

MEDIA DATA 2023

D-A-CH Region English Version

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Four paths for the communication strategy in 2023



In 2023, the strategy of our media house goes four ways, which of course can be used cross-medially but also individually, to inform the security industry with advertising and editorial:

1. the printed journals published since 1992 will be completely discontinued as of this year and will only be offered digitally. However, we also offer a classic subscription for a personal, printed copy. This requires an annual subscription (enquiries and prices under e-Mail: info@sec-global.org).

2. the editorial team for the website 'www.euro-security.de' (www.eurosec-global.de) will work in cooperation with our social media team on both the bilingual (German/English) and weekly newsletter and the social media channels. Synergies will also arise here that are close to classic editorial work, but will also make use of new, modern forms of advertising in combination.

3 Moving images are becoming increasingly important for us. So far, our

team has used trade fairs and company events to record statements or product presentations. Next year, we will increasingly organise 1:1 talks and smaller discussion rounds. With these events, we are establishing a forum that is opinion-forming and informative and keeps us up to date on important developments.

In addition to modern classic media work, we want to build up appropriate networks within the security sector in the field. With a series of micro-events in all German federal states (in a second step also in Austria or Switzerland in 2024), the dialogue between security experts and users is to be strengthened regionally. In an event setting with around 20-40 participants, the focus is to be on topics such as IT security, critical infrastructures and digitalisation of security solutions. The aim is to offer regional security experts (installers, integrators, end customers, manufacturers and politicians) a regular forum that can also focus on regional concerns. We believe that this event format is closer to the security concerns of SMEs or public companies in our federal system.

With these ambitious plans, we want to set important and correct impulses as an information platform in the DACH region, which continue to prefer personal contacts and use them for the benefit of the topic of security, even in times of digital-based communication channels.

Publisher Dr Claudia Mrozek

Digitale Ausgaben 2023

| | | |
|--------|--|------------------------------|
| 1-2023 | Euro Security Digital Perimeter Protection: Preliminary reports, high security products (bollards, gates with impact load, barriers, open-air surveillance, turnstiles, barriers, rapid-action folding folding gates (FAIR: Perimeter Protection in Nuremberg from 17.1. to 19.1.2023) Intersec Dubai: Preliminary coverage of the largest security trade fair in 2023 with focus on digitisation in the Middle East and first product news for the fair (MESSE: InterSec in Dubai from 17.1. to 19.1.2023) | (M 15.01.2023;PD 10.01.2023) |
| 2-2023 | Euro Security Digital EuroShop: Pre-reporting: Anti-theft solutions, Digital food security, shrinkage analysis, video surveillance in the retail and location area, technical solutions that support marketing measures (TRADE FAIR: EuroShop in Düsseldorf from 26.02. to 01.03.2023); follow-up reports Perimeter Protection and InterSec. | (M 15.02.2023;PD 10.02.2023) |
| 3-2023 | Euro Security Digital EnforceTac: Follow-up report Security tasks of official and military security experts (FAIR: Enforce Tac from 28.2. to 01.03.2023); Vehicle innovations for complex missions, thermal imaging, optics and video surveillance. Smart City Solutions: Digital solutions in public space: broadband communication, control centre management, security services in cooperation with police and law enforcement agencies | (M 17.03.2023;PD 10.03.2023) |
| 4-2023 | Euro Security Digital Digital identification concepts, modern solutions for door management, video and access systems hand in hand: practical examples of this area in a digital world. | (M 17.04.2023;PD 07.04.2023) |

German edition

Dates & Deadlines

Practical, high-quality mechanical security around doors and windows. Biometric and digital identification to increase security and convenience.

| | | |
|---------------|--|-------------------------------------|
| 5-2023 | Euro Security Digital CTX - London / Ifsec: Country-specific differences in Europe in protection concepts for Critical Infrastructures'. What about the protection of renewable energies and other supply structures in the state? supply structures in the state? Training: Requirements of the industry for employees? | (M 12.05.2023;PD 05.05.2023) |
| 6-2023 | Euro Security Digital Feuertrutz: Structural, plant and organisational fire protection, Standards: Updates and news and news, BIM in fire protection, fire protection in existing buildings, product preview (trade fair: Feuertrutz in Nuremberg from 21.06 to 22.06.2023): SecurityExpo Munich: product preview in general, building and security management solutions, Southern Germany as a market for Security solutions (Trade fair: SecurityExpo in Munich from 28.06. to 29.06.2023) | (M 16.06.2023;PD 07.06.2023) |
| 7-2023 | Euro Security Digital Schwerpunkt: The guest is the focus - security concepts for the hospitality industry, Patients in hospitals and senior citizens in nursing homes (alarm, fire protection, access), outsourcing of security services in individual facilities or communities. | (M 28.07.2023;PD 21.07.2023) |
| 8-2023 | Euro Security Digital Summer interviews: Entrepreneurs, leaders and heads of the associations in dialogue. What will determine the future of the security industry? Outstanding management Outstanding management achievements in different sectors of the security industry. Politics and security - What are the positions do our politicians take on public security, digitalisation, personal rights and Private Public Partnership (PPP). | (M 25.08.2023;PD 18.08.2023) |

