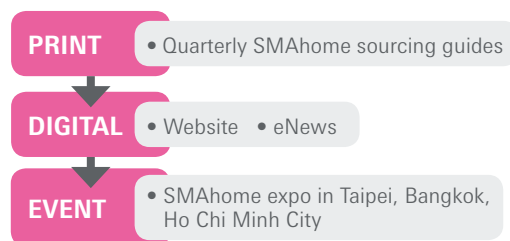


## Connecting professional buyers with original manufacturers

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

### The integrated media



### Audience data

**40,000**  
avg. monthly page views

**17,000**  
avg. monthly visitors

**3:12**  
avg. time online

### Reaching to...

**189**  
visiting countries & regions

**19,000+**  
members & e-news subscribers



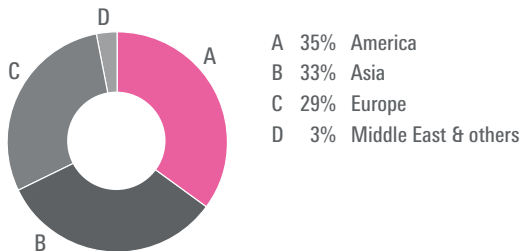
### 2018 online editorial calendar

Editorial calendar is subject to change.

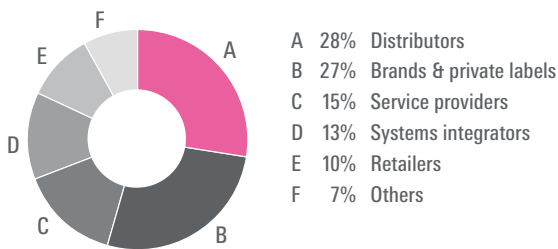
Month	Editorial theme
<b>Jan</b>	<ul style="list-style-type: none"> <li>From smart home to smart community</li> <li>Show feature: CES 2018</li> </ul>
<b>Feb</b>	<ul style="list-style-type: none"> <li>More intelligent voice commands for smart living</li> <li>International focus: Vietnam</li> </ul>
<b>Mar</b>	<ul style="list-style-type: none"> <li>Robust network technologies supporting connected living: 5G, NB-IoT, LoRa and more</li> <li>Show feature: Light + Building 2018</li> </ul>
<b>Apr</b>	<ul style="list-style-type: none"> <li>New security sensors assist connected smart living</li> <li>Show feature: SMAhome 2018</li> </ul>
<b>May</b>	<ul style="list-style-type: none"> <li>Cloud platform designs help elderly homecare</li> <li>Ecosystem spotlight: Microsoft Cortana</li> </ul>
<b>Jun</b>	<ul style="list-style-type: none"> <li>Smart lock for better smart home and businesses</li> <li>International focus: Thailand</li> </ul>
<b>Jul</b>	<ul style="list-style-type: none"> <li>Mesh transmission for smart home living</li> <li>Ecosystem spotlight: Amazon Alexa</li> </ul>
<b>Aug</b>	<ul style="list-style-type: none"> <li>Techs help home energy efficiency improvement</li> <li>International focus: Japan &amp; South Korea</li> </ul>
<b>Sep</b>	<ul style="list-style-type: none"> <li>The whole-home and multi-room solutions</li> <li>Show feature: IFA 2018</li> </ul>
<b>Oct</b>	<ul style="list-style-type: none"> <li>Smart living gadgets for Christmas gifts</li> <li>Ecosystem spotlight: Google Home</li> </ul>
<b>Nov</b>	<ul style="list-style-type: none"> <li>IoT home security: intelligent technologies</li> <li>Ecosystem spotlight: Apple Homekit</li> </ul>
<b>Dec</b>	<ul style="list-style-type: none"> <li>Cybersecurity for smart home</li> <li>International focus: USA (CES 2019 preview)</li> </ul>

## Reader breakdown

By region



By business nature



## 2018 SMAhome Guidebooks

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

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

### Spring edition

- Close: March 15, 2018
- Publish: April 2, 2018
- Total: 12,000 copies

★ SMAhome Expo / IFSEC / CommunicAsia

### Summer edition

- Close: May 17, 2018
- Publish: June 4, 2018
- Total: 12,000 copies

★ IFA / Secutech Vietnam / SSHT / ISAF / Smart Summit London / Security Essen

### Autumn edition

- Close: August 14, 2018
- Publish: September 4, 2018
- Total: 12,000 copies

★ Secutech Thailand / Sicurezza / CES

### Winter edition

- Close: November 16, 2018
- Publish: December 5, 2018
- Total: 15,000 copies

★ Intersec / Secutech India / ISC West / ISE

## Online advertising specifications



## Online ad price list

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

## Special print ad option

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

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