

2017

Mediakit [Middle East Region]

MES SECURITY

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Concepts & targets

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

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

Euro Security EMEA

>>ME EXTRA<<

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

Print run: 6,300 (bi-monthly magazine) + 1000 various recipients per exhibition

Distribution: ME-Region Frequency: bimonthly, A4 or A5

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

Topics (Print)

Issue	Case studies	Standards	New products	Special articles	Markets	Interviews	Exhibitions
1-2 2017 Deadline 21 February 2017 Publishing date 3.March 2017	Perimeter Protection IT-Security in Buildings Door management Retail security Building Technologies	IT security ID standards NFC, MiFare u.a. New standards in the industry	Videocameras Locks/Fittings Gates/Doors IT-Security-Solutions ID-Solutions	Perimeter Protection Analytics / Gates PoE as new Network BUS-Systems Networks	IT markets Synergies Security - Building Technologies Potential markets (Statistics)	Security market + construction sector as partner BT as future market Retail & Datasecurity	Bau, Munich* InterSec, Dubai UAE CeBIT, Hanover EuroShop, Düsseldorf
3-4 2017 Deadline 23 April 2017 Publishing date 30 April 2017	> City Surveillance > Biometrics at the border/in public areas >	> PCI Security Standards Council > opengroup.org: standards/security > euroalarm	Door management Fire protection Video management Public Transport Building Technologies	Videotechnology & Storagesystems Security Services Software for Monitoringstations	Videoanalytics Integrated systems Smoke detectors PMR / TETRA	Public Security in Europe Global biometrics markets Safer Cities	Ifsec, London SDW, London
PHARMA.Sec Deadline 15 April 2017 Publishing date 30 April 2017	> Logistic Security in Pharmacies > Datasecurity at the Point of Sales > Security at the Door	> Insurance- standards for Pharmacies & Drugstore	Secure Doors Fire protection Videosurveillance Paymentsystems Data protection	Emergency-calling- Systems Shop-Storesecurity End-to-End Supply Chain Integrity		Successtories In the night	

* online more exhibitions dates

Topics (Print)

Issue	Case Studies	Standards	New products	Specialized articles	Markets	Interviews	Exhibitions
IT.EuroSec II Deadline 7 May 2017 Publishing date 15 May 2017	<ul style="list-style-type: none"> > eGovernment > BYOD Strategies > End-to-end-Security > Automating Sec. Incident Respons 	<ul style="list-style-type: none"> > BSI -IT-Grund-Standards > > 	End-to-end-Security Authentication Threat of collateral damage	<ul style="list-style-type: none"> > Datacenters > Big data will lead to big problems > Mobile applications and the IoT 	IT markets Markets 2017 DACH-region & Europe + ME: Potential chances	Cyberattack costs Cyber Insurances Encryption	CeBIT (Review) Infosecurity, London
5-6 2017 Deadline 19 June 2017 Publishing date 25 June 2017	<ul style="list-style-type: none"> > Fireprotection Exhausting systems > Emergency Systems > Public Address > Shoppingmalls 	European Standards EN versus global standards	Alarmsystems Videocameras Fire-extinguisher Biometrics Gates & Turnstiles	Role of Videoanalytics Perimeter solutions against terror Smart Grids Lack Cybersecurity Protection	Market review: > market research security services > market research security products	<ul style="list-style-type: none"> > Operational models in the security industry > The installer - modern aspects > Partnerprograms of manufacturers 	Sicherheit in Munich
7-8 2017 Deadline 22 July 2017 Publishing date 5 August 2017	<ul style="list-style-type: none"> >Critical Infrastructure Solutions > Videosolution > Small-Middle-Sized-Companies 	Fire protection Alarmdetection ONVIF	Access Control Video systems ID solutions: Authentication Credentials	Datacenters Perimeter systems Security systems for private and commercial sectors	Security Trends & Markets 2017 (Statistics, People) The DACH region: potential chances	<ul style="list-style-type: none"> > Alliances in the security industry > The distributor - how important is it? > IT-Security as new aspect in the industry 	itsa Nuremberg (Preview) Sicherheit Zürich (Preview)

Topics of the special issues

IT security: New section

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

Content on data protection and information security are on the website under the headings www.eurosecglobal.de IT security and IP - Security/Networks. Every two weeks a special newsletter on IT security will be published. This Euro Security provides the security industry well-founded information that is now required in a networked world.

