

- 17,000 quarterly copies
- Editorial and advertisement closing date: beginning of the month
- Published in Traditional Chinese
- Publishing date: 20<sup>th</sup> of the month

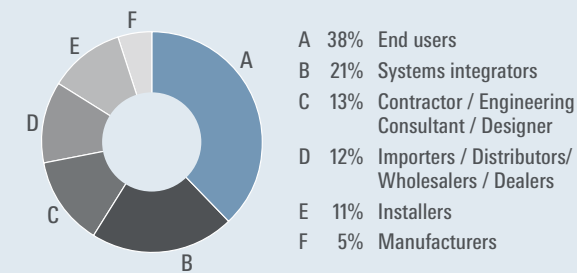
## Editorial calendar

★ Bonus distribution at shows and events may shift without prior notice due to logistics or show organiser changes.

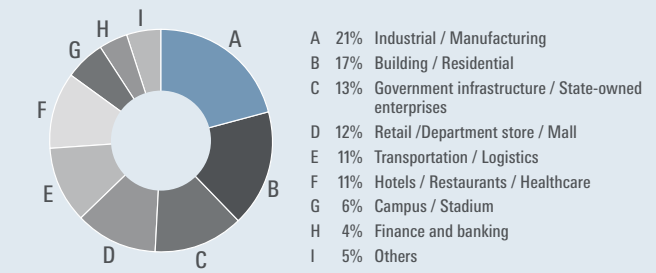
Issue	February #149	May #150	August #151	November #152
<b>Hot Topic</b>	Smart Retail	Smart Manufacturing	Internet of Vehicles (IoV)	Smart Healthcare
<b>Smart &amp; Safe City</b>	Smart Security	Smart Disaster Prevention	Smart Building	Smart Agriculture
<b>Smart Building &amp; Home</b>	IoT / AIoT Chips	Video Surveillance Equipment	Software / Platform	Wireless Transmission
<b>Mobility</b>	2018 Review & 2019 Forecast			
<b>Critical Infrastructure</b>		★ Secutech International, Taipei	★ Smart Factory Seminar ★ Smart Transportation Seminar	

## Circulation data

By business nature (covering security and ICT industry channels)



By vertical market



**Advertising rate** USD 1,800 / full-page rate, inside regular. For more details, please refer to p.25.

## Events

MFNE is committed to helping industry professionals to stay on top of market trends and industry development, leveraging its expansive media resources and database to host insightful conferences and provide integrated marketing services.

### • Upcoming events

August	October
<b>Smart Factory Seminar</b> Focuses on Security, Fire & Safety, Industrial safety & Smart management (Hsinchu, Kaohsiung roadshow)	<b>Smart Transportation</b> Focuses on Rail transportation / Commercial vehicle management (Taipei)

### • Event planning and integrated marketing services

We have been providing customized event planning and marketing services to help our clients connect with their target buyers and strategic partners since 2015.

As the most comprehensive digital marketing platform for security, IoT and smart vertical solutions, asmag Taiwan is dedicated to providing the most in-depth and timely market and industry updates to professionals in Taiwan, supplemented by weekly newsletters for "Smart security" and "Fire safety and disaster prevention" sectors.

## Website statistics

Home page traffic: 250,000 / month  
 Visitors: 30,000  
 Member: 20,000  
 Opt-in subscribers: 10,000  
 (We only included those who have expressed interest in asmag.com.tw, due to GDPR)

## Online advertising options

Home page position	Price / Frequency
Top banner (728 x 90)	USD 400 / one week
Banner A (850 x 110)	USD 300 / one week
Banner B (320 x 110)	USD 200 / one week
Banner C (320 x 250)	USD 200 / one week
Product insight	USD 200 / one week
Article highlight	USD 400 / one week
e-newsletter	Price / Frequency
Weekly e-newsletter top banner (850 x 110)	USD 400 / every Tuesday
e-blast	Price / Frequency
e-blast dispatch	USD 2,000 / one dispatch

## Website banners



## Weekly e-newsletter

