

EURO SECURITY



Media Data 2012

Short profile

In the last 20 years EURO SECURITY magazine has established itself as a premium security industry publication in the German and European market. In Germany, an edition specially designed for the German market is now in its 17th year of production. The editorial concept is based on set categories which cover product areas and some application fields. To complement these specialist categories each issue also carries sections with news about German and European companies and markets. Added to this are previews for important trade shows and conferences which provide an introduction to new developments.

Again in 2012 a **weekly newsletter** and an iPhone App will be offered in **German and English**. These services underline the demand for up-to-date news and market information. At the same time we will be following up our past success in mailing to different vertical markets. **Special A5 format** editions reach just the right end-user clientele and make it possible to speak to precisely the right target customers: **Public security & logistics**.

Target group

Groups of recipients include installer companies focusing on security, electrical installers with a security / network department, trade proprietors who also work in the security field as well as planning offices with consultants / engineers / in-house technicians. These are in addition to system integrators and direct marketers as well as distributors and wholesalers. EURO SECURITY sees a special role for providing educational information to training establishments for trades, industry and management as well as public employees in the German regional governments. In order to expand the group of planners still further, building design departments and building construction officials have been added to the recipient groups. The selection of residential and site managers as well as property developers who have been added to our readership are also of interest. As a result of focusing on vertical markets construction and building management departments form important readerships.

Special aspects

The specialist magazine's forward-looking range

of topics is particularly interesting. In the new year it presents new angles and synergies relating to security systems in the context of building systems, and it is also directed to the new or enlarged user groups such as **facility managers and public institutions**. Still important for greater market penetration, is the sales strategy of 2011 which used lots of events for communicating with new and existing readerships. In 2012 we will be presenting our magazine at approximately **65 events** – exhibitions and conferences.

In 2012 also the **'SECURITY ESSEN'** will take place. Take the opportunity to place a single ad in our **Exhibition Pocket Guide** or combine it with your advertising activities in the EURO SECURITY magazines. Reach the important groups of installers, specifiers and endusers on the German and European markets with more than 25,000 (15,000 German / 10,000 International) copies and about 55,000 readers of Euro Security in September 2011.

Publisher

SEC Global UAE

Phone +971 50 911 7848
Office in Europe:
+49 211 / 22 975 401
info@sec-global.org

Contacts in Europe

T.J. Materre / Dr. Silke Walther

Marketing Services
Phone: +49 21 04 / 95 89 74
swalther@sec-europe.de
advertising@euro-security.de

Dr. Claudia Mrozek

Editor in chief
Phone: +49 21 04 / 95 89 72
dcmrozek@euro-security.de

Maria Dombrowski/Jörg Meier

Design / Layout
printing-material@sec-europe.de
design@sec-europe.de

Dirk Lehmannski

Editorial team
dlehmannski@euro-security.de

Daniel Stoeter

Editorial team
dstoeter@euro-security.de
editorials@euro-security.de

Sales offices Germany

Sales office South-West

Ardeshir Begtary
Phone +49 781 / 28 423 83
abegtary@euro-security.de

Partner International

SEC Global FZE UAE

Fax +971 4 2238820
info@mideast-security.com

Jurassic Communications (Asia)

Phone +886 2 2508 2467 ext. 11
Fax +886 2 2508 1673
benchen@jccbiz.com

The magazine

Frequency

5 times a year + 2 supplements
20th volume

Subscription

subscription@sec-global.org

Prices

Annual subscription (postpaid)
Within Germany: 55,00 Euro
Europe & worldwide: 90,00 Euro
Individual issue order: 17,00 Euro

ISSN-Nr.: 1436-2937

Media data valid from

01.01.-31.12.2012 or until recalled

Internet addresses

www.euro-security.de
www.eurosecglobal.de

SEC Global ©2012

Analysis / Outlook on 2012

Countries

Countries	copies
Andorra	9
Belgium	275
Belorussia	141
Croatia	225
Czech Republik	385
Denmark	255
Estonia	175
Finland	125
France	445
Greece	73
Hungary	108
Italy	336
Latvia	226
Lituania	135
Luxembourg	65
Poland	486
Portugal	65
Russia	114
Serbia	235
Slowenia	210
Spain	115
Suisse	165
Sweden	75
The Netherlands	255
Turkey	85
Ukraina	45
United Kingdom	235

Total	5063
Seminars	2500
Exhibitions	3950

Euro Security on events: For 2012 Euro Security has planned a special distribution of copies on various exhibitions in Europe and some events in Asia and the Middle East. The mailinglists are configured in coordination with associations with focus on specific topics. They will be distributed to their members and visitors on B2B-events. Exhibitions, conferences or other events (please look at the topic list).

