Global reach through a&s Media Group

Winning markets in security, automation & business intelligence

Messe Frankfurt New Era Business Media

2020 MEDIA KIT
Messe Frankfurt New Era Business Media – your global marketing partner

With 29 years of experience in the industry, Messe Frankfurt New Era Business Media (MFNE), formerly known as the a&s Group, is a globally recognised media network for the security and IoT industry. Moving forward with these industries, MFNE heads towards the IoT era with a single platform that can connect security and IoT suppliers and buyers for smart and safe city, building and home automation, mobility, and industrial IoT.

MFNE offers a series of revamped media platforms — asmag.com and a&s magazines, published in English, Traditional Chinese and Simplified Chinese, and four other languages, promising the most comprehensive industry trends, product and supply chain information.

MFNE also organises a series of high visibility exhibitions and events as well as hundreds of seminars and conferences in more than five countries, showcasing the latest technologies and vertical case examples for both global and local markets.

Leveraging robust media resources and decades of experience in the industry, MFNE provides various optimal marketing options to meet the demands of all professional security and IoT professionals.

a&s Business Media Group

a&s Magazines provide global industry leaders year-round comprehensive market analysis, in-depth reports, updated vertical applications as well as market trends. With nine publications in seven languages, a&s features an annual circulation of approximately 965,000 copies around the globe.

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.
International exhibitions held by MFNE

Proven to be an effective meeting place to connect the security industry, MFNE holds annual trade shows in Taiwan, India, Vietnam and Thailand to create comprehensive platforms for product sourcing and networking.

**secutech**

Asia’s leading platform for security, IoT and AI
22 – 24 April 2020 | Taipei
www.secutech.com

**secutech INDIA**

India’s most comprehensive security and fire safety exhibition
7 – 9 May 2020 | Mumbai
www.secutechindia.co.in

**secutech VIETNAM**

The largest platform for IoT-based security, smart building, and fire safety solutions in Vietnam
20 – 22 August 2020 | Ho Chi Minh City
www.secutechvietnam.com

**secutech THAILAND**

Thailand’s leading exhibition & conference for security, smart living and fire & safety
Late 2020 | Bangkok
www.secutechthailand.com

**Global trade fairs and events**


**intersec**

Dubai, UAE
www.intersecexpo.com

**intersec building**

Frankfurt am Main, Germany
www.intersec-building.com

**intersec SAUDI ARABIA**

Jeddah, Saudi Arabia
www.intersec-ksa.com

**intersec BUENOS AIRES**

Buenos Aires, Argentina
www.intersec.ac.messefrankfurt.com

**intersec forum**

Frankfurt am Main, Germany
www.intersec-forum.com

**intersec RUSSIA**

Moscow, Russia
www.intersec-forum.com/russia

**secutech**

Taipei, Taiwan
www.secutech.com

**secutech INDIA**

Mumbai, India
www.secutechindia.co.in

**secutech VIETNAM**

Ho Chi Minh City, Vietnam
www.secutechvietnam.com

**secutech THAILAND**

Bangkok, Thailand
www.secutechthailand.com

**ADRIA SECURITY SUMMIT**

Balkan region
www.adriasecuritysummit.com

**guangzhou public security technology**

Guangzhou, China
www.guangzhousecurity.cn.messefrankfurt.com
Global events made by Messe Frankfurt

With the help of over 2,500 employees, Messe Frankfurt organises some 150 trade fairs worldwide, resulting in annual sales of around EUR 718 million.

Without a doubt, our international flagship fairs are industry leaders and set the trends. In the consumer goods segment we have Ambiente, Beautyworld, Christmasworld and Paperworld which are the world’s most important meeting places for the consumer goods sector.

Meanwhile, Musikmesse and Prolight + Sound are leading shows in the field of entertainment and creative industries. The highly reputable fairs for textiles and textile technologies are Heimtextil and Techtextil.

Representing the technology & production and mobility & logistics segments are Automechanika, Light + Building, IFFA, ISH and Texcare. Many of these successful fairs have editions that take place in Asia.
From digitalization to digital transformation

Has your company become digitalized? Digitalization is now an imperative process for an enterprise to look for innovations and sustainability. Even though it is not an easy task for most companies, digitalization is still acknowledged as the most effective way to acquire valuable business insights. After many years of effort in digitalization, asmag.com applies digitized information to simplify our business operation and also provide specific services for our readers and sponsors.

As digital technology evolved, asmag.com would like to initiate another digital transformation in order to create more value. What is digital transformation? The most well-known successful digital transformation examples are Netflix and Airbnb, which use digital technologies to completely change the current business activities in their fields and create brand new business models. To follow in the footsteps of these outstanding digital giants, asmag.com is also starting our first step to introduce our customized content service in re-marketing campaigns and lead-based marketing. It will be our honor to have your support and participation in our journey of digital transformation.

Security industry is also evolving
Besides the media industry, the security industry is also evolving with digitalization. In the past 10 years, the security industry advanced from analog to digital. Recently, due to the introduction of machine learning, artificial intelligence and the advancement in key components, security equipment is now highly involved with the business operation for intelligence and efficiency in many vertical markets. Examples can be seen in the retail and building automation sectors where people can see the high integration of security and automation technologies to provide more business information and efficiency.

Cloud services, such as Video surveillance as a Service (VSaaS), Software as a service (SaaS), access control as a service (ACaaS) also seem to be getting higher acceptance in the market, which soon will initiate the security industry’s digital transformation.

The digitalization will also continue to affect the sales channels. ICT and IT sales channels will further integrate and cooperate with the security channels to optimize the total performance of their solutions.

As the media partner to most major security companies, we will continue to introduce how these trends innovate the market and generate the industry leading content for our worldwide readers. We hope you continue to stay with us to explore the future of digital transformation in our industry.

