

English Version

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Mediakit [DACH Region]

EURO SECURITY

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Concepts & targets



Concept: The safety and security technologies protect habitats, infrastructures and everything, which is important and valuable. Many different technologies - such as video surveillance, alarm or ID- and fire alarm systems – can be integrated solutions and get successfully implement security concepts. Strategies and plans are now designed and implemented by planners, managers in the IT, security managers and installers. For effective planning and implementation of security solutions experts’ needs basic information, technological expertise, and also economic and organizational models must be available.

Target group: (security) planners, architects, network specialists, building engineers, ICT experts and executives, directors, divisional managers, CIOs, IT directors, IT directors, sales managers, product managers, data centre managers, consultants, managers of research and science, experts in public companies, government agencies, industrial sector, SMEs associations and institutions.

Euro Security DACH

Editorial focus: news, market data and analysis, as well as examples from practice are the basis of product news, technical articles and user reports. The authors come from the security industry, are journalists and analysts, and connected to associations.

Print run: 6500 printed + 2500 copies in pdf downloaded
Distribution: D, A, CH **Frequency:** monthly (11 time per year) in A4 + A5

Sections: Future Trends, Top Themes, strategies, business, Solutions, services, infrastructure, communications

Total circulation 9000 copies (printed and digital)

Topics (Print)

Case studies, standards, product news, specialist articles, market reports and interviews are used to edit the following topics and areas.

Issue	Topics	Product & Solution	Exhibitions*
<p>1 2018 Deadline 08.01.18 Publishing date 12.01.18</p>	<p>Drone Detection & Defense, Site Security, Fence Systems for Industry and Logistics Companies; Fire protection in high-rise buildings, critical infrastructures, border security; The Olympic Games in Paris in 2024: what consequences, what preparations for rescue workers; Civil Protection: In the fight against storm and flood, civil protection In times of terror and new social currents; Pipeline monitoring, security solutions for extreme climatic environments; Turkey - Smart Cities - Security in metropolitan areas</p>	<p>Perimeter protection, fence technology and building security, access control, Doormanagement, security service Amokschutz, video surveillance, Integrated Systems Building Technologies, alarm systems, work safety</p>	<p>(1) Perimeter Protection (2) Intersec (3) Secours Expo (4) TB Forum powered by Intersec (5) ADANA URBAN</p>
<p>2 2018 Deadline 05.02.18 Publishing date 16.02.18</p>	<p>Aviation security technology; Control center management; Use and equipment of special units; Computer forensics; luKSicherheit; Cyber Security and Vehicle and Traffic Engineering, Emergency and Emergency Medicine, Prison: JVA - Equipment and Organization, Perimeter Protection; Fire protection in factory farming and in agriculture; Fire fighting of lithium ion batteries (rechargeable batteries) and lithium metal batteries; Use of fire protection and smoke control dampers according to product standard, sprinkler systems, building automation and fire protection, German associations VDMA and FVLR for RWA systems; Retail Security, Digital World of Goods; Safety & Security technology made in Japan</p>	<p>Video surveillance, drug search and scanning solutions, border management solutions, civil protection technology, perimeter protection concepts; Video management, fire protection systems, extinguishing systems; EAS systems, retail security POS concepts, IT security and payment systems, alarm technology, smart home</p>	<p>(1) GPEC (2) FeuerTRUTZ (3) FSIE (4) EuroCis (5) Security Show</p>

* more exhibition dates online with date and venue

Topics (Print)

Case studies, standards, product news, specialist articles, market reports and interviews are used to edit the following topics and areas.