Recipients of the magazine

Companies (in average)

Companies (in average)	%
1 Installers Mainbusiness Security	12
2 Electricians Dept. Security/Networks	36
3 Locksmiths / carpenters with focus on security	18
4 Specifiers / planners consultants / engineers	8
5 System integrators / building integrators	7
6 Distributors / wholesalers	5
7 Security services / construction or facility management	12
8 Retail / industry / public companies	5
9 Fire brigades	4

***(1)** The projection is based on the regular mailing list and all marketing bonus copies.

**** (2)** Please request more information on the issues logistics & public security. To include statistic data of the readership analysis of events where we take part, we are using the visitor statistics of the event organiser. The cooperation activities are only focused on B2B-relations. Database(1): 11,500 contacts; ** (2) 20,000 copies

Job profile of readers (magazine)

1. Planning + Installing	10400
2. Installing + Replacing	9800
3. Tender procedure / offer / material planning	7310
4. Project management / general contractor	7150
5. Planning fire-intruder-alarm	4800
6. Planning video	9100
7. Planning intruder alarm	6950
8. Planning access-control	6450
9. Planning fire-protection / emergency exit	5000
10. Planning locking systems on / off-line / mechanical systems	4890
11. Planning networks, communication / building technologies, administration facility management	4100
12. others	400

*more than one answer was possible; based on 11,500 contacts

Special Issue I / 2012

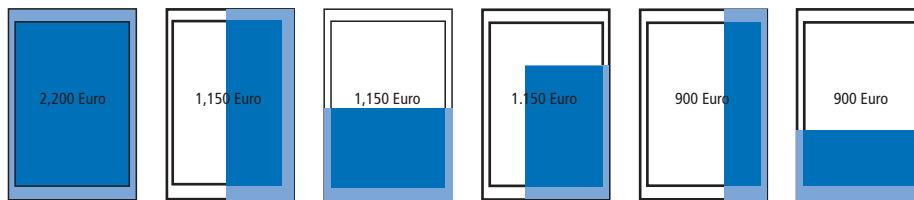
Public Security... this special is focused on a vertical market of public decision makers and will be sent to security manager / responsables for security / buyer for public security services, institutions as well as specifiers and planners

Special Issue II / 2012

Logistics..... solutions and basic articles for logistic companies, customs services, border control institutions, freight service companies, security managers in ports, distribution centers

readership analysis on request to info@sec-europe.de

Advertising sizes & samples, prices black & white for Euro Security A4 issues



1/1 page 1/2 page 1/2 page 1/2 page junior 1/3 page 1/3 page

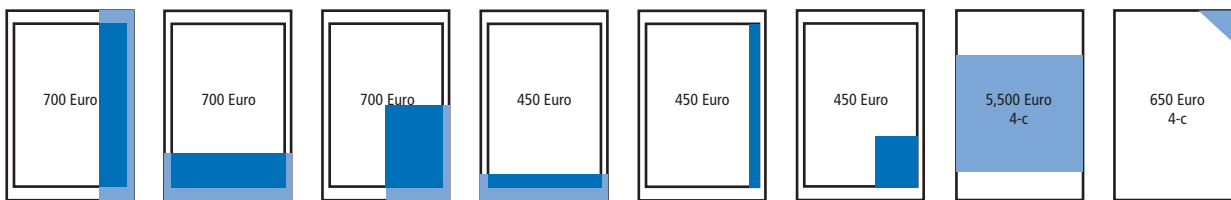
Type area	186 mm x 255 mm	90 mm x 255 mm	186 mm x 124 mm	124 mm x 186 mm	58 mm x 255 mm	186 mm x 84 mm
bleede	213 mm x 303 mm	107 mm x 303 mm	213 mm x 137 mm	127 mm x 189 mm	77 mm x 303 mm	213 mm x 109 mm

type area

with trim bleed

magazine size
210 mm x 297 mm (A4)
type area
186 mm x 255 mm, 3 columns

other sizes on request



1/4 page 1/4 page 1/4 page 1/8 page 1/8 page 1/8 page junior cover page special ad

Type area	44 mm x 255 mm	186 mm x 44 mm	90 mm x 124 mm	186 mm x 30 mm	44 mm x 124 mm	61 mm x 90 mm		
bleeded	60 mm x 303 mm	213 mm x 78 mm	109 mm x 137 mm	213 mm x 43 mm			216 mm x 178 mm	isosceles triangle with 58 mm leg length