Best Regards,

Editor-in-Chief
a&s International / a&s Asia / asmag.com
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**

- A 30% Distributor / dealers
- B 20% Manufacturers
- C 13% Installers
- D 12% Systems Integrators
- E 10% Consultants
- F 9% Importers / sales
- G 3% Users
- H 3% Others

**Registered website members by region**

- A 39% APAC
- B 39% EMEA
- C 22% America

**Social media**

- Facebook followers: 2,943+
- LinkedIn followers: 910+
- Twitter followers: 5,600+
### Website topics

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

1. Website banners

<table>
<thead>
<tr>
<th>Specifications</th>
<th>Price</th>
<th>Estimated Impressions and Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Banner (2000 x 200)</td>
<td>USD 1,200</td>
<td>40,000 / one week</td>
</tr>
<tr>
<td>Banner A (850 x 110)</td>
<td>USD 750</td>
<td>40,000 / one week</td>
</tr>
<tr>
<td>Banner B (320 x 110)</td>
<td>USD 550</td>
<td>40,000 / one week</td>
</tr>
<tr>
<td>Billboard Banner (970 x 250)</td>
<td>USD 500</td>
<td>33,000 / one week (Homepage only)</td>
</tr>
<tr>
<td>Article Highlight</td>
<td>USD 900</td>
<td>33,000 / one week (Homepage only)</td>
</tr>
<tr>
<td>Article Highlight + Pop-up Ad</td>
<td>USD 1,250</td>
<td>33,000</td>
</tr>
<tr>
<td>Article Highlight + a&amp;s editor interview with article writing</td>
<td>USD 1,350</td>
<td></td>
</tr>
</tbody>
</table>

- 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)

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

<table>
<thead>
<tr>
<th>Items</th>
<th>Price</th>
<th>Quantity of Emails</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Weekly e-newsletters</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Security &amp; IoT for Business</td>
<td>33,473</td>
<td></td>
<td>Every Thursday</td>
</tr>
<tr>
<td><strong>Monthly e-newsletters</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Smart Building &amp; Home</td>
<td>6,386</td>
<td></td>
<td>The 2nd Wed of the month</td>
</tr>
<tr>
<td>Mobility</td>
<td>4,240</td>
<td></td>
<td>The 3rd Wed of the month</td>
</tr>
<tr>
<td>Industrial IoT</td>
<td>3,850</td>
<td></td>
<td>The 4th Wed of the month</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Specifications</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Banner (850 x 110)</td>
<td>USD 1,200</td>
</tr>
<tr>
<td>Central Banner (850 x 110)</td>
<td>USD 600</td>
</tr>
<tr>
<td>Sponsored Article</td>
<td>USD 900</td>
</tr>
<tr>
<td>Sponsored Article + Pop-up Ad</td>
<td>USD 1,250</td>
</tr>
<tr>
<td>Sponsored Article + a&amp;s editor interview with article writing</td>
<td>USD 1,350</td>
</tr>
</tbody>
</table>

- Regarding the Pop-up Ad, please refer to P7 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.
### 4. E-blast

<table>
<thead>
<tr>
<th>Items</th>
<th>Price</th>
<th>Options:</th>
</tr>
</thead>
</table>
| All Subscribers | USD 2,500 | 1. Entire database  
2. Choose one geographical region (EMEA, Americas, Asia) |
| Email re-marketing service **NEW** | Please contact the sales agent for more details | (Through the email automation, asmag.com can help you build stronger connections with your target audience) |

**Examples:**

- **Example 1: Product Review**

![Product Review Example](image1)

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

![Leads Generation Marketing Example](image2)

- **Example 3: Sponsored Video**

![Sponsored Video Example](image3)

### 5. Prime content sponsor items

<table>
<thead>
<tr>
<th>Items</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Product Review</td>
<td>Please contact the sales agent for more details</td>
</tr>
</tbody>
</table>
| 2. Leads Generation Marketing  
(via Landing page or whitepaper download) | |
| 3. Sponsored Video (in video library) | |
| 4. Email re-marketing /automation service | |
| 5. English to Chinese or Chinese to English Translation | |

**Example 1: Product Review**

![Product Review Example](image1)

**Example 2: Leads Generation Marketing**

(Landing page or whitepaper download)

![Leads Generation Marketing Example](image2)

**Example 3: Sponsored Video**

![Sponsored Video Example](image3)
a&s International connects security and ICT suppliers and buyers in smart and safe city, building and home automation, mobility, and industrial IoT, in EMEA and the Americas.

- 20,000 bimonthly copies
- Published in English
- Editorial closing date: 10th of the prior month
- Publishing date: 5th of the month
- Advertisement closing date: 15th of the prior month

### Editorial calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>February #245</th>
<th>April #246</th>
<th>June #247</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hot Topic</td>
<td>Home Security Systems (Video, Audio)</td>
<td>VMS</td>
<td>Visitor Management</td>
</tr>
<tr>
<td>Special Feature</td>
<td>AI Start ups</td>
<td>5G for Business Application</td>
<td>Professional Installation Home Security Systems VS. DIY</td>
</tr>
<tr>
<td>Automation</td>
<td>Interoperability in Smart Home Protocols</td>
<td>Hospitality (Hotel Management)</td>
<td>Smart Energy Saving Products for Home (Smart Thermostats, Lights)</td>
</tr>
<tr>
<td>Mobility</td>
<td>Traffic Management</td>
<td>Logistics Solution</td>
<td>Cold Chain</td>
</tr>
<tr>
<td>Industrial IoT</td>
<td>AI &amp; Machine Learning in IIoT</td>
<td>Cybersecurity (OT &amp; IT)</td>
<td>Predictive Maintenance</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Issue</th>
<th>August #248</th>
<th>October #249</th>
<th>December #250</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hot Topic</td>
<td>GDPR-Compliant Facial Recognition Systems</td>
<td>Wearable Devices (Security)</td>
<td>Security 50</td>
</tr>
<tr>
<td>Special Feature</td>
<td>Blockchain</td>
<td>Secure Remote Access</td>
<td>Middle East / Intersec Special</td>
</tr>
<tr>
<td>Automation</td>
<td>Smart Locking (Business)</td>
<td>Smart Video Doorbell</td>
<td>Preview of CES (Smart Home Trends)</td>
</tr>
<tr>
<td>Mobility</td>
<td>On-Board Monitoring</td>
<td>Smart Street Lighting with Cameras</td>
<td>IoT Innovations for Rail and Metro</td>
</tr>
<tr>
<td>Industrial IoT</td>
<td>Mobile &amp; Edge Computing</td>
<td>Robotic Devices</td>
<td>Video for Automation</td>
</tr>
<tr>
<td>Bonus Distribution</td>
<td>Security Essen</td>
<td>Security Essen</td>
<td>CES, U.S.</td>
</tr>
<tr>
<td></td>
<td>Adria Security Summit</td>
<td></td>
<td>Intersec 2021, Dubai</td>
</tr>
</tbody>
</table>

### Circulation data

**By region**

- A 30% Europe
- B 22% North America
- C 16% Latin America
- D 14% Middle East
- E 12% Africa
- F 3% Central Asia
- G 3% Others

**By business nature**

- A 32% Distributors / dealers
- B 30% Importers / sales reps.
- C 20% Systems integrators / installers
- D 18% Manufacturers / OEMs

**Advertising rate** USD 2,450 / full-page rate, inside regular. For more details, please refer to p.24.
a&s Asia is the most recognized and trusted publication that provides comprehensive security and IoT market and industry guides for Asian business leaders.

