDM*TV** | **$1,500 Webinar Credit (or add *Security's* Webinar audience for FREE)**<br><br>**Online Showroom live for 3 months** | ***SDM* 100 Database subscriber mailing list** | |

### eNEWS COVERAGE • eNEWS COVERAGE • eNEWS COVERAGE • eNEWS COVERAGE

| **eNEWSLETTER FOCUS** | Mobile apps for homeowners *smartHOME* eNews | Report from the Barnes Buchanan Conference *SDM* eNews | ISC West pre-show *SDM* eNews | PSA-TEC pre-conference *TSI* eNews | First look at the 2014 *SDM* 100 *SDM* eNews | |

| JUNE<br>May 7, 2014 | JULY<br>June 6, 2014 | AUGUST<br>July 9, 2014 | SEPTEMBER<br>Aug. 8, 2014 | OCTOBER<br>Sept. 5, 2014 | NOVEMBER<br>Oct. 8, 2014 | DECEMBER<br>Nov. 6, 2014 |
|---|---|---|---|---|---|---|
| Central Station Services That Can Lift Revenue<br><br>SDM 100 Brand Results | Top Systems Integrators Report | Positioning for Success in Residential Services<br><br>CSAA/SDM Central Station Excellence Awards | Building Automation: How Integrators Can Succeed<br><br>Top Systems Integrators Brand Results | SDM Systems Integrator of the Year | Choosing a Financial Services Partner | SDM Dealer of the Year<br><br>Best Companies to Work for in the Security Channel |
| DVRs & NVRs | Video analytics<br><br>Video compression | Cloud video storage | Low light & bright light surveillance<br><br>Wireless video | Video transmission products & power management | Perimeter video applications | Megapixel and HD video |
| Readers & keypads | Integrated systems: access control with video surveillance | Enterprise access control solutions | Identity management: physical / logical access control | Latest in card technologies | Access control for harsh environments | Security locks & door hardware |
| Smoke & CO detectors | Wire and cable, power supplies | Intrusion alarm panels | Outdoor & perimeter security | Fire alarm notification appliances | Audio & video intrusion alarms | Mass notification/ emergency communications |
| Mobile apps/remote security management | PERS & aging-in-place solutions | Hottest technologies for the connected home | Commercial lighting control solutions | Residential access control | Residential intercoms; commercial/industrial entry controls | Home networks |
| | | 2014 Annual Guide to MONITORING SERVICES | | 2014 Annual Guide to DISTRIBUTORS | | |
| | Critical Infrastructures, Utilities | | Government: Federal, State & Local | | Health Care: Hospitals, Medical Centers | |

**FREE VALUE ADD BONUSES • FREE VALUE ADD BONUSES • FREE VALUE ADD BONUSES**

| JUNE | JULY | AUGUST | SEPTEMBER | OCTOBER | NOVEMBER | DECEMBER |
|---|---|---|---|---|---|---|
| SDM 100 Gala at ESX<br><br>Electronic Security Expo | NCS⁴ Sports Security & Safety Conference<br><br>SecurityXchange | CEDIA | ASIS | ISC East<br><br>Securing New Ground<br><br>CPSE China | | Barnes Buchanan Conference |
| eProduct Showcase<br><br>Sponsored Tweet to all SDM Followers | Sponsored Note on SDM's Facebook page<br><br>SDM Top Systems Integrators Database subscriber mailing list | $1,500 Webinar Credit | $500 Today's Systems Integrator eNews Advertising Credit | ISC East Exhibitor Print and eProduct Showcases | SPECIAL NEW TECHNOLOGY SHOWCASE: 1/2-page Featured Product in print plus FREE motion/ animation or video in the Digital Edition | Mobile Tag Showcase Item<br><br>$500 Advertising Credit for BOTH SDM eNews and TSI eNews in Q1 2015 |