Advertisements: sizes & prices

Format	Width x height in mm	Basicprice	2-coloured	3-coloured	full colour
1/1 page	186 x 255	1,650.– Euro	2,160.– Euro	2,670.– Euro	3,180.– Euro
2/3 page	wide 186 x 176	1,250.– Euro	1,760.– Euro	2,270.– Euro	2,780.– Euro
	high 120 x 255	1,250.– Euro	1,760.– Euro	2,270.– Euro	2,780.– Euro
1/2 page	wide 186 x 124	870.– Euro	1,380.– Euro	1,890.– Euro	2,400.– Euro
	high 90 x 255	870.– Euro	1,380.– Euro	1,890.– Euro	2,400.– Euro
1/3 page	wide 186 x 84	675.– Euro	1,185.– Euro	1,695.– Euro	2,205.– Euro
	high 58 x 255	675.– Euro	1,185.– Euro	1,695.– Euro	2,205.– Euro
1/4 page	wide 186 x 44	525.– Euro	925.– Euro	1,325.– Euro	1,925.– Euro
	high 90 x 124	525.– Euro	925.– Euro	1,325.– Euro	1,925.– Euro
	high 44 x 255	525.– Euro	925.– Euro	1,325.– Euro	1,925.– Euro

<i>Special</i>	Advertorial	148 x 210	2-3 pages editorial + 1/1 page advertisement	2,650.00 Euro
	1/1 A5 page	148 x 210	1/1 page advertisement	1,250.00 Euro
	Productnews	-----	Editorial + photos + logo + address	750.00 Euro

Discounts

- 3 ads = 5% on basic price
- 6 ads = 7% on basic price
- 8 ads = 10% on basic price
- 12 ads = 20% on basic price

- 2 pages = 5% on basic price
- 6 pages = 10% on basic price
- 8 pages = 15% on basic price
- 10 pages = 20% on basic price

Agency discount

- Agency discount (advertisement) 10% of net price
- Agency discount (Who's who) 10% of net price
- Special issues and prices: No discount

Topic list

Issue	PD*	AD*
1	24.02.2012	17.02.2012

>>Your articles referring to these topics can be placed in EURO SECURITY German and as well as in Euro Security International & Middle East Security (MES)<<

- Topics**
- **Perimeter protection:** new products and solutions, video analysis and sensors, new fences, gates and
 - **Infrastructure:** Building technologies, IP solutions
 - **Door management:** Escape routes, locking systems and key management, new standards
 - **Logistics / retail:** Secure truck fleet management, identification systems for pallet tracing, video monitoring during storage, as well as at good inwards and dispatch, anti-shoplifting concepts
 - **IP solutions:** electric acoustics, alarm building systems in new infrastructure, Video IP solutions, HD cameras, video synergies

Exhibitions

January

Maritime Security Expo USA, 10.01. – 11.01.2012, New York USA
 deaub 10.01. – 14.01.2012 Essen, Germany
 Intesec 15.01. – 17.01.2012 Dubai, UAE
 Omnicard 17.01. – 19.01.2012 Berlin, Germany
 Perimeter Protection 17.01. – 19.01.2012 Nürnberg, Germany
 DEFEXPO INDIA 19.01. – 22.01.2012 New Delhi, India
 ISE 31.01. – 02.02.2012 Amsterdam, The Netherlands

February

BAUEXPO 09.02. – 12.02.2012 Gießen, Germany
 Maintenance Schweiz 08.02. – 09.02.2012 Zurich, Switzerland
 IFEST 14.02. – 16.02.2012 Gent, Belgium
 STS - Security and Safety Technologies 14.02. – 17.02.2012 Moscow, Russia
 BOUWBEURS 2012 14.02. – 19.02.2012 Utrecht, The Netherlands
 IT-TRANS 15.02. – 17.02.2012 Karlsruhe, Germany
 FeuerTRUTZ 22.02. – 23.02.2012 Nurnberg, Germany
 R + T Stuttgart 28.02. – 03.03.2012 Stuttgart, Germany
 EuroCS 28.02. – 01.03.2012 Düsseldorf, Germany
 PROTEX 28.02. – 01.03.2012 Jeddah, Saudi Arabia
 SICUR 28.02. – 02.03.2012 Madrid, Spain
 Safety & Security 28.02. – 02.03.2012 Sofia, Bulgaria
 Cardex & IT Security/KIPS 29.02. – 02.03.2012 Kiev, Ukraine

