

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, health & care, facility management & security concepts, and 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.

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The magazine

Frequency

8 times a year + 5 supplements

20th volume (17th volume in German)

Subscription

subscription@sec-global.org

Prices

Annual subscription (postpaid)

Within Germany: 135,00 Euro

Europe & worldwide: 225,00 Euro

Individual issue order: 17,00 Euro

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Media data valid from

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Internet addresses

www.euro-security.de

www.eurosecglobal.de

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Analysis / Outlook on 2012

Region	%	copies
Germany	98.0	14,300
Europe	2.0	850
Total	100.0	15,150

Average Mailing Quantity 2011 = 10.500 copies + events

National distribution by postcodes in %

Postcode region 0	3.7
Postcode region 1	8.3
Postcode region 2	9.5
Postcode region 3	9.2
Postcode region 4	16.1
Postcode region 5	11.1
Postcode region 6	12.7
Postcode region 7	12.0
Postcode region 8	11.0
Postcode region 9	6.3

Euro Security in German: Austria, Belgium, Netherlands, Poland and Switzerland, Slovenia

Recipients - projection*

Companies	%	Projection
1 Installers Main business Security	7.5	1,323
2 Electricians Dept. Security / Networks	41.1	7,050
3 Locksmiths / carpenters with focus on security	19.5	3,625
4 Specifiers / planners / consultants / engineers	4.8	850
5 System integrators / building integrators	3.6	635
6 Distributors / wholesalers	1.6	290
7 Security services / construction or facility management	13.3	2,343
8 Retail / industry / public companies**	4.6	805
9 Fire brigades	1.1	200
10 Special shops	2.7	480

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

** (2) Please request more information on the issues health & care security, 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): 14,500 copies ; ** (2) 20,000 copies

Job profile of readers***

1. Planning + Replacement	9,700
2. Planning + Installing	8,600
3. Tender procedure / offer / material planning	6,925
4. Project management / general contractor	8,950
5. Planning fire-intruder-alarm	5,700
6. Planning video	9,500
7. Planning intruder alarm	7,350
8. Planning access control	6,328
9. Planning emergency exit	5,500
10. Planning locking systems on / off-line / mechanical systems	4,750
11. Planning networks, communication / building technologies, administration facility management	6,900

*** more than one answer was possible based on 14,500 contacts

Special Issues 4x times 2012

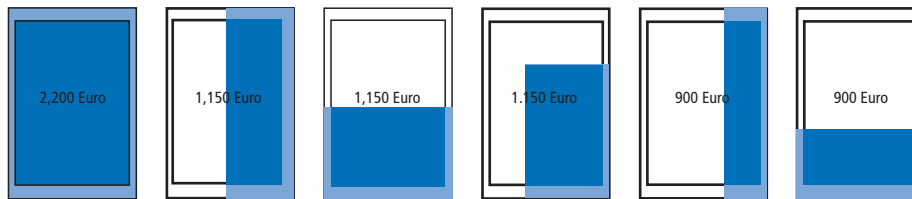
Public Security: 20,000 copies
Logistics: 17,500 copies
Care in private & public sector: 17,500 copies
Building Systems/Facility Management: 20,000 copies

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

Editorial content 2011 review

Case studies = 198 pages
Specialised articles = 155 pages
Product news = 165 pages
Company news = 60 pages

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
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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
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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		
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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
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Advertisements - sizes & prices

Format	Width x height in mm	Basicprice	2-coloured	3-coloured	full colour
1/1 A4 page	186 x 255	2,200.00 Euro	2,710.00 Euro	3,220.00 Euro	3,730.00 Euro
2/3 A4 page	wide 186 x 176	1,650.00 Euro	2,160.00 Euro	2,670.00 Euro	3,180.00 Euro
	high 120 x 255	1,650.00 Euro	2,160.00 Euro	2,670.00 Euro	3,180.00 Euro
1/2 A4 page	wide 186 x 124	1,150.00 Euro	1,660.00 Euro	2,170.00 Euro	2,680.00 Euro
	high 90 x 255	1,150.00 Euro	1,660.00 Euro	2,170.00 Euro	2,680.00 Euro
1/3 A4 page	wide 186 x 84	900.00 Euro	1,410.00 Euro	1,720.00 Euro	2,100.00 Euro
	high 58 x 255	900.00 Euro	1,410.00 Euro	1,720.00 Euro	2,100.00 Euro
1/4 A4 page	wide 186 x 44	700.00 Euro	1,100.00 Euro	1,500.00 Euro	1,830.00 Euro
	high 90 x 124	700.00 Euro	1,100.00 Euro	1,500.00 Euro	1,830.00 Euro
	high 44 x 255	700.00 Euro	1,100.00 Euro	1,500.00 Euro	1,830.00 Euro
1/8 A4 page*	wide 186 x 30	450.00 Euro	650.00 Euro	850.00 Euro	1,050.00 Euro
	high 90 x 61	450.00 Euro	650.00 Euro	850.00 Euro	1,050.00 Euro
	high 44 x 124	450.00 Euro	650.00 Euro	850.00Euro	1,050.00 Euro

