

asmag.com, a content-rich security and IoT industry guide for security and ICT buyers

Powered by the *a&s* International editorial team, asmag.com provides global professionals with the most up-to-date technology, products, market information and industry guides related to security, smart and safe city, building and home automation, mobility, and industrial IoT.

Enhanced engagement

Website + e-newsletters + social media (Twitter + Facebook + LinkedIn)

Website statistics

1. Average monthly traffic (Nov 2018 to Jul 2019)

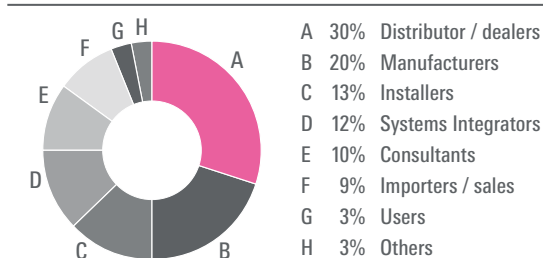
Visitors: 106,433

Page views: 2,171,682

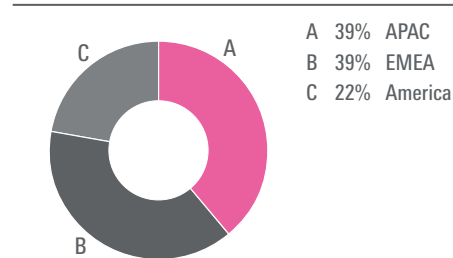
2. Membership

All registered members and subscribers: 33,473

Registered website members by business nature



Registered website members by region



Social media

Facebook followers: 2,943+

LinkedIn followers: 910+

Twitter followers: 5,600+

Website topics

Month	Security	Automation	Mobility	Industrial IoT
January	- Retail - Banking (ATM)	Smart Speakers	ITS	Augmented Reality
February	- Home Security Systems (Video, Audio) - AI Start ups - Review of Intersec 2020	Interoperability in Smart Home Protocols (Review of CES 2020)	Traffic Management	AI & Machine Learning in IIoT
March	- 4K & 8K	Smart Healthcare	LPWAN	Cloud Technology
April	- VMS - 5G for Business Application	Hospitality (Hotel Management)	Logistics Solution	Cybersecurity (OT & IT)
May	- Smart Locks (Home) - VMS (Open vs. Proprietary)	3D Sensing	LPR	Supply Chain Management
June	- Visitor Management - Professional Installation Home Security Systems VS. DIY	Smart Energy Saving Products for Home (Smart Thermostats, Lights)	Cold Chain	Predictive Maintenance
July	- NVR vs. VSaaS	IoT in Smart Building	Biometrics (Airports/ Border Controls)	Big Data Process (IPC)
August	- GDPR-Compliant Facial Recognition Systems - Blockchain	Smart Locking (Business)	On-Board Monitoring	Mobile & Edge Computing
September	- Thermal & Low-lux Cameras	Bluetooth for Business Application	Location-based Solution (GPS)	Cybersecurity
October	- Wearable Devices (Security) - Secure Remote Access	Smart Video Doorbell	Smart Street Lighting with Cameras	Robotic Devices
November	- Security 50	Information Management (Buildings)	Lidar Technology	RFID
December	- Middle East /Intersec 2021 Special	Preview of CES 2021 (Smart Home Trends)	IoT Innovations for Rail and Metro	Video for Automation

Online advertising options

1. Website banners

Specifications	Price	Estimated Impressions and Frequency
Top Banner (2000 x 200) NEW	USD 1,200	40,000 / one week
Banner A (850 x 110)	USD 750	40,000 / one week
Banner B (320 x 110)	USD 550	40,000 / one week
Billboard Banner (970 x 250) NEW	USD 500	33,000 / one week (Homepage only)
Article Highlight	USD 900	33,000 / one week (Homepage only)
Article Highlight + Pop-up Ad NEW	USD 1,250	33,000↑
Article Highlight + <i>as</i>s editor interview with article writing	USD 1,350	

- Default campaign period is 1 week. There may be more than 1 banner displayed in the same position during the period.
- Estimated impressions will be delivered by Google's DFP Ad server before the end of the Ad campaign.
- Pop-up Ad may be arranged in another week after the article highlight.
- In a sponsored article, one external link back to the sponsor's website is allowed. For adding more links in a sponsor article, please contact the sales agent.