March

Secutech India 01.03. – 03.03.2012 Mumbai (Bombay), India
 Sicherheit + Automation 06.03.2012 Stuttgart, Germany
 IFSEC West Africa 06.03. – 07.03.2012 Lagos, Nigeria
 Border Security Expo 06.03. – 07.03.2012 Phoenix, USA
 IC Card WorldSecurity Show 06.03. – 09.03.2012 Tokyo, Japan
 CeBIT 06.03. – 10.03.2012 Hannover, Germany
 AIPS 14.03. – 16.03.2012 Almaty, Kazakhstan
 Total Security Summit 19.03. – 20.03.2012 London, UK
 ISNR 19.03. – 21.03.2012 Abu Dhabi, UAE
 Fensterbau Frontale 21.03. – 24.03.2012 Nurnberg, Germany
 RFID Show 27.03. – 30.03.2012 Paris, France
 Intertraffic Amsterdam 27.03. – 30.03.2012 The Netherlands
 Infosecurity BE 28.03. – 29.03.2012 Brussels, Belgium
 ISC EXPO West 28.03. – 30.03.2012 Las Vegas, USA

- Public Security**
- **Video surveillance:** outdoor applications in cities, traffic control on places and on public transport; indoor solutions in shopping areas & malls and mass parking areas; special solutions for public departments (employment offices / social security offices).
 - **Identification:** ID-cards for e-government, passport and ID-cards
 - **Door management:** Locking systems for public office buildings, escape route systems in public buildings
 - **Building Technologies:** Public address systems, amok safety, fire alarm solutions, fire detection
 - **Security Services:** Reception services, monitoring services, guarding and patrol services

Special I

26.03.2012 20.03.2012

Public Security

... solutions and basic articles for public companies, public institutions, municipalities, police, military and security services

Printrun: 20,000 copies

this special is focused on a vertical market of public decision makers and will be sent to security manager / responsables for security / buyer for public security services, institutions as well as specifiers and planners

*PD: Publication date; AD: Ad deadline; constant sections: case studies, intruder alarm, identification, certification, CCTV, IP video, fire protection, public security, events, appointments, companies, associations

Topic list

Issue	PD*	AD*	Topics
2	26.04.2012	19.04.2012	<ul style="list-style-type: none"> • Video systems special: Megapixel solutions, management systems, analysis, image evaluation, data storage, cameras, recorders and company catalogues • Parking & management: Parking management, video surveillance in multi-storey car parks, ticketing and payment systems in parking and vehicle access management • Building Technologies: Review of new products at ‚Light & Building‘, Building Technologies synergies with security, integrated concepts, open architecture in buildings, IP-based solution for intercom solutions, fire alarm systems, alarmsystems, monitoring systems

>>Your articles referring to these topics can be placed in EURO SECURITY German and as well as in Euro Security International & Middle East Security (MES)<<

3	13.06.2012	05.06.2012	<ul style="list-style-type: none"> • Alarm Management: Alarm systems and monitoring stations / software • New security solutions for housing projects: fire- and smoke-detectors, locking systems, lift security, smoke exhausting systems, video and intercom systems, escape route systems, IP based video surveillance in private sectors • Building systems: security systems as an integral part of building systems, networked alarm systems • IT security: solutions especially for planners • Exhibition reviews: New products and solutions at ‚Counter terror‘ in London and ‚Ifsec‘ in Birmingham. • Security solutions for solar farms / energy producers
----------	------------	------------	--

>>Your articles referring to these topics can be placed in EURO SECURITY German and as well as in Euro Security International & Middle East Security (MES)<<

Exhibitions

April

Light + Building 15.04. – 20.04.2012 Frankfurt / Main, Germany
 Secutech 18.04. – 20.04.2012 Taipei, Taiwan
 SECUREX 23.04. – 26.04.2012 Poznan, Poland
 SAWO 24.04. – 26.04.2012 Poznan, Poland
 Airport India Expo 24.04. – 26.04.2012 Sao Paulo, Brazil
 INFOSECURITY 24.04. – 26.04.2012 Earls Court London, UK
 MIPS 24.04. – 27.04.2012 Moscow, Russia
 Cardex & IT Security 24.04. – 27.04.2012 Moscow, Russia
 Counter Terror Expo 25.04. – 26.04.2012 Olympia, London, UK
 Cards Asia 25.04. – 27.04.2012 Singapore, Singapore
 IT-Messe Region Trier 26.04.2012 Trier, Germany
 Rettmobil 09.05. – 11.05.2012 Fulda, Germany