Special	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

* No single placement of ads in the editorial part possible. **The prices are based on CMYK. Special colours: 950.- Euro each**

Topic list

Issue	PD*	AD*
1/2	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

- **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 1
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

Exhibitions

January

Maritime Security Expo USA, 10.01. – 11.01.2012, New York USA
deubau 10.01. – 14.01.2012 Essen, Germany
Intersec 15.01. – 17.01.2012 Dubai, UAE
Omniscard 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 2012 – 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

*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
3-4	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)**<<

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
 Euro ID Berlin 24.04. – 26.04.2012 Berlin, Germany
 SAIWO 24.04. – 26.04.2012 Poznan, Poland
 Airport Infra Expo 24.04. – 26.04.2012 Sao Paulo, Brasilia
 Mexico Fire Expo 24.04. – 26.04.2012 Mexico City, Mexico
 INFOSECURITY 24.04. – 26.04.2012 Earls Court London, UK
 MIPS 24.04. – 27.04.2012 Moscow, Russia
 Cards & 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 Tier 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
 Exposee 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
 Counter Terror Expo 16.05. – 17.05.2012 Washington D. C., USA
 CeBIT Australia 22.05. – 24.05.2012 Sydney, Australia
 Airportshow 22.05. – 24.05.2012 Dubai, UAE
 ISSE 22.05. – 25.05.2012 Moscow, Russia

Special 2

25.05.2012 16.05.2012

Building Systems

.... solutions and basic articles for facility managers, building services and operators, house keeping agencies, technical departments, security services

Prinrun: 20.000 copies
 (this special is focused on a vertical market)

- **Video surveillance:** outdoor applications for parks and gardens, parking grounds, garages, intercom systems, surveillance of walkways and corridors
- **Doormangement:** Lockingsystems for administration buildings and residential blocks, escape route systems in buildings, panic door lock, door closers, door openers
- **Building Technologies:** Public address systems, lift emergency call systems
- **Fire detection:** Fire alarm solutions & detection, fire extinguishers

*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*
5-6	13.06.2012	05.06.2012

>>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

- **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

Exhibitions

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
 Counter Terror Expo 16.05. – 17.05.2012 Washington D.C., USA
 CeBIT Australia 22.05. – 24.05.2012 Sydney, Australia
 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
 Arbeitssicherheit Schweiz 06.06. – 08.06.2012 Bern, Switzerland
 SecurityWorld Expo 08.06. – 10.06.2012 Seoul, Korea
 NFPA 11.06. – 14.06.2012 Las Vegas, USA
 ISF 12.06. – 14.06.2012 Kuala Lumpur, Malaysia
 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
 Secuexpo 04.07. – 05.07.2012 Munich, Germany

August

FBI – Fire Rescue International 03.08. – 04.08.2012 Denver, USA
 Intersac 15.08. – 17.08.2012 Buenos Aires, Argentina
 Secutech Vietnam 22.08. – 24.08.2012 Ho-Chi-Minh-City, Vietnam

Special 3

15.06.2012 22.06.2012

Health & Care

.... solutions and basic articles for hospitals, day hospital, polyclinics, facility managers, building services and operators, technical departments security services

Printrun: 17.500 copies
 (this special is focused on a vertical market)

- **Video surveillance:** security concepts for parking and walkways and corridors, video analytics for identification and asset management solutions
- **Quality Magement:** Megapixel cameras for documentation of operations in operating rooms
- **Access Control / Identification:** ID-cards for employees, solutions for restricted areas, asset management-systems for medical devices, services with smartcards
- **Door management:** Locking systems and escape route systems, automatic doors
- **Building Technologies:** Public address systems, lift emergency call systems, nursing call systems, Emergency in the retirement homes, fire alarm solutions & detection, fire extinguishers
- **Ambient assisted living (Insert)**

Topic list

Issue	PD*	AD*
7-8	17.08.2012	08.08.2012

- Topics**
- **Previews:** New products and solutions at Essen in September 2012
 - **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

Exhibitions

Month	Exhibitions
July	KISS July 2012 COEX, Seoul, Korea Secuexpo 04.07. – 05.07.2012 Munich, Germany
August	FRI – Fire Rescue International 03.08. – 04.08.2012 Denver, USA Intersec 15.08. – 17.08.2012 Buenos Aires, Argentina Secutech Vietnam 22.08. – 24.08.2012 Ho-Chi-Minh-City, Vietnam
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 Moscow, Russia TURKIALLESUS 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 CHS 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

9	20.09.2012	14.09.2012
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>>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)<<

- **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
- **Special exhibitor groups:** National security associations present Chinese, Dutch, French, Italian, UK, USA Pavilions



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.