Critical Infrastructure

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

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

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

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

Building Technologies

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

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

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

Cloud Computing

Storing data in a remote data centre, the execution of programs which are not installed on the local workstation or server computers are cloud computing solutions. In quarterly specials Euro Security wants to publish article across IT infrastructures with topics computing capacity, data storage, network capacities or software.

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

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

The pricelist

Format width x highth in mm

Description	b/w	4c
Coverpage	213 x 178	----- 22,000.00 AED
1/1 page h	186 x 255	7,000.00 AED 8,000.00 AED
2/3 page h	186 x 176	6,250.00 AED 7,250.00 AED
	v 120 x 255	6,250.00 AED 7,250.00 AED
1/2 page h	186 x 124	3,000.00 AED 4,000.00 AED
	v 90 x 255	3,000.00 AED 4,000.00 AED
1/3 page h	186 x 84	2,000.00 AED 3,000.00 AED
	v 58 x 255	2,000.00 AED 3,000.00 AED
1/4 page h	186 x 44	1,000.00 AED 2,000.00 AED
	v 90 x 124	1,000.00 AED 2,000.00 AED
	v 44 x 255	1,000.00 AED 2,000.00 AED

ADVERTORIAL

2/1 pages	9,000 characters, 2–3 graphics, photos	13,520.00 AED
1/1 page	4,500 characters, 1–2 graphics, photos	7,240.00 AED
1/2 page	2,000 characters, 1 graphic, photos	3,200.00 AED

Special placements

Description	
backcover:	8.800,00 AED
cover inside:	8.500,00 AED
backover inside:	7.300,00 AED

Supplier's directory

- 90 mm x 35 mm: annual contract 3825.00 AED (with logo + QRC)
- 90 mm x 12 mm: annual contract 1175.00 AED (without logo - Print)
- 45 mm x 65 mm: annual contract 2650.00 AED (with Logo - print)

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

Discounts

Quantity Discount

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

Amount Discount

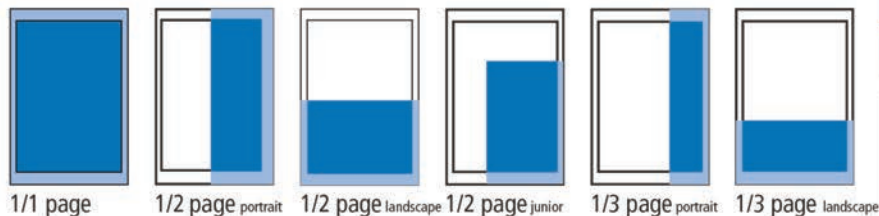
2 pages	10 %
4 pages	15 %
6 pages	18 %
9 pages	22 %
12 pages	25 %

Agency Discount

from the netprice 10 %

[no cash discounts, payable directly after receiving invoice]

Advertisement formats with basic b/w prices



Type area	186 mm x 255 mm	90 mm x 255 mm	186 mm x 124 mm	124 mm x 186 mm	58 mm x 255 mm	186 mm x 84 mm
Bleed size (incl. 3 mm bleed on all sides)	213 mm x 303 mm	107 mm x 303 mm	213 mm x 148 mm	127 mm x 189 mm	77 mm x 303 mm	213 mm x 109 mm

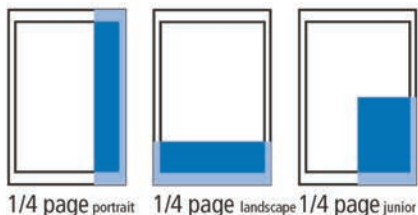
Type area

Bleed size

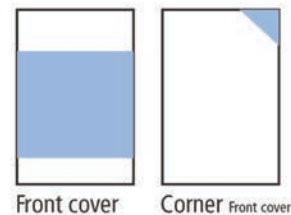
Magazine format
210 mm x 297 mm (DIN A4)