Issue	Topics	Product & Solution	Exhibitions*
<p>3 2018 Deadline 28.02.2018 Publishing date 05.03.2018</p>	<p>Communication with state and private organs, protective equipment for police and border troops, night vision and control equipment; Drones: safety through and against unmanned technologies; Specialists in UAVs, UGVs or UMVs, services and systems for monitoring airspace security, perimeter protection or analysis equipment, smart home and building integration: where is the security industry going?</p>	<p>Perimeter protection, fence technology and building security, access control, Doormanagement, security service Amokschutz, video surveillance, Integrated Systems Building Technologies, alarm systems, work safety</p>	<p>(1) Enforce Tac (2) U.T.SEC - Unmanned Technologies & Security (3) Light & Building (4) Innosecure</p>
<p>4 2018 Deadline 25.03.18 Publishing date 04.04.18</p>	<p>Security concepts for the Balkans, encryption against IT attacks; Social Network Monitoring and Big Data Analytics help crime prevention, proxies, VPNs, Tor, Onion routers, Deepnet and Darknet: cover for criminals; fire protection in tunnels; Traffic management on roads and in tunnels; Alarm systems and operator models in tunnels; Site safety in the dark season, traffic monitoring, city surveillance, hedging concepts for squares and pedestrian areas, safety Made in Russia</p>	<p>Video Surveillance, Video Management, Fire Protection, Integrated System Building Technologies, Alarm Systems, Occupational Safety; IT security; Bollard + pile protection systems, video surveillance, construction site security</p>	<p>(1) SECURITY EXPO (2) ISS World (3) Intertraffic Amsterdam (4) MIPS Securika</p>

* more exhibition dates online with date and venue

Topics (Print)

Case studies, standards, product news, specialist articles, market reports and interviews are used to edit the following topics and areas.

Issue	Topics	Product & Solution	Exhibitions*
<p>5 2018 Deadline 24.04.18 Publishing date 02.05.18</p>	<p>Smart Cities; Smart Home;Critical Infrastructures, Security Solutions for solar panel, wind power plant and modern powerplants, Energy- and water industries protection solutions; UAVs, UGVs oder UMVs in the USA; Threats by conventional and digitale attacks - trends and new Solutions, videoanalytics and videomanagement; Productnews Made in Taiwan; European institutions against Terror- The EU INTCEN in practice</p>	<p>Videosurveillance, videomanagement, Big Data, Integrated Systems Building Technologies, Smart Home - Alarmsystems,Accesscontrol, IAM-Solutions, Doormanagement; Technologies on the field of Drones, Integrated Securitysystems</p>	<p>(1) Secutech India (2) SOLAREX ISTANBUL (3) ISC EXPO/West (4) Secutech (5) Security & Counter Terror Expo</p>
<p>6 2018 Deadline 25.05.18 Publishing date 01.06.18</p>	<p>Logistics, New markets for the future: North-Westafrika; IT-Securitymanagement is not a question of company size,Healthsector needs IT-Security, Critical Infrastructure; Encryption against IT attacks; Social Network Monitoring + Big Data Analytics supporting Governmentalprevention, Proxies, VPNs, Onion-Router, Deepnet und Darknet: Paradies for Criminals; Security Made in UK; Maritime Security, disaster control in Poland, Security concepts for ships and ferries, Security for Oil-plattformen</p>	<p>Logistics; IT-Networksecurity; IT-Riskmanagement</p>	<p>(1) Logismed & Eurolog (2) it-sa India (3) ISS World Europe (4) IFSEC London (5) RESCUE EXPO (6) Sicherheitsexpo München</p>

* more exhibition dates online with date and venue

Topics (Print)

Case studies, standards, product news, specialist articles, market reports and interviews are used to edit the following topics and areas.