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Topic list

Issue **PD*** **AD*** **Topics**

10 21.10.2012 14.10.2012

- **Review** : New products and solutions at SECURITY in Essen in September 2012
- **Monitoring / communication systems:** Alarm management for private and public solutions

Special 4

21.011.2012 14.11.2012

Logistics

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

Printrun: 17.,500 copies
(this special is focused on a vertical market)

- **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

11 14.012.2012 09.12.2012

>>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)<<

- **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

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Exhibitions

October

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

November

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
MILIPOL QATAR 26.11. – 28.11.2012 Doha, Qatar

December

MEFSEC 01.12. – 04.12.2012 Cairo, Egypt
EXPOPROTECTION 04.12. – 07.12.2012 Paris, France
Mamtek Istanbul 06.12. – 09.12.2012 Istanbul, Turkey

www.euro-security.de - Online marketing



Like Euro Security, the specialists' magazine, www.euro-security.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 600 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	1570	19500	39090
per month	49000	507600	735000

Newsletter - Online marketing

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

Readership:

--> 6910 contacts (German speaking)



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	325.00 Euro / week
Banner 190 x 190 pixels	120.00 Euro / week
Banner 190 x 60 pixels	90.00 Euro / week

Please ask for quantity discounts!

Customised newsletter

Full banner (468 x 60 pixels) + advertorial (450 characters + link) **425.00 Euro / newsletter**

Euro Security supplier directory

Entries print / online
period 12 months

The contract covers 12 calendar months, after which it continues until it is cancelled. Eight weeks notice is required for cancellation at the end of term.

Sizes
90 mm x 35 mm (with logo in print)
90 mm x 12 mm (without logo in print)

- Prices**
- 725.00 Euro (with logo in print)
 - 125.00 Euro (without logo in print)
 - 450.00 Euro (with logo on www.euro-security.de)
 - 100.00 Euro (without logo on www.euro-security.de)

Corrections can be made before each advertising deadline.
Cost per amendment 25.00 Euro

Print + Online
(with logo): 1,025.00 Euro
Print + Online (without logo): 200.00 Euro

For more information on combinations with other SEC Global publications please refer to the advertising department.

Wer? Wo? Was?

Lieferantenverzeichnis von A bis Z

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Classified ads

Size	(width x height in mm)	Offer (comm.)	Wanted (priv.)
1/2 page	200 x 132 / 98 x 268	1,200.00 Euro	400.00 Euro
1/4 page	200 x 64 / 98 x 132 / 47 x 132	550.00 Euro	250.00 Euro
1/8 page	200 x 30 / 98 x 64	655.00 Euro	275.00 Euro
1/16 page	98 x 30 / 47 x 64	328.00 Euro	125.00 Euro

Charge for box number including postage per package in cooperation with advertiser 9.00 Euro

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Single Package ,Exhibition guide'

Special Ads	Coverpage + backcover	2.250,00 Euro
Advert 1/1	4c Advert in exhibition guide	1.500,00 Euro
Advert 1/2 Page	4c Advert in exhibition guide	950,00 Euro
Text ad size L	Advertorial 750 characters (Email / stand No)	650,00 Euro
Text ad size XL	Advertorial 1,000 characters (Logo, contact address and stand No)	750,00 Euro

Web Package ,Exhibition guide online' [8 weeks duration]

Topbanner A	Full size banner 468x60 pixel	500,00 Euro
Topbanner B	html section "Hall 1-12": 468x60 pixel	350,00 Euro
Half size banner B	html section "Hall 1-12" right position (190x190 pixel)	250,00 Euro
Advertorial	550 characters + Link + address	210,00 Euro

Combination Packages* 'Insert Exhibition guide'

Package M	- 1/2 page, A4, 4c in ES German Issue 9-2012+ - 1/2 page, A6, 4c in exhibition guide with 500 characters, profile and online registration	3,000,00 Euro
Package L	- 1/1 page, A4, 4c in ES German Issue 9-2012 - 1/1 page, A6, 4c in exhibition guide with 1000 characters, profile and online registration	4.500,00 Euro
Package XL	- 2x1/1 page, A4, 4c ES German: Preview 8/12 or Review 10/12 and Main Issue 9/12 - 1/1 page, A6 in 4c in exhibition guide with 1000 characters + Company logo - 160x80 Banner, online registration	7.600,00 Euro
Package XXL	- 3x1/1 page, A4, 4c ES German: Preview 8/12 and Main Issue 9/12 and Review 10/12 - 1x1/1 page A4, 4c EURO SECURITY international - 1/1 page, A6 in 4c in exhibition guide with 1000 characters + Company logo + - online registration	9.750,00 Euro