

- 27,000 monthly copies
- Published in Simplified Chinese
- Publishing date: 15<sup>th</sup> of the month
- Editorial closing date: 25<sup>th</sup> of the prior month
- Advertisement closing date: 1<sup>th</sup> of the month

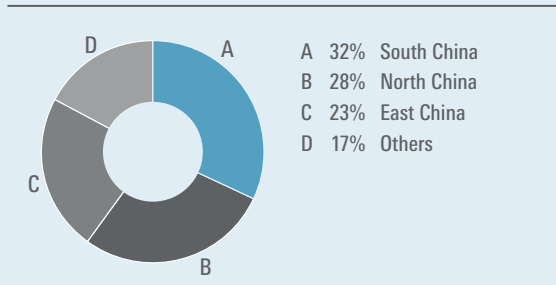
## Editorial calendar

Issue	February #239	April #240	June #241
<b>Cover Story</b>	Enterprise Operations & Management	Enterprise Operations & Management	Enterprise Operations & Management
<b>New Opportunities</b>	Mining New Business Opportunities in Market Segments	Smart Parking And Urban Static Traffic Market Analysis	5G in Smart Security Market
<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>	Consumer Retail	Smart Logistics	Smart Elderly Care

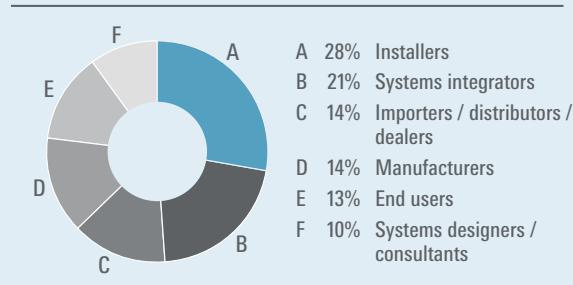
Issue	August #242	October #243	December #244
<b>Cover Story</b>	Enterprise Operations & Management	Enterprise Operations & Management	Enterprise Operations & Management
<b>New Opportunities</b>	Status of Smart Lock and Smart Access Control Markets	Opportunities that "City Brain" Projects Bring to Security	Platform-Driven Applications: Re-Examining the Value of "Software"
<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 Education
<b>Smart Life</b>	Tourism and Education	Smart Community	Smart Home

## 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.

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: 21,000
- Click rate: 105,000

**Monthly traffic**

- Visitor rate: 630,000
- Click rate: 3,150,000



### Social media:



Followers: 48,587  
Average daily traffic: 2,861  
Reading rate: 5.89%

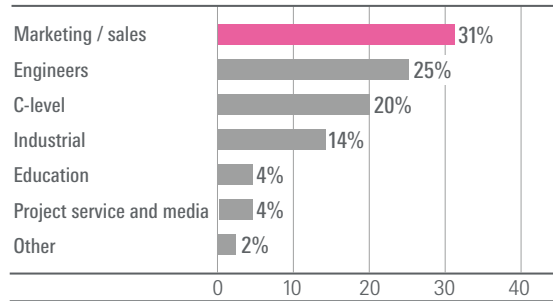


Followers: 30,125  
Average daily traffic: 1,521  
Reading rate: 5.05%

### Readers

Coverage consists of nearly 200,000 readers from security to industrial sectors

**By business nature**



45% of readers comes from multi-million dollar companies

55% of readers comes from SMBs

