

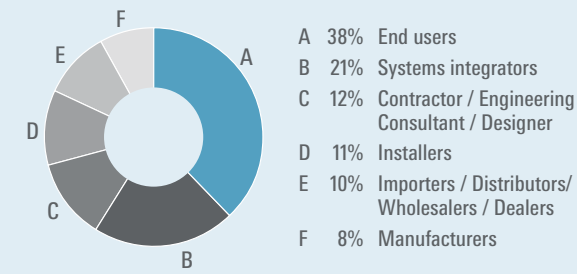
- 17,000 quarterly copies
- Editorial and advertisement closing date: beginning of the month
- Published in Traditional Chinese
- Publishing date: 20<sup>th</sup> of the month

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

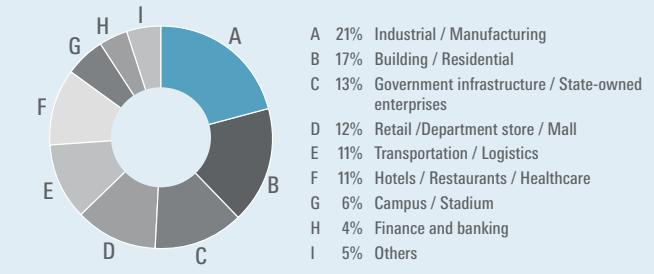
Issue	February #153	May #154	August #155	November #156	Special Supplement
<b>AIoT Applications</b>	Image Recognition	5G / Transmission	8K / Storage	Integrated Management Platform	Smart Transportation
	Factory / Transportation Dispatch	Traffic / Medical Service	Stadium / Retail	Urban Governance (Construction / Security / Disaster Prevention)	
<b>a&amp;s 30</b>	30th Anniversary Series Report	30th Anniversary Series Report	30th Anniversary Series Report	30th Anniversary Series Report	
<b>Special Report</b>	2019 Review & 2020 Preview	Secutech International Report			
<b>Bonus Distribution</b>	★ Secutech International, Taipei	★ Latest AIOT Technology & Application Trends Forum	★ Smart Transportation Seminar	★ Smart Factory Seminar	★ Secutech International, Taipei

## 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

April	July	September	October
Secutech International, Taipei	Latest AIOT Technology & Application Trends Forum	Smart Transportation Seminar	Smart Factory Seminar

### • 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. In 2020, supplemented by weekly newsletters for "Smart security" and by monthly newsletters for "Vertical solution".

## Website statistics

Home page traffic: 315,000 / month

Visitors: 30,000

Members: 20,388

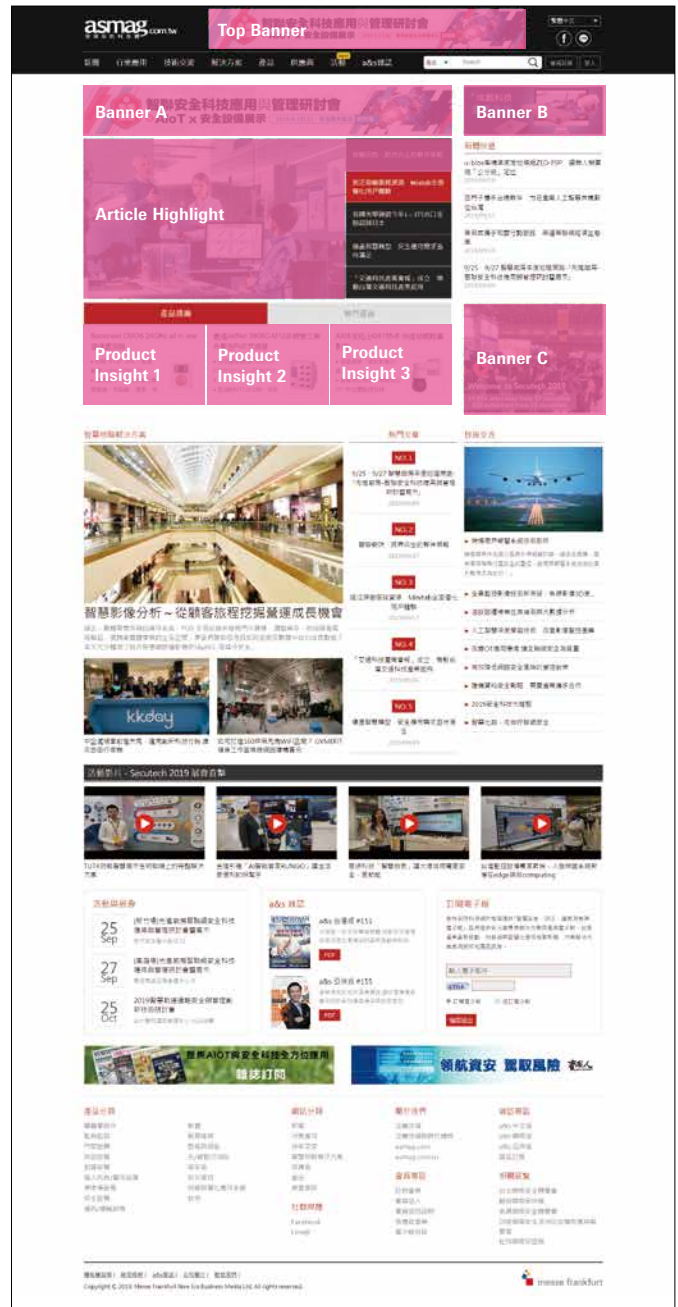
Subscribers: 11,470

## 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
Vertical solution e-newsletter	Sponsored Article	USD 500 / The 4th Thu of the month
	Top Banner (850 x 110)	USD 400 / The 4th Thu of the month
	Central Banner (850 x 110)	USD 400 / The 4th Thu of the month
e-blast		Price / Frequency
e-blast dispatch		USD 2,000 / one dispatch

- For Article Highlight / Sponsored Article interview editor additional USD 350
- For Article Highlight / Sponsored Article repost on Social Media (Facebook / Line)

## Website banner

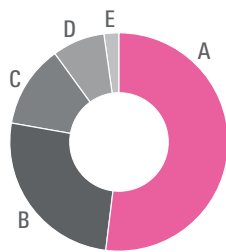


# Vertical solution e-newsletter topics

January	February	March	April	May	June
Smart Factory	Mobility	Medical Service	Smart Hospitality	Smart Finance	Smart Rail
July	August	September	October	November	December
Smart Agriculture	Smart Retail	Smart Campus	Smart Security	Smart Disaster Prevention	Smart Building

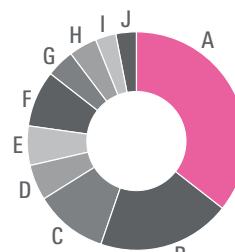
# Vertical solution e-newsletter subscribers

By business nature



- A 52% Users
- B 26% System Integrators
- C 12% Installers
- D 8% Consultants
- E 2% Others

By users



- A 35.8% Manufacturing
- B 19.5% Building
- C 11% Transportation
- D 5.1% Government
- E 6% Police/Prison
- F 8.3% School
- G 4.2% Retail
- H 4.2% Finance
- I 3.1% Medical Service
- J 2.8% Hotels / Restaurants

## Vertical solution e-newsletter

## Weekly e-newsletter