- 16,000 bimonthly copies
- Published in English
- Editorial closing date: 20th of the prior month
- Publishing date: 20th of the month
- Advertisement closing date: 25th of the prior month

**Editorial calendar**

<table>
<thead>
<tr>
<th>Issue</th>
<th>January #160</th>
<th>March #161</th>
<th>May #162</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Country Report &amp; Special Feature</strong></td>
<td>Retail</td>
<td>India</td>
<td>Smart Locks (Home)</td>
</tr>
<tr>
<td><strong>Product Exploration</strong></td>
<td>ATM Solution</td>
<td>4K &amp; 8K</td>
<td>VMS (Open vs. Proprietary)</td>
</tr>
<tr>
<td><strong>Automation</strong></td>
<td>Smart Speakers</td>
<td>Smart Healthcare</td>
<td>3D Sensing</td>
</tr>
<tr>
<td><strong>Mobility</strong></td>
<td>ITS</td>
<td>LPWAN</td>
<td>LPR</td>
</tr>
<tr>
<td><strong>Industrial IoT</strong></td>
<td>Augmented Reality</td>
<td>Cloud Technology</td>
<td>Supply Chain Management</td>
</tr>
<tr>
<td><strong>Bonus Distribution</strong></td>
<td><em>Asia Pacific Rail</em></td>
<td><em>Secutech India</em></td>
<td><em>Secutech International, Taipei</em></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><em>IFSEC Southeast Asia</em></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td><em>IFSEC Philippines</em></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td><em>Secutech Vietnam</em></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Issue</th>
<th>July #163</th>
<th>September #164</th>
<th>November #165</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Country Report &amp; Special Feature</strong></td>
<td>Malaysia &amp; Thailand</td>
<td>Indonesia &amp; Philippines</td>
<td>Indonesia &amp; Vietnam</td>
</tr>
<tr>
<td><strong>Product Exploration</strong></td>
<td>NVR vs. VSaaS</td>
<td>Thermal &amp; Low-lux Cameras</td>
<td>Security 50</td>
</tr>
<tr>
<td><strong>Automation</strong></td>
<td>IoT in Smart Building</td>
<td>Bluetooth for Business</td>
<td>Information Management (Buildings)</td>
</tr>
<tr>
<td><strong>Mobility</strong></td>
<td>Biometrics (Airports(Border Controls)</td>
<td>Location-based Solution (GPS)</td>
<td>Lidar Technology</td>
</tr>
<tr>
<td><strong>Industrial IoT</strong></td>
<td>Big Data Process (IPC)</td>
<td>Cybersecurity</td>
<td>RFID</td>
</tr>
<tr>
<td><strong>Bonus Distribution</strong></td>
<td><em>Secutech Thailand</em></td>
<td><em>Security China</em></td>
<td><em>Indo Defence</em></td>
</tr>
</tbody>
</table>

**Circulation data**

**By region**

- A 67% ASEAN
- B 17% South Asia
- C 10% North Asia
- D 6% Oceania

**By business nature**

- A 42% Systems integrators / installers
- B 23% Distributors / importers / sales reps.
- C 17% VARs / dealers
- D 8% Designers / consultants
- E 8% End users
- F 2% Manufacturers / OEMs

**Advertising rate**

USD 2,200 / full-page rate, inside regular. For more details, please refer to p.25.
## 2020 Show calendar

### Events that *a&s* will participate in:

<table>
<thead>
<tr>
<th>Expo</th>
<th>Location</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>CES</td>
<td>Las Vegas, U.S.</td>
<td>7 - 10 January</td>
</tr>
<tr>
<td>Intersec</td>
<td>Dubai, U.A.E.</td>
<td>19 - 21 January</td>
</tr>
<tr>
<td>ISE (Integrated Systems Europe)</td>
<td>Amsterdam, The Netherlands</td>
<td>11 - 14 February</td>
</tr>
<tr>
<td>Light+Building</td>
<td>Frankfurt, Germany</td>
<td>8 - 13 March</td>
</tr>
<tr>
<td>Asia Pacific Rail</td>
<td>Hong Kong</td>
<td>11 - 12 March</td>
</tr>
<tr>
<td>ISC West</td>
<td>Las Vegas, U.S.A.</td>
<td>18 - 20 March</td>
</tr>
<tr>
<td>Intertraffic Amsterdam</td>
<td>Amsterdam, The Netherlands</td>
<td>21 - 24 April</td>
</tr>
<tr>
<td>Secutech International</td>
<td>Taipei, Taiwan</td>
<td>22 - 24 April</td>
</tr>
<tr>
<td>Secutech India</td>
<td>Mumbai, India</td>
<td>7 - 9 May</td>
</tr>
<tr>
<td>IFSEC Southeast Asia</td>
<td>Kuala Lumpur, Malaysia</td>
<td>23 - 25 June</td>
</tr>
<tr>
<td>IFSEC Philippines</td>
<td>Manila, Philippines</td>
<td>22 - 24 July</td>
</tr>
<tr>
<td>Secutech Vietnam</td>
<td>Ho Chi Minh City, Vietnam</td>
<td>20 - 22 August</td>
</tr>
<tr>
<td>Security Essen</td>
<td>Essen, Germany</td>
<td>22 - 25 September</td>
</tr>
<tr>
<td>Adria Security Summit</td>
<td>Sarajevo, Bosnia and Herzegovina</td>
<td>9 - 10 September</td>
</tr>
<tr>
<td>Secutech Thailand</td>
<td>Bangkok, Thailand</td>
<td>Late 2020</td>
</tr>
<tr>
<td>Security China</td>
<td>Beijing, China</td>
<td>21 - 24 October</td>
</tr>
<tr>
<td>Indo Defence</td>
<td>Jakarta, Indonesia</td>
<td>4 - 7 November</td>
</tr>
</tbody>
</table>

*The show calendar is subject to change without notice.*
17,000 quarterly copies
Editorial and advertisement closing date: beginning of the month
Published in Traditional Chinese
Publishing date: 20th of the month