[Euro Security DACH]

German edition

Dates & Deadlines

| | | |
|----------------|--|-------------------------------------|
| 9-2023 | Euro Security Digital A+A: Protective equipment, operational safety, digital process optimisation, automation of procurement, production and delivery; measures from fire to noise protection, electrical + transport transport safety, machine/object protection (Fair: A+A in Düsseldorf from 24.10. to 27.10.2023 and REAS/Interschutz in Montichiari from 06.10 to 08.10.2023) | (M 29.09.2023;PD 22.09.2023) |
| 10-2023 | Euro Security Digital IP-based products with open pallet form for video surveillance, analysis, access control, intercom and audio systems and audio systems. Security in hazardous environments, weather-independent security monitoring, management in monitoring station. BODYWORN solutions for public safety applications. Mobile surveillance solutions for events and public transport. 5G and BOS solutions. | (M 16.10.2023;PD 09.10.2023) |
| 11-2023 | Euro Security Digital Review: A cross-section of European trade fairs: from Finland, France, Italy, Serbia and Turkey: Product highlights at the fairs. Alarm systems: Alarm management and integration concepts for small and large systems. | (M 30.11.2023;PD 23.11.2023) |
| 12-2023 | Euro Security Digital Sales concepts in Germany: Purchasing behaviour of sales partners in the security industry. What role do online shops play for installers. What do installers and planners expect from manufacturers? Report on market study on sales strategies in the security industry (survey period from May 2023 to September 2023 with approx. 1500 interview partners) VdS: Brandschutz Days in Cologne. Interviews from the trade fair and with a view to the end of the year. | (M 20.12.2023;PD 15.12.2023) |

[Euro Security DACH]

| Sizes | Dimensions | Format Width x height in mm | 4c prices |
|---|---|--------------------------------|--------------------|
| 1/1 page | 148 x 210 mm (3mm Bleed) 123 x 190 mm (Print area) | A5 148 x 210 mm | 800.00 Euro |
| 1/2 page horizontal vertical horizontal vertical | 148 x 105 mm (3mm Bleed) 74 x 210 mm (3mm Bleed) 123 x 95 mm (Print area) 62 x 190 mm (Print area) | A5 148 x 210 mm | 500.00 Euro |
| 1/3 page horizontal vertical horizontal vertical | 148 x 68 mm (3mm Bleed) 65 x 210 mm (3mm Bleed) 123 x 60 mm (Print area) 55 x 190 mm (Print area) | A5 148 x 210 mm | 400.00 Euro |
| 1/4 page horizontal vertical horizontal vertical | 148 x 50 mm (3mm Bleed) 58 x 210 mm (3mm Bleed) 123 x 55 mm (Print area) 45 x 190 mm (Print area) | A5 148 x 210 mm | 300.00 Euro |

[Euro Security DACH]

| Sonderplätze | Dimensions | Format Width x height in mm | 4c prices |
|---|---|--------------------------------|-----------------------------|
| 1/1 page - first right page | 148 x 210 mm + 3mm Bleed at page margins | A5 148 x 210 mm | 900.00 Euro |
| 1st double page between page 3 and page 6 | 2x 148 x 210 mm | A5 148 x 210 mm | 1,250.00 Euro |
| Opening combo: front page + 1/3 vertical next editorial | 148 x 210 mm + 3mm bleed on all sides and 78 x 216mm (incl bleed 3mm right, top + bottom) | A5 148 x 210 mm | 650.00 Euro |
| 1/3 page vertical next to Editorial or content | 78 x 216mm (incl Bleed 3mm right, top + bottom) | A5 148 x 210 mm | 300.00 Euro |
| Text part advertisements / Island ad: fixed width, prices per mm in height | 65 x 85mm | A5 148 x 210 mm | pauschal 500.00 Euro |

[Euro Security DACH]

| Promotional material | Description | Format information Width x height in mm | Number of pages | 4c prices |
|--|---|--|--|--|
| Customer journals | Completely individually developed Editing and layout are of particularly high quality | A4: 210 x 297 mm A5: 148 x 210 mm | from 8 + 4 pages | on request |
| Special booklet (print or digital) | As a special publication or e-Paper | A5: 148 x 210 mm A6: 105 x 148 mm | from 16 + 4 pages | on request |
| Advertorial (A5) (print or digital) | Customer content on one to four pages in the editorial environment of SecGlobal publications marked as advertisement or special publication >>>optional: E-Paper in in connection with newsletter | | 1 page 2 pages 3 pages 4 pages from one page | from 750.00 Euro from 1,050.00 Euro from 1,500.00 Euro from 1,850.00 Euro on request |

[Euro.Sec IT DACH]

