

# MEDIA DATA

# Sec Global



## DACH region - GERMAN

- Printed publications
  - Digital services
- Publishing products
- Socialmedia services
  - Video production
- Yearbook for security

# 2022

## Quickly qualified information from the world of security

The security industry proved to be particularly crisis-proof in the past two years and generally continued to record growth. However, the trend toward digitization also intensified in this industry, and communication structures between market participants changed significantly. Face-to-face business became the exception, trade shows and events took place exceptionally, and the use of digital content increased disproportionately.

Information channels have also changed in the security industry. Company-relevant and product-specific messages are spreading via social media, digital channels of journalists and publishers such as newsletters, but also through the use of the classic website. At the same time, users are becoming increasingly mobile and often check news outside the office or home office.

Key topics that were already relevant in 2021 are also gaining in importance for 2022: digitization of the building, smart technologies, artificial intelligence and IT security reflect the high level of technology of Security solutions today.

Information for the security industry is prepared differently in journalistic terms today. On the Sec-Global channels, articles geared to the target group are published in the form of articles, videos, podcasts, image galleries/slideshows and short news items such as Twitter, LinkedIn, Instagram and Reddit.

The print version of Euro Security will specialize in four main topics. The publication frequency for print media will be quarterly.

### **Print editions - Special editions 2022**

- Alarm and security systems as an element in building technology
- International product innovations around AI, ID and building systems.
- Developments on the DACH market. THE FAIR

- Networked technology for buildings and cities

In addition, another twelve issues are published monthly in digital format (via Pdf). The concept for classic and digital publications was further adapted to the information needs of the security industry. Particularly noteworthy are the design options in the context of corporate publishing, content marketing and display advertising as effective communication strategies.

The video productions of euro-security.tv will take up more space this year. We will endeavor to publish a video contribution in the form of a report every week. If necessary, articles with the same content will also be published in parallel on [www.eurosecglobal.de/www.euro-security.de](http://www.eurosecglobal.de/www.euro-security.de) (website will be relaunched in June 2022) or in Euro Security media. In the SEC Global newsletter and other social media channels, the videos will also be partially or published.

By means of the newsletter, key topics can also be addressed to special user groups such as public administration-procurement agencies, different vertical markets such as logistics providers, hospital providers, transport service providers or SMEs. But we can also realize a purely technically oriented mailing to installation companies or facility managers.

By newsletters and web activities coupled with social media channels, we are able to keep our finger on the pulse and are always up-to-date with developments in the security industry, as well as in our society and politics.

We would be happy to work with you in 2022.

For questions, please contact our marketing and advertising department at [anzeigen@euro-security.de](mailto:anzeigen@euro-security.de).

# Topics & Dates

[Euro Security DACH]

## Issues - German edition

### Digital editions 2022 (edition size between 68 and 96 pages)

1-2022	<b>Euro Security Digital</b> News from CES in Las Vegas: Smart Technologies for a Modern Society. Building and security technology with value-added, remote monitoring and connectivity services.	(ET 28.01.2022;RS 20.01.2022)
2-2022	<b>Euro Security Digital</b> Smartphone applications for ID systems, access and authentication solutions, operating concepts with the SmartPhone. Modern building technology with sensors, actuators, signal transmitters; bus systems	(ET 01.03.2022;RS 25.02.2022)
3-2022	<b>Euro Security Digital</b> Safety-relevant transportation concepts of the present and future for logistics, mass transport and individual transport. The entrance to a company in the expert discourse	(ET 31.03.2022;RS 25.03.2022)
4-2022	<b>Euro Security Digital</b> Focus: transport, public transport; three-dimensional mobility; cybersecurity, ticketing, Buildingtechnology	(ET 28.04.2022;RS 22.04.2022)
5-2022	<b>Euro Security Digital</b> Event Security / Public Safety / AI in Control Center Management	(ET 27.05.2022;RS 23.05.2022)
6-2022	<b>Euro Security Digital</b> SecurityExpo - the security trade fair in Munich	(ET 24.06.2022;RS 21.06.2022)
7-2022	<b>Euro Security Digital</b> Focus: The guest is the center of attention - security concepts for the hospitality industry, Patients in hospitals and senior citizens in nursing homes (alarm, fire protection, access)	(ET 29.07.2022;RS 26.07.2022)
8-2022	<b>Euro Security Digital</b> Perimeter Protection and Access Management	(ET 22.08.2022;RS 19.08.2022)
9-2022	<b>Euro Security Digital</b> It is Showtime: New Products from A&Z, International Product News for the German-speaking market.	(ET 19.09.2022;RS 16.09.2022)

> Euro Security in DIN A5 format RS: Copy deadline ET: Publication date

> DIGITAL EDITION: The digital edition of Euro Security DACH is also available in printed form by order (subscription): Single issue 11.50 Euro incl. postage and packing

## Dates & Deadlines

# Topics & Dates

[Euro Security DACH]

Issue		Date & Deadline
10-2022	<b>Euro Security Digital</b> IT data security, cloud solution, email management, authentication; data center management, it-sa preview, IT data management creates efficiencies for AI, algorithms in the World of Security.	(ET 20.10.2022;RS 17.10.2022)
11-2022	<b>Euro Security Digital</b> Control center management, BOS digital radio, campus solutions, 5G radio services, KRITIS in focus Police work in digital times	(ET 21.11.2022;RS 18.11.2022)
12-2022	<b>Euro Security Digital</b> Focus: Market development and status quo. Survey on future expectations of the security industry in Germany and in several European countries.	(ET 20.12.2022;RS 15.12.2022)

## Print issues - Special issues 2022 (Size of issues:96 pages - A5 format)

- Alarm and security systems as an element in building technology
- International product innovations around AI, ID and building systems
- Developments on the DACH market. THE FAIR
- Networked technology for buildings and cities

