Security Distributing & Marketing
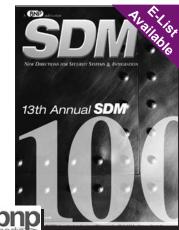
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GEOGRAPHIC ANALYSIS

Target decision-makers with buying authority for electronic security products and services. *Security Distributing & Marketing's* controlled circulation list reaches management and technical professionals throughout the security distribution marketplace.

- ◆ *SDM* reaches:
  - ◆ Security Installing Dealers
  - ◆ Access Control Systems Specialists
  - ◆ Engineered Systems Distributors (Fire)
  - ◆ Security Installing Dealers with Central Station Equipment
  - ◆ Systems Integrators
  - ◆ Security Service Companies

- ◆ This list is useful for promoting:
  - ◆ Access Control
  - ◆ Control Panel/Annunciators
  - ◆ Alarm Transmission Systems
  - ◆ Fire Protection Equipment
  - ◆ CCTV & Accessories
  - ◆ Sensors/Detectors and More!

SDM
New Directions for Security Systems & Integration
13th Annual **SDM** 100

E-List Available

bnp media — A BNP Media Publication

Security Distributing & Marketing is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.

Size of List: 28,004

Base Price: $115/M

Selections
(Additional Cost/M)

Geographic Analysis:
State/Province/SCF	$10/M
5-digit ZIP Code	$10/M
Annual Sales Volume	$10/M
Business Type	$15/M
Businesses Served	$10/M
Buying Authority	$25/M
Canadian Names	$10/M
Employee Size	$10/M
Number of Accounts Monitored	$10/M
Number of Years in Business	$10/M
One Per Location	$10/M
Recency	$10/M
SIC Code	$15/M
Telephone Numbers	$60/M
Title	$15/M

Multi-Channel Pricing

**Mailing/E-Mail:$490/M
Mailing/Telemarketing:$215/M
Mailing/E-Mail/Telemarketing:$590/M**

**Size of E-List:
8,323**

**E-List Base Price:
$415/M**

SEE ALSO:
Energy User News
Engineered Systems
Plumbing & Mechanical
PM Engineer
SECURITY
Walls & Ceilings

Minimum Order: 5,000 Names
1 year unlimited usage available
Prices subject to change without notice
Call for any additional costs, conditions and terms.

State	ZIP Code		Individuals
ME	039-049		89
NH	030-038		139
VT	050-059		54
MA	010-027		738
RI	028-029		98
CT	060-069		504
New England		**5.8%**	**1,622**
NY	100-149		2,299
NJ	070-089		1,303
PA	150-196		1,179
Middle Atlantic		**17.1%**	**4,781**
OH	430-458		917
IN	460-479		458
IL	600-629		1,055
MI	480-499		671
WI	530-549		389
East North Central		**12.5%**	**3,490**
MN	550-567		400
IA	500-528		169
MO	630-658		432
ND	580-588		47
SD	570-577		47
NE	680-693		152
KS	660-679		226
West North Central		**5.3%**	**1,473**
DE	197-199		94
MD	206-219		670
DC	200-205		29
VA	220-246		629
WV	247-268		90
NC	270-289		789
SC	290-299		307
GA	300-319		851
FL	320-349		2,147
South Atlantic		**20.0%**	**5,606**
KY	400-427		281
TN	370-385		510
AL	350-369		360
MS	386-397		184
East South Central		**4.8%**	**1,335**
AR	716-729		174
LA	700-714		422
OK	730-749		268
TX	750-799		1,536
West South Central		**8.6%**	**2,400**
MT	590-599		66
ID	832-838		112
WY	820-831		28
CO	800-816		454
NM	870-884		191
AZ	850-865		480
UT	840-847		201
NV	889-898		314
Mountain		**6.6%**	**1,846**
AK	995-999		35
WA	980-994		415
OR	970-979		265
CA	900-961		3,145
HI	967-968		87
Pacific		**14.1%**	**3,947**
United States		**94.6%**	**26,500**
U.S. Territories		**0.3%**	**95**
Canada		**5.0%**	**1,408**
Mexico		**—**	**—**
Other International		**—**	**—**
APO/FPO		**0.0%**	**1**
Unknown		**—**	**—**
Total		**100.0%**	**28,004**

Security Distributing & Marketing

Business Type

Central Station Service(Non-Installing)	234
Manufacturers Representative	285
Security Consultant	874
Security Installing Dealer/Electrical Contractors that Install Security	16,274
Security Installing Dealers with Central Station Equipment	3,361
Security Product Distributor	825
Security Products/Components Manufacturer	667
Security Service Co. That Installs	1,716
Systems Integrators/Access Control System Specialists	3,768

Title

Engineer/Installation/Service Staff	2,585
Executive Management	19,094
General Management	6,325

Employee Size

5 or Less	6,784
6-10	3,365
11-25	3,072
26-50	1,968
51-100	1,150
100 or More	1,507

Sales Volume

Less than $50,000	1,315
$50,000-$100,000	1,531
$100,001-$150,000	1,154
$150,001-$250,000	1,654
$250,001-$500,000	3,251
$500,001-$1,000,000	4,252
$1,000,001-$2,500,000	3,683
$2,500,001-$5,000,000	1,280
More than $5,000,000	2,332

Buying Authority*

Access Control	22,484
Alarm Transmission Systems	18,427
CCTV & Accessories	24,055
Contract Monitoring	15,999
Control Panels/Communicators	23,057
Dealer Programs/Supplies & Services	10,840
Fire Protection Equipment	18,891
Home Automation	13,541
Integrated Systems	19,095
Networking /Communications	15,156
Outdoor Protection	19,427
Sensors/Detectors	23,586
Sound/Intercom Systems	19,247
Wireless Alarms	21,874

Accounts Monitored

5,000 or More	2,195
1,000-4,999	2,281
500-999	1,595
300-499	1,347
100-299	2,373
Less Than 100	3,222

Years in Business

16 or More	5,275
11-15	1,334
7-10	1,154
4-6	1,049
1-3	1,082
Less than 1	381

Businesses Served*

Airports	5,021
Banks	6,891
Colleges/Universities	6,700
Entertainment/Sports Facilities	6,612
Gaming	3,559
Government	7,701
Hospitals/Nursing Homes	8,185
Hotels/Motels/Resorts	7,956
Industrial/Manufacturing	9,752
Libraries/Museums	6,751
Residential	11,954
Restaurant/Foodservice	10,380
Retail Business	12,713
Schools (K-12)	8,273
Utilities/Communications	6,476