**eNEWS COVERAGE • eNEWS COVERAGE • eNEWS COVERAGE • eNEWS COVERAGE • eNEWS COVERAGE**

| JUNE | JULY | AUGUST | SEPTEMBER | OCTOBER | NOVEMBER | DECEMBER |
|---|---|---|---|---|---|---|
| Report from the ESX Show SDM eNews | First look at the 2014 Top Systems Integrators Report TSI eNews | ASIS pre-show SDM eNews | CEDIA pre-show/post-show smartHOME eNews | Announcing the 2014 Systems Integrator of the Year TSI eNews | Where security intersects with automation smartHOME eNews | Announcing the 2014 Dealer of the Year SDM eNews |

# SDM ONLINE...

## *Traffic & leads from your buy/install customers!*[1]

**SDM***mag.com* is the security channel's online home for new products, news, and professional know-how. Target installing dealers and distributors through online display advertising, plus Showrooms, Podcasts and more. Visit **http://portfolio.bnpmedia.com** to see all of *SDM's* online advertising opportunities!

- **LEADERBOARD** (728 X 90)
  Located above the fold (ROS)

- **MEDIUM RECTANGLE** (300 X 250)
  Minimum ad competition (ROS)

- **RECTANGLE** (180 X 150)
  Two adjacent spots. Home page only.

- **WIDE SKYSCRAPER** (160 X 600)
  Run of site, except home page. Above the fold.

- **FLOATING AD**
  Rich media ad that floats in the center of the page

- **PAGE PEEL AD**
  Rich media ad that expands from the corner to reveal an attractive ad underneath

- **TOPIC SPONSORSHIP**
  Ad package for targeted editorial, includes wide skyscraper and medium rectangle ads

- **ARTICLE SPONSORSHIP**
  Sponsor an article and your rectangle ad appears with the article for life

## *NEW!*

### Show & Sell: video demonstrations of your solutions!

In partnership with *SDM,* our noted editors, columnists and writers work with you to develop a high-quality product demonstration video. We'll promote your video via *SDM* electronic media and provide the video for your own digital marketing efforts. Program includes:

#### Content Development

- Selection of video presenter
- Writing of script
- Complete video production and editing

#### Video Distribution

- Included in two eNewsletter issues
- Posted on SDMmag.com
- Posted on *SDM* Social Media (Facebook & Twitter)

Contact us anytime to learn more.

## Social Media Sponsorships

*SDM* offers opportunities for audience engagement through Facebook, Twitter, YouTube and QR Codes. Broadcast your company's message to our entire fan base while driving traffic to your website, reaching potential customers and expanding your audience. Not yet involved in social media? Let us build, design, and organize the accounts for you with Social Startup Plans! Contact your sales representative for more information.

## White Paper Postings

You receive registered leads from channel professionals who download your educational White Papers! Let us host yours online and promote downloads to thousands of security channel eNewsletter subscribers.

# SDM eNEWSLETTERS...

## High quality editorial targeting a 100% opt-in security channel circulation![1]

The **SDM** and **Today's Systems Integrator** eNewsletters deploy twice monthly to 100% opt-in audiences.[1] Each is written by *SDM* editorial staff and includes unique content specifically for security channel professionals. Combined open rates average more than **18.24%** per edition![1]

### SDM eNews:
**18,954 average subscribers,**[2]
**100% opt-in!**[1]

### TSI eNews:
**26,570 average subscribers,**[2]
**100% opt-in!**[1]

| Ad Type | Ad Size |
|---|---|
| Featured Video | Contact us |
| Top Skyscraper | 160 x 600 |
| Top Advertorial | Contact us |
| Middle Skyscraper | 160 x 600 |
| Middle Advertorial | Contact us |
| Bottom Leaderboard | 728 x 90 |

[1]Publisher's own data.
[2]*SDM* June 2013 BPA Brand Report.

## Custom eNewsletters...

Let *SDM* help you create a co-branded eNewsletter customized to your needs. Our orangetap content marketing group can help you develop compelling custom eNews content and design through our experienced creative and editorial teams.