7 March 2022  
13 May 2022  
15 September 2022  
15 November 2022

## Digital editions EuroSecIT 2022 (Volume of issues:68 pages)

- Q1
- Q2
- Q3
- Q4

01 March 2022  
01 June 2022  
01 September 2022  
01 November 2022

> Euro Security in DIN A5 format RS: Copy deadline ET: Publication date  
> DIGITAL EDITION: The digital edition of Euro Security DACH is also available in printed  
form by order (subscription): Single issue 11.50 Euro incl. postage and packing

# CLASSIC PRINT ADS

[Euro Security A5]

SIZES	Details	Format of the magazine width x highth in mm	Prices 4c
<b>1/1 pages</b>	148 x 210 mm (3mm trim-bleed) 123 x 190 mm (Type areal)	<b>A5</b> 148 x 210 mm	<b>3,000.00 Euro</b>
<b>1/2 pages</b> <b>horizontal</b> <b>vertical</b> <b>horizontal</b> <b>vertical</b>	148 x 105 mm (3mm trim-bleed) 74 x 210 mm (3mm trim-bleed) 123 x 95 mm (Type areal) 62 x 190 mm (Type areal)	<b>A5</b> 148 x 210 mm	<b>1,650.00 Euro</b>
<b>1/3 pages</b> <b>horizontal</b> <b>vertical</b> <b>horizontal</b> <b>vertical</b>	148 x 68 mm (3mm trim-bleed) 65 x 210 mm (3mm trim-bleed) 123 x 60 mm (Type areal) 55 x 190 mm (Type areal)	<b>A5</b> 148 x 210 mm	<b>950.00 Euro</b>
<b>1/4 pages</b> <b>horizontal</b> <b>vertical</b> <b>horizontal</b> <b>vertical</b>	148 x 50 mm (3mm trim-bleed) 58 x 210 mm (3mm trim-bleed) 123 x 55 mm (Type areal) 45 x 190 mm (Type areal)	<b>A5</b> 148 x 210 mm	<b>700.00 Euro</b>

\* Prices are plus VAT at the statutory rate

\*\* B/W prices not available

# CLASSIC PRINT ADS

[Euro Security DIN A5]

Special Placement	Details	Format of the magazine width x highth in mm	Prices full colour*+**
1/1 full page first right page	148 x 210 mm + 3mm trim bleed	A5 148 x 210 mm	3,700.00 Euro
1. doublepage (between editorial and content)	2x 148 x 210 mm	A5 148 x 210 mm	5,500.00 Euro
Opening combi: coverinside- page + 1/3 vertical next edito- rial	148 x 210 mm + 3mm trim bleed <u>and</u> 78 x 216mm (incl. 3mm trim bleed)	A5 148 x 210 mm	4,500.00 Euro
1/3 page vertical next editorial or content	78 x 216mm (incl. 3mm trim bleed 65 x 85mm	A5 148 x 210 mm	1,500.00 Euro
Text part advertisements / island advertisement: fixed width, prices per mm in height	Inserts: 140 x 200 mm (width x height), for 2 pages paper gram- mage min. 115 g/m².	A5 148 x 210 mm	900.00 Euro
Inserts with placement at unspecified position in the magazine		A5 148 x 210 mm	per 1000 copies: 175.00 Euro

\* Prices are plus VAT at the statutory rate

\*\* B/W prices not available

# DIGITAL ADS

[Euro Security Digital Editions]



SIZES	Details	Format of the magazine width x highth in mm	Prices full colour*+**
<b>1/1 pages</b>	148 x 210 mm (3mm trim-bleed) 123 x 190 mm (Type areal)	<b>A5</b> 148 x 210 mm	<b>800.00 Euro</b>
<b>1/2 pages</b> <b>horizontal</b> <b>vertical</b> <b>horizontal</b> <b>vertical</b>	148 x 105 mm (3mm trim-bleed) 74 x 210 mm (3mm trim-bleed) 123 x 95 mm (Type areal) 62 x 190 mm (Type areal)	<b>A5</b> 148 x 210 mm	<b>500.00 Euro</b>
<b>1/3 pages</b> <b>horizontal</b> <b>vertical</b> <b>horizontal</b> <b>vertical</b>	148 x 68 mm (3mm trim-bleed) 65 x 210 mm (3mm trim-bleed) 123 x 60 mm (Type areal) 55 x 190 mm (Type areal)	<b>A5</b> 148 x 210 mm	<b>400.00 Euro</b>
<b>1/4 pages</b> <b>horizontal</b> <b>vertical</b> <b>horizontal</b> <b>vertical</b>	148 x 50 mm (3mm trim-bleed) 58 x 210 mm (3mm trim-bleed) 123 x 55 mm (Type areal) 45 x 190 mm (Type areal)	<b>A5</b> 148 x 210 mm	<b>300.00 Euro</b>

\* Prices are plus VAT at the statutory rate

\*\* B/W prices not available



# DIGITAL ADS

[Euro Security Digital Editions]



Special Placement	Details	Format of the magazine width x highth in mm	Prices full colour*+**
1/1 full page first right page	148 x 210 mm + 3mm Anschnitt an allen Seiten	A5 148 x 210 mm	900.00 Euro
1. doublepage (between editorial and content)	2x 148 x 210 mm	A5 148 x 210 mm	1,250.00 Euro
Opening combi: coverinside- page + 1/3 vertical next edito- rial	148 x 210 mm + 3mm Anschnitt an allen Seiten <u>und</u> 78 x 216mm (inkl Anschnitt 3mm rechts, oben + unten)	A5 148 x 210 mm	650.00 Euro
1/3 page vertical next editorial or content	78 x 216mm (inkl Anschnitt 3mm rechts, oben + unten)	A5 148 x 210 mm	300.00 Euro
Text part advertisements / island advertisement: fixed width, prices per mm in height	65 x 85mm	A5 148 x 210 mm	pauschal 500.00 Euro