German edition

Dates & Deadlines

| | | |
|---------------|--|-------------------------------------|
| 1-2023 | EuroSec IT Digital Data centres: Influence of data centre operators on the level of IT security and data security; Threat analyses: Planning of data centre and IT structures | (M 25.02.2023;PD 15.02.2023) |
| 2-2023 | EuroSec IT Digital 'BSI-Grundschutz'; Cloud Computing Security; Public Key Infrastructure (PKI) | (M 30.03.2023;PD 23.03.2023) |
| 3-2023 | EuroSec IT Digital Authentication: identity and access management, biometrics, intrusion detection/prevention; Document protection, e-government, user rights management | (M 05.05.2023;PD 28.04.2023) |
| 4-2023 | EuroSec IT Digital Data Leakage / Loss Prevention; Firewalls, Vulnerabilities | (M 07.07.2023;PD 30.07.2023) |
| 5-2023 | EuroSec IT Digital Endpoint security, mobile device management, anti-spam, anti-virus and anti-malware, Penetration testing | (M 15.09.2023;PD 08.09.2023) |
| 6-2023 | EuroSec IT Digital CRITIS Critical infrastructures, video surveillance, IT early warning | (M 27.10.2023;PD 20.10.2023) |
| 7-2023 | EuroSec IT Digital VoIP security, insurance IT security, cryptography | (M 15.12.2023;PD 08.12.2023) |

Please note our newsletter service around the title Euro.Sec IT. The newsletter starts on 23.01.2023

Trade fair television, video reports and discussion rounds

Moving images are becoming increasingly important in reporting. So far, our team has only used trade fairs and company events to record statements or product presentations. Next year, we will additionally organise 1:1 talks and smaller discussion rounds. With these events, we are establishing a forum that provides opinion-forming and informative updates on important developments.

1. Furthermore, Euro-Security.tv will report professionally from trade fairs, conferences and roadshows - nationally and internationally - in German, English and other languages with statements and short interviews. 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.

2. but also the classic application report is effectively translated into sound and film by our TV team on location in industry, trade but also public institutions. The classic practical report is translated into media and converted into a video. In this way, those responsible for security at the end-user level are quoted, the video report provides an overview of the

project and the presentation of individual security elements explains the protective mechanisms of an effective installation. In interviews, project managers on the supplier side and security officers on the user side have their say.

We are happy to visit manufacturers, installers or distributors on site and report on production facilities, sales teams or, for example, the new showroom. Statements on sales targets or strategies round off this form of reporting.

The videos produced by Euro-Security.tv have a high degree of recognition and are also prepared in sequences for important media channels. Current 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 to use the videos. This way, the videos can be integrated into your company's own channels.

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

The trade fair television



The trade fair television

| | |
|---|--|
| > max. 5 minutes video for product presentation and/or short interview | 925.00 €* 1,150.00 €* 2,100.00 €* 2,100.00 €* |
| > max. 5 minutes video + article transcription for online publication | |
| > Trade fair diary: Our editorial team accompanies the exhibitors and reports daily with a 2-minute sequence in the morning and in the afternoon on each day of the fair, provision of the daily trade fair statement for social media channels. The complete video will be edited and edited and finalised after the last day of the fair. Completion of the video on 30.9.2022. | |

Recording of lectures / press conferences

- > Recording of the lecture event / press conference up to 15 min. 750.00 €
- > (with integration of illustrations and other video sequences)

Overview of services: Video production

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

Mobile event TV studio at conferences/congresses

- > Interviews with members of associations, visitors to the event on current topics of the event and the industry.
- > Sponsorship of the reporting at the events. from € 2,750.00

Costs for productions at events / trade fairs:

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

Costs for organising discussion groups:

- > from 10 minutes discussion from 1,500.00 €*
2,500.00 €*
3,500.00 €*
- > from 15 minutes three-person discussion from
- > from 15 minutes four-person discussion from

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 is done within three to four days:

- Half day **1,450.00 Euro**
- Full day **2,500.00 Euro**

- > Socialmedia by SEC GLOBAL+ Online position **450.00 Euro**
- > Editorial conversion 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 organizer can be sent to customers and the industry in general. Modern introductory sequences, presentation of the event and video, newsletter, social media). In addition, theme-related videos or testimonials can also be created. Cut scenes can be created during the production day or delivered for editing. Production is done with HD or 4K video camera and smartphone or social media digital camera. The appointment on location is made with one person. Edi-

ting is done within three to four days.

Price applies to INVITATIONS only:

950.00 Euro

3. Reportage / case study - editorial trip

- > Travel to production location (car 0.35 Euro/km/flight/transfer) + overnight stay plus arrival days up to 5 hours 225.00 Euro, for arrival 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. Additional marketing services / press work

- > Social media support via SEC Global channels and / or or the company's own 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 **1,100.00 Euro**

* Licence-free music available/use of music subject to Gema - i.e. only with music provided by the publisher that has also been or will be used in other contributions. Licensed music can be provided by the client and must be settled with GEMA.

** As a rule, approx. six to seven appointments are made per day with a team of two.

*** Internet connection must be available for transmission General note: Expenses / travel costs are not always included in the prices.

