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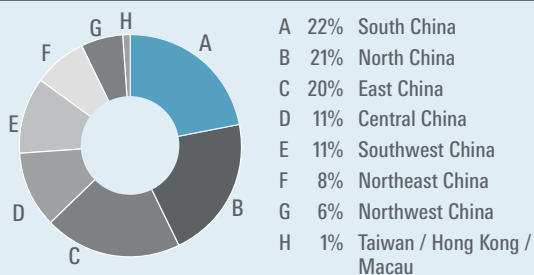
## Editorial calendar

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

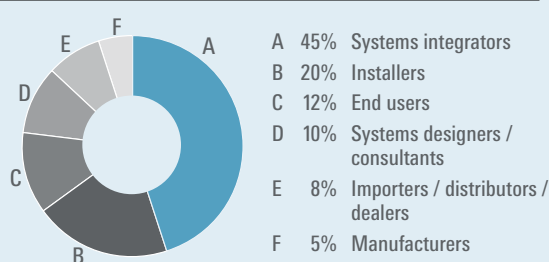
<p><b>#221</b> Jan</p> <p><b>Smart living</b></p> <ul style="list-style-type: none"> <li>• Home security</li> <li>• Pioneering innovation: electric shade</li> <li>• Technical analysis: transmission technology</li> <li>• Topic discussion: smart locks</li> <li>• Demo show: control terminal (indoor unit, App, remote control)</li> <li>• DIY: smart robots</li> <li>• Top brands: smart senior care</li> </ul>	<p><b>#225</b> May</p> <p><b>Smart living</b></p> <ul style="list-style-type: none"> <li>• Nursing care</li> <li>• Pioneering innovation: smart kitchen and bath</li> <li>• Technical analysis: mobile terminal</li> <li>• Topic discussion: smart robots</li> <li>• Demo show: smart community</li> <li>• DIY: lighting control</li> <li>• Top brands: smart locks</li> </ul> <p>★ Guangzhou International Lighting Exhibition, China</p>	<p><b>#229</b> Sep</p> <p><b>Smart living</b></p> <ul style="list-style-type: none"> <li>• Smart community</li> <li>• Pioneering innovation: parking lots</li> <li>• Technical analysis: smart meter management</li> <li>• Topic discussion: biometrics</li> <li>• Demo show: smart home</li> <li>• DIY: home security kits</li> <li>• Top brands: smart home</li> </ul> <p>★ 2018 Security China, Beijing</p>
<p><b>#222</b> Feb</p> <p><b>Security</b></p> <ul style="list-style-type: none"> <li>• Video surveillance (professional + consumer market analysis)</li> <li>• Case study: smart business + factory</li> <li>• Market hits, trends &amp; applications</li> <li>• Best buys</li> <li>• <i>a&amp;s</i> approved &amp; recommend</li> </ul>	<p><b>#226</b> Jun</p> <p><b>Security</b></p> <ul style="list-style-type: none"> <li>• Smart transportation</li> <li>• Case study: smart building + community</li> <li>• Market hits, trends &amp; applications</li> <li>• Best buys</li> <li>• <i>a&amp;s</i> approved &amp; recommend</li> </ul>	<p><b>#230</b> Oct</p> <p><b>Security</b></p> <ul style="list-style-type: none"> <li>• Safe city (smart city)</li> <li>• Case study: smart finance</li> <li>• Market hits, trends &amp; applications</li> <li>• Best buys</li> <li>• <i>a&amp;s</i> approved &amp; recommend</li> </ul>
<p><b>#223</b> Mar</p> <p><b>Smart living</b></p> <ul style="list-style-type: none"> <li>• Smart insight</li> <li>• Pioneering innovation: health and exercise</li> <li>• Topic discussion: lighting systems</li> <li>• Technology talk: industry standards</li> <li>• Demo show: nursing care</li> <li>• DIY: home video cameras</li> <li>• Top brands: home security</li> </ul>	<p><b>#227</b> Jul</p> <p><b>Smart living</b></p> <ul style="list-style-type: none"> <li>• Smart home</li> <li>• Pioneering innovation: voice control</li> <li>• Technical analysis: home automation</li> <li>• Topic discussion: energy saving and environmental protection</li> <li>• Demo show: parking lots</li> <li>• DIY: smart locks</li> <li>• Top brands: parking lots</li> </ul> <p>★ Shenzhen International Intelligent Building Electrical &amp; Smart Home Expo, China</p> <p>★ Shanghai Smart Home Technology, China</p>	<p><b>#231</b> Nov</p> <p><b>Smart living</b></p> <ul style="list-style-type: none"> <li>• Smart sensors</li> <li>• Pioneering innovation: home environment application</li> <li>• Technical analysis: information appliances</li> <li>• Topic discussion: smart senior care</li> <li>• Demo show: sports and entertainment</li> <li>• DIY: sport equipment</li> <li>• Top brands: smart community</li> </ul>
<p><b>#224</b> Apr</p> <p><b>Security</b></p> <ul style="list-style-type: none"> <li>• Smart home (building intercom + smart door locks + home robots, etc.)</li> <li>• Case study: safe cities</li> <li>• Market hits, trends &amp; applications</li> <li>• Best buys</li> <li>• <i>a&amp;s</i> approved &amp; recommend</li> </ul>	<p><b>#228</b> Aug</p> <p><b>Security</b></p> <ul style="list-style-type: none"> <li>• Access control + smart community</li> <li>• Case study: smart transportation</li> <li>• Market hits, trends &amp; applications</li> <li>• Best buys</li> <li>• <i>a&amp;s</i> approved &amp; recommend</li> </ul>	<p><b>#232</b> Dec</p> <p><b>Security</b></p> <ul style="list-style-type: none"> <li>• Alarm systems</li> <li>• Case study: smart healthcare</li> <li>• Special report: review &amp; outlook</li> <li>• Market hits, trends &amp; applications</li> <li>• Best buys</li> <li>• <i>a&amp;s</i> approved &amp; recommend</li> </ul>

## Circulation data

By region



By business nature



**Advertising rate** USD 1,600 / full page rate, inside regular. For more details, please refer to p.32.

asmag.com.cn offers comprehensive security and smart technology media platform for local manufacturers, distributors, systems integrators, installers and end-users in China. It features up-to-date news, latest technologies, products and solutions.

## Website and mobile data:

### Daily traffic:

- Visitor rate: 20,000
- Click rate: 100,000

### Monthly traffic

- Visitor rate: 600,000
- Click rate: 3,000,000



## Social media:



Followers: 45,319  
Average daily traffic: 2,699  
Reading rate: 6.02%



Followers: 14,115  
Average daily traffic: 712  
Reading rate: 4.97%

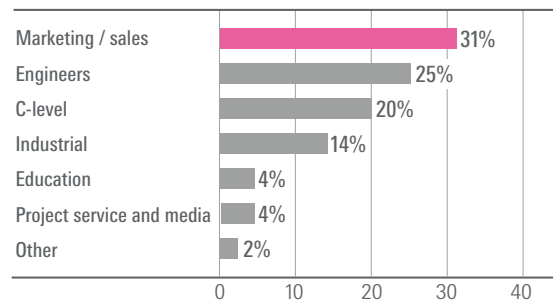
## a&S CHINA

Followers: 27,556  
Average daily traffic: 1,106  
Reading rate: 4.07%

## Readers

Consists of nearly 200,000 covering from security to industrial sectors

### By business nature



45% of readers comes from multi-million dollar companies

55% of readers comes from SMBs