Type area
186 mm x 255 mm, 3 columns

further formats upon request



Type area	44 mm x 255 mm	186 mm x 44 mm	90 mm x 124 mm
Bleed size (incl. 3 mm bleed on all sides)	60 mm x 303 mm	213 mm x 78 mm	109 mm x 137 mm



Front cover Corner Front cover

216 mm x 178 mm Isosceles triangle, side length 58 mm

ONLINE ADVERTISING

WEBSITE (www.eurosecglobal.de)

Description	format (wide x high)	price per week/language
Super header banner all sites	720 x 90 pixels	1200.00 AED / week
Banner (right sidebar, front)	190 x 190 pixels	880.00 AED / week
Banner skyscraper	150 x 600 pixels	1225.00 AED / week
Button front (right, middle, left)	180 x 60 pixels	575.00 AED / week
Head banner	468 x 60 pixels	575.00 AED / week
<hr/>		
Photo of the week / content ad	380 x 230 pixels + 275 characters incl. spaces + link	1250.00 AED / week
Advertorial latest issue	photo 190 pixels + 185 characters incl. spaces + link to the article	800.00 AED / week
Text + content Link as news	200 characters incl. spaces	525.00 AED / week

Statistics per month: 250.000 page impressions, 85.000 unique visitors Web-addresses (URL): www.eurosecglobal.de; www.euro-security.de and others; www.mideast-security.com; data delivery: Five days before the publishing date to info@sec-global.org; data format: GIF, PNG, JPG, HTML.

Newsletter ADVERTISING

Newsletter (weekly)

Description	format (wide x high)	price per week/language
Super header banner all sites	720 x 90 pixels	1050.00 AED / week 650.00 AED / week 880.00 AED / week
Banner (right sidebar, front)	190 x 190 pixels	
Banner skyscraper	150 x 600 pixels	525.00 AED / week 875.00 AED / week
Button front (right, middle, left)	180 x 60 pixels	
Head banner	468 x 60 pixels	
Photo of the week / content ad	380 x 230 pixels + 275 characters incl. spaces + link	1200.00 AED / week
Advertorial latest issue	photo 190 pixels + 185 characters incl. spaces + link to the article	800.00 AED / week 525.00 AED / week
Text + content Link as news	200 characters incl. spaces	

Newsletter recipients: ME/Africa NL 8500 (Installer; planner; distributors; manufactures) 1900 (User industry, government) / Data: 2 days before publishing to info@sec-global.org; formats: GIF, PNG, JPG, HTML orr Text Opening rates of the newsletter: in general 30% (Mobile, Tablet 45% / Computer 55%)

Analytics (ME)



Distribution list

Bahrain	75
Egypt	120
Iraq	60
Iran	284
Jemen	30
Jordan	135
Kuwait	86
Lebanon	165
Lybia	50
Maroc	165
Oman	190
Pakistan	69
Qatar	249
Saudi-Arabia	655
Sudan	65
Syria	----
Tunesia	80
Turkey	366
UAE	1,380
<hr/>	
Total	4,224
Exhibitions per issue	1,500

Recipients Projection (2017)

Company profiles

1	Installers Main business Security	21%
2	Electricians Dept. Security/Networks	15%
3	Locksmiths / carpenters focus on security	9%
4	Specifiers / planners consultants /engineers	13%
5	System integrators / building integrators	8%
6	Distributors / wholesalers	7%
7	Security services / construction or facility management	12%
8	Retail / industry / public companies	9%
9	Fire Brigades	6%

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

TECHNICAL SPECIFICATIONS

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

Printing process

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

Acrobat PDF document

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

Print documents / data

Email : printing-material@sec-global.org
(Contact Jörg Meier)

Marketing Services

New Directions for Marketing and Public Relations:

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

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