A custom eNewsletter can take your company to the next level with these benefits:

- Including editorial or educational content in an eNewsletter can help position your company as an industry leader
- Editorial content creates greater reader engagement
- Subscribers trust *SDM.* They're more likely to open emails from our publication and consider our endorsements

# SOLUTIONS BY SECTOR...
## Multimedia sponsorships in print, online, eNewsletters and direct mail!

**Generate impressions and sales leads.**
*Solutions By Sector* are turnkey multimedia sponsorship programs targeting subscribers active in key verticals. You generate impressions and sales leads from *SDM* and *Security* subscribers through a sector-specific marketing program — including print, online and eNewsletter promotional content!

## SPONSORSHIP PACKAGE (1X)

### Webinar:

- Logo on all webinar promotion to all *SDM* and *Security* subscribers. More than 200,000 multimedia impressions in print, eNews and online.[1]
- Lead database – all Webinar registrant information including Q&A log.
- 30-second promotion at start and end of Webinar about your company/product/solution and one PPT slide displayed during this promotion.
- Company name mentioned as sponsor at end of Webinar.

### eNewsletter:

- 180 x 150 Rectangle Ad (jpg or gif file, max file size 40kb) with URL link in customized topic eNewsletter deployed to 32,000 combined email addresses[1].
- Case study (300-word plus photo) published in the eNewsletter and linked to the SecurityMagazine.com vertical sector Topic Page.

### Website:

- 180 x 150 Rectangle Ad (jpg or gif, max file size 40 kb) with URL link on SecurityMagazine.com sector and linked from SDMmag.com for six months  – averaging 300 impressions/month.
- Case study (300-word plus photo) published in SecurityMagazine.com vertical sector Topic Page and linked from SDMmag.com – averaging 75 article reads.[1]
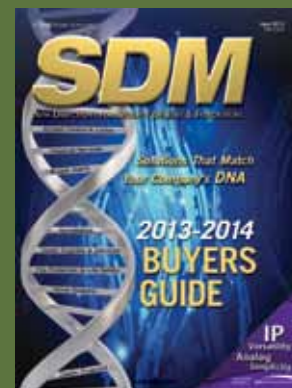
### PLUS:
Direct mail list of *Security* subscribers in your sponsored sector!

The *SDM* and *Security* editorial teams bring thought leaders together to discuss critical issues and solutions in these critical growth sectors:

| Topic | Month |
|---|---|
| Education: Universities and Campuses | January |
| Education: K-12 | February |
| Retail, Convenience Stores, Banks, Gas Stations | May |
| Critical Infrastructures, Utilities | July |
| Government: Federal, State & Local | September |
| Health Care: Hospitals, Medical Centers | November |

## SDM 2014 Multimedia Buyers Guide

*SDM's* June Buyers Guide is the industry's most comprehensive resource for security products, companies and suppliers! Your listings reach 29,000+ magazine subscribers[2] plus thousands of professionals[1] searching the directory online — providing access to a targeted audience of potential buyers. We make it easy to find you and even easier for you to make your company stand-out. Brand your company with your logo; drive traffic to your site with clickable links, social media links and mobile tags. Or give them easy access to product info with Spec Sheets, Photos and Videos. Get listed today!
**http://directories.SDMmag.com/buyersguide**

# SDM EVENTS...

## Network with buyers online and in person!

## WEBINARS

### Engaging solutions for quality leads...

*SDM* educational Webinars will increase brand awareness and interest in your products. Almost anyone can produce a Webinar, but only *SDM* offers the expertise, audience, and tools to help your Webinar succeed. Our audited subscriber database helps ensure quality registration while our team builds attendance and manages every detail surrounding the event. Turnkey support and advice guarantees you a satisfying and rewarding experience with minimal effort.



Why Education Security Graduated to PSIM Technology

### Webinar Package/Aggressive Marketing Campaign

- One print ad in *SDM,* one ad on www.SDMmag.com
- Multiple promotional eblasts to *SDM* e-subscribers
- Multiple announcements in *SDM* eNewsletters
- Dedicated registration page, plus confirmation and follow-up emails

### Quality Leads

- Receive high-quality registration leads with demographics
- Polling, Q&A and survey reporting results

For webinar tips, samples and more information, contact your *SDM* sales representative or visit: **http://portfolio.bnpmedia.com/webinars**.