Advertising material	Details	Format width x highth in mm	Volume	Prices*
<b>Customised client magazine</b>	completely individually developed Editing and layout is of particularly high quality	<b>A4:</b> 210 x 297 mm <b>A5:</b> 148 x 210 mm	from 8 + 4 pages	on request
<b>Special Theme Booklet</b>	in A5 or A6 format glued to the front page of Euro Security / editing and layout by our editorial team or with customer input optional: e-paper	<b>A5</b> 148 x 210 mm <b>A6</b> 105 x 148 mm	from 16 + 4 pages	on request
<b>Advertorial (A5 special issues)</b>	Customer content on one to four pages in the editorial environment of SecGlobal publications marked as advertisement or special publication >>>optional: e-paper in connection with newsletter	Sizes are depending on the format of the to be occupied magazine  In digital media formats individual	1 page 2 pages 3 pages 4 pages  from 1 page	from 3,500.00 Euro from 4,500.00 Euro from 4,900.00 Euro from 5,500.00 Euro  on request

## The TV channel for the security industry - reports and interviews:



Euro-Security.tv reports professionally from exhibitions, conferences and roadshows - nationally and internationally - in English, German and other languages. The classic application report is effectively translated by our TV team into a report on projects on site in industry, trade but also public institutions in sound and film. For a company portrait, we are also happy to visit the companies and report on-site about production facilities, sales teams or the new showroom. We offer company- and product-specific reports from exhibition stands at trade fairs or roadshow events, which can depict a product presentation, statements on

the market situation or the presentation of new strategies by leading personalities. In interviews, project managers from the supplier side and security managers from the user side have their say. The videos produced by Euro-Security.tv have a high public profile and are also edited in sequences for important media channels.

The latest reports from the world of security and expressive images of security projects and product demos make security applications comprehensible. All contributions are edited by us and run for at least one year on YouTube and other social media channels. With a licence, we also offer you unlimited rights of use for the videos. In this way, the videos can be integrated into your company's own channels.

We give the security industry a unique platform for the presentation of products and solutions. Because today, moving pictures say more than a thousand words and can present demanding contexts more easily.

## Overview of services



### ExhibitionTV at SicherheitsExpo

#### Early Bird booking until 15.4.2022\*

- **max. 5 minutes** video for product presentation and/or short interview **750.00 €**
- **max. 6 minutes** video + article transcription for online publication **900.00 €**.

Videos will be put online within 12-24 hrs\*

\*only 5% AE commission possible when booking the Early Bird offer



### ExhibitionTV at SECURITY Essen

#### Early Bird booking until 15.7.2022\*

- **max. 5 minutes** video for product presentation and/or short interview **825.00 €**
- **max. 6 minutes** video + article transcription for online publication **950.00 €**

Videos will be put online within 12-24 hrs\*

### Fair Diary:

- Our editorial team accompanies exhibitors and reports daily with a 2-minute sequence at a set time on each day of the fair, provision of the daily fair statement for social media channels. Complete video will be edited and finished after the last day of the fair. Completion of the video on 26.9.2022.

**2,100.00 €**

### Recording of lectures / press conferences:

- Recording conference presentation / Press conference up to 15 min.
- (with integration of illustrations and other video sequences)

**750.00 €**

**from 1,050.00 €**

### Service overview: Video production

- Video contributions from roadshows, company conferences, expert meetings
- Reports / video practice reports
- Reports from association events such as annual meetings, specialist events, training events, seminars
- Partner surveys, testimonials
- Free reports on safety topics (features)

### Costs for productions at events / trade fairs:

- from 4 minutes presentation/short interview **from 900.00 €**

## Price overview for individual services

### 1. Individual on site

Video for newsletter, social media and own platforms (web etc) + Pdf article softcopy on site (company / showroom usually two to three minute articles: Flat rate incl. editing, production, cutting and publication + expenses. Editing takes place promptly within three to four days:

**Half Day 1,45.,00 Euro**

**Full Day 2,500.00 Euro**

- > Socialmedia by SEC GLOBAL+ Online position **450.00 Euro**
- > Editorial transcription of a contribution into an editorial contribution: **250.00 Euro**
- > Second correction of the first-corrected version **250.00 Euro**

### 2. Invitation teasers for events and functions

With this offer, invitations to special events of the respective organiser can be addressed to customers and the industry in general. Modern introduction sequences, presentation of the event and video, newsletter, social media). In addition, themed videos or testimonials can also be created. Editing shots can be made during the production day or supplied for editing. Production is done with HD or 4K video camera and smartphone or social media digital camera. Appointment on location is made with one person. Editing takes place promptly within three to four days. Price applies to INVITATIONS only:

**950.00 Euro**

### 3. Reportage at a user's - editorial team trip

- > Travel production site (car 0.35 Euro/km/flight/transfer) + overnight stay plus arrival days up to 5 hours 225.00 Euro, for travel days over 5 hours 450.00 Euro per person
- > Production of the video (incl. editing) **3,750.00 Euro**
- > Editing and post-production (original sounds / music\*) **from 1,250.00 Euro**

### 4. Supplementary marketing services / press relations

Social media support via SEC Global channels and / or company-owned channels for six months