Issue	Topics	Product & Solution	Exhibitions*
<p>7-8 2018 Deadline 20.07.18 Publishing date 29.07.18</p>	<p>Video technology, smart home and access control in Vietnam, communication with state and private organs, protective equipment for police and border troops, night vision equipment and control equipment</p>	<p>Video technology, alarm technology, smart home, hotel security, operator models in industry, security services in event management; IT security; Video Surveillance, Video Management, Fire Safety, Integrated Systems Building Technologies, Alarm Systems, Occupational Safety, Access Control, Doormanagement, Security Services Anti-Amox, Video Surveillance; Logistics security; IT network security; IT risk management; Drug searching and scanning solutions, border protection solutions, civil protection technology, perimeter protection concepts</p>	<p>(1) Secutech Vietnam (2) LOGISTYKA</p>
<p>9 2018 Deadline 14.09.18 Publishing date 20.09.18</p>	<p>Services in Hall 1; Access, mechanics and systems in Halls 2, 3 and Galeria; Video in Halls 4 and 5; Fire, burglary and systems in hall 6 and 7, perimeter in hall 7 as well as cyber security and economic protection in hall 8; Report EDE specialist meeting</p>	<p>Editorial service: hall tour (payment service: editorial offer: coordination of appointments with interlocutors on certain security issues). Editorial product overview sorted by halls, reportages and interviews on new developments and products, digital offers: payment service: interviews (max 3 minutes for Youtube). Payment service: Invitations to the fair: We support your trade fair activities! Email newsletter (also in smartphone format): Daily newsletter from the fair with daily reports, interviews and photos [24.9; 25.9; 26.9; 27.9]; Building hardware and components, safety and industrial technology and health and safety products.</p>	<p>(1) security Messe Essen (2) E/D/E Branchentreff</p>

* more exhibition dates online with date and venue

Topics (Print)

Case studies, standards, product news, specialist articles, market reports and interviews are used to edit the following topics and areas.

Issue	Topics	Product & Solution	Exhibitions*
<p>10 2018 Deadline 01.10.18 Publishing date 07.10.18</p>	<p>IT security management is a question of company size, health care sector asks IT security, Critical infrastructure; Security Concepts for Critical Infrastructures, Fire Protection, Home Security, Smart Home</p>	<p>Security in IT-departments, e-government in Europe, IT-Network concepts, Homeautomation as competition with Security concepts</p>	<p>(1) it-sa (2) ISAF</p>
<p>11 2018 Deadline 30.10.18 Publishing date 05.11.18</p>	<p>• efficacy and side effects of prevention; Work in company 4.0; Prevention in the change of technology, organization and culture; Surveillance in occupational safety; The responsibility of the employer in occupational safety; Reveal potential for improvement with a process-oriented approach • Trendy Scandinavia - Industry leader from Sweden; Security situation in Nordic - metropolitan areas, operator models of ferries and bridges • Equipment of state and private security forces in Russia • Museum security, public buildings • Critical infrastructures • How planning can take into account the protection of privacy - Examples from video surveillance and in ITS security, update to Malware extortion, corporate security against espionage and corporate crime Fire protection in tunnels; Traffic management on roads and in tunnels; Alarm systems and operator models in tunnels; Site safety in the dark season • Secure communication for professional users, RU-specific topics from the PMR area; More ways for more security: multichannel alerting solution; Networked communication and collaboration platforms; Tetra system; Control centers of the fire brigade and rescue service status quo • Thermal insulation of buildings - Combustible insulating materials in the risk assessment of fire insurers; Digitization in fire protection</p>	<p>Video surveillance, drug discovery and scanning solutions, border management solutions, civil protection technology, perimeter protection concepts; Video management, fire protection systems, extinguishing systems; EAS systems, retail security POS concepts, IT security and payment systems, alarm technology, smart home</p>	<p>(1) Arbeitsschutz Aktuell (2) SKYDD - PROTECTION & SECURITY EXPO (3) Interpolitex (4) Infosecurity.nl (5) MUTE6 (6) projekt, konferenz und fachausstellung für den schutz kritischer infrastrukturen (7) IFSEC SEA (8)SECURITE LAUSANNE (9) PMRExpo (10)VdS-Brand-SchutzTage, Köln</p>

* more exhibition dates online with date and venue

Topics (Print)

Case studies, standards, product news, specialist articles, market reports and interviews are used to edit the following topics and areas.

