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- Advertisement closing date: 1<sup>th</sup> of the month

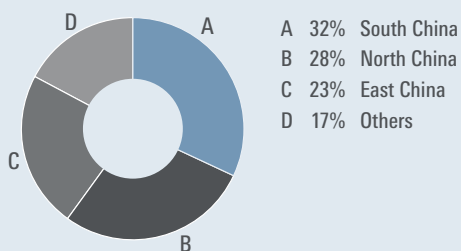
## Editorial calendar

Issue	February #233	April #234	June #235
<b>New Opportunities</b>	AI+ Video Surveillance	Access Control (Parking)	Smart Transportation
<b>Security Topics</b>	Market Trends & Applications	Market Trends & Applications	Market Trends & Applications
<b>Scheme Show</b>	Excellent Products / Solutions Recommendations	Excellent Products / Solutions Recommendations	Excellent Products / Solutions Recommendations
<b>Test Report</b>	<i>a&amp;S</i> -Tested & Recommended Products	<i>a&amp;S</i> -Tested & Recommended Products	<i>a&amp;S</i> -Tested & Recommended Products
<b>Case Evaluation</b>	Smart Business / Smart Factory	Safe City	Smart Community / Smart Building
<b>Smart Life</b>	Smart Elderly Care (Medical / Healthcare)	Smart Home (Whole-House Intelligence)	Smart Hotel (Commercial Building and Automation)
<b>Special Report</b>			

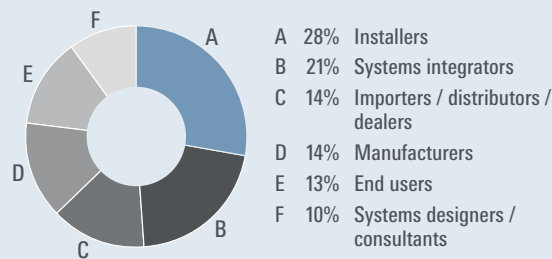
Issue	August #236	October #237	December #238
<b>New Opportunities</b>	Alarm System	Public Safety (Safe City/Project Highlight/Smart City)	Smart Policing
<b>Security Topics</b>	Market Trends & Applications	Market Trends & Applications	Market Trends & Applications
<b>Scheme Show</b>	Excellent Products / Solutions Recommendations	Excellent Products / Solutions Recommendations	Excellent Products / Solutions Recommendations
<b>Test Report</b>	<i>a&amp;S</i> -Tested & Recommended Products	<i>a&amp;S</i> -Tested & Recommended Products	<i>a&amp;S</i> -Tested & Recommended Products
<b>Case Evaluation</b>	Smart Transportation	Smart Finance	Smart Healthcare
<b>Smart Life</b>	Smart Community	Smart Office	Smart Home Industry
<b>Special Report</b>			Review & Preview

## Circulation data

By region



By business nature



**Advertising rate** USD 1,600 / full page rate, inside regular. For more details, please refer to p.25.

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## 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: 47,563  
Average daily traffic: 2,699  
Reading rate: 6.02%

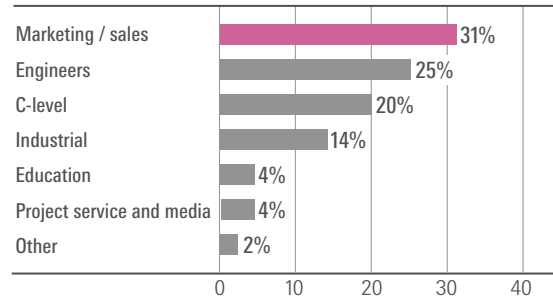


Followers: 29,556  
Average daily traffic: 1,106  
Reading rate: 4.07%

## 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