**Flat rate per month 750.00 Euro**

### 5. Package for six videos within 12 months

Production and provision of videos for permanent use + expenses

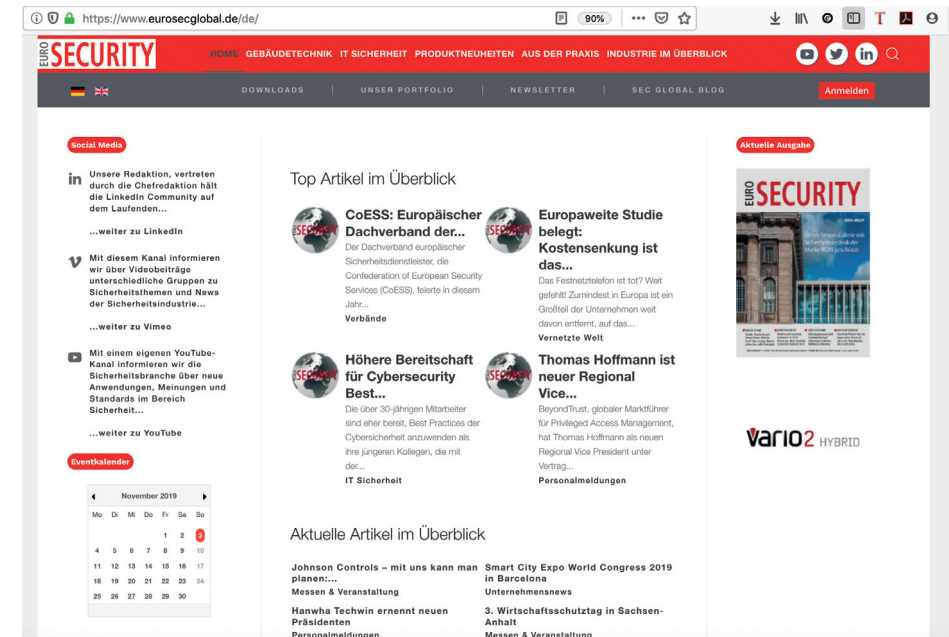
**Flat rate per month 1.500,- Euro (total amount 9.000,- Euro)**

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- \* without music use subject to Gema - only with free music provided by the publisher. Licensed music can be supplied by the client and must be settled with GEMA.
  - \*\* as a rule, around six - seven appointments are made per day with a two-person team.
  - \*\*\* Internet connection must be available to allow transmission
- General note: Expenses / travel costs are not always included in the prices.

# DISPLAY ADVERTISING

Prices for banneradvertising on eurosecglobal.com

Sizes*	seize in pixels	per 1000 impressions
Superbanner	782 x 100	175.00 € / week
Skyscraper	160 x 600	185.00 € / week
Topbanner	468 x 60	145.00 € / week
Banner	180 x 180	115.00 € / week
Sponsored Article	n.n	75.00 € / week 250.00 € / month 600.00 € / quaterly



Placement Run-of-site and rotating on the placements within the page. Technical data for our digital products can be found under the chapter 'Technical data' page 26.

# Topics Newsletter

Newsletters contain all the important news of the week and an additional one or two main topics, which are listed here:

## SEC Global - The Week (All news weekly):

The following overview of topics indicates a focal topic for each week of the calendar. In addition to a focus block, the most current information will of course also be included in the weekly mailings.

Publication date PD

Projektnr.: Topics

PD

### JANUARY

<b>SEC1-22</b>	— — — —	04.01.22
<b>SEC2-22</b>	Smart Home / CES digital Las Vegas 2022	07.01.22
<b>SEC3-22</b>	New products & solutions in iint. Markets - Intersec Dubai from 16.01.2022	14.01.22
<b>SEC4-22</b>	AI Solutions in Public Security + CRITIS	21.01.22
<b>SEC5-22</b>	Perimeter Protection and Access Solutions	28.01.22

### FEBRUARY

<b>SEC6-22</b>	Alarm systems in the commercial sector	04.02.22
<b>SEC7-22</b>	Anti-theft solutions in retail; Analysis systems in sales and car parks	11.02.22
<b>SEC8-22</b>	New products 'Made in Eastern Europe'	18.02.22
<b>SEC9-22</b>	Safety for public places	26.02.22

### MARCH

<b>SEC10-22</b>	Equipment for police, emergency forces and new for tactical solutions, homeseconomy	04.03.22
<b>SEC11-22</b>	Security concepts for the transport and transport sector	11.03.22

<b>SEC12-22</b>	Light & Building: Integrated security technology in the building	18.03.22
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<b>SEC13-22</b>	Authentication and ID Strategies as Components of security projects	25.03.22
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### APRIL

<b>SEC14-22</b>	Fire detection technology integrated into building services engineering, Extinguishing systems	01.04.22
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<b>SEC15-22</b>	Data centre security - mechanical and virtual access systems	08.04.22
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<b>SEC16-22</b>	Computer-aided rescue technology, digital reception systems, video-supported access systems	15.04.22
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<b>SEC17-22</b>	Biometric identification	22.04.22
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<b>SEC18-22</b>	New products 'Made in Taiwan'	29.04.22
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### MAY

<b>SEC19-22</b>	Video technology for SME customers	06.05.22
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<b>SEC20-22</b>	Products + Solutions 'Made in United Kingdom	13.05.22
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<b>SEC21-22</b>	Locker solutions for commerce + sports facilities	20.05.22
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<b>SEC22-22</b>	Door management and escape route solutions	27.05.22
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### JUNE

<b>SEC23-22</b>	Standardisation and norms in the German security industry	03.06.22
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<b>SEC24-22</b>	Cloud security solutions for cyber and other security solutions	10.06.22
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<b>SEC25-22</b>	Bus systems in the smart building world	17.06.22
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<b>SEC26-22</b>	Trade fair innovations: All around the door -	
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# Topics Newsletter

Newsletters contain all the important news of the week and an additional one or two main topics, which are listed here:

<b>SEC27-22</b>	Time and access - video management	24.06.22	<b>SEC40-22</b>	SECURITY Day 4 - Videos of products, Interviews and reports	23.09.22
	The trade fair overview for tomorrow - new products at the SicherheitsExpo 2022	28.06.22	<b>SEC41-22</b>	Review SECURITY MESSE ESSEN	30.09.22
<b>JULY</b>			<b>OCTOBER</b>		
<b>SEC28-22</b>	Remote security for KRITIS structures	01.07.22	<b>SEC42-22</b>	Campus security - the new environment for the new working world	07.10.22
<b>SEC29-22</b>	Security concepts for care facilities, new products for living at home in old age	08.07.22	<b>SEC43-22</b>	The digital building - When sensors offer safety	14.10.22
<b>SEC30-22</b>	Mobile alarm systems for group events, concerts, camping and other events	15.07.22	<b>SEC44-22</b>	IT security for the security industry / Cloud solutions	21.10.22
<b>SEC31-22</b>	On the right locking system: overview of the market leaders and niche products	22.07.22	<b>SEC45-22</b>	Smart Cities - Security and Visions	28.10.22
	<b>HOLIDAYS from 25.07.2022 - 05.08.2022</b>		<b>NOVEMBER</b>		
<b>AUGUST</b>			<b>SEC46-22</b>	Logistics safety, transport of dangerous goods, storage goods handling and labelling	04.11.22
<b>SEC32-22</b>	The market in figures - Market report on market volume, opportunities and future assessments	13.08.22	<b>SEC47-22</b>	Security for exhibition objects, Museum security	11.11.22
<b>SEC33-22</b>	Video analysis in focus	20.08.22	<b>SEC46-22</b>	Control centre technology, BOS technology, work of Police, Firebrigades, Emergency ambulance and other public services	18.11.22
<b>SEC34-22</b>	Product innovations for a hot autumn	27.08.22	<b>SEC47-22</b>	Security Made in France - product innovations from alarm systems to video analysis	25.11.22
<b>SEPTEMBER</b>			<b>DECEMBER</b>		
<b>SEC35-22</b>	Fire protection on ships and safeguarding of Port areas and logistics areas	02.09.22	<b>SEC48-22</b>	Alarm circuits and digital alternatives	02.12.22
<b>SEC36-22</b>	Video solutions for small businesses	09.09.22	<b>SEC49-22</b>	2022 - Review of projects, trends	09.12.22
<b>SEC37-22</b>	Die Messe in Essen - Messe im Fokus	16.09.22	<b>SEC50-22</b>	The Security Yearbook	16.12.22
<b>SEC38-22</b>	SECURITY Day 2 - Videos of products, Interviews and reports	21.09.22	<b>SEC51-22</b>	News	23.12.22
<b>SEC39-22</b>	SECURITY Day 3 - Videos of products, Interviews and reports	22.09.22	<b>SEC52-22</b>	Outlook for the next year	30.12.22



# Newsletter SEC Global DACH

Seizes	Format in pixel	Position	SEC GLOBAL DACH 10.200 recipients	SEC GLOBAL EMEA 9.500 recipients
Text ad banner + Text standard	Headline: max. 60 characters; text: max. 400 characters	Pos. 1	350.00 / week	425.00 / week
		Pos. 2	370.00 / week	465.00 / week
		Pos. 3 (top)	470.00 / week	565.00 / week
Latest News Image + Text (Advertorial)	Banner 640 x 80	Pos. 1	570.00 / week	600.00 / week
	Text 400 characters	Pos. 2	600.00 / week	680.00 / week
	640 x 400 (image) + 600 characters + 2 links	Pos. 3	750.00 / week	750.00 / week
Special seizures		‘Aktuelle News’	470.00 / week	565.00 / week
	486x200 / 486x200	Pos. 1	590.00 / week	735.00 / week
	640x100 / 640x250	Pos. 3	570.00 / week	565.00 / week
		Pos. 2	600.00 / week	565.00 / week
	190 x190	bottom line	250.00 / week	200.00 / week
Video promotion of a YouTube video	address on YouTube + 250 characters intro	special Section	200.00 / week	175.00 / week
Advertorial	Headline + 650 charac- ters	Individual placement in coloured box	450.00 / week	400.00 / week

**Euro.Sec IT** per mailing 8,500 recipients 2x per month: Exclusive placement of your desired advertising medium (text ad, banner or special format) incl. logo directly under the header Duration **ONE** month 900.- Euro Duration 1

year 2,800.- Euro, **SEC GLOBAL\*** overall banner all newsletters: Exclusive placement of your desired advertising medium (text ad, banner or special format) incl. logo directly under the header Duration **ONE** month 2000.- Euro

by SEC GLOBAL  
DACH-Region  
Nr. 4-2021  
29. Januar 2021

# EUROSECURITY

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**Banner Position 3**

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**Position 3**  
Headline, max. 60 Zeichen.  
Text, max. 400 Zeichen  
(inkl. Leerzeichen)

Premium Newsletter für Sicherheitstechnik • management in deutscher Sprache

TIPP: SEC GLOBAL Mediadaten DACH-Region 2021 zum [Download](#)



**Aktuelle News**  
PCS: xxxxxxxx [Lesen Sie weiter!](#)

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**Banner Position 2**

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**Position 2**  
Headline, max. 60 Zeichen.  
Text, max. 400 Zeichen  
(inkl. Leerzeichen)


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**Banner Position 1**


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**Position 1**  
Headline, max. 60 Zeichen;  
Text, max. 400 Zeichen  
(inkl. Leerzeichen)


  
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Sec Global Ltd  
newsletter@sec-global.org



# Annual Media Packages

Sponsored media packages for Euro Security - Magazine - Newsletter - Website - Socialmedia

You can already order the communication packages for the security industry. Especially for the areas of video technology, IT security, building technology, security services, alarm and ID systems and management solutions, we can present all important news in a compact and sustainable way and send it to the right addressees. All offers are based on a twelve-month term with an individual start date. Here are our four packages for cooperation:

Bronze Package	1.250,- Euro	Silver Package	2.500,- Euro	Gold Package	4.500,- Euro	Platinum Package	6.000,- Euro
<ul style="list-style-type: none"><li>- <b>Six news</b> (600 characters) with linked article/landing page in the newsletter (promotion);</li><li>- <b>Three articles</b> (max. 9500 characters and three photos) on the website / in the pdf magazine / as 15 sec. news in the TV Security Report (as part of the weekly broadcast).</li></ul>		<ul style="list-style-type: none"><li>- <b>Nine news</b> (600 characters) with linked article/landing page in the newsletter (promotion);</li><li>- <b>Four articles</b> (max. 9500 characters and three photos) on the website / in the pdf magazine / as 15 sec. news in the TV Security Report (as part of the weekly broadcast)</li><li>- <b>Two button banners</b> in the newsletter (190x190 pixels)</li></ul>		<ul style="list-style-type: none"><li>- <b>Twelve news</b> (600 characters) with linked article/landing page in the newsletter (promotion);</li><li>- <b>Eight articles</b> (max. 9500 characters and three photos) on the website / in the pdf magazine / as 15 sec. news in the TV Security Report (as part of the weekly broadcast)</li><li>- <b>Two top banners</b> in the newsletter (684x100 pixels)</li></ul>		<ul style="list-style-type: none"><li>- <b>Twelve news</b> (600 characters) with linked article/landing page in the newsletter (promotion);</li><li>- <b>Ten articles</b> (10 articles max. 9500 characters and three photos) on the website / in the pdf magazine / as 15 sec. news in the TV security report (as part of the weekly broadcast)</li><li>- <b>Four top banners</b> in the newsletter (684x100 pixels)</li></ul>	

## Additions to the packages

+ 2x1 week side banner 190x60 pixels on [www.eurosecglobal.de](http://www.eurosecglobal.de) = 250,- Euro

+ 4x1 week side banner 190x60 pixels on [www.eurosecglobal.de](http://www.eurosecglobal.de) = 600,- Euro

+ 8x1 week Sidebanner 190x60 Pixels on [www.eurosecglobal.de](http://www.eurosecglobal.de) = 950 Euro

+ 12 x 1 week side banner 190x60 pixels on [www.eurosecglobal.de](http://www.eurosecglobal.de) = 1.200,- Euro

All activities are accompanied by social media channels: Instagram, Twitter (multiple channels), YouTube, LinkedIn, Reddit.

# Target groups

[reader analysis in percentage]

## Printed magazine

<b>Focus issues by</b>	<b>EURO SECURITY</b>	
Users		41 %
Craft & Technique Dept.		35 %
Service providers		15 %
Manufacturer		8 %
Associations		1 %
<b>Circulation: 10,500 copies</b>		

## Online magazine IT-Security Euro.SecIT

### EURO.SEC IT Reader analysis

IT administrators	39 %
IT partners	20 %
Security managers	16 %
Service providers	15 %
Manufacturer	10 %

**Downloads: 5700 von [www.eurosecglobal.de](http://www.eurosecglobal.de)**

## Digital media

### SEC GLOBAL Newsletter DACH - general -

Craft enterprises / planners	39 %
Service providers	19 %
Data centre & IT managers	18 %
Public authorities	15 %
Manufacturers	5 %
Distributors / sales outlets	4 %

**Recipients: 9,120 (opening rate 22-28%)**

### SEC GLOBAL Newsletter DACH - Special Topics - Address Pool

Public authorities / Procurement	12530
Installers	7502
Security service providers	1750
Manufacturers / Distributors	1950
Police / Federal authorities	3580

**combinable cumulative**

### Website 'eurosecglobal.de'

**Views: per month between 180,000 -250,000**

Other digital media on request

 [euro-security.tv](https://www.youtube.com/euro-security.tv)

 [eurosecurity](https://twitter.com/eurosecurity)





# Editorial Services (Content Ads)

Description	Services	Flatrate in Euro
Sponsored Post	<ul style="list-style-type: none"><li>- Editorial article - one week marked as advertisement, on eurosecurity.de - website is available on desktop and via mobile media....</li><li>- Checking and correction of the article by our editorial team.</li><li>- Fixation as top teaser in the desired</li><li>- Archiving on eurosecglobal.de after the end of the campaign.</li><li>- Teaser and linking on the following channels:</li><li>- Euro Security Calendar Page</li><li>- Instagram account</li><li>- Twitter account of Euro Security (eurosecurity / eurosecurityint)</li><li>- LinkedIn account of the Euro Security editor-in-chief</li><li>- Short video about article on YouTube (euro-security.tv)</li></ul>	2,500.00
Digital Special	<ul style="list-style-type: none"><li>- Independent special on eurosecurity.de with editorial articles.</li><li>- Exclusive branding with your advertising material on all pages of the special: Content Ad (online, mobile), sponsoring on all channels.</li><li>- Prominent presence of your logo or sponsor naming on the overview page of the special, in the EuroSecurity social media posts.</li><li>- Archiving of the editorial content on eurosecglobal.de</li></ul>	from 3,500.00 to 9,500.00

Description	Services	Flatrate in Euro
Whitepaper	<ul style="list-style-type: none"><li>- Whitepaper, study, case study or product information under the menu item "Whitepaper" on eurosecglobal.com, the download campaign runs until the lead quantity** you have defined has been reached.</li><li>- Short description and preview tease your whitepaper and lead the user to the download.</li><li>- We collect the following qualifiers for you: title, first name, last name, email, company, function, company size, industry and company headquarters (country).</li><li>- We manage a campaign on all online channels of the publisher to generate your leads.</li><li>- After the campaign expires, we archive your whitepaper permanently on our website</li></ul>	79,- per lead You determine the number of leads
Webcast	Use the recording of your webinar and present it as a webcast to SEC GLOBAL, Euro Security or KIM readers. Underline your expert know-how and continue your lead generation.	from 2,500.00
Stand-alone-Newsletter	With the stand-alone newsletter 'SEC GLOBAL' you address advertising messages to up to 10,000 addresses. These campaigns offer individual ad integration in a newsletter designed and laid out especially for you, with or without introductory text.	from 1,500.00