Issue	Topics	Product & Solution	Exhibitions*
<p>12 2018 Deadline 07.12.18 Publishing date 15.12.2018</p>	<p>Security concepts for the renovation of existing buildings, Security first for new buildings - New positioning of security technology in modern building technology; BIM and other digital planning tools for building and security planning Security Review: Interviews in Essen and trade fair news. Applications and solutions for integrated security in industry, critical infrastructures and in the private and commercial sectors. What about IT security 2017?</p>	<p>Doormanagement, Structural Fire Protection, Building Services, Conclusion 2018, Outlook 2019; Security solutions from A to Z</p>	<p>(BAU, München, Deutschland Messe München - security Messe Essen (Review))</p>

* more exhibition dates online with date and venue

Topics of the special issues

IT security: New section

IT security: The new section IT security has been recognized as a new section in 2015 by Euro Security. It's describing all topics on information security, organizational and technical issues, such as application security, data backup and protection, forensics, identity and access management as well know-how protection, information security management, communication systems, managed security, network security and physical security.

Content on data protection and information security are on the website under the headings www.eurosecglobal.de IT security and IP - Security/Networks.

Every two weeks a special newsletter on IT security will be published. This Euro Security provides the security industry well-founded information that is now required in a networked world.

Critical Infrastructure

Critical infrastructures are institutions and facilities with major importance for the state community whose failure shortage of supplies, significant disruption of public security or other dramatic consequences.

Today our society is more than ever dependent on technical systems. Without electricity industrial processes would be unthinkable, information and communication technologies are a prerequisite for banking and much more.

Euro Security transports relevant news with newsletters and special issues to decision-makers and managers in government agencies, key industries and to schedule instances.

On the topic-list readers can find particularly relevant technology and operating models!

Building Technologies

With Building Technologies (BT) is the technical automation of a building in the totality of monitoring and control technology, control technology and, among other things, control units described.

So BT forms the basis for an efficient technical facility management. In particular, sensors, control- and other technical units in the building are linked together. Processes can be combined into systems.

A decentralized arrangement of the automation stations and the universal compatibility networking are in the focus. This solutions in conjunction with security topics the reader will be finding in Euro Security regularly.

Cloud Computing

Storing data in a remote data centre, the execution of programs which are not installed on the local workstation or server computers are cloud computing solutions.

In quarterly specials Euro Security wants to publish article across IT infrastructures with topics computing capacity , data storage, network capacities or software.

For users should be the subject of clear and transparent. The selection and use of these cloud services via defined technical interfaces and protocols as well as local browser functionality is very important for the security industry at the present time .

The range of services offers in the context of cloud computing the entire spectrum of information technology and includes, among other infrastructure , platforms and software solutions.

The pricelist

Format width x highth in mm

Description	b/w	2c	3c	4c	
Coverpage	213 x 178	-----	-----	-----	5,550.00 €
1/1 page	186 x 255	2,500.00 €	3,010.00 €	3,520.00 €	4,030.00 €
2/3 page	186 x 176	1,950.00 €	2,460.00 €	2,970.00 €	3,480.00 €
2/3 page	120 x 255	1,950.00 €	2,460.00 €	2,970.00 €	3,480.00 €
1/2 page	186 x 124	1,350.00 €	1,860.00 €	2,370.00 €	2,980.00 €
1/2 page	90 x 255	1,350.00 €	1,860.00 €	2,370.00 €	2,980.00 €
1/3 page	186 x 84	1,000.00 €	1,510.00 €	1,820.00 €	2,200.00 €
1/3 page	58 x 255	1,000.00 €	1,510.00 €	1,820.00 €	2,200.00 €
1/4 page	186 x 44	700.00 €	1,100.00 €	1,500.00 €	1,830.00 €
1/4 page	90 x 124	700.00 €	1,100.00 €	1,500.00 €	1,830.00 €
1/4 page	44 x 255	700.00 €	1,100.00 €	1,500.00 €	1,830.00 €
1/8 page	186 x 30	450.00 €	650.00 €	850.00 €	1,050.00 €
1/8 page	90 x 61	450.00 €	650.00 €	850.00 €	1,050.00 €