Experts' meeting

‘Dialogue regional’ - in each federal state

In 2023, Euro Security will go in two different directions with its specialist communication: On the one hand, we want to strengthen the networks within the security industry regionally through local micro-events; on the other hand, we will push the exchange of information on digital platforms. How do we design these kinds of information platforms?

Dialogue in the region

In this format, we want to invite regional security experts (installers, integrators, end customers and manufacturers) to a table to stimulate an exchange of views on the topic of the **future of security in critical infrastructures / future issue of IT security in classic security environments** and to expand it as a regular instance.

We are presenting an ambitious programme and really want to facilitate dialogue on the ground in all the federal states.

Events with sponsorship and paying participants

Type of event: Presence with video recording

Presence with video recording

Participants: 20 - 40 participants

Profile of the participants: Up to four manufacturers, up to 25 users



(industry, commerce/trade, public administration) and up to 10 installers/integrators

Venues: 18 locations in Germany, conference rooms in hotels or conference centres

Dates: Events are scheduled for 4-5 hours and should take place on a weekday morning or afternoon. The dates proposed here:

Discussion forums nationwide

Regional Dialogue Bavaria: Munich Q1.23 - Nuremberg Q2.23 - Lindau Q3.23- Hof Q4.23

Regional Dialogue Baden-Württemberg: Stuttgart 2.23

Regional Dialogue Hesse: Wiesbaden 3.23

Regional Dialogue Rhineland-Palatinate: Koblenz/Neuwied 4.23

Regional Dialogue NRW: Rhineland 5.23

Regional Dialogue Lower Saxony: Hanover 5.23

Regional Dialogue Bremen: Bremen

Regional Dialogue Hamburg: Hamburg

Regional Dialogue Brandenburg: Potsdam 9.23

Regional Dialogue Schleswig-Holstein: Ahrensburg 9.23

Regional Dialogue Mecklenburg-Western Pomerania: Stralsund 10.23

Regional Dialogue Berlin: Berlin 10.23

Regional Dialogue Saxony: Leipzig 11.23

Regional Dialogue Thuringia: Gera 11.23

Regional Dialogue Saxony-Anhalt: Magdeburg 11.23

Programme (breaks are not listed here)

- An individual keynote speech on the topic of digitalisation/IT se-

curity in the area of industrial security/ KRITIS - 20minutes (video recording).

- Panel with up to five participants - 20 minutes (video recording)
- Discussion with audience - moderator - 15 minutes (video recording)
- Dialogue 1:1 or in mini-groups (up to 4)(determination of participants at registration) 20/40 minutes
- Results round of the group phase (30 minutes)
- Networking (45 minutes)

Event promotion: via LinkedIn, newsletter, telephone

Cost overview (not discountable)

Participation Costs for the event

Participants in the Forum: Cost sharing from **50.00 Euro**

Sponsorship for the event

Participants in the Forum: Cost sharing from **2,500.00 Euro**

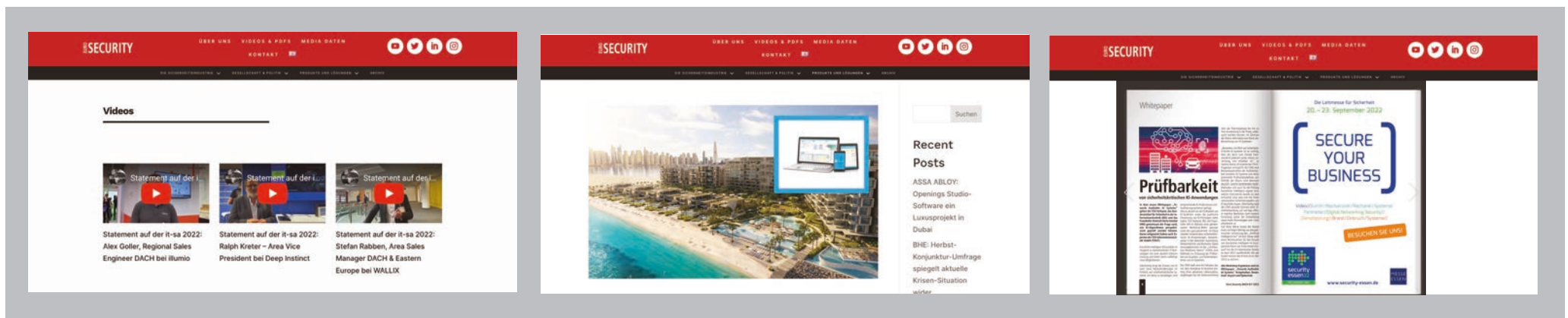
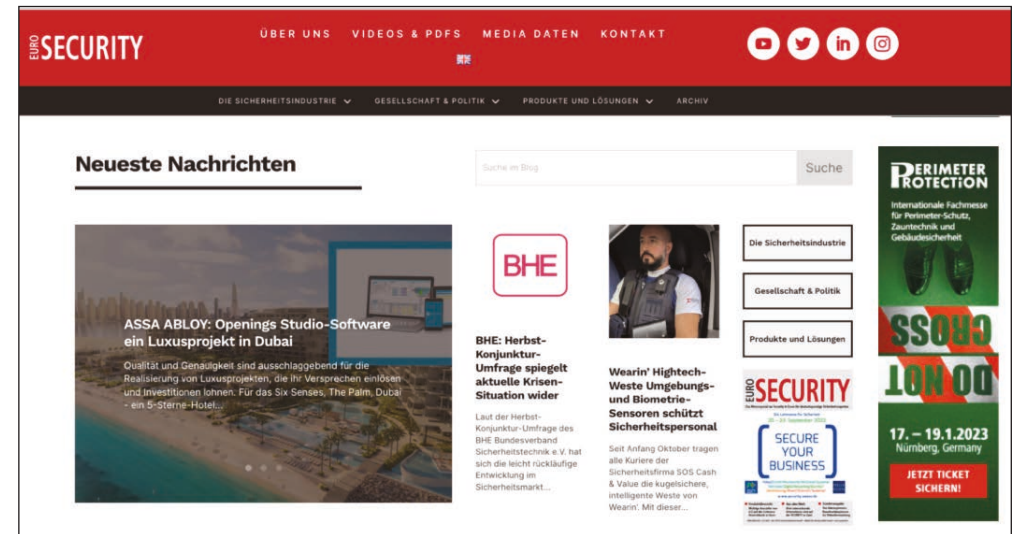
Participation fee for manufacturers

Info table with solution presentation from **950.00 Euro**

Website

Prices of the banners on euro-security.de and www.eurosecglobal.de

| Description | Size in pixels | Advertising period |
|-------------------|----------------|---|
| 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 Artikel | n.n | 75.00 € / week 250.00 € / month 600.00 € / quatre |



Newsletter + Social-Media

The newsletters contain all the important news of the week and additionally one or two main topics, which are listed here:

| No. | Date | Topics | Dates for Reels in Social Media | Accompanied Events |
|----------|----------|---|---------------------------------|--|
| JANUARY | | | | |
| 1 | 04.01.23 | Smart & Digital - News from the smart world | 04.01.23 | |
| 2 | 10.01.23 | Resilience - Security in Germany, KRITIS protection | 11.01.23 | |
| 3 | 13.01.23 | Integrated security technology in buildings | 13.01.23 | |
| 4 | 18.01.23 | New products at InterSec 2023 in Dubai | 16.01.23 | 17.01 - 19.01.23 Perimeter Protection |
| 5 | 20.01.23 | Bollards, gates, passage barriers, outdoor security | 19.01.23 | |
| 6 | 27.01.23 | Data centre security | 25.01.23,27.01.23 | |
| FEBRUARY | | | | |
| 7 | 03.02.23 | Alarm systems in the commercial sector | 31.01.23, 02.02.23 | 26.02. - 01.03.23 |
| 8 | 10.02.23 | Biometric identification, credentials facilitate ID solutions | 07.02.23, 09.02.23 | EuroShop in Duessel- dorf |
| 9 | 17.02.23 | Authentication and ID strategies as components of security projects | 15.02.23, 17.02.23 | 08.03. -10.03023 |
| 10 | 24.02.23 | PreView: New products for security in the retail sector | 22.02.23, 24.02.23 | 11.BVSW Wintertagung Spitzingsee |
| MARCH | | | | |
| 11 | 03.03.23 | Video technology and surveillance solutions in the retail sector | 28.02.23, 02.03.23 | |
| 12 | 10.03.23 | Video solutions in public spaces and high-security areas | 07.03.23, 10.03.23 | 23.- 24.03.23 |
| 13 | 17.03.23 | Fire alarm technology integrated into building services, BIM | 14.03.23, 16.03.23 | INTERACTIV Interkey in RICHTERWIL |
| 14 | 24.03.23 | fire extinguishing systems, door management and escape route solutions | 21.03.23, 23.03.23 | |
| 15 | 31.03.23 | Locker solutions for commercial + sports facilities | 28.03.23, 30.03.23 | |
| APRIL | | | | |
| 16 | 05.04.23 | Security concepts for the logistics sector | 04.04.23 | |
| 17 | 14.04.23 | Ticketing in all areas, | 12.04.23, 13.04.23 | 25.-26.04.23 VfS, 27.04.23 |
| 18 | 21.04.23 | The digital building - When security technology is integrated | 18.04.23, 20.04.23 | The Security Event; |
| 19 | 28.04.23 | KRITIS- concepts for security-relevant facilities in industrialised countries | 26.04.23, 28.04.23 | 26.04. - 27.04.23 |

Newsletter

The newsletters contain all the important news of the week and additionally one or two main topics, which are listed here:

Tecnosec, Madrid

MAY

| | | | |
|----|----------|--|--------------------|
| 20 | 05.05.22 | Sicherheitsmanagement: Schlüsselverwaltung | 03.05.23, 04.05.23 |
| 21 | 12.05.23 | BHE in Hamburg: Statements zum Status quo der Sicherheitsindustrie | 09.05.23, 12.05.23 |
| 22 | 19.05.23 | Interkey in Weimar: Statements zum Status quo der Schloß- und Beschlag-Branche | 16.05.23, 18.05.23 |
| 23 | 26.05.23 | Produkte + Lösungen 'Made in United Kingdom ' | 23.05.23, 25.05.23 |

12. - 13.05.23 BHE
Mitgliederversamm-
lung in Hamburg
19.-21.05.23
INTERKEY-Jahres-
tagung in Weimar

JUNE

| | | | |
|----|----------|---|--------------------|
| 24 | 02.06.23 | Standardisation and norms in the second half of the year | 01.06.23 |
| 25 | 09.06.23 | Artificial Intelligence and Algorithms | 06.06.23, 07.06.23 |
| 26 | 16.06.23 | Traffic and parking monitoring in practice | 13.06.23, 15.06.23 |
| 27 | 23.06.23 | Facts and figures: The German security market | 20.06.23, 22.06.23 |
| 28 | 30.06.23 | Trade fair innovations: Everything around the door - Time and access control - video management - guard control & Co:What does a security service provider need for his work? | 27.06.23, 30.06.23 |

28.- 29.06.2023
SicherheitsExpo Mün-
chen / BDWS/BVSW -
HJ-Bilanz

Holidays

AUGUST

| | | | |
|----|----------|--|--------------------|
| 29 | 04.08.23 | From science: Interesting innovations also for the security industry | 01.08.23, 03.08.23 |
| 30 | 11.08.23 | Mobile alarm systems for group events, concerts, camping, events | 09.08.23, 10.08.23 |
| 31 | 18.08.23 | Perimeter protection in large areas | 17.08.23 |
| 32 | 25.08.23 | Hotel security in modern tourism times; escape route technology | 22.08.23, 24.08.23 |

SEPTEMBER

| | | | |
|----|----------|---|--------------------|
| 33 | 01.09.23 | The new smart, safe world | |
| 34 | 08.09.23 | The digital building - when sensors provide security | 05.09.23, 07.09.23 |
| 35 | 15.09.23 | Campus security - the new environment for the new world of work | 12.09.23, 14.09.23 |
| 36 | 22.09.23 | Smart Cities - Security and Visions | 19.09.23, 21.09.23 |
| 37 | 29.09.23 | Digital security solutions in building technology | 25.09.23, 28.09.23 |

01. - 05.09.23

Newsletter

The newsletters contain all the important news of the week and additionally one or two main topics, which are listed here:

IFA Berlin

OCTOBER

| | | | |
|----|----------|---|--------------------|
| 38 | 06.10.23 | Fire protection on ships and safeguarding of port areas and logistics areas. | 04.10.23, 05.10.23 |
| 39 | 13.10.23 | Cloud computing security; public key infrastructure (PKI), authentication: identity and access management, intrusion detection/prevention; user rights management, data leakage/loss prevention; firewalls, PAM, end device security, mobile device management, spam prevention, virus/malware prevention, IT early warning, VoIP security, insurance IT security, cryptography | 09.10.23, 12.10.23 |
| 40 | 20.10.23 | Security for exhibition objects, museum security | 17.10.23, 19.10.23 |
| 41 | 27.10.23 | New products from A+A 2023: Protective armour | 25.10.23, 26.10.23 |

10. - 12.10.23 it-sa,
Nürnberg

A + A in Düsseldorf
24. - 27.10.2023

NOVEMBER

| | | | |
|----|----------|---|--|
| 42 | 03.11.23 | Alarm technology and fire detection technology | |
| 43 | 10.11.23 | Security concepts for care facilities, new products for living at home in old age | 07.11.23, 09.11.23 14.11.23, 16.11.23 |
| 44 | 17.11.23 | Products + Solutions 'Made in France ' | |
| 45 | 24.11.23 | Control centre technology and communication solutions for Blaufunk | 21.11.23, 23.11.23 28.11.23, 30.11.23 |

PMRExpo, Köln
28. - 30.11.23

DECEMBER

| | | | |
|----|----------|-----------------------------------|--------------------|
| 46 | 01.12.23 | Safety of infrastructures | |
| 47 | 08.12.23 | Fire protection, disaster control | 05.12.23, 07.12.23 |
| 48 | 15.12.23 | Product Highlights 2023 | 12.12.23, 14.12.23 |
| 49 | 22.12.23 | Christmas contemplation | 20.12.23, 21.12.23 |
| 50 | 29.12.23 | Reflections between the days | 28.12.23 |

VdS Brandschutz-
tage (Fireprotection)

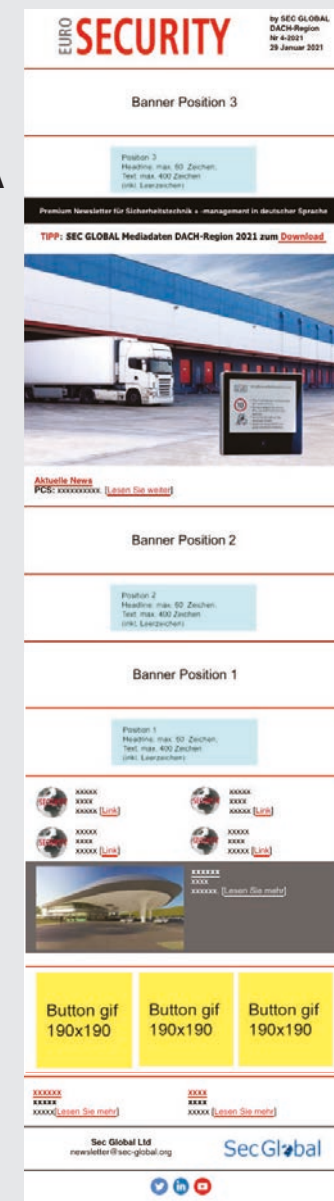
Newsletter SEC Global DACH



| Sizes | Format in pixels | Position | SEC GLOBAL DACH 10.050 receivers | SEC GLOBAL EMEA 9.350 receivers |
|--|--|--|---|---|
| Text ad banner + text Standard | Headline: max. 60 characters; text: max. 400 characters | Pos. 1 Pos. 2 Pos. 3 (top) | 350.00 € / week 370.00 € / week 470.00 € / week | 425.00 € / week 465.00 € / week 565.00 € / week |
| Latest news Image + Text (Advertorial) | Banner 640 x 80 Text 600 characters 640 x 400 (image) + 2 links | Pos. 1 Pos. 2 Pos. 3 | 570.00 € / week 600.00 € / week 750.00 € / week | 600.00 € / week 680.00 € / week 750.00 € / week |
| Banner | 486x200 / 486x200 640x100 / 640x250 190 x190 | 'Aktuelle News' Pos. 1 Pos. 3 Pos. 2 bottom line | 470.00 € / week 590.00 € / week 570.00 € / week 600.00 € / week 250.00 € / week | 565.00 € / week 735.00 € / week 565.00 € / week 565.00 € / week 200.00 € / week |
| Video or Reel- Advertising | Spot or Logo (5Sek) | In front of a video | 200.00 € / week | 175.00 € / week |
| Sponsoring Advertorial | Headline + 850 characters | In coloured box at the foot of the newsletter | 450.00 € / insert (published 2 weeks) | 400.00 € / insert (published 2 weeks) |

>> Individual newsletter: With the stand-alone newsletter 'SEC GLOBAL' you can reach up to 10,000 addresses. These campaigns offer you individual ad integration in a newsletter designed especially for you, with or without introductory text. from 1,100.00 week

>> Euro (SEC GLOBAL* Total banner all newsletters: Exclusive placement of your desired advertising medium (text ad, banner or special format) incl. logo directly under the header Duration 6,000.00 Euro 12 months



Yearly packages

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

For a year now, we have been offering communication packages for the security industry that enable advertisers to bring all important news to the right addressees in the industry in a compact and sustainable way. All offers are based on a twelve-month term with an individual start date. Here are our four packages for cooperation*

| Bronze package | 1,750.00 Euro | Silverpackage | 2,750.00 Euro | Gold package | 4,700.00 Euro | Platinum package | 6,500.00 Euro |
|--|---------------|---|---------------|---|---------------|--|---------------|
| <ul style="list-style-type: none">- 6x teaser (500 characters) with linked article/landing page in the newsletter (promotion);- 3x article (max. 9500 characters and 1x photo) on website- 1x button banner for one month on website- 3x button banner (190x190) in newsletter- 1/3 page 4c A5 | | <ul style="list-style-type: none">- 8x teaser (500 characters) with linked article/landing page in the newsletter (promotion);- 3x article (max. 9500 characters and 1x photo) on website- 1x button banner for two months on website- Five button banners in newsletter (190x190 pixels)- 1/2 page 4c A5 | | <ul style="list-style-type: none">- 10x teaser (500 characters) with link in newsletter (promo)- 4x articles (max. 9500 characters and two photos) on the website / in the pdf magazine /- Two-minute statement in Euro-Security.TV- Two top banners in the newsletter (684x100 pixels)- 1x month one top banner on website (786x65 pixel)- 1/2 page 4c A5 | | <ul style="list-style-type: none">- 12x teaser (500 characters) with link in newsletter (promo)- 6x article (max. 9500 characters and three photos) on the website / in the pdf magazine /- 4-minute video Euro-Security.TV- 4x top banner in the newsletter (684x100 pixels)- 6x monthly button banner on the website (786x65 pixels)- 2x 1/1 page 4c A5 | |