### Continuing Education: Advertising & Lead Generation Opportunities
#### *Articles – Webinars – Events – Marketing*

Partner with *SDM* to offer high-quality CEU approved courses, targeting a variety of industries and professionals. You can further your visibility and generate high-quality leads through a variety of advertising and sponsorship opportunities. BNP Media's CE Campus handles all course accreditation and reporting!
**thececampus.com**

## SDM 100 Gala
**June 26, 2014 - Nashville, TN**
**www.SDMgala.com**

The 9th Annual *SDM* 100 Gala is the social event of the year honoring the security industry's leading executives from the *SDM* 100 report. Top companies, such as ADT, Tyco Integrated Security, Stanley Security, Monitronics International Inc., Protection 1, Diebold Security, Vector Security Inc., Guardian Protection Services, and ASG Security gather for a fun and exciting evening of socializing, dining and celebrating industry growth and success.

A Gala sponsorship is your opportunity to interact face-to-face with *SDM* 100 executives and their guests in a relaxed and social environment. Join us for one unforgettable evening of delicious cuisine, meaningful conversations and magnificent entertainment. Contact your *SDM* sales representative for details.

### SecurityXchange℠
**Serving System Integrators**
Presented by SDM & SECURITY

**August 10-13, Park City, UT**
**www.verticalxchange.com/security-xchange**

SecurityXchange schedules meetings between security and solution executives who have a mutually beneficial reason to discuss strategic business opportunities. The meetings are private, focused, and free from distraction — enabling high-level, strategic conversations! Contact your sales representative to learn more!

# SDM

## Contact us anytime for ad rates and specifications...

**Chris Ward**
*Mid-Atlantic & Southeast U.S.*
(770) 205-4779
wardc@bnpmedia.com

**Doug O'Gorden**
*Midwest U.S. & Eastern Canada*
(847) 548-0680
ogordend@bnpmedia.com

**Kent Beaver**
*Western U.S. & Canada*
(310) 927-4475
kent.beaver@verizon.net

**Tara Schelling**
*Northeast U.S.*
(267) 544-0956
schellingt@bnpmedia.com

**Heidi Fusaro**
*Inside Sales/Sales Support*
(630) 518-5470
fusaroh@bnpmedia.com

**Arlen Luo, NewSteel Media**
*China Advertising Sales*
+86-10-88579899
nsmchina@126.com

**Mark McCourt**
*Publisher*
(610) 662-5477
mccourtm@bnpmedia.com

**Laura Stepanek**
*Editor/Associate Publisher*
(847) 405-4027
stepanekl@bnpmedia.com

**Heather Klotz-Young**
*Senior Editor*
(630) 962-0096
klotz-youngh@bnpmedia.com

**Sabrina Gasulla**
*Associate Editor*
(847) 405-4064
gasullas@bnpmedia.com

**Jackie Seigle**
*Online Media Manager*
(215) 939-8967
seiglej@bnpmedia.com

**Lyn Sopala**
*Production Manager*
(248) 786-1641
sopalal@bnpmedia.com

## Marketing Services

### CLEAR SEAS RESEARCH
*Making the Complex Clear*

Your industry-focused market research partner — providing clear insights to complex business questions focused on:

- Brand positioning
- Marketing effectiveness
- New product development
- Customer experience evaluations

Capturing feedback via quantitative surveys (online, phone, mail or in-person) OR qualitative experiences (one-on-ones, focus groups, or bulletin boards); we present results that are easily understood, insightful and actionable.

**GET STARTED NOW.** Contact Beth Surowiec at (248) 786-1619 or surowiecb@clearseasresearch.com. **www.clearseasresearch.com**

### LIST RENTAL

The most powerful, responsive list of security channel professionals is just a call away. Complement your advertising program and introduce new products by renting *SDM's* exclusive subscriber list. Contact Kevin Collopy of InfoGroup at kevin.collopy@infogroup.com or (402) 836-6265.

*BNP Media Helps People Succeed in Business with Superior Information*

## OUR PARTNERS: