Smart solutions
for security, automation,
business intelligence & smart home

Messe Frankfurt New Era Business Media

2018 MEDIA KIT
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With global recognition and 27 years of experience, Messe Frankfurt New Era Business Media (MFNE, formerly known as a&s Group) is a well-known and trusted partner for the security, automation and smart home players in this industry.

*a&s* Magazines provide professionals year-round comprehensive market analysis, in-depth reports, updated vertical applications and market trends, with 12 publications in nine languages, featuring an annual circulation of 205,000+ around the globe.

As the Internet has become an indispensable part of our lives, MFNE presents a series of revamped online media platforms in English, Traditional Chinese and Simplified Chinese for security and other smart business solutions, promising the most comprehensive industry updates and product and manufacturers’ information.

MFNE organises a series of high-visibility exhibitions and events in 7+ countries with hundreds of seminars and conferences, showcasing the latest technologies, applications and industry trends in the global market and local market.

Leveraging robust media resources and decades of experience in the industry, MFNE gives various optimal marketing options to meet the needs of professional buyers.

### International exhibitions held by MFNE

Providing an effective meeting place to connect everyone in the security industry, MFNE holds annual trade shows in Taiwan, India, Thailand and Vietnam to create comprehensive platforms for product sourcing and networking.

**secutech**
International Portal for Intelligent Security Solutions at Taipei, Taiwan  
25 – 27 April 2018, [www.secutech.com](http://www.secutech.com)

**secutech INDIA**
From Technology to Solution  
5 – 7 April 2018, [www.secutechindia.co.in](http://www.secutechindia.co.in)

**secutech VIETNAM**
Vietnam’s Best Platform for Integrated Security Solutions  
16 – 18 August 2018, [www.secutechvietnam.com](http://www.secutechvietnam.com)

**secutech THAILAND**
Thailand’s Leading Exhibition & Conference for Security, Smart Home and Fire & Safety  
8 – 10 November 2018, [www.secutechthailand.com](http://www.secutechthailand.com)
Global & regional events

Global trade fairs and events

<table>
<thead>
<tr>
<th>Event</th>
<th>Location</th>
<th>Date</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>intersec</td>
<td>Dubai, UAE</td>
<td></td>
<td><a href="http://www.intersecexpo.com">www.intersecexpo.com</a></td>
</tr>
<tr>
<td>intersec</td>
<td>Jeddah, Saudi Arabia</td>
<td></td>
<td><a href="http://www.intersec-ksa.com">www.intersec-ksa.com</a></td>
</tr>
<tr>
<td>intersec</td>
<td>Buenos Aires, Argentina</td>
<td></td>
<td><a href="http://www.intersec.ar.messefrankfurt.com">www.intersec.ar.messefrankfurt.com</a></td>
</tr>
<tr>
<td>intersec</td>
<td>Frankfurt am Main, Germany</td>
<td></td>
<td><a href="http://www.intersec-forum.com">www.intersec-forum.com</a></td>
</tr>
<tr>
<td>secutech</td>
<td>Taipei, Taiwan</td>
<td></td>
<td><a href="http://www.secutech.com">www.secutech.com</a></td>
</tr>
<tr>
<td>secutech</td>
<td>Mumbai, India</td>
<td></td>
<td><a href="http://www.secutechindia.co.in">www.secutechindia.co.in</a></td>
</tr>
<tr>
<td>secutech</td>
<td>Ho Chi Minh City, Vietnam</td>
<td></td>
<td><a href="http://www.secutechvietnam.com">www.secutechvietnam.com</a></td>
</tr>
<tr>
<td>secutech</td>
<td>Bangkok, Thailand</td>
<td></td>
<td><a href="http://www.secutechthailand.com">www.secutechthailand.com</a></td>
</tr>
</tbody>
</table>

Regional trade events

MFNE organises high-visibility seminars and conferences worldwide to provide in-depth education and business trends to market players. This platform caters to local needs and brings security professional up-to-date on industrial development.

**GDSF India:**
- Mumbai
- May 2018

**GDSF Vietnam:**
- Ho Chi Minh City
- 16 – 18 August 2018

**GDSF Thailand:**
- Bangkok
- November 2018

**GDSF Japan:**
- Tokyo
- 13 September 2018
Global events made by Messe Frankfurt

With the help of over 2,300 employees, Messe Frankfurt organises over 130 trade fairs worldwide, resulting in a group turnover of around EUR 646 million in 2016. (Company figures, 2016)

Without a doubt, our international flagship fairs are industry leaders and set the trends. In the Consumer Goods segment we have Ambiente, Beautyworld, Christmasworld and Paperworld which are the world’s most important meeting places for the consumer goods sector.

Meanwhile, Musikmesse and Prolight + Sound are leading shows in the field of Entertainment, Media & Creation. The highly reputable fairs for Textiles & Textile Technologies are Heimtextil and Techtextil.

Representing the Technology & Production and Mobility & Logistics segments are Automechanika, Light + Building, IFFA, ISH and Texcare. Many of these successful fairs have editions that take place in Asia.
# 2018 show calendar

## Events that a&s will participate

<table>
<thead>
<tr>
<th>Expo</th>
<th>Location</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>CES</td>
<td>Las Vegas, the US</td>
<td>9 — 12 January</td>
</tr>
<tr>
<td>Intersec</td>
<td>Dubai, the UAE</td>
<td>21 — 23 January</td>
</tr>
<tr>
<td>ISE (Integrated Systems Europe)</td>
<td>Amsterdam, The Netherlands</td>
<td>6 — 9 February</td>
</tr>
<tr>
<td>SECON</td>
<td>Seoul, South Korea</td>
<td>14 — 16 March</td>
</tr>
<tr>
<td>Light+Building</td>
<td>Frankfurt am Main, Germany</td>
<td>18 — 23 March</td>
</tr>
<tr>
<td>Intertraffic Amsterdam</td>
<td>Amsterdam, The Netherlands</td>
<td>20 — 23 March</td>
</tr>
<tr>
<td>Secutech India</td>
<td>Mumbai, India</td>
<td>5 — 7 April</td>
</tr>
<tr>
<td>ISC West</td>
<td>Las Vegas, the US</td>
<td>11 — 13 April</td>
</tr>
<tr>
<td>Secutech International</td>
<td>Taipei, Taiwan</td>
<td>25 — 27 April</td>
</tr>
<tr>
<td>Internet of Things World</td>
<td>California, the US</td>
<td>14 — 17 May</td>
</tr>
<tr>
<td>IFSEC Philippines</td>
<td>Manila, Philippines</td>
<td>30 May — 1 June</td>
</tr>
<tr>
<td>IFSEC International</td>
<td>London, the UK</td>
<td>19 — 21 June</td>
</tr>
<tr>
<td>CommunicAsia</td>
<td>Marina Bay Sands, Singapore</td>
<td>26 — 28 June</td>
</tr>
<tr>
<td>Secutech Vietnam</td>
<td>Ho Chi Minh City, Vietnam</td>
<td>16 — 18 August</td>
</tr>
<tr>
<td>Security Essen</td>
<td>Essen, Germany</td>
<td>25 — 28 September</td>
</tr>
<tr>
<td>Security China</td>
<td>Beijing, China</td>
<td>23 — 26 October</td>
</tr>
<tr>
<td>VISION</td>
<td>Stuttgart, Germany</td>
<td>6 — 8 November</td>
</tr>
<tr>
<td>Secutech Thailand</td>
<td>Bangkok, Thailand</td>
<td>8 — 10 November</td>
</tr>
<tr>
<td>Hypermotion Frankfurt</td>
<td>Frankfurt am Main, Germany</td>
<td>TBA</td>
</tr>
<tr>
<td>SPS IPC Drives</td>
<td>Nuremberg, Germany</td>
<td>TBA</td>
</tr>
<tr>
<td>IFSEC Southeast Asia</td>
<td>Bangkok, Thailand</td>
<td>14 — 16 November</td>
</tr>
</tbody>
</table>

* The show calendar is subject to change without notice
The Internet of Things (IoT) brings new challenges and opportunities to many industries. Key technologies used in cameras and many other kinds of sensors for physical security are now frequently implemented beyond security purposes. One of the main non-security applications for physical security equipment can be found in automation and controls, the biggest markets of which are in industrial, smart buildings and secondly intelligent transportation systems (ITS). These markets are embracing IoT more and more, driven by factors such as lower cost and higher performance resulting from increased automation and intelligence.

Some major industry trends for automation and controls include open industrial & building automation architectures, edge computing and analytics, artificial intelligence, wireless networks, and ubiquitous smart sensors. Various security technologies, equipment and systems could play major roles in these trends via many business alliances across industries, mergers & acquisitions and new startups.

The convergence of the security and automation & controls market will be a common theme in the following years.

From security to the “convergent industry”

Responding to this upcoming convergent trend in these industry sectors, the a&s Media Group will also extend its media focus from physical security to “convergent applications.” In addition to security, we will look into how convergent technologies are used for different applications. a&s media coverage will range from security and business intelligent solutions for different verticals to automation and controls solutions, particularly in buildings, industrial sites, ITS — traffic and transportation monitoring, telematics, fleet management, and ADAS.

In addition, for security applications, we will especially pay attention to how cyberthreats influence all businesses, and how they drive industry innovations for effective protection of people, facility and property.

Artificial intelligence and machine learning remain hot topics in 2018. a&s continually dives into the latest trends and sees how they apply to various industries and businesses.

More intriguing editorial content

In 2018, the a&s Media Group will keep producing more intriguing and genuine editorial content for our readers. Our exclusive online content, such as Security 50, top product rankings, and industry reports, have been asmag.com’s most-read articles in the past few years. In 2018, we will launch our “Product Review” and “Rankings”, which are in the shortlisted areas of interest for our readers, according to our latest surveys. By means of social media engagement through Twitter, Facebook, and LinkedIn, and multiple online campaigns, a&s continues to engage our readers with more market updates and thought-provoking stories.

Stay tuned with us!

Best Regards,

Editor-in-Chief
a&s International / Asia
asmag.com, a comprehensive online sourcing guide, provides content-rich industry information for global buyers.

Powered by the a&s International editorial team, the asmag.com media platform provides global distributors, resellers, systems integrators and installers with the most up-to-date technology, product, market information and industry guides related to security, automation & control, and business intelligence.

Enhanced engagement

Website + e-newsletters + social media (Twitter + Facebook + LinkedIn)

Main topics in asmag.com

**News**
- Business topics
- Industry & suppliers’ news
- Asia Corner

Trending topics & company interviews / commentaries on the latest news

**Solutions (by verticals)**
- Supplier use cases

Security, automation & business intelligence cases in transportation / retail / healthcare / industrial & manufacturing, etc.

**Technologies (by integrated systems)**
- Key technology trends
- Latest product functionalities and features
- Application and installation tips

Artificial intelligence / data analytics / storage / edge computing / connectivity / transmission

**Rankings - Security 50**
<<No. 1 most read topic in 2017>>
- Industry reports
- Top 50 company rankings
- Product rankings

**Product review**
- Key product trends
- Feature and specification comparisons
- Expert commentaries

**Resource download (reports)**
- Industry / vertical market reports
- Country reports
- Supplier white papers
Website statistics

1. Average monthly traffic (Jan to Sept 2017)
   Visitors: 89,288
   Pageviews: 1,422,919

2. Membership
   A. Total members
   Registered members: 63,123
   Newsletter subscribers: 64,456

Registered website members by business nature

Registered website members by region

Social media

Facebook followers: 2000+
LinkedIn followers: 300+
Twitter followers: 4000+
Online advertising options

1. Website banners

<table>
<thead>
<tr>
<th>Specifications</th>
<th>Price</th>
<th>Estimated impressions / frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top banner</td>
<td>USD 1,050</td>
<td>30,000 / one week</td>
</tr>
<tr>
<td>Banner A</td>
<td>USD 750</td>
<td>30,000 / one week</td>
</tr>
<tr>
<td>Banner B</td>
<td>USD 450</td>
<td>30,000 / one week</td>
</tr>
<tr>
<td>Banner C</td>
<td>USD 600</td>
<td>30,000 / one week</td>
</tr>
<tr>
<td>Product insight</td>
<td>USD 600</td>
<td>30,000 / one week</td>
</tr>
<tr>
<td>Article highlight</td>
<td>USD 600</td>
<td>30,000 / one week</td>
</tr>
</tbody>
</table>

- Default campaign period is 1 week. There may be more than 1 banner displayed in the same position during the period.
- Estimated impressions will be delivered by Google’s DFP Ad server before the end of the ad campaign.

2. Resource download portal

asmag.com creates a specific web page for each white paper. Readers can just download them after signing up.

<table>
<thead>
<tr>
<th>Items</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dedicated white paper / tech paper download web page in asmag.com</td>
<td>Option 1: USD 2,000 annual fee (with sales lead report)</td>
</tr>
<tr>
<td></td>
<td>Option 2: pay per lead, USD 45</td>
</tr>
<tr>
<td>Banner F / G on homepage – a month</td>
<td></td>
</tr>
</tbody>
</table>

- Exclusive web page for the white paper:
3. Online poll / pop quiz

Online poll and pop quizzes are good tools to attract readers’ attention to a certain issue or topic. In the sponsor’s programme, we will mix the vendor’s message with the editorial content for better reader engagement.

<table>
<thead>
<tr>
<th>Position</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online poll (Banner D) – topic can be tailored for sponsors</td>
<td>USD 500</td>
</tr>
<tr>
<td>Homepage online poll (logo sponsor)</td>
<td></td>
</tr>
<tr>
<td>Article highlight</td>
<td>USD 600</td>
</tr>
</tbody>
</table>

Which Security 50 company will you place your bet on that grew the most this year?

- Hikvision Digital Technology
- Axis Communications
- Avigilon
- Dahua Technology

[Vote][Results]
### 4. Newsletters

2018 Editorial calendar for topical **monthly** newsletters

<table>
<thead>
<tr>
<th>Month</th>
<th>Vertical solutions</th>
<th>Technologies</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Hospitality - hotels</td>
<td>Data security</td>
</tr>
<tr>
<td>February</td>
<td>Education - universities</td>
<td>Data acquisition and analysis in Industry 4.0</td>
</tr>
<tr>
<td>March</td>
<td>Office buildings</td>
<td>Machine learning &amp; deep learning</td>
</tr>
<tr>
<td>April</td>
<td>ITS in safe cities (traffic &amp; road monitoring)</td>
<td>Artificial intelligence</td>
</tr>
<tr>
<td>May</td>
<td>Healthcare</td>
<td>CPU, GPU &amp; NPU (in smart cameras)</td>
</tr>
<tr>
<td>June</td>
<td>Factories</td>
<td>Connectivities in IoT</td>
</tr>
<tr>
<td>July</td>
<td>Power plants</td>
<td>Data transmission</td>
</tr>
<tr>
<td>August</td>
<td>Agriculture</td>
<td>Logical security + physical security</td>
</tr>
<tr>
<td>September</td>
<td>Shopping malls</td>
<td>CIS (imaging sensors)</td>
</tr>
<tr>
<td>October</td>
<td>Buses (public and commercial buses)</td>
<td>MCU (IoT sensors)</td>
</tr>
<tr>
<td>November</td>
<td>Perimeter protection</td>
<td>Edge storage (camera)</td>
</tr>
<tr>
<td>December</td>
<td>Airports &amp; seaports</td>
<td>Video data storage and management (back end)</td>
</tr>
</tbody>
</table>
## Weekly e-newsletter

<table>
<thead>
<tr>
<th>Specifications</th>
<th>Price</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top banner</td>
<td>850 x 110</td>
<td>USD 1,100</td>
</tr>
<tr>
<td>Sponsor article</td>
<td></td>
<td>USD 600</td>
</tr>
</tbody>
</table>

## Monthly vertical solution e-newsletter

<table>
<thead>
<tr>
<th>Specifications</th>
<th>Price</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top banner</td>
<td>850 x 110</td>
<td>USD 1,100</td>
</tr>
<tr>
<td>Rectangle banner A,B</td>
<td>320 x 250</td>
<td>USD 550</td>
</tr>
<tr>
<td>Sponsor article</td>
<td></td>
<td>USD 600</td>
</tr>
<tr>
<td>Product showcase</td>
<td></td>
<td>USD 350</td>
</tr>
</tbody>
</table>

## Monthly technology e-newsletter

<table>
<thead>
<tr>
<th>Specifications</th>
<th>Price</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top banner</td>
<td>850 x 110</td>
<td>USD 1,100</td>
</tr>
<tr>
<td>Banner A</td>
<td></td>
<td>USD 550</td>
</tr>
<tr>
<td>Sponsor article</td>
<td></td>
<td>USD 600</td>
</tr>
<tr>
<td>Product showcase</td>
<td></td>
<td>USD 350</td>
</tr>
</tbody>
</table>

---

### Weekly e-newsletter

**Vertical solution**

- **Top banner**
- **Banner A and B**
- **Product showcase**

---

### Monthly e-newsletter: Technologies

- **Top banner**
- **Banner A**
- **Product showcase (A) to (F)**
5. Top product review and product ranking sponsorship

According to the editorial calendar, asmag will collect 5-10 products in one product category. The editorial team will invite an industry expert (like a key opinion leader) to comment on these products in terms of their specifications, features or functions, and material.

<table>
<thead>
<tr>
<th>Items</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expert comments on the product</td>
<td>USD 2,500</td>
</tr>
<tr>
<td>Quote insertion to the editorial article</td>
<td></td>
</tr>
<tr>
<td>Product image</td>
<td></td>
</tr>
<tr>
<td>Logo sponsor in an online poll</td>
<td></td>
</tr>
</tbody>
</table>

2018 Monthly top products review calendar (Date: 3rd Tuesday of the month)

<table>
<thead>
<tr>
<th>2018</th>
<th>Products</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Multimodal biometrics readers</td>
</tr>
<tr>
<td>February</td>
<td>Video intercoms (for condominiums)</td>
</tr>
<tr>
<td>March</td>
<td>Smart (IoT) cameras (with edge computing)</td>
</tr>
<tr>
<td>April</td>
<td>NVRs (with AI computing)</td>
</tr>
<tr>
<td>May</td>
<td>AOI (automatic optical inspection) machine vision cameras</td>
</tr>
<tr>
<td>June</td>
<td>Video analytics for retail</td>
</tr>
<tr>
<td>July</td>
<td>Alarm systems (with video)</td>
</tr>
<tr>
<td>August</td>
<td>Multi-sensor cameras</td>
</tr>
<tr>
<td>September</td>
<td>Video conference systems</td>
</tr>
<tr>
<td>October</td>
<td>Electronic locks (for hotels)</td>
</tr>
<tr>
<td>November</td>
<td>Drones (for agriculture &amp; security)</td>
</tr>
<tr>
<td>December</td>
<td>LPWAN network device (industrial use)</td>
</tr>
</tbody>
</table>
6. e-blast to asmag.com

<table>
<thead>
<tr>
<th>Items</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>All subscribers</td>
<td>USD 2,000</td>
</tr>
<tr>
<td>1. Channel players</td>
<td>USD 2,200</td>
</tr>
<tr>
<td>2. Manufacturers</td>
<td></td>
</tr>
<tr>
<td>3. Systems integrators</td>
<td></td>
</tr>
</tbody>
</table>

**New! Specify by the criteria:**
1. Business nature
2. Region (for specific countries, please check with local sales agents)
3. Filter by company name

USD 1,500 Setup fee
USD 800

7. Retargeting

<table>
<thead>
<tr>
<th>Items</th>
<th>Price</th>
<th>Estimated impressions / frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook retargeting AD</td>
<td>USD 1,000</td>
<td>20,000 / one week</td>
</tr>
<tr>
<td>GDN retargeting AD</td>
<td>USD 1,000</td>
<td>140,000 / one week</td>
</tr>
</tbody>
</table>

Good banner layout and content attract visitor’s attention
1. Over 240,000 impressions from asmag.com GDN retargeting AD
2. Gain over 500 clicks during one week

8. Social media marketing

<table>
<thead>
<tr>
<th>Social media</th>
<th>Price / posts in a week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>Three channels; USD 200 per week / 2 posts</td>
</tr>
<tr>
<td>Twitter</td>
<td></td>
</tr>
<tr>
<td>LinkedIn</td>
<td></td>
</tr>
</tbody>
</table>
a&s International connects worldwide suppliers in security, automation & controls, and business intelligence with buyers, mainly in EMEA and the Americas.

- 20,000 monthly copies
- Published in English
- Publishing date: 5th of the month
- Editorial closing date: 10th of the prior month
- Advertisement closing date: 15th of the prior month

Editorial calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Publication date</th>
<th>Dual month issue</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>#229</td>
<td>5th of Feb</td>
<td></td>
<td>ISC West, U.S.</td>
</tr>
<tr>
<td>#230</td>
<td></td>
<td>Office buildings</td>
<td>Light + Building, Germany</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Visitor management</td>
<td>InterTraffic, The Netherlands</td>
</tr>
<tr>
<td>#231</td>
<td></td>
<td>Safe cities (traffic &amp; road monitoring)</td>
<td>Security Essen, Germany</td>
</tr>
<tr>
<td></td>
<td></td>
<td>AI / machine learning</td>
<td>Security China, Beijing</td>
</tr>
<tr>
<td></td>
<td></td>
<td>a&amp;s Annual Buyers’ Survey: Top Global Security Brands</td>
<td>Secutech International, Taipei</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Securex South Africa</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Internet of Things World, the US</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>IFSEC, the UK</td>
</tr>
<tr>
<td>#232</td>
<td>Healthcare</td>
<td></td>
<td>SPS IPC Drives, Germany</td>
</tr>
<tr>
<td></td>
<td>Biometrics</td>
<td></td>
<td></td>
</tr>
<tr>
<td>#233</td>
<td>Factory</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Machine vision</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Main columns

Vertical solutions + integrated systems
- Vertical market overview
- User requirements
- Special features for systems
- Suggested solutions and technologies

Smart technologies
- Key technology trends
- Latest product functionalities and features
- Application and installation tips

Industry report
- Statistics and figures
- Key industry trends
- Regional development and growth

Circulation data

By region

- A 30% Europe
- B 22% North America
- C 16% Latin America
- D 14% Middle East
- E 12% Africa
- F 3% Central Asia
- G 3% Others

By business nature

- A 32% Distributors / dealers
- B 30% Importers / sales reps.
- C 20% Systems integrators / installers
- D 18% Manufacturers / OEMs

Advertising rate: USD 2,450 / full-page rate, inside regular. For more details, please refer to p.30.
STAY CONNECTED, STAY INFORMED

asmag.com

Global Security Web
a&s Asia is the leading magazine that provides the most comprehensive industry guide for security, automation & control and business intelligence in Asia.

- 16,000 monthly copies
- Published in English
- Editorial closing date: 15th of the prior month
- Publishing date: 15th of the month
- Advertisement closing date: 20th of the prior month

### Editorial calendar

- **#144 Jan & Feb**
  - Publication date: 29th of Jan
  - Dual month issue
  - Commercial building
  - SECON, Korea
  - Secutech India, Mumbai

- **#145 Mar**
  - Manufacturing / factories
  - Country report: Indonesia
  - Secutech International, Taiwan

- **#146 Apr**
  - Safe cities (traffic & road monitoring)
  - a&s Annual Buyers’ Survey: Top Global Security brands
  - IFSEC, the Philippines

- **#147 May**
  - Event venue (show and conference)
  - Country report: India
  - CommunicAsia, Singapore

- **#148 Jun**
  - Transportation infrastructure (metro / railway / buses)
  - Country report: the Philippines
  - Secutech Vietnam, Ho Chi Minh City

- **#149 Jul & Aug**
  - Publication date: 15th of Aug
  - Dual month issue
  - Hospitality

- **#150 Sep**
  - Smart cities
  - Country report: Vietnam
  - Secutech Thailand, Bangkok
  - Security China, Beijing

- **#151 Oct**
  - Airports & seaports
  - Country report: Malaysia
  - Special supplement: Security 50

- **#152 Nov**
  - Retail

- **#153 Dec 2018 & Jan 2019**
  - Publication date: 5th of Dec
  - Dual month issue
  - Casino
  - Country report: Thailand

### Main columns

- **Cover story**
  - Exclusive interview of leading company in Asia

- **Vertical solution**
  - Vertical market overview
  - Developments in Asia
  - Leading Asian solution providers’ offerings

- **Country report**
  - Statistics and figures
  - Market drivers and demand
  - Major solution providers’ offerings

### Circulation data

**By region**

- A 67% ASEAN
- B 17% South Asia
- C 10% North Asia
- D 6% Oceania

**By business nature**

- A 42% Systems integrators / installers
- B 23% Distributors / importers / sales reps.
- C 17% VARs / dealers
- D 8% Designers / consultants
- E 8% End users
- F 2% Manufacturers / OEMs

**Advertising rate**
USD 2,000 / full-page rate, inside regular. For more details, please refer to p.32.
The Global Smart Living Source for Home and Business
Connecting professional buyers with original manufacturers

SMAhome is the world’s one and only B2B media dedicated to smart home and smart living. With an integrated media service platform consisting of print, online, exhibition and event, we provide international buyers who source smart home and living with the latest resources of design solutions, ecosystems, products, applications and market trends.

The integrated media

| PRINT  | • Quarterly SMAhome sourcing guides |
| DIGITAL | • Website  • eNews |
| EVENT  | • SMAhome expo in Taipei, Bangkok, Ho Chi Minh City |

2018 online editorial calendar

Editorial calendar is subject to change.

<table>
<thead>
<tr>
<th>Month</th>
<th>Editorial theme</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>• From smart home to smart community&lt;br&gt;• Show feature: CES 2018</td>
</tr>
<tr>
<td>Feb</td>
<td>• More intelligent voice commands for smart living&lt;br&gt;• International focus: Vietnam</td>
</tr>
<tr>
<td>Mar</td>
<td>• Robust network technologies supporting connected living: 5G, NB-IoT, LoRa and more&lt;br&gt;• Show feature: Light + Building 2018</td>
</tr>
<tr>
<td>Apr</td>
<td>• New security sensors assist connected smart living&lt;br&gt;• Show feature: SMAhome 2018</td>
</tr>
<tr>
<td>May</td>
<td>• Cloud platform designs help elderly homecare&lt;br&gt;• Ecosystem spotlight: Microsoft Cortana</td>
</tr>
<tr>
<td>Jun</td>
<td>• Smart lock for better smart home and businesses&lt;br&gt;• International focus: Thailand</td>
</tr>
<tr>
<td>Jul</td>
<td>• Mesh transmission for smart home living&lt;br&gt;• Ecosystem spotlight: Amazon Alexa</td>
</tr>
<tr>
<td>Aug</td>
<td>• Techs help home energy efficiency improvement&lt;br&gt;• International focus: Japan &amp; South Korea</td>
</tr>
<tr>
<td>Sep</td>
<td>• The whole-home and multi-room solutions&lt;br&gt;• Show feature: IFA 2018</td>
</tr>
<tr>
<td>Oct</td>
<td>• Smart living gadgets for Christmas gifts&lt;br&gt;• Ecosystem spotlight: Google Home</td>
</tr>
<tr>
<td>Nov</td>
<td>• IoT home security: intelligent technologies&lt;br&gt;• Ecosystem spotlight: Apple Homekit</td>
</tr>
<tr>
<td>Dec</td>
<td>• Cybersecurity for smart home&lt;br&gt;• International focus: USA (CES 2019 preview)</td>
</tr>
</tbody>
</table>

Audience data

40,000 avg. monthly page views
17,000 avg. monthly visitors
3:12 avg. time online

Reaching to…

189 visiting countries & regions
19,000+ members & e-news subscribers
The quarterly published guidebooks offer guidance for sourcing competent partners and innovative products with a definitive list of original manufacturers providing better smart home and smart living solutions.

### 2018 SMAhome Guidebooks

* Bonus distribution (Bonus distribution at shows and events may shift without prior notice, due to logistics or show organisers’ changes)

The quarterly published guidebooks offer guidance for sourcing competent partners and innovative products with a definitive list of original manufacturers providing better smart home and smart living solutions.

**Spring edition**
- Close: March 15, 2018
- Publish: April 2, 2018
- Total: 12,000 copies
- SMAhome Expo / IFSEC / CommunicAsia

**Summer edition**
- Close: May 17, 2018
- Publish: June 4, 2018
- Total: 12,000 copies
- IFA / Secutec Vietnam / SSHT / ISAF / Smart Summit London / Security Essen

**Autumn edition**
- Close: August 14, 2018
- Publish: September 4, 2018
- Total: 12,000 copies
- Secutec Thailand / Sicurezza / CES

**Winter edition**
- Close: November 16, 2018
- Publish: December 5, 2018
- Total: 15,000 copies
- Intersec / Secutec India / ISC West / ISE

---

**Reader breakdown**

**By region**

A 35% America  
B 33% Asia  
C 29% Europe  
D 3% Middle East & others

**By business nature**

A 28% Distributors  
B 27% Brands & private labels  
C 15% Service providers  
D 13% Systems integrators  
E 10% Retailers  
F 7% Others

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**Online advertising specifications**

**Online ad price list**

<table>
<thead>
<tr>
<th>Ad options</th>
<th>Price (USD) / week</th>
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</thead>
<tbody>
<tr>
<td>Article highlight</td>
<td>1,200</td>
</tr>
<tr>
<td>Top banner</td>
<td>1,050</td>
</tr>
<tr>
<td>Sidebar banner</td>
<td>600</td>
</tr>
<tr>
<td>Sponsored article</td>
<td>600</td>
</tr>
<tr>
<td>e-blast service</td>
<td>2,000 per time</td>
</tr>
<tr>
<td>Weekly eNews: banner ad</td>
<td>1,150 per time</td>
</tr>
<tr>
<td>Weekly eNews: sponsored article</td>
<td>600 per time</td>
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<tr>
<td>Weekly eNews: sponsored product</td>
<td>300 per time</td>
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</tbody>
</table>

**Special print ad option**

<table>
<thead>
<tr>
<th>Print ad option</th>
<th>Price (USD) / issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover story: cover photo + 4-page interview article</td>
<td>6,500</td>
</tr>
<tr>
<td>Belly band</td>
<td>6,000</td>
</tr>
<tr>
<td>Front cover barn door (spread page)</td>
<td>5,000</td>
</tr>
<tr>
<td>Tag on cover</td>
<td>5,000</td>
</tr>
</tbody>
</table>

**Advertising rate** USD 2,450 / full page rate, inside regular. For more details, please refer to p.30.
Editorial calendar

#221
Jan
Smart living
- Home security
- Pioneering innovation: electric shade
- Technical analysis: transmission technology
- Topic discussion: smart locks
- Demo show: control terminal (indoor unit, App, remote control)
- DIY: smart robots
- Top brands: smart senior care

#222
Feb
Security
- Video surveillance (professional + consumer market analysis)
- Case study: smart business + factory
- Market hits, trends & applications
- Best buys
- ABS approved & recommend

#223
Mar
Smart living
- Smart insight
- Pioneering innovation: health and exercise
- Topic discussion: lighting systems
- Technology talk: industry standards
- Demo show: nursing care
- DIY: home video cameras
- Top brands: home security

#224
Apr
Security
- Smart home (building intercom + smart door locks + home robots, etc.)
- Case study: safe cities
- Market hits, trends & applications
- Best buys
- ABS approved & recommend

#225
May
Smart living
- Nursing care
- Pioneering innovation: smart kitchen and bath
- Technical analysis: mobile terminal
- Topic discussion: smart robots
- Demo show: smart community
- DIY: lighting control
- Top brands: smart locks

#226
Jun
Security
- Smart transportation
- Case study: smart building + community
- Market hits, trends & applications
- Best buys
- ABS approved & recommend

#227
Jul
Smart living
- Smart home
- Pioneering innovation: voice control
- Technical analysis: home automation
- Topic discussion: energy saving and environmental protection
- Demo show: parking lots
- DIY: smart locks
- Top brands: parking lots

#228
Aug
Security
- Access control + smart community
- Case study: smart transportation
- Market hits, trends & applications
- Best buys
- ABS approved & recommend

#229
Sep
Smart living
- Smart community
- Pioneering innovation: parking lots
- Technical analysis: smart meter management
- Topic discussion: biometrics
- Demo show: smart home
- DIY: home security kits
- Top brands: smart home

#230
Oct
Security
- Safe city (smart city)
- Case study: smart finance
- Market hits, trends & applications
- Best buys
- ABS approved & recommend

#231
Nov
Smart living
- Smart sensors
- Pioneering innovation: home environment application
- Technical analysis: information appliances
- Topic discussion: smart senior care
- Demo show: sports and entertainment
- DIY: sport equipment
- Top brands: smart community

#232
Dec
Security
- Alarm systems
- Case study: smart healthcare
- Special report: review & outlook
- Market hits, trends & applications
- Best buys
- ABS approved & recommend

Circulation data

By region

- A 22% South China
- B 21% North China
- C 20% East China
- D 11% Central China
- E 11% Southwest China
- F 8% Northeast China
- G 6% Northwest China
- H 1% Taiwan / Hong Kong / Macau

By business nature

- A 45% Systems integrators
- B 20% Installers
- C 12% End users
- D 10% Systems designers / consultants
- E 8% Importers / distributors / dealers
- F 5% Manufacturers

Advertising rate: USD 1,600 / full page rate, inside regular. For more details, please refer to p.32.
asmag.com.cn offers comprehensive security and smart technology media platform for local manufacturers, distributors, systems integrators, installers and end-users in China. It features up-to-date news, latest technologies, products and solutions.

Website and mobile data:

Daily traffic:
- Visitor rate: 20,000
- Click rate: 100,000

Monthly traffic
- Visitor rate: 600,000
- Click rate: 3,000,000

Social media:

Followers: 45,319
Average daily traffic: 2,699
Reading rate: 6.02%

Followers: 14,115
Average daily traffic: 712
Reading rate: 4.97%

Followers: 27,556
Average daily traffic: 1,106
Reading rate: 4.07%

Readers

Consists of nearly 200,000 covering from security to industrial sectors

By business nature

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing / sales</td>
<td>31%</td>
</tr>
<tr>
<td>Engineers</td>
<td>25%</td>
</tr>
<tr>
<td>C-level</td>
<td>20%</td>
</tr>
<tr>
<td>Industrial</td>
<td>14%</td>
</tr>
<tr>
<td>Education</td>
<td>4%</td>
</tr>
<tr>
<td>Project service and media</td>
<td>4%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
</tr>
</tbody>
</table>

45% of readers comes from multi-million dollar companies

55% of readers comes from SMBs
Editorial calendar

#143 February
- Big data for buildings
- Environmental monitoring
- 2017 – 2018 review & forecast

#144 April
- Law-enforcement technology
- Smart disaster prevention
- Secutech preview
- Secutech International, Taipei

#145 June
- Smart transportation
- Logistics management
- Secutech review

#146 August
- Smart factories
- Smart access control integration
- Vertical Solution Summit preview

#147 October
- Smart retail
- Big data for retail
- Vertical Solution Summit review

#148 December
- Smart healthcare
- Cloud energy management

Circulation data

By business nature

- A 38% End-users
- B 18% System designers / big scale systems integrators
- C 17% ICT systems integrators
- D 16% ICT distributors
- E 6% Distributors / dealers
- F 5% Manufacturers

By vertical market

- A 21% Factories (hi-tech / petroleum / industrial)
- B 18% Real estate / architecture
- C 15% Retailing / finance / enterprises
- D 12% Police / security services
- E 8% Hotel / hospitals
- F 7% Transportation (metro / airport / seaport)
- G 6% School
- H 13% Others (military / energy / electrical)

Advertising rate USD 1,800 / full-page rate, inside regular. For more details, please refer to p.32.
Editorial calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Date</th>
<th>Theme</th>
</tr>
</thead>
<tbody>
<tr>
<td>#063</td>
<td>Jan &amp; Feb</td>
<td>• Security 50</td>
</tr>
<tr>
<td>#064</td>
<td>Mar &amp; Apr</td>
<td>• Review of 2017 security industry&lt;br&gt;• Stadium &amp; event venue&lt;br&gt;• Security Show 2018</td>
</tr>
<tr>
<td>#065</td>
<td>May &amp; Jun</td>
<td>• Safe cities (traffic &amp; road monitoring)&lt;br&gt;• AI / machine learning</td>
</tr>
<tr>
<td>#066</td>
<td>Jul &amp; Aug</td>
<td>• Office buildings&lt;br&gt;• Healthcare + biometrics</td>
</tr>
<tr>
<td>#067</td>
<td>Sep &amp; Oct</td>
<td>• Smoke detection solution&lt;br&gt;• Power plants</td>
</tr>
<tr>
<td>#068</td>
<td>Nov &amp; Dec</td>
<td>• Video and data analytics&lt;br&gt;• Shopping malls</td>
</tr>
</tbody>
</table>

Circulation data

By business nature

- A 23% End-users
- B 22% Manufacturers / OEMs
- C 21% Systems integrators / installers
- D 18% Distributors / dealers
- E 11% Importers / sales reps.
- F 5% Designers / consultants

Advertising rate USD 3,800 / full-page rate, inside regular. For more details, please refer to p.32.
Editorial calendar

| #031 March | • Education - universities
| | • PA systems
| | • Secutech International, Taipei
| | • Secutech Vietnam, Ho Chi Minh City
| #032 June | • Office buildings
| | • Visitor management
| | • Secutech International, Taipei
| | • Secutech Vietnam, Ho Chi Minh City
| #033 August | • Factories
| | • Machine vision
| | • Secutech Vietnam, Ho Chi Minh City
| #034 December | • 50 security
| | • Secutech International 2019, Taipei
| | • Secutech Vietnam 2019, Ho Chi Minh City

Circulation data

By vertical market

- A 25% Construction
- B 19% Hi-tech
- C 15% Retail
- D 15% Telecommunication
- E 11% Financial
- F 8% Government
- G 4% Petroleum and chemical
- H 3% Conventional industries

By business nature

- Importers
- Installers
- Consultants
- Project planners / designers
- Manufacturers
- Systems integrators
- Others

*Multiple answers are allowed.*

Advertising rate USD 800 / full-page rate, inside regular. Please refer to p.32.
Editorial calendar

#084 January
- City surveillance
- Safety and security for places of worship
- Facial recognition
- Storage solutions
- Disaster management
- Venture capital & start ups
- Acetech, Hyderabad
- Construo, Pune
- Intersec, Dubai
- IIT, Mumbai & Ahmedabad

#085 February
- Hospitality
- Security solutions for casinos & restaurants
- Access control
- Baggage scanners, metal detectors & man guarding
- Smoke detection systems
- Budget expectation
- Times Property Expo, Mumbai
- Sicur, Spain

#086 March
- Best boys
- Importance of business matchmaking
- OEM / ODM service
- All security, safety and fire product categories
- Security industry issues
- Elecrama, Greater Noida

#087 April
- BFSI
- Internet & mobile banking
- Remote / multisite video monitoring
- ATM, safe, locks & currency chest
- Intrusion alarm
- Budget reactions
- Secutec India, Mumbai
- Secutec International, Taipei
- Times Property Expo, Delhi
- World Build, Mumbai

#088 May
- Safe & smart cities
- Policing & governance
- IoT in security
- IP surveillance
- Fire safety considerations for a safe city
- Standards & certification
- Palm Expo, Mumbai
- Intersec, KSA

#089 June
- Education
- Women & child safety
- PA systems
- DVR / NVR
- Emergency response & evacuation systems
- Industrial safety training
- IFSEC International, London
- Times Property Expo, Mumbai

#090 July
- Critical infrastructure
- Homeland security
- Drones, body worn cameras & covert cameras
- Identity management
- Hydraulic access platforms and fire trucks
- SaaS – VaaS

#091 August
- Smart transport
- 24/7 surveillance for highway & tunnel security
- GPRS & wireless communication
- Turnstile & gates (visitor entry control)
- Active fire systems
- Service & maintenance
- GDSF, Bengaluru
- FICCI, New Delhi

#092 September
- Oil & gas
- Security solutions for heavy industries
- Thermal cameras
- Perimeter security
- Innovations in fire & safety protection technologies
- Distribution
- Acetech, Bangalore
- TrafficInfoTech, Mumbai

#093 October
- Real estate
- Cybersecurity solutions for IT parks & data centres
- Smart home solutions
- Video door phones
- Safety measures & high-rise buildings
- Mergers & acquisitions
- Acetech, Mumbai

#094 November
- Indian security market
- Security breaches in healthcare
- Biometric solutions
- Camera components + lenses
- Fire safety planning
- Taxation & import duties
- Acetech, Mumbai

#095 December
- Smart retail
- Logistics & warehouse management
- NFC & RFID solutions
- Cloud based security
- Fire safety audit
- Security 50
- Acetech, New Delhi

Circulation data

By business nature

A  50% Distributors / systems integrators / consultants
B  30% End-users
C  17% Manufacturers
D  3% Others

Advertising rate USD 1,100 / full-page rate, inside regular. Please refer to p.32.
Circulation data

By region

- **A** 65% Russia
- **B** 10% Belarus
- **C** 10% Kazakhstan
- **D** 9% Other countries
- **E** 3% Ukraine
- **F** 3% Azerbaijan

**Advertising rate**
USD 1,400 / full-page rate, inside regular. Please refer to p.30.

Editorial calendar

- **#026 February**
  - Trends 2017-2018

- **#027 April**
  - Industrial safety

- **#028 June**
  - Fire safety

- **#029 August**
  - Safe city

- **#030 October**
  - IT, IoT

- **#031 December**
  - Transportation security

- Bonus distribution (bonus distribution at shows and events may shift without prior notice, due to logistics or show organisers’ changes)
### Editorial calendar

#### #007 Jan & Feb
- Transport and logistics
- TOP 50 world security market (2017)
- Airport security
- Turnstiles and gates (MRT and railway stations)
- Logistics and warehouse security
- IoT in security

- Business Meeting (transport)
- Transport trade show (Silesia)
- Traffic-Expo-TIL (Kielce Fairs)

#### #008 Mar & Apr
- Critical infrastructure
- Thermal cameras – trends and preview
- Smoke detection systems
- Integrated security systems
- Cybersecurity and IT security
- Video surveillance – trends and preview

- Business Meeting (critical infrastructure)
- Critical Infrastructure Forum (government conference)

#### #009 May & Jun
- Safe cities and city surveillance
- TOP 20 Polish security market
- City surveillance – case studies
- VMS and PSIM – trends and preview
- Smart city / safe city
- Access control – trends and preview

- Business Meeting (city surveillance)
- International Conference Warsaw Security Summit
- Smart City Forum

#### #010 Jul & Aug
- Retail
- VCA – trends and preview
- Data analytics for retail
- Security systems for retail and services
- Wireless communications in security

- Business Meeting (retail)
- Retail Show (Expo XXI)
- Shopping Center Forum

#### #011 Sep & Oct
- Multi-site facilities
- 4K Cameras – trends and preview
- Perimeter security
- NVR / NAS
- Drones – security solutions
- System integration – trends and preview

- Business Meeting (multi-site facilities)
- Fire Security Integration (Schrack Seconet)