Additions to the packages

+ 2x weeks side banner 190x60 pixels on www.eurosecglobal.de = 250.00 Euro

+ 6x weeks side banner 190x60 pixels on www.eurosecglobal.de = 600.00 Euro

+ 10x weeks side banner 190x60 pixels on www.eurosecglobal.de = 950.00 Euro

+ 16x weeks side banner 190x60 pixels on www.eurosecglobal.de = 1.200,- Euro

All activities are accompanied by social media channels: Instagram, Twitter (multiple channels), YouTube, LinkedIn - *Agency discount 5%

Statistics 2022

[Reader/user analysis in percent]

Online magazine (downloads) on average monthly

EURO SECURITY

| | |
|-------------------------|-----|
| End customers, managers | 30% |
| Craft and technology | 35% |
| Service companies | 25% |
| Manufacturers | 8% |
| Associations | 2% |

Downloads: 4,800 from www.euro-security.de - Online views per issue 7602 (average 2022)

Online Magazine Euro.Sec IT on average monthly

EURO.SEC IT

| | |
|-------------------|------|
| IT Administrators | 35% |
| IT Partners | 20 % |
| Security Managers | 20 % |
| Service Providers | 15% |
| Manufacturer | 10 % |

Downloads: 3,670 from www.euro-security.de average per issue - online views per issue 6305 (average 2022)

Newsletter - Websites

SEC GLOBAL Newsletter DACH - general -

Craft businesses / planners 39 %
Service companies 19
Data centre & IT managers 18 %
Public sector 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 / Municipalities 12530
Property management - Facility management 5400
Hospitals / care facilities 3800
Transport sector / Logistics 6500
Erectors 7750
Security service providers 1750
Manufacturers / Distributors 1950
Police / Federal authorities 3580
>> Combinable cumulative <<

Website 'eurosecglobal.de' 'www.euro-security.de'
Impressions: per month between 180.000 -250.000
35.000 - 45.000 Visits (average monthly)
39,567 (2022) - Other statistics on request

Editorial services (Content Ads)

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

| Description | Services | Flat rate in Euro |
|------------------------------------|--|---|
| Whitepaper/ Sales documentation | <ul style="list-style-type: none"> - Whitepaper, study, case study or product information under the menu item "Whitepaper" on eurosecglobal.com, the download campaign runs until the lead quantity** defined by you is reached. - A short description and preview tease your whitepaper and lead the user to the download. - We collect the following qualifiers for you: title, first name, last name, email, company, function, company size, industry and company headquarters (country). - We control a campaign on all online channels of the publisher to generate your leads. - After the campaign expires, we archive your whitepaper permanently on our website | 79.00 Euro per lead You determine the number of leads |
| Webcast | Use the recording of your webinar and present it as a webcast to the readers of SEC GLOBAL, Euro Security or Euro.Sec IT. Underline your expert knowledge and continue your lead generation. | from 2,500.00 Euro |
| Stand-alone-Newsletter | With the stand-alone newsletter 'SEC GLOBAL' you address advertising messages to up to 10,000 addresses. These campaigns offer you individual ad integration in a newsletter designed especially for you, with or without introductory text. | from 1,100.00 Euro |

CONTENT MARKETING

Contents

EDITORIAL SPONSORSHIP

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

STRATEGIC ORIENTATION

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.

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

Media-Content



Spedition Scherbauer 70.000 Quadratmeter – eine Lösung
Für Speditionen und Logistikunternehmen ist die Steuerung der Zufahrtskon-

Media

SOCIAL MEDIA

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

ADVERTISING

Promotion of various, individually designed advertising material in the newsletter and on www.eurosecglobal.de or www.euro-security.de

BRAND AWARENESS

With exemplary technical customer-relevant information, promotional newsletters and training measures, we help you to achieve a better market position.

Discount rates

Banners / digital advertising / contributions

| Revenue scale in € | Discount rates in % |
|--------------------|---------------------|
| 3.500 | 5 |
| 5.000 | 8 |
| 8.000 | 10 |
| 12.000 | 12 |
| 18.000 | 13 |
| 25.000 | 15 |
| 30.000 | 15 |
| 40.000 | 17 |
| 50.000 | 20 |

Videos / Reports / Event documentations

| Revenue scale in € | Discount rates in % |
|--------------------|---------------------|
| 4.000 | 5 |
| 8.000 | 8 |
| 15.000 | 10 |
| 18.000 | 10 |
| 20.000 | 10 |
| 25.000 | 11 |
| 30.000 | 12 |
| 40.000 | 15 |
| 50.000 | 17 |

EVERYTHING AT A GLANCE

The discount scale applies to the sale of print and digital products of SEC Global AG. 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 required.

**Discounts do not apply to SEC Global-Event and video services (ES-TV) products. Please note the figures in the right-hand column. Agency discount 10%

Contacts



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Verwaltung

Rechnungen von SEC Global Ltd. oder
Agentur durch ESF Deutschland
Zahlungsbedingungen
Zahlbar innerhalb von 10 Tagen netto.
Bei Vorauszahlung vor erscheinen 3%
Skonto

Newsletter

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



