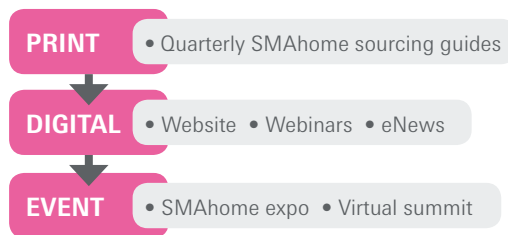


## Connecting professional buyers with original manufacturers

SMAhome is the world's one and only B2B media platform of home security, home automation and connected home. With an integrated media platform consisting of printing and online media, exhibition and event, SMAhome provides international buyers with the latest resources of solutions, ecosystems, products, applications and market trends.

### The integrated media



### Audience data

**38,000**  
Avg. monthly page views

**16,000**  
Avg. monthly visitors

**3:12**  
Avg. time online

### Reaching to...

**189**  
visiting countries & regions

**13,500+**  
members & e-news subscribers



### Editorial focuses

#### Applications

Feature stories on how to use connected devices and systems for better home life.

*Security & safety / energy management / ambience-assisted living / elderly care / entertainment*

#### Ecosystems

Information on starting, developing and integrating the smart home solutions in the ecosystems.

*Apple HomeKit / Amazon Echo / Google Home / others*

#### Tech & products

The latest technology innovations and products from top-notch makers worldwide.

*Cloud platform & services / voice command / wireless transmission / smart lighting / smart home appliances / climate control.*

#### Market & people

A group of opinion leaders explore industry topics and solutions including current trends, business growth and innovative practices.

*Yearly review & preview / viewpoints / business models / service providers' movements*

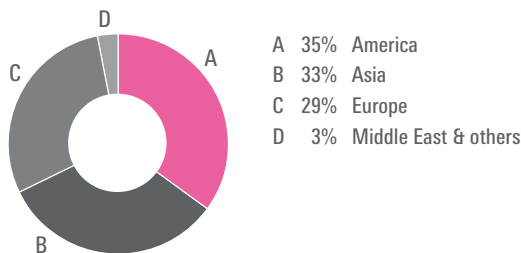
### 2017 online editorial calendar

Editorial calendar is subject to change.

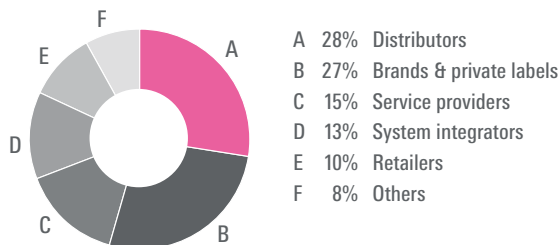
- **Jan**  
Apple HomeKit ecosystem
- **Feb**  
Cloud platform and services
- **Mar**  
Smart home security solutions  
+ *product design solutions for home cameras*
- **Apr**  
Updates on wireless transmission techs
- **May**  
Integrating with Amazon Alexa / Echo
- **Jun**  
Smart lighting & smart home  
+ *home energy management*
- **Jul**  
Climate control solutions
- **Aug**  
Voice command & control
- **Sep**  
Elderly & nursery care solutions  
+ *product design solutions for low-power consumption connected home devices*
- **Oct**  
Google Home ecosystem  
+ *smart home entertainment*
- **Nov**  
Smart home appliances
- **Dec**  
Yearly review & preview

## Reader breakdown

By region



By business nature



## Advertising specifications



## 2017 SMAhome Guidebooks

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

The quarterly published guidebook offers guidance for the professionals to source innovative products from the competent B2B partners. The definitive list of original manufacturers highlights their special strengths to provide comprehensive smart home solutions.

## Regular columns in the Guidebook

- **Cover story:** global innovators and leaders provide insights into how long-term business is built alongside best practices and growth strategies.
- **Features:** feature stories on timely industry topics, trending products and technologies driving positive changes for the smart home.
- **Insights:** opinion leaders explore topics and solutions including market demands, business strategies and innovative practices.
- **Products:** revealing innovative products catering to the home needs of security, ambient assisted living and energy management.

### Spring edition

- Close: March 15, 2017
- Publish: April 1, 2017
- Total 12,000 copies

★ SMAhome Expo / ISC West

### Summer edition

- Close: May 17, 2017
- Publish: June 2, 2017
- Total 12,000 copies

★ IFSEC / IFA

### Autumn edition

- Close: August 14, 2017
- Publish: September 4, 2017
- Total 12,000 copies

★ CEDIA / EU Utility Week

### Winter edition

- Close: November 17, 2017
- Publish: December 5, 2017
- Total 15,000 copies

★ CES 2018

## Price list

Ad options	Price (USD) / week
Homepage cover story	2,000
Article highlight	1,200
Top banner	1,000
Sidebar banner	700
Sponsored article	600
Sidebar sponsored link	500

**Advertising rate** USD 2,450 / Full page rate, inside regular. More details, please refer to p.24.