May

IT Profits May 2012 Berlin, Germany
 IDREE 07.05. – 09.05.2012 Beijing, China
 ExpoSec 08.05. – 10.05.2012 Sao Paulo, Brazil
 IFSEC 14.05. – 17.05.2012 NEC, Birmingham, UK
 BITS Business IT 15.05. – 17.05.2012 Porto Alegre, Brazil
 Airportshow 22.05. – 24.05.2012 Dubai, UAE
 ISSE 22.05. – 25.05.2012 Moscow, Russia

June

SC+RFID June 2012 Beijing, China
 INDESEC EXPO June 2012 New Delhi, India
 Asian Securitex 04.06. – 06.06.2012 Hongkong, China
 ISS World Europe 05.06. – 07.06.2012 Prague, Czech Republic
 SecurityWorld Expo 08.06. – 10.06.2012 Seoul, Korea
 NFPA 11.06. – 14.06.2012 Las Vegas, USA
 ISF / FIREC 12.06. – 14.06.2012 Kuala Lumpur, Malaysia
 Secutech Thailand 28.06. – 30.06.2012 Bangkok, Thailand

July

KISS July 2012 COEX, Seoul, Korea

August

Intersec 15.08. – 17.08.2012 Buenos Aires, Argentina
 Secutech Vietnam 22.08. – 24.08.2012 Ho-Chi-Minh-City, Vietnam

*PD: Publication date; AD: Ad deadline; constant sections: case studies, intruder alarm, identification, certification, CCTV, IP video, fire protection, public security, events, appointments, companies, associations

Topic list

Issue	PD*	AD*
4	20.09.2012	14.09.2012
	>>Your articles referring to these topics can be placed in EURO SECURITY German and as well as in Euro Security International & Middle East Security (MES)<<	

- Topics**
- **Main issue for the world's largest security exhibition:** The show report with new products and solutions at ,SECURITY' Essen in September 2012
 - **The exhibitors** in company profiles, interviews, application reports, best practice, case studies
 - **Exhibitor groups:** National security associations present Chinese, Dutch, French, Italian, UK, USA Pavilions
 - **Design + life:** iPhone & Co based security concepts, remote surveillance by new infrastructures
 - **Event services:** security services best practice: communication, video analysis of movement in groups, hall management fire protection for event places, mobile video solutions for police and security services; perimeter security, ticketing solutions, video management
 - **Access control & time attendance:** Card management, card printer, ID management
 - **Monitoring / communication systems:** Alarm management for private and public solutions

Exhibitions

September

Disaster Management September 2012 New Delhi, India
 IFSEC South Africa September 2012 Midrand, South Africa
 Fire Safety of XXI Century September 2012 Moscow, Russia
 Security & Fire Automatics September 2012 Tampere, Finland
 TURVALLISUUS 05.09. – 07.09.2012 Tampere, Finland
 ASIS 10.09. – 12.09.2012 Philadelphia, USA
 OS+H Asia 12.09. – 14.09.2012 Singapore, Singapore
 SKYDD EXPO, 18.09. – 21.09.2012 Stockholm, Sweden
 CIHS 19.09. – 21.09.2012 Shanghai, China
 AAD 19.09. – 23.09.2012 Capetown, South Africa
 ISAF Istanbul 20.09. – 23.09.2012 Istanbul, Turkey
 Security Essen 25.09. – 28.09.2012 Essen, Germany
 EXPO SECURITY 26.09. – 29.09.2012 Bukarest, Romania



The exhibition guide (PD: 20.09.2012 - AD: 14.09.2012)

SECURITY Exhibition Guide in A6: The world fair ,SECURITY' Essen is being held for the 20th time from 25 to 28 September 2012. From technological fire prevention down to access control: market leaders and experts from the security and fire prevention technology sector will be meeting in Essen.