ADVERTORIAL

2/1 pages	7,000–9,000 characters,	2–3 graphics, photos	4,520.00 €
1/1 page	4,000–4,500 characters,	1–2 graphics, photos	3,240.00 €
1/2 page	1,800–2,000 characters,	1 graphic, photos	2,200.00 €

Discounts

Quantity Discount

2 ads	5 %
4 ads	10 %
6 ads	15 %
9 ads	20 %
12 ads	25 %

Amount Discount

2 pages	10 %
4 pages	15 %
6 pages	18 %
9 pages	22 %
12 pages	25 %

Agency Discount

from the netprice	10 %
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Advertisement sizes

Advertisement formats with basic b/w prices

Format	Type area	Bleed size (incl. 3 mm bleed on all sides)
1/1 page	186 mm x 255 mm	213 mm x 303 mm
1/2 page portrait	93 mm x 255 mm	107 mm x 303 mm
1/2 page landscape	186 mm x 127 mm	213 mm x 148 mm
1/2 page junior	127 mm x 186 mm	127 mm x 189 mm
1/3 page portrait	58 mm x 255 mm	77 mm x 303 mm
1/3 page landscape	190 mm x 84 mm	213 mm x 109 mm
1/4 page portrait	48 mm x 255 mm	60 mm x 303 mm
1/4 page landscape	186 mm x 48 mm	213 mm x 78 mm
1/4 page junior	93 mm x 127 mm	109 mm x 127 mm
front cover	216 mm x 178 mm	216 mm x 178 mm
corner front cover	isocetes triangle, side length 58 mm	isocetes triangle, side length 58 mm

Magazine format: 210 mm x 297 mm (DIN A4)

Type area: 186 mm x 255 mm, 3 columns

further formats upon request

Special placements

Description

backcover: 5.800,00 €
 cover inside: 5.500,00 €
 backcover inside: 5.300,00 €

Supplier's directory

- 90 mm x 35 mm: full year 825.00 € (with logo + QRC) + 5 Banner (Newsletter) 190x60gif
- 90 mm x 12 mm: full year 175.00 € (without logo - Print)
- 45 mm x 65 mm: full year 650.00 € (with Logo - print)

The order of an ad in the supplier's directory with Logo includes five banners (190x190 pixels gif animated) in our newsletter.

ONLINE ADVERTISING

WEBSITE (www.eurosecglobal.de) (ENGLISH SECTION)

Description	format (wide x high)	price per week/language
Super header banner - all sites	720 x 90 pixels	450.00 € / week
Top banner - all sites	468 x 60 Pixel	330.00 € / week
Banner (right sidebar, front)	190 x 190 pixels	220.00 € / week
Banner skyscraper	150 x 600 pixels	325.00 € / week
Button front (right, middle, left)	180 x 60 pixels	185.00 € / week
Head banner	468 x 60 pixels	185.00 € / week
Photo of the week / content ad	380 x 230 pixels + 275 characters incl. spaces + link	475.00 € / week
Advertorial latest issue	photo 190 pixels + 185 characters incl. spaces + link to the article	250.00 € / week
Text + content Link as news	200 characters incl. spaces	130.00 € / week

Statistics per month: 220.000 page impressions, 81.000 unique visitors Web-addresses (URL): www.eurosecglobal.de; www.euro-security.de and others; www.mideast-security.com; data delivery: Five days before the publishing date to info@sec-global.org; data format: GIF, PNG, JPG, HTML.

Newsletter ADVERTISING

Newsletter (weekly)

Description	format (wide x high)	price per week/language
Super header banner all sites	720 x 90 pixels	250.00 € / week
Banner (right sidebar, front)	190 x 190 pixels	150.00 € / week
Banner skyscraper	150 x 600 pixels	250.00 € / week
Button front (right, middle, left)	180 x 60 pixels	125.00 € / week
Head banner	468 x 60 pixels	275.00 € / week
Photo of the week / content ad	380 x 230 pixels + 275 characters incl. spaces + link	400.00 € / week
Advertorial latest issue	photo 190 pixels + 185 characters incl. spaces + link to the article	200.00 € / week
Text + content Link as news	200 characters incl. spaces	125.00 € / week