#### #012 Nov & Dec
- Hospitality
- TOP 50 world security market (2018)
- Hotels and restaurants security
- Access control in hospitality
- Intrusion detection systems – trends and preview
- IP technology in security

- Business Meeting (hospitality)
- WorldHotel Expo (MT Polska)
- Invest Hotel (Poznam Fairs)

### Circulation data

By business nature

<table>
<thead>
<tr>
<th>Segment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>42%</td>
</tr>
<tr>
<td>B</td>
<td>23%</td>
</tr>
<tr>
<td>C</td>
<td>21%</td>
</tr>
<tr>
<td>D</td>
<td>14%</td>
</tr>
</tbody>
</table>

- A: Installers and systems integrators
- B: Producers and distributors
- C: End-users
- D: Public institutions and organisations

**Advertising rate**: USD 1,800 / full-page rate, inside regular. Please refer to p.30.
Editorial calendar

- Bonus distribution (bonus distribution at shows and events may shift without prior notice, due to logistics or show organisers’ changes)

<table>
<thead>
<tr>
<th>Issue</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>#130 January</td>
<td>Adriatic region security market research, Critical infrastructure, Building management systems, Video surveillance trends</td>
</tr>
<tr>
<td>#131 February</td>
<td>Cloud-based security, Rail, Perimeter security, Access control trends</td>
</tr>
<tr>
<td>#132 March</td>
<td>Laws and regulations, Highways, Traffic monitoring systems, Money and valuables transport</td>
</tr>
<tr>
<td>#133 April</td>
<td>System integration, Banking, ATM, Cybersecurity</td>
</tr>
<tr>
<td>#134 May</td>
<td>Deep learning, Government, Video management systems, Smart home</td>
</tr>
<tr>
<td>#135 June</td>
<td>Italy Top 25, Hotels, Electronic article surveillance equipment, Fire alarm systems</td>
</tr>
<tr>
<td>#136 July &amp; August</td>
<td>EMEA security market, Retail, Wireless alarm systems, Mechanical protection</td>
</tr>
<tr>
<td>#137 September</td>
<td>Mobile access control, Education, Intercoms and doors, Internet of Things</td>
</tr>
<tr>
<td>#138 October</td>
<td>Adria Security Summit, Healthcare, Multi-factor authentication, Security trends</td>
</tr>
<tr>
<td>#139 November</td>
<td>Security management, Airports, Video analytics, Private protection</td>
</tr>
<tr>
<td>#140 December</td>
<td>Security 50 research, Borders, Drones, Thermal imaging</td>
</tr>
</tbody>
</table>

Circulation data

By business nature

- A 35% End-users
- B 30% Installers / systems integrators
- C 20% Distributors / dealers
- D 6% Designers / consultants
- E 5% Sales reps.
- F 4% Manufacturers

Advertising rate USD 990 / full-page rate, inside regular. Please refer to p.30.
Editorial calendar

#049 February
- Sound detection and audio analytics
- Traffic and parking
- When cybersecurity embraces physical security
  - IP Security Forum 1
  - Secutech International, Taipei
  - Elettromondo, Padua

#050 April
- Technologies for perimeter protection
- Education
- EU privacy regulation: news and compliance
  - IP Security Forum 2
  - IFSEC, London
  - Privacy Day, Rome
  - Sec. Director Forum, Gubbio

#051 June
- Intercom and smart home
- Residential
- Pros and cons of different types of data transmission
  - Adria Security Summit

#052 August
- RFID: is the market ready?
- Retail
- Biometry: threats and opportunities
  - Forum Banca, Milan
  - Security Essen, Essen

#053 October
- 4K resolution and its impact on the security market
- Industry 4.0
- Mobile solutions: security applications and forecasts
  - Exoprotection, Paris
  - Forum Retail, Milan

#054 December
- PSIM and VMS: what is the user’s demand?
- Critical infrastructure
- Italian security leaders TOP 25
  - Intersec, Dubai

Circulation data

By business nature

A 39% Systems integrators / installers
B 30% End-users
C 19% System designers / consultants
D 7% Distributors / dealers
E 5% Public institutions & private organisations

Advertising rate USD 1,720 / full-page rate, inside regular. Please refer to p.30.
### Price list for publications

#### Publications for global market

<table>
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</tr>
<tr>
<td>Spread page</td>
<td>420 x 275</td>
<td>4,300</td>
</tr>
<tr>
<td>Half page V: 95 x 255</td>
<td></td>
<td>1,450</td>
</tr>
<tr>
<td>H: 190 x 123</td>
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<td></td>
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<td>3,450</td>
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<tr>
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<td>4,300</td>
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<tr>
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#### Publications for European market

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<tr>
<td>Back cover</td>
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#### AD specification
- File format: Mac preferred
- Applicable software: Illustrator CS4 (Outline creation is needed) / Photoshop CS4
- AD saved in TIFF (in CMYK) / PDF (only high-resolution, print-quality) / PSD / EPS
- Resolution: 350 dpi

#### Note
- 10% additional charge for preferred placement of a full page inside regular AD; 15% additional charge for half page placement.
- We offer special advertising options and positions for your tailored exposure. Please contact us for further details.
- The price is effective from 1 January - 31 December 2018.

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### a&s Guidebook

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</tr>
<tr>
<td>Half page V: 95 x 255</td>
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<td>H: 190 x 123</td>
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#### Special position
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- Inside front cover
- Back cover
- Inside back cover

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### a&s SMAhome

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<tr>
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<td>H: 190 x 123</td>
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#### Special position
- Full page (page 2 – 16): 210 x 275
- Inside front cover
- Back cover
- Inside back cover

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### a&s Polska

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<td>H: 210 x 133</td>
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30
## Price list for publications

### Publications for Asian market

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<tr>
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<tr>
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Messe Frankfurt Opens the Door to Asia’s Security & Fire Safety Markets

Security ○ Smart home ○ Smart city ○ Connected IoT solutions ○ Fire and safety

4 shows ○ 66,500 square meters ○ 72,500 visitors

secutech INDIA
5 – 7, April 2018
Mumbai, India

secutech International Security Expo
25 – 27, April 2018
Taipei, Taiwan

secutech VIETNAM
16 – 18, August 2018
Ho Chi Minh City, Vietnam

secutech THAILAND
8 – 10, November 2018
Bangkok, Thailand
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