2. Pop-up Ad (Bundles with Article Highlight or Newsletter sponsor post) **NEW**



The Pop-up Ad and Article Highlight / Sponsored Article can be displayed during the same time period or different period



3. Newsletters

Items	Price	Quantity of Emails	Frequency
Weekly e-newsletters	Security & IoT for Business	33,473	Every Thursday
Monthly e-newsletters	Smart Building & Home	6,386	The 2nd Wed of the month
	Mobility	4,240	The 3rd Wed of the month
	Industrial IoT	3,850	The 4th Wed of the month
Specifications		Price	
Top Banner (850 x 110)		USD 1,200	
Central Banner (850 x 110)		USD 600	
Sponsored Article		USD 900	
Sponsored Article + Pop-up Ad NEW		USD 1,250	
Sponsored Article + <i>a&S</i> editor interview with article writing		USD 1,350	

- Regarding the Pop-up Ad, please refer to P.7 for more details.
- In a sponsored article, one external link back to the sponsor's website is allowed. For adding more links in a sponsored article, please contact the sales agent.

Weekly Newsletter: Security & IoT for Business

Monthly Newsletter: Smart Building & Home

Monthly Newsletter: Mobility

Monthly Newsletter: Industrial IoT

4. E-blast

Items	Price	
<p>All Subscribers</p> <p>Options:</p> <ol style="list-style-type: none"> Entire database Choose one geographical region (EMEA, Americas, Asia) 	USD 2,500	For other specific requests, please contact the sales agent
<p>Email re-marketing service NEW (Through the email automation, asmag.com can help you build stronger connections with your target audience)</p>	Please contact the sales agent for more details	

5. Prime content sponsor items

Items	Price	
<ol style="list-style-type: none"> Product Review Leads Generation Marketing (via Landing page or whitepaper download) Sponsored Video (in video library) Email remarketing /automation service English to Chinese or Chinese to English Translation 	Please contact the sales agent for more details	

Example 1: Product Review

Product Review
Camera: The Heart and Soul in License Plate Recognition

An article reviewing the latest developments in the protection for people to all the vehicle asset, the automatic license plate recognition (ALPR) are also being growing demand to enhance management for vehicle.

In smart buildings or public parking lots, security cameras with ALPR functions can activate with efficiency for the vehicle access control and management. The automatic recognition helps the users to easily identify, track, grant access, or well to keep track of all the car activities.

In this product review, also explore the insight from professional system integrators to the key features of ALPR camera.

What to know about the camera in license plate recognition

How to install the camera in license plate recognition

Nottingham Park Estate converts to ALPR thanks to Xendap

Related Articles
 A concise guide to getting license plate recognition right
 What are the user requirements in license plate recognition?

Introducing Z2R8052EX25 from Merit LILIN

Introducing Z2R8052EX25, a 5MP Day/Night outdoor AI-enabled license plate recognition camera, which is able to recognize license plate number and vehicle color and information with low error.

As the combination of 5MP, 30 frame/seconds, and the built-in license plate technology, the camera delivers outstanding image quality in low light conditions. With its IP67-rated housing, Z2R8052EX25 license plate recognition camera demanding weather conditions.

[More details](#)

Example 2: Leads Generation Marketing (Landing page or whitepaper download)

What is IT security?

- How to protect your network
- Securing your data
- Securing your devices

Other security for IT

- Network Security
- Endpoint Security
- Cloud Security

Download This White Paper and You'll Learn:

- Five key considerations when implementing secure remote access to your machines

Example 3: Sponsored Video

Secutech 2019: Micron talks about edge storage solutions

At Secutech 2019, Micron's Senior Manager of Embedded Storage Solutions, Mr. Michael S. Kim, talks about the challenges of edge storage and how Micron's edge storage solutions can help address these challenges.

Other videos:

- Secutech 2019: CGA-TMS introduces its new HD3000 series
- Secutech 2019: Hikvision introduces its AI Surveillance Camera at Secutech 2019
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