Newsletter recipients: DACH NL 10.450 recipients (Installer; planner; distributors; manufactures) 4600 (Ensusers Industry, governmental experts), English EMEA NL 10.500 (Installer; planner; distributors; manufactures) 3400 (User industry, government), ME/Africa NL 8500 (Installer; planner; distributors; manufactures) 1900 (User industry, government) / Data: 2 days before publishing to info@sec-global.org; formats: GIF, PNG, JPG, HTML orr Text

Opening rates of the newsletter: in general 30% (Mobile, Tablet 45% / Computer 55%)

Analytics (DACH)

Recipients (Postcode Germany) %

Postcode	0	4,3%
Postcode	1	5,3%
Postcode	2	10,3%
Postcode	3	10,1%
Postcode	4	15,5%
Postcode	5	11,1%
Postcode	6	13,1%
Postcode	7	11,1%
Postcode	8	11,9%
Postcode	9	7,3%

Recipients Projection (2015)

Company profiles

1	installers Security	17.6 %
2	home technology / building technology dept. security / IP / networks	51.2 %
3	closure system specialists	6.3 %
4	planners / consultants / engineers / architects	5.2 %
5	system integrators / building integrators	5.9 %
6	distributors / wholesalers	1.2 %
7	security services / civil engineering or facility management	8.6 %
8	police / governmental administration	4.0 %

Areas of responsibility

1	Planning + Installing	8.500
2	Tender procedure /offer/material planning	7.900
3	Budget responsibility	7.890
4	Disposition	7.525
5	Installing and setting up of security systems	7.500
6	Mechanical Systems / Locks / Fences	6.750
7	Planning Intrusion	6.350
8	Planning replacement investments	5.700
9	Planing Fire detection / protection	5.700
10	Planing / Installation	8.500
11	Planning Networks, communication building	6.250
12	Emergency exit systems planning	5.500
13	Planning locking systems On- / Off-line	5.000
14	Planing video surveillance	4.500
15	Planning Access Control	4.150
16	Project management	3.700

ATTENTION: 2570 copies were downloaded as pdf from the website



TECHNICAL SPECIFICATIONS

Magazine format 210 × 297 mm
 Type area 186 × 255 mm
 trimm bleed edge plus 3 mm trim

Printing process

Offset paper / envelope / grid
 white matt , painted / 240g
 Paper / content / grid
 white matt , painted / 100g
 only European scale (CMYK) colors possible
 chromatic colors
 only converted to scale colors

Acrobat PDF document

PDF X -ready ; High -end PDF 4-color (CMYK) , images
 / logos : quality at least 300 dpi , embed fonts .
 additional costs
 Upon delivery of non-conforming printing documents
 costs incurred will be charged to 90.- € per hour .

Print documents / data

Email : druckunterlagen@euro-security.de
 (Contact Jörg Meier)

On request you can use the following information on the distribution of ES Dach : Security Sectors / products ; Professional position ; Company size ; Income per annum ; Readers behavior ; Number of additional readers ; Type of additional readers

Marketing Services

New Directions for Marketing and Public Relations:

- **Maintenance of Social Media** - Operating a Twitter account for your business /department
- **YOUTUBE EURO SECURITY** - Interviews with industry representatives and reports of security eventsts
- **Marketing activities** - Direct mail / Newsletter custom invitations
- **Special prints** - In Euro Security / Middle East Security / African Security published journal article
- **Newsletter Services** - Preparing and sending out individual newsletters
- **Market surveys** - Creating market reports , customer surveys
- **Event marketing** - Creating Event Concepts for roadshows , briefings , conferences, seminars
- **Press work & Public relations** - Creating press releases , making of technical articles to other media , press releases , translations

Please contact our German office on +49 (0) 211 22 975 401 or on info@sec-global.org and request an offer. These offers are valid for the DACH region as well as for European countries , in some states of the Middle East and some countries in Africa (EMEA) .