*PD: Publication date; AD: Ad deadline; constant sections: case studies, intruder alarm, identification, certification, CCTV, IP video, fire protection, public security, events, appointments, companies, associations

Topic list

Issue	PD*	AD*	Topics	Exhibitions
Special III 5	21.11.2012	14.11.2012	<ul style="list-style-type: none"> • Video surveillance: security concepts ports, airports and logistics companies • Perimeter protection: fences and access control systems, gates and barriers for port and airport areas • Inspection systems: X-ray equipment, scanners equipments • Identification: RFID Solutions, transportation concepts, RFID Tagging, Asset Tracking, RFID standards • Security concepts: Fire detection systems for storage facilities and high-bay warehouses • Retail security: Article surveillance systems, storage and pos-solutions 	<p>October</p> <p>International HSE Expo October 2012 Kish, Iran FISP 03.10. – 05.10.2012 Sao Paulo, Brazil Retter-Fachmesse 04.10. – 07.10.2012 Wels, Österreich RSA Conference Europe 09.10. – 11.10.2012 London, UK Arbeitsschutz Aktuell 16.10. – 18.10.2012 Augsburg, Germany It-sa Nürnberg 16.10. – 18.10.2012 Nürnberg, Germany IT & Business 23.10. – 25.10.2012 Stuttgart, Germany BEZPEKA 23.10. – 26.10.2012 Kiev, Ukraine Interpolitex 23.10. – 26.10.2012 Moscow, Russia</p> <p>November</p> <p>Central Asia Secure Expo November 2012 Almaty, Kasachstan CARTES & IDENTIFICATION November 2012 Paris, France Sitex November 2012 St. Petersburg, Russia ID WORLD November 2012 Mailand, Italy IFSEC Arabia November 2012 Riad, Saudi Arabia ISC Solutions (ISC Expo East) 03.11. – 04.11.2012 New York, USA MODERNER STAAT 06.11. – 07.11.2011 Berlin, Germany SICUREZZA 07.11. – 09.11.2012 Mailand, Italy Transport Security 14.11. – 15.11.2012 London, UK PMRExpo, November 2012, Cologne, Germany MIPOL QATAR 26.11. – 28.11.2012 Doha, Qatar</p> <p>December</p> <p>MEFSEC 01.12. – 04.12.2012 Cairo, Egypt EXPROTECTION 04.12. – 07.12.2012 Paris, France Mamtek Istanbul 06.12. – 09.12.2012 Istanbul, Turkey</p>
	<p>Logistics</p> <p>... solutions and basic articles for logistic companies, customs services, border control institutions, freight service companies, security managers in ports, distribution centers</p> <p>Printrun: 17.,500 copies (this special is focused on a vertical market)</p>			
	14.10.2012	09.12.2012	<ul style="list-style-type: none"> • High security concepts: security in industrial areas, laboratories, energy production. • IT-Security as basic for modern security solutions • IP-Solutions: Integrated conception and solutions • Door management: Locking systems for public office buildings, escape route systems in public buildings 	

*PD: Publication date; AD: Ad deadline; constant sections: case studies, intruder alarm, identification, certification, CCTV, IP video, fire protection, public security, events, appointments, companies, associations

www.eurosecglobal.de - Online marketing



Like Euro Security, the specialists' magazine, www.eurosecglobal.de also collates important information on trends and products in context to security systems and services. It provides up-to-the-minute news on national and international projects and news of the security industry.

Types of banners & services plus prices (net prices)

Full banner 468 x 60 pixels (startpage)	475.00 Euro / month
Sky scraper 190 x 500 pixels (startpage)	375.00 Euro / month
Banner 190 x 190 pixels {startpage}	250.00 Euro / month
Banner 190 x 60 pixels {startpage}	190.00 Euro / month

Full banner 468 x 60 pixels (section)	255.00 Euro / month
Sky scraper 190 x 500 pixels (section)	275.00 Euro / month
Banner 190 x 190 pixels {section}	150.00 Euro / month
Banner 190 x 60 pixels {section}	90.00 Euro / month

Statistics (30.09.2011)

IIIQ2011:	Visits	Pages	Hits
per day	1750	21500	44050
per month	58000	605000	945000

Newsletter - Online marketing

The newsletter provides subscribers with daily / weekly links and written information

Readership:

--> 9850 international contacts



Advantages of banner advertising

- opportunities for contact with high quality potential purchasers
- fast and direct communication with your target group
- enables interaction
- increases effectiveness when combined with your print advert in the EURO SECURITY or MIDDLE EAST SECURITY magazine
- enables your campaign effectiveness to be measured directly
- executes your campaign within 4 working days

Types of banner adverts and prices (net prices)

Full banner 468 x 60 pixels	375.00 Euro / week
Banner 190 x 190 pixels	150.00 Euro / week
Banner 190 x 60 pixels	100.00 Euro / week

Please ask for quantity discounts!

Customised newsletter

Full banner (468 x 60 pixels) + advertorial (450 characters + link) 475.00 Euro / newsletter