Editorial calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>February #153</th>
<th>May #154</th>
<th>August #155</th>
<th>November #156</th>
<th>Special Supplement</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AioT Applications</strong></td>
<td>Image Recognition</td>
<td>5G / Transmission</td>
<td>8K / Storage</td>
<td>Integrated Management Platform</td>
<td>Smart Transportation</td>
</tr>
<tr>
<td><strong>By vertical market</strong></td>
<td>Factory / Transportation Dispatch</td>
<td>Traffic / Medical Service</td>
<td>Stadium / Retail</td>
<td>Urban Governance (Construction / Security / Disaster Prevention)</td>
<td></td>
</tr>
<tr>
<td>A</td>
<td>21% Industrial / Manufacturing</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>B</td>
<td>17% Building / Residential</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C</td>
<td>13% Government infrastructure / State-owned enterprises</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>D</td>
<td>12% Retail / Department store / Mall</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>E</td>
<td>11% Transportation / Logistics</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>F</td>
<td>11% Hotels / Restaurants / Healthcare</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>G</td>
<td>6% Campus / Stadium</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>H</td>
<td>4% Finance and banking</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I</td>
<td>5% Others</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| **Bonus Distribution** | 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)

- A 38% End users
- B 21% Systems integrators
- C 12% Contractor / Engineering Consultant / Designer
- D 11% Installers
- E 10% Importers / Distributors / Wholesalers / Dealers
- F 8% Manufacturers

By vertical market

- A 21% Industrial / Manufacturing
- B 17% Building / Residential
- C 13% Government infrastructure / State-owned enterprises
- D 12% Retail / Department store / Mall
- E 11% Transportation / Logistics
- F 11% Hotels / Restaurants / Healthcare
- G 6% Campus / Stadium
- H 4% Finance and banking
- I 5% Others

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

<table>
<thead>
<tr>
<th>April</th>
<th>July</th>
<th>September</th>
<th>October</th>
</tr>
</thead>
<tbody>
<tr>
<td>Secutech International, Taipei</td>
<td>Latest AIOT Technology &amp; Application Trends Forum</td>
<td>Smart Transportation Seminar</td>
<td>Smart Factory Seminar</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Home page position</th>
<th>Price / Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Banner (728 x 90)</td>
<td>USD 400 / one week</td>
</tr>
<tr>
<td>Banner A (850 x 110)</td>
<td>USD 300 / one week</td>
</tr>
<tr>
<td>Banner B (320 x 110)</td>
<td>USD 200 / one week</td>
</tr>
<tr>
<td>Banner C (320 x 250)</td>
<td>USD 200 / one week</td>
</tr>
<tr>
<td>Product Insight</td>
<td>USD 200 / one week</td>
</tr>
<tr>
<td>Article Highlight</td>
<td>USD 400 / one week</td>
</tr>
</tbody>
</table>

### e-newsletter

<table>
<thead>
<tr>
<th>e-newsletter</th>
<th>Price / Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekly e-newsletter</td>
<td></td>
</tr>
<tr>
<td>Top Banner (850 x 110)</td>
<td>USD 400 / every Tuesday</td>
</tr>
<tr>
<td>Vertical solution e-newsletter</td>
<td>USD 500 / The 4th Thu of the month</td>
</tr>
<tr>
<td>Sponsored Article</td>
<td></td>
</tr>
<tr>
<td>Top Banner (850 x 110)</td>
<td>USD 400 / The 4th Thu of the month</td>
</tr>
<tr>
<td>Central Banner (850 x 110)</td>
<td>USD 400 / The 4th Thu of the month</td>
</tr>
</tbody>
</table>

### e-blast

- **Price / Frequency**: 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)
### Vertical solution e-newsletter topics

<table>
<thead>
<tr>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smart Factory</td>
<td>Mobility</td>
<td>Medical Service</td>
<td>Smart Hospitality</td>
<td>Smart Finance</td>
<td>Smart Rail</td>
</tr>
<tr>
<td>July</td>
<td>August</td>
<td>September</td>
<td>October</td>
<td>November</td>
<td>December</td>
</tr>
<tr>
<td>Smart Agriculture</td>
<td>Smart Retail</td>
<td>Smart Campus</td>
<td>Smart Security</td>
<td>Smart Disaster Prevention</td>
<td>Smart Building</td>
</tr>
</tbody>
</table>

### 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

#### Asmag.com.tw

**Top Banner**

*We talk smart home and buildings*

**Central Banner**

*High-speed data channel service with large bandwidth *

**Sponsored Article**

*Smart Factory Mobility Medical Service Smart Hospitality Smart Finance Smart Rail Smart Agriculture Smart Retail Smart Campus Smart Security Smart Disaster Prevention Smart Building*

### Weekly e-newsletter

#### Asmag.com.tw

**Top Banner**

*保全業務發展大成功開關 arrest success*

**Central Banner**

*智能安全焦點報導 1月*

**Sponsored Article**

*第三屆BIA AWARDS頒獎典禮頒獎嘉惠品牌 創意分享比賽獲選2009 AFOGA AWARDS *

**Central Banner**

*智能緊急 asylum 服務應用嘉華i-box智慧系統 *

**Central Banner**

*智能緊急 asylum 服務應用嘉華i-box智慧系統 *

**Central Banner**

*智能緊急 asylum 服務應用嘉華i-box智慧系統 *
### Editorial calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>February #239</th>
<th>April #240</th>
<th>June #241</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover Story</td>
<td>Enterprise Operations &amp; Management</td>
<td>Enterprise Operations &amp; Management</td>
<td>Enterprise Operations &amp; Management</td>
</tr>
<tr>
<td>New Opportunities</td>
<td>Mining New Business Opportunities in Market Segments</td>
<td>Smart Parking And Urban Static Traffic Market Analysis</td>
<td>5G in Smart Security Market</td>
</tr>
<tr>
<td>Security Topics</td>
<td>Market Trends &amp; Applications</td>
<td>Market Trends &amp; Applications</td>
<td>Market Trends &amp; Applications</td>
</tr>
<tr>
<td>Scheme Show</td>
<td>Excellent Products / Solutions Recommendations</td>
<td>Excellent Products / Solutions Recommendations</td>
<td>Excellent Products / Solutions Recommendations</td>
</tr>
<tr>
<td>Test Report</td>
<td>a&amp;s-Tested &amp; Recommended Products</td>
<td>a&amp;s-Tested &amp; Recommended Products</td>
<td>a&amp;s-Tested &amp; Recommended Products</td>
</tr>
<tr>
<td>Case Evaluation</td>
<td>Smart Business / Smart Factory</td>
<td>Safe City</td>
<td>Smart Community / Smart Building</td>
</tr>
<tr>
<td>Smart Life</td>
<td>Consumer Retail</td>
<td>Smart Logistics</td>
<td>Smart Elderly Care</td>
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<table>
<thead>
<tr>
<th>Issue</th>
<th>August #242</th>
<th>October #243</th>
<th>December #244</th>
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<tbody>
<tr>
<td>Cover Story</td>
<td>Enterprise Operations &amp; Management</td>
<td>Enterprise Operations &amp; Management</td>
<td>Enterprise Operations &amp; Management</td>
</tr>
<tr>
<td>New Opportunities</td>
<td>Status of Smart Lock and Smart Access Control Markets</td>
<td>Opportunities that “City Brain” Projects Bring to Security</td>
<td>Platform-Driven Applications: Re-Examining the Value of &quot;Software&quot;</td>
</tr>
<tr>
<td>Security Topics</td>
<td>Market Trends &amp; Applications</td>
<td>Market Trends &amp; Applications</td>
<td>Market Trends &amp; Applications</td>
</tr>
<tr>
<td>Scheme Show</td>
<td>Excellent Products / Solutions Recommendations</td>
<td>Excellent Products / Solutions Recommendations</td>
<td>Excellent Products / Solutions Recommendations</td>
</tr>
<tr>
<td>Test Report</td>
<td>a&amp;s-Tested &amp; Recommended Products</td>
<td>a&amp;s-Tested &amp; Recommended Products</td>
<td>a&amp;s-Tested &amp; Recommended Products</td>
</tr>
<tr>
<td>Case Evaluation</td>
<td>Smart Transportation</td>
<td>Smart Finance</td>
<td>Smart Education</td>
</tr>
<tr>
<td>Smart Life</td>
<td>Tourism and Education</td>
<td>Smart Community</td>
<td>Smart Home</td>
</tr>
</tbody>
</table>

### Circulation data

**By region**

- A 32% South China
- B 28% North China
- C 23% East China
- D 17% Others

**By business nature**

- A 28% Installers
- B 21% Systems integrators
- C 14% Importers / distributors / dealers
- D 14% Manufacturers
- E 13% End users
- F 10% Systems designers / consultants

**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

<table>
<thead>
<tr>
<th>By business nature</th>
<th>0</th>
<th>10</th>
<th>20</th>
<th>30</th>
<th>40</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing / sales</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Engineers</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C-level</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Industrial</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Education</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Project service and media</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

45% of readers comes from multi-million dollar companies

55% of readers comes from SMBs
Circulation data
By business nature

- 23% End users
- 22% Manufacturers / OEMs
- 21% Systems integrators / installers
- 18% Distributors / dealers
- 11% Importers / sales reps.
- 5% Designers / consultants

Advertising rate: USD 3,800 / full-page rate, inside regular. For more details, please refer to p.25.
Editorial calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>March #39</th>
<th>June #40</th>
<th>August #41</th>
<th>December #42</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hot Topic</td>
<td>Home Security Systems (Video, Audio)</td>
<td>VMS</td>
<td>Visitor Management</td>
<td>Security 50</td>
</tr>
<tr>
<td>Special Feature</td>
<td>AI Start ups</td>
<td>5G for Business Application</td>
<td>Professional Installation Home Security Systems VS. DIY</td>
<td>Secure Remote Access</td>
</tr>
<tr>
<td>Automation</td>
<td>Interoperability in Smart Home Protocols</td>
<td>Hospitality (Hotel Management)</td>
<td>Smart Energy Saving Products for Home (Smart Thermostats, Lights)</td>
<td>Smart Video Doorbell</td>
</tr>
<tr>
<td>Mobility</td>
<td>Traffic Management</td>
<td>Logistics Solution</td>
<td>Cold Chain</td>
<td>Smart Street Lighting with Cameras</td>
</tr>
<tr>
<td>Industrial IoT</td>
<td>AI &amp; Machine Learning in IoT</td>
<td>Cybersecurity (OT &amp; IT)</td>
<td>Predictive Maintenance</td>
<td>Robotic Devices</td>
</tr>
<tr>
<td>Bonus Distribution</td>
<td><em>Secutech International, Taipei</em></td>
<td><em>Secutech Vietnam, Ho Chi Minh City</em></td>
<td><em>Secutech Vietnam, Ho Chi Minh City</em></td>
<td><em>Secutech International 2021, Taipei</em></td>
</tr>
</tbody>
</table>

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

Circulation data

By vertical market

- A 25% Construction
- B 19% Hi-tech
- C 15% Retail
- D 15% Telecommunication
- E 11% Financial
- F 8% Government
- G 4% Petroleum and chemical
- H 3% Conventional industries

By business nature

- Importers
- Installers
- Consultants
- Project planners / designers
- Manufacturers
- Systems integrators
- Others

*Multiple answers are allowed.*

*Advertising rate USD 800 / full-page rate, inside regular. Please refer to p.25.*
Editorial calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>January #108</th>
<th>February #109</th>
<th>March #110</th>
<th>April #111</th>
<th>May #112</th>
<th>June #113</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vertical Market</td>
<td>Safer Smart Cities</td>
<td>Secure Hospitality</td>
<td>BFSI</td>
<td>Best Buys</td>
<td>Security Solutions in Oil and Gas Sector</td>
<td>Secure Educational Institutions</td>
</tr>
<tr>
<td>View Point</td>
<td>City Surveillance</td>
<td>System Integration</td>
<td>Internet and Mobile Banking</td>
<td>Business Matchmaking</td>
<td>Artificial Intelligence in Heavy Industries</td>
<td>Child Safety</td>
</tr>
<tr>
<td>Special Feature</td>
<td>IoT and Big Data</td>
<td>Facial Recognition</td>
<td>Multi-site Video Monitoring</td>
<td>OEM/ODM</td>
<td>Perimeter Security</td>
<td>Public Address System</td>
</tr>
<tr>
<td>Product Exploration</td>
<td>Surveillance Cameras</td>
<td>Anti-theft Devices</td>
<td>Electronic Safes and Digital Locks</td>
<td>Security Product Ranges</td>
<td>Thermal Cameras</td>
<td>DVR Cameras</td>
</tr>
<tr>
<td>Bonus Distribution</td>
<td>Acetech, Hyderabad</td>
<td>Intersec, Dubai</td>
<td>ITI, Mumbai</td>
<td>Secutech, Mumbai</td>
<td>Palm Expo, Mumbai</td>
<td></td>
</tr>
</tbody>
</table>

Circulation data

By business nature

![Circulation data diagram]

Advertising rate USD 1,271 / full-page rate, inside regular. Please refer to p.25.
### Editorial calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>February #019</th>
<th>April #020</th>
<th>June #021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Report / Vertical Market</td>
<td>Transport and Logistics</td>
<td>Critical Infrastructure</td>
<td>Smart City / Safe City</td>
</tr>
<tr>
<td>Trends / Cover Story</td>
<td>Big Data in Security</td>
<td>Cybersecurity</td>
<td>Smart City / Safe City</td>
</tr>
<tr>
<td>Topics Articles</td>
<td>Security in Public Transportation</td>
<td>Security in Critical Infrastructure</td>
<td>Polish Smart Cities - Critical Infrastructure Forum (Government Conference)</td>
</tr>
<tr>
<td></td>
<td>License Plate Recognition System</td>
<td>IT Infrastructure</td>
<td>Smart Buildings Solutions - Security Summit</td>
</tr>
<tr>
<td>Reviews</td>
<td>Drones</td>
<td>Hard Discs / Storage</td>
<td>Access Controls Cards</td>
</tr>
<tr>
<td>Bonus Distribution</td>
<td>Business Breakfast (Transport)</td>
<td>Business Breakfast (Critical Infrastructure)</td>
<td>Business Breakfast (City Surveillance) - 3rd International Conference Warsaw Security Summit</td>
</tr>
<tr>
<td></td>
<td>Transport trade show (Silesia)</td>
<td>Critical Infrastructure Forum</td>
<td>Smart City Forum</td>
</tr>
<tr>
<td></td>
<td>Traffic-Expo-TIL (Kielce Fairs)</td>
<td>(Government Conference)</td>
<td></td>
</tr>
<tr>
<td>Issue</td>
<td>August #022</td>
<td>October #023</td>
<td>December #024</td>
</tr>
<tr>
<td>Report / Vertical Market</td>
<td>Retail</td>
<td>Industry 4.0</td>
<td>Hospitality / Banks</td>
</tr>
<tr>
<td>Trends / Cover Story</td>
<td>SMART Retail</td>
<td>Industry 4.0 / Machine Vision</td>
<td>TOP 50 - World Security Market (2020)</td>
</tr>
<tr>
<td>Topics Articles</td>
<td>Secure: Shopping Centres Galleries and Mall</td>
<td>Systems Integration / Integrated Systems</td>
<td>Customers Safety in Hotels, Restaurants, Cafes - Modern Anti-Burglary Systems</td>
</tr>
<tr>
<td></td>
<td>VCA - The Latest Market Offer</td>
<td>Integrated Fire Alarm Systems</td>
<td>Security Systems in Banks</td>
</tr>
<tr>
<td></td>
<td>Solutions for Trade and Services</td>
<td>Perimeter Protection</td>
<td>Smart Building Solutions - Security Summit</td>
</tr>
<tr>
<td>Reviews</td>
<td>Cameras with VCA</td>
<td>Thermal Cameras</td>
<td>Intrusion Detection Systems</td>
</tr>
<tr>
<td>Bonus Distribution</td>
<td>Business Breakfast (Retail)</td>
<td>Business Breakfast (Multi-site Facilities)</td>
<td>Business Breakfast (Hospitality) - WorldHotel Expo (MT Polska)</td>
</tr>
<tr>
<td></td>
<td>Retail Show (Expo XXI)</td>
<td>Fire Security Integration (Schrack Seconet)</td>
<td>Invest Hotel (Roznan Fairs)</td>
</tr>
<tr>
<td></td>
<td>Shopping Center Forum</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Circulation data

| By business nature | A 42% Installers and systems integrators | B 23% Producers and distributors | C 21% End users | D 14% Public institutions and organizations |

**aspolska.pl**

#### Website statistics

- Monthly page views: 3,500
- Subscribers: 6,500

#### Website advertising

<table>
<thead>
<tr>
<th>Specifications</th>
<th>Price / Frequency</th>
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</thead>
<tbody>
<tr>
<td>Sponsor article on website</td>
<td>USD 675 / one week</td>
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<tr>
<td>E-blast</td>
<td>USD 800 / one dispatch</td>
</tr>
<tr>
<td>Sponsor article on e-newsletter</td>
<td>USD 475 / monthly</td>
</tr>
</tbody>
</table>

**Advertising rate**: USD 1,800 / full-page rate, inside regular. Please refer to p.24.
Editorial calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>January #152</th>
<th>February #153</th>
<th>March #154</th>
<th>April #155</th>
<th>May #156</th>
<th>June #157</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover Story</td>
<td>Adria Security Market</td>
<td>Video Surveillance Trends</td>
<td>Access Control Trends</td>
<td>Man Guarding</td>
<td>Cyber Security</td>
<td>Italy Top 25</td>
</tr>
<tr>
<td>Vertical Markets</td>
<td>Healthcare</td>
<td>Airports</td>
<td>Cruisers</td>
<td>Hotels</td>
<td>Stadiums</td>
<td>Retail</td>
</tr>
<tr>
<td>Products &amp; Systems</td>
<td>Public Address &amp; Voice Alarm</td>
<td>Thermal Imaging</td>
<td>Perimeter Protection</td>
<td>Mobile Access Control</td>
<td>Biometrics</td>
<td>Conference Systems</td>
</tr>
<tr>
<td>Other Topics</td>
<td>ICT Infrastructure for Digital Economy</td>
<td>Smart Home Market</td>
<td>Cloud Access Control</td>
<td>Security Management</td>
<td>Integrated Security and PSIM</td>
<td>Security at Events</td>
</tr>
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<table>
<thead>
<tr>
<th>Issue</th>
<th>July / August #158</th>
<th>September #159</th>
<th>October #160</th>
<th>November #161</th>
<th>December #162</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover Story</td>
<td>Intrusion Detection</td>
<td>Deep learning and AI Solutions</td>
<td>Adria Security Summit</td>
<td>Fire Alarm Systems</td>
<td>Security 50 Research</td>
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<tr>
<td>Vertical Markets</td>
<td>Banking</td>
<td>Education</td>
<td>Rails</td>
<td>Parkings</td>
<td>Oil and Gas</td>
</tr>
<tr>
<td>Products &amp; Systems</td>
<td>ATM’s</td>
<td>Wearables</td>
<td>Unmanned Aerial Vehicles</td>
<td>Gates and Turnstiles</td>
<td>Security and Industrial Doors</td>
</tr>
<tr>
<td>Other Topics</td>
<td>Money and Valuables Transport</td>
<td>IoT Connectivity</td>
<td>IP Networks and Data Centres</td>
<td>Traffic Monitoring Systems</td>
<td>Remote Video Surveillance</td>
</tr>
</tbody>
</table>