# CONTENT MARKETING

Sec Global

## CONTENT

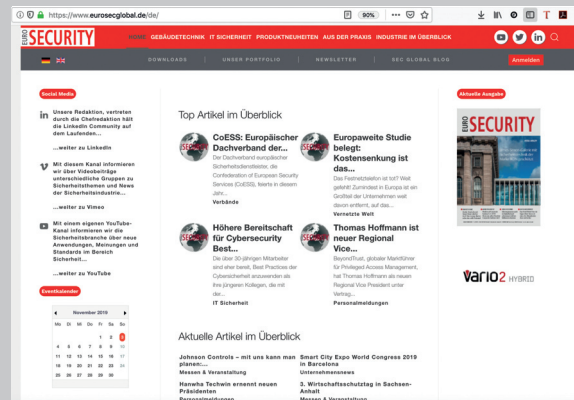
### EDITORIAL SPONSORSHIP

With individual and up-to-date press articles, we create an environment for you in which advertisements or banner advertising, editorial content and further information form the basis for concerted advertising online, but also in print.

### STRATEGIC EDITING

The duration of the presence on the web, on the website and the frequency of article publications in the print medium as well as editorial contributions in the form of video or audio contributions round off a press campaign. Of particular interest is the reach to be achieved across all media.

## Media Content Management on focus



[www.eurosecglobal.de](http://www.eurosecglobal.de)

## TRAFFIC

### SOCIAL MEDIA

Promotion of content via the SEC Global or Euro Security social media channels such as YouTube, Twitter, Instagram, etc.

### ADVERTISING MATERIALS

Promotion of different, individually designed advertising material in the newsletter and on [www.eurosecglobal.de](http://www.eurosecglobal.de).

### BRAND AWARENESS

With exemplary technical editing, customer-relevant information, promotional newsletters and training activities, we help you to achieve better market positions.

# JOB SERVICE



[Print circuits only in special editions]

Seizes	Format trim bleed 3mm: width x highth mm	price bw	price 2c	price 3c	price full colour
1/1 page	154 x 216	1,500.00 €	2,000.00 €	2,500.00 €	3,000.00 €
3/4 h/v page	154 x 158 / 115 x 216	1,125.00 €	1,625.00 €	2,125.00 €	2,725.00 €
1/2 h/v page	154 x 105 / 77 x 216	750.00 €	1,350.00 €	1,850.00 €	2,350.00 €
1/4 h/v page	154 x 57 / 37 x 216	375.00 €	875.00 €	1,275.00 €	1,775.00 €
1/4 2-columns page	77 x 108	375.00 €	875.00 €	1,275.00 €	1,775,00 €
Anzeigengröße	Format trim bleed 3mm: width x highth mm	Preis* s/w	Preis* 2c	Preis* 3c	Preis* farbig
1/1 page	122,5 x 185	1,500.00 €	2,000.00 €	2,500.00 €	3,000.00 €
3/4 h/v page	122,5 x 139 / 92 x 185	1,125.00 €	1,625.00 €	2,125.00 €	2,725.00 €
1/2 h/v page	122,5 x 105 /62 x 185	750.00 €	1,350.00 €	1,850.00 €	2,350.00 €
1/4 h/v page	122,5 x 57 / 30,5 x 185	375.00 €	875.00 €	1,275.00 €	1,775.00 €
1/4 2-columns page	61 x 92,5	375.00 €	875.00 €	1,275.00 €	1,775.00 €

## Important information in brief

\* Prices in Euro plus VAT. This is a service of Euro Security Fachmedien (ESF). The general terms and conditions of the publisher apply.

## Terms of payment

Invoicing and responsibilities lie with ESF. Invoicing takes place one day after publication, irrespective of the duration. The prices for job

advertisements are not discountable. 10 % commission is only payable for the placement of third party orders and will only be granted to registered advertising agents.



# JOB SERVICE

[Online ads/ Newsletter Service every 4th Thursday of the month]

<b>Bronze</b>	<b>770.00 Euro*</b>	<b>Silver</b>	<b>870.00 Euro*</b>	<b>Gold</b>	<b>1,175.00 Euro*</b>	<b>Platinum</b>	<b>1,395.00 Euro*</b>
<i>Text ad, applicant approach selectable</i>		<i>Designed advertisement according to sample templates integration of company logo</i>		<i>Bestseller: Designed advertisement in your CI / CD</i>		<i>Bestseller: Designed advertisement in your CI / CD</i>	
<b>- Duration 60 days</b>		<b>- Duration 30 days</b>		<b>- Duration 60 days</b>		<b>- Duration 120 days</b>	
- 50 % discount for start-ups		- 50 % discount for start-ups		- 50 % discount for start-ups		- 50 % discount for start-ups	
- 15 lines high		- Link from the ad to your web ad on your website		- Link from the ad to your web ad on your website		- Link from the ad to your web ad on your website	
> Publication pdf on the		- logo		- Logo display		- Logo display	
- on www.eurosecglobal.de		> Publication pdf on the website		> Publication pdf on the website		> Publication pdf on the website	
- Newsletter (2x) +		www.eurosecglobal.de and in		www.eurosecglobal.de and in		www.eurosecglobal.de and in	
- Quarterly job newsletter (1x)		the newsletter (4x)		the newsletter (8x)		the newsletter (12x)	
		Quarterly job newsletter (1x)		> Individual newsletter (1x)		> Quarterly newsletter (2x)	
				> Quarterly newsletter (1x)		> Individual newsletter	
				> Video integration possible for an additional charge		(1x + Whd.)	
						> Video integration included	

## Important information in brief

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# Discounts

Turnover scale in €	Discounts in %.	Turnover scale in €	Discounts in %.
Advertisements (print)/Banners (digital)/Special contributions		Videointerviews/Reports/Eventdocumentations	
3.500	3	5.000	5
5.000	5	10.000	8
8.000	10	15.000	10
12.000	12	18.000	10
18.000	13	20.000	10
25.000	15	25.000	11
30.000	15	30.000	12
40.000	17	40.000	15
50.000	20	50.000	17

## EVERYTHING AT A GLANCE

The discount scale applies to sales of print and digital products of SEC Global Ltd.  
The basis for the sales scale are the gross

prices shown for placements.

