

## News is the foundation of SDN.

More than 85% of our publication is news reported from the major verticals.

In every issue, you will reach the best decision-makers who know how critical it is to follow industry news.

That's why advertising in any issue of SDN is a solid marketing decision.

### Specialized Market Research

Advertise in these special issues and receive valuable market data from security end users at no additional cost.

| Issue | Market Watch      | Buying Trends       | Special Reports                        | Source Books/ White Papers                                    | Research          | Bonus Distribution  | Ad Space Deadline | Materials Deadline |
|-------|-------------------|---------------------|--|---|-------------------|---|-------------------|--------------------|
| Jan   | Homeland Security | Biometrics          |  |   |                   |   | 12/08/08          | 12/11/08           |
| Feb   | Hotels            | Fire                |  | IP White Paper<br>Ad Space: 12/29/08<br>Materials: 12/31/08   | End User Study    |   | 01/07/09          | 01/10/09           |
| Mar   | Stadiums/ Arenas  | Consultant Services |  |   |                   | <b>TechSec Solutions</b><br>2/23/09 Dallas, TX  | 02/03/09          | 02/06/09           |
| Apr   | Ports             | ISC West Products   |  | Systems Integration<br>Ad Space: 2/25/09<br>Materials: 3/2/09 |                   | <b>ISC West</b><br>4/1/09<br>Las Vegas, NV<br><b>ASIS NY</b><br>4/30/09<br>New York, NY | 03/09/09          | 03/12/09           |
| May   | Industrial        | Software            | The Evolution of the Security Director |   | End User Study    | <b>RILA</b><br>5/3/09<br>Orlando, FL  | 04/07/09          | 04/10/09           |
| Jun   | Retail            | Locking Systems     |  | Video Surveillance<br>Ad Space: 4/29/09<br>Materials: 5/1/09  |                   | <b>NRF Loss Prevention Expo</b> 6/15/09<br>Los Angeles, CA                              | 05/07/09          | 05/11/09           |
| Jul   | Education         | Cameras             | 20 Under 40                            |   |                   |   | 06/09/09          | 06/12/09           |
| Aug   | Banking / Finance | ASIS Pre-Show       | The Ideas Issue                        |   | Ad Feedback Study |   | 07/07/09          | 07/10/09           |
| Sep   | Airports          | ASIS Show Products  |  | Guard Services<br>Ad Space: 7/24/09<br>Materials: 7/28/09     |                   | <b>ASIS</b><br>9/21/09<br>Anaheim, CA   | 08/10/09          | 08/13/09           |
| Oct   | Utilities         | Access Control      | The Risk Landscape                     |   |                   | <b>International Association of Chiefs of Police</b><br>10/3/09<br>Denver, CO           | 09/08/08          | 09/11/08           |
| Nov   | Law Enforcement   | Perimeter Security  |  | Access Control<br>Ad Space: 9/24/09<br>Materials: 9/28/09     | End User Study    | <b>ISC East</b><br>New York, NY<br>10/28/09   | 10/08/09          | 10/13/09           |
| Dec   | Corporate         | Video Surveillance  |  |   |                   |   | 11/10/09          | 11/13/09           |