Circulation data

By business nature

- 35% End users
- 30% Installers / systems integrators
- 18% Distributors / dealers
- 6% Designers / consultants
- 6% Manufacturers
- 5% Sales reps.


asadria.com
adriasecuritysummit.com

Website statistics
Monthly page views: 7,800
Monthly visitors: 3,100
Subscribers: 6,200

Social media
Facebook followers: 1,670+
LinkedIn followers: 752+

Website advertising

<table>
<thead>
<tr>
<th>Specifications</th>
<th>Price / Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsored article on website</td>
<td>USD 775 / one week</td>
</tr>
<tr>
<td>E-blast</td>
<td>USD 600 / one dispatch</td>
</tr>
<tr>
<td>Sponsored article on e-newsletter</td>
<td>USD 400 / weekly</td>
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</tbody>
</table>
**Editorial calendar** •  Bonus distribution at shows and events may shift without prior notice due to logistics or show organiser changes.

<table>
<thead>
<tr>
<th>Issue</th>
<th>February #007</th>
<th>April #008</th>
<th>June #009</th>
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<tbody>
<tr>
<td>Technology</td>
<td>Fire Detection</td>
<td>Intercoms</td>
<td>Intrusion Detection</td>
</tr>
<tr>
<td>Norms and Regulations</td>
<td>New Privacy Norms</td>
<td>Video Surveillance Systems Norms</td>
<td>Anti-Intrusion and Anti-Theft Systems Norms</td>
</tr>
<tr>
<td>Vertical Market</td>
<td>Transportation (Airports, Seaports, Railways, Metro, etc.)</td>
<td>Smart Home/Smart Cities</td>
<td>Stadium and Big Events</td>
</tr>
<tr>
<td></td>
<td>• Elettromondo, Rimini, Italy</td>
<td>• Secsolutionforum I, Pescara, Italy</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Issue</th>
<th>August #010</th>
<th>October #011</th>
<th>December #012</th>
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<tbody>
<tr>
<td>Technology</td>
<td>Cloud Storage</td>
<td>Smart Video Analysis</td>
<td>Cyber Technology</td>
</tr>
<tr>
<td>Norms and Regulations</td>
<td>Video Surveillance and Privacy</td>
<td>Fire Prevention Norms</td>
<td>NIS Directive</td>
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<tr>
<td>Vertical Market</td>
<td>Hospitality</td>
<td>Homeland Security</td>
<td>Banks</td>
</tr>
<tr>
<td>Bonus Distribution</td>
<td>• Forum Sicurezza</td>
<td>• Secsolutionforum 3, South of Italy</td>
<td>• Intersec 2021, Dubai</td>
</tr>
<tr>
<td></td>
<td>• Security Essen, Germany</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Circulation data**

By business nature

- **A** 42.5% End users (security managers, IT managers, facility management)
- **B** 33% System integrator (system designer)
- **C** 13% Consultant
- **D** 8% Distributor dealer
- **E** 3.5% Public institution and private organization


**secsolution.com**

**Website Statistics**
- Monthly page views: 57,000
- Monthly visitors: 13,000
- Subscribers: 15,000

**Social Media**
- Facebook followers: 6,500+
- LinkedIn followers: 2,600+

**Online advertising options**

<table>
<thead>
<tr>
<th>Website Banners</th>
<th>Price / Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leader Banner</td>
<td>USD 2,800 / 6 months, USD 3,750 / 12 months</td>
</tr>
<tr>
<td>Foot Banner</td>
<td>USD 1,500 / 6 months, USD 1,850 / 12 months</td>
</tr>
<tr>
<td>Slide Banner</td>
<td>USD 1,750 / 6 months, USD 2,300 / 12 months</td>
</tr>
<tr>
<td>Mini Slide Banner</td>
<td>USD 1,300 / 6 months, USD 1,850 / 12 months</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Website Contents</th>
<th>Price / Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Solutions Gallery</td>
<td>USD 1,200 / one issue</td>
</tr>
<tr>
<td>Products &amp; Technologies: Focus Product, Components, Products</td>
<td>USD 1,200 / one issue</td>
</tr>
<tr>
<td>News/Interview</td>
<td>USD 650 / one issue</td>
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</table>

<table>
<thead>
<tr>
<th>E-blast (Security / Technology News)</th>
<th>Price / Frequency</th>
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</thead>
<tbody>
<tr>
<td>Leader Banner</td>
<td>USD 750 / every Thursday</td>
</tr>
<tr>
<td>Intermediate Banner</td>
<td>USD 650 / every Thursday</td>
</tr>
<tr>
<td>Foot Banner</td>
<td>USD 500 / every Thursday</td>
</tr>
<tr>
<td>News</td>
<td>USD 500 / every Thursday</td>
</tr>
</tbody>
</table>

★ Net fee, excluding 22% VAT
## Price list for publications

### Publications for global market

<table>
<thead>
<tr>
<th>Per issue rate (USD)</th>
<th>Trim size (mm)</th>
<th>a&amp;s International</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside regular</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full page</td>
<td>210 x 275</td>
<td>2,450</td>
</tr>
<tr>
<td>Spread page</td>
<td>420 x 275</td>
<td>4,300</td>
</tr>
<tr>
<td>Half page</td>
<td>V: 95 x 255</td>
<td>1,450</td>
</tr>
<tr>
<td></td>
<td>H: 190 x 123</td>
<td></td>
</tr>
<tr>
<td>Special position</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full page (page 2 – 16)</td>
<td>210 x 275</td>
<td>3,450</td>
</tr>
<tr>
<td>Inside front cover</td>
<td></td>
<td>4,300</td>
</tr>
<tr>
<td>Back cover</td>
<td></td>
<td>5,100</td>
</tr>
<tr>
<td>Inside back cover</td>
<td></td>
<td>3,750</td>
</tr>
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</table>

Note: 10% additional charge for preferred placement of a full page inside regular AD; 15% additional charge for half page placement.