Bookings for special forms of advertising (without technical costs) can be integrated into the basic contract if necessary.

**\*\*Discounts do not apply to products SEC Global-Event and Video-Services (ES-TV). Please see figures in the right-hand column. Agency-Discount 10% usually possible.**

## **SPECIAL ADVERTISING FORMS for specials / special print publications (INSERTS, BOUND INSERTS, STICKERS, INSERTS)**

Please note for special advertising formats: In the event of processing difficulties, the completion of the print run takes precedence over the insertion, affixing and pasting. Minimum number of copies for partial runs: 3,000 copies. A5 format

**Reservation:** In good time before the publication date. The order is only valid after 3 samples have been submitted.

**Advertising deadline:** No later than 15 days before publication date.

**Glued-on products:** Postcards are to be glued to the insert to the spine, glue line near fold, no dot gluing but line gluing. Machine processing of inserts, special formats and product samples is not possible without prior technical inspection.

**Inserts - technical information:** Inserts are inserted into the magazine by machine. They must therefore consist of one part or be held together by a cover, stitching or gluing in such a way that they can be processed as one part. The side parallel to the binding must be closed. If inserts contain a glued-on postcard, this must be glued parallel to the

closed waistband of the insert so that it cannot become detached during machine processing. Inserts are inserted with the closed side parallel to the spine of the magazine. A specific placement cannot be guaranteed. Zigzag folded, perforated, punched or stapled inserts cannot be processed by machine. Quotations on request.

**Delivery condition special advertising formats:** The delivered products must guarantee perfect, immediate machine processing without additional manual preparation. Inserts glued together by excessively fresh printing ink, inserts that are highly electrostatically charged or have become damp, or inserts with folded corners, edges, crimped folds, displaced (round) spines cannot be processed.

**Layers:** Unentangled, straight-edged with a height of 80 to 100 mm. Tying or packing of individual layers causes additional costs.

**Palletising:** Neatly on stable reusable pallets, pallet base covered with a sturdy cardboard box or film. When strapping/protective packaging, the edges must not be damaged or bent over. Labelling as on the delivery note, clearly visible with purpose, contents and quantity.

**When delivering several issues, palletise separately for each issue.**

## **EVERYTHING AT A GLANCE**

### **Deadline for order + delivery:**

Two weeks before publication date to

**D+L Druck+Logistik;** Schlavenhorst 10  
46395 Bocholt

**Telephone:** (02871) 24 66-0 **Fax:** -66

**E-mail:** info@dul-print.de

### **Pallets marked:**

Note on the pallets/packages for

SEC Global 'Magazine titles' No. xx/2022

Delivery time: Mon. to Fri. from 8.00-16.00 hrs.

## A secure world in focus : With a daily overview and the important security issues and events in the industry, economy and society.

The yearbook 'Security Almanac 2022' offers up-to-date information, valuable impulses and depicts the German security industry in 2022. From 3 January 2023, the publication will be available with over 400 pages. In the process, the reader will get a special overview of the past year. From personnel changes in the security industry to important company news, market data and trend-setting developments, everything is included. The content is rounded off by a presentation of the new standards this year and a glossary of relevant terms. Experts in the security industry will contribute comments and keynote articles on particularly important topics. The yearbook also provides information on organisations and networks. For Germany, this means that after a long time, a yearbook in the security industry - both for the technical and the service sector - will be published again. This provides users with a valuable overview. Through the market overviews and the opinion articles, the market situation and opportunities can also be understood by players who are not so familiar with the German security market. For insiders of the German security industry, this issue is a detailed documentation. The online pdf contains a large number of links leading to further detailed publications on the web, thus providing interesting information for every single day of the year or also giving an overview of certain topics. There is the possibility of sponsoring the yearbook, which can be arranged as follows:

Bronze-Package	150.00 Euro	Silver-Package	300.00 Euro	Gold-Package	750,.00 Euro	Platinum-Package	1,400.00 Euro
- 1/16 ad A4 (footer) of a page / of a day		- 1/18 ad A4 (footer) of a page / of a day		- 1/2-ad A4 (footer) of a page / of a day		- 1/1 ad A4 (footer) of a page / of a day	
- Linking of the ad to the URL address		- Linking of the ad to the URL address		- Linking of the ad to the URL address		- Linking of the ad to the URL address	
- possible on all dates 2022		- all pages/headings possible		- all pages/headings possible		- all pages/headings possible	



# Contacts



## Contact

SEC Global Ltd.  
P.O BOX:45276  
AJMAN FREE ZONE  
AJMAN, UAE  
Tel: +971 55 7716007  
info@sec-global.org

## Administration

Invoices by SEC Global Ltd. or Agency  
by ESF Deutschland

## Terms of payment

Payable within 10 days net.  
Advance payment by the deadline for print  
documents 2% discount

## Newsletter

newsletter@sec-global.org  
terminservice@sec-global.org  
stellenmarkt@sec-global.org

## Agency for DACH

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euro-security.tv  
ki-zeitschrift.org  
public-security.org  
sicher-magazin.de

## Email-Adressen

anzeigen@euro-security.de  
aboservice@euro-security.de  
events@euro-security.de

The publisher's terms and conditions apply to the processing of orders. These can be found in this document and at <https://www.eurosecglobal.de>. The details listed in these price lists may be updated during the year.