### Publications for European market

<table>
<thead>
<tr>
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<th>Trim size (mm)</th>
<th>a&amp;s Adria</th>
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<tbody>
<tr>
<td>Inside regular</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full page</td>
<td>210 x 282</td>
<td>990</td>
</tr>
<tr>
<td>Spread page</td>
<td>420 x 282</td>
<td>1,480</td>
</tr>
<tr>
<td>Half page</td>
<td>V: 105 x 282</td>
<td>550</td>
</tr>
<tr>
<td></td>
<td>H: 210 x 140</td>
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</tr>
<tr>
<td>Special position</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full page (page 3 – 16)</td>
<td>210 x 282</td>
<td>1,030</td>
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<tr>
<td>Back cover</td>
<td></td>
<td>1,030</td>
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</table>

<table>
<thead>
<tr>
<th>Per issue rate (USD)</th>
<th>Trim size (mm)</th>
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<tbody>
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<td>Inside regular</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full page</td>
<td>210 x 297</td>
<td>1,800</td>
</tr>
<tr>
<td>Spread page</td>
<td>420 x 297</td>
<td>2,600</td>
</tr>
<tr>
<td>Half page</td>
<td>V: 102 x 297</td>
<td>1,100</td>
</tr>
<tr>
<td></td>
<td>H: 210 x 146.5</td>
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<td></td>
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<tr>
<td>Inside front cover</td>
<td></td>
<td>2,800</td>
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<tr>
<td>Back cover</td>
<td></td>
<td>3,100</td>
</tr>
<tr>
<td>Inside back cover</td>
<td></td>
<td>2,500</td>
</tr>
</tbody>
</table>

Note: 10% additional charge for preferred placement of a full page inside regular AD; 15% additional charge for half page placement.

### AD specification
- File format: Mac preferred
- Applicable software: Illustrator CS4 (Outline creation is needed) / Photoshop CS4
- AD saved in TIFF (in CMYK) / PDF (only high-resolution, print-quality) / PSD / EPS
- Resolution: 350 dpi

Note: We offer special advertising options and positions for your tailored exposure. Please contact us for further details.

The price is effective from 1 January - 31 December 2020.
### Publications for Asian market

<table>
<thead>
<tr>
<th>Per issue rate (USD)</th>
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<th>(a&amp;s) China</th>
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</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>1 – 3 issue(s)</td>
<td>4 – 6 issue(s)</td>
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<tr>
<td>Inside regular</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Full page</td>
<td>210 x 275</td>
<td>2,000</td>
<td>1,900</td>
</tr>
<tr>
<td>Spread page</td>
<td>420 x 275</td>
<td>3,850</td>
<td>3,650</td>
</tr>
<tr>
<td>Half page</td>
<td>V: 95 x 255 H: 190 x 123</td>
<td>1,350</td>
<td>1,250</td>
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<tr>
<td>Special position</td>
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<tr>
<td>Full page (page 2 – 16)</td>
<td>210 x 275</td>
<td>2,550</td>
<td>2,450</td>
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<tr>
<td>Inside front cover</td>
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<td>3,250</td>
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<tr>
<td>Back cover</td>
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<td>4,150</td>
<td>3,950</td>
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<tr>
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<th>(a&amp;s) Vietnam</th>
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<tr>
<td></td>
<td></td>
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<td>2 – 3 issues</td>
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<td>Half page</td>
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<tr>
<td>Full page (page 2 – 16)</td>
<td>210 x 275</td>
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<th>(a&amp;s) India</th>
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<tbody>
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<td></td>
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<td>2 – 3 issues</td>
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<tr>
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</tr>
<tr>
<td>Full page</td>
<td>210 x 297</td>
<td>3,800</td>
<td>3,600</td>
</tr>
<tr>
<td>Spread page</td>
<td>420 x 297</td>
<td>6,100</td>
<td>5,800</td>
</tr>
<tr>
<td>Half page</td>
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<tr>
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<td>5,000</td>
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<tr>
<td></td>
<td></td>
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<td>2 – 3 issues</td>
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</tr>
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<tr>
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<td></td>
<td>---</td>
<td>4,750</td>
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<tr>
<td>Back cover</td>
<td></td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Inside back cover</td>
<td></td>
<td>---</td>
<td>3,500</td>
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<tr>
<td>2-page product test</td>
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<td>2,000</td>
</tr>
<tr>
<td>Cover story</td>
<td></td>
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<td>8,870</td>
</tr>
</tbody>
</table>

### Prices in USD

- **Inside regular**
  - 1 – 3 issue(s)
  - 4 – 6 issue(s)

- **Full page**
  - Trim size: 210 x 275
  - Rate: 2,000 USD

- **Spread page**
  - Trim size: 420 x 275
  - Rate: 3,850 USD

- **Half page**
  - Trim size: V: 95 x 255 H: 190 x 123
  - Rate: 1,350 USD

### Special positions

- **Inside front cover**
  - Trim size: 210 x 275
  - Rate: 4,500 USD

- **Back cover**
  - Trim size: 210 x 275
  - Rate: 5,300 USD

- **Inside back cover**
  - Trim size: 210 x 275
  - Rate: 4,200 USD

- **2-page product test**
  - Trim size: 210 x 275
  - Rate: 2,100 USD

### Additional notes

- **Cover story**
  - Trim size: 210 x 275
  - Rate: 6,000 USD
Messe Frankfurt New Era Business Media Ltd
International Sales & Marketing Headquarters
8F, No. 288, Sec. 6, Civic Boulevard
Xinyi District, Taipei City 110, Taiwan
Tel: +886 2 8729 1099  Fax: +886 2 2747 6617
Website: newera.tw.messefrankfurt.com
Email: as-pr@newera.messefrankfurt.com

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MFNE Advertising (Shenzhen) Ltd
Tel:  +86 755 8299 4989
Fax:  +86 755 8299 2015
Email: as@newera.messefrankfurt.com

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Global Security d.o.o
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Fax:  +387 33 786 986
Email: marketing@asadria.com

India
ABEC Exhibitions & Conferences Pvt. Ltd.
Tel:  +91 22 42863760
Email: info@asindia.in

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Ethos Media Group srl
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Email: pattuelli@ethosmedia.it

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Fax:  +81 3 6206 0452
Email: komorri@asj-corp.jp

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Fax:  +82 31 397 3385
Email: ycsuh517@naver.com

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Kema International
Tel:  +44 07506 552168
Email: evris@kemainternational.com

Vietnam
Vietnam Advertisement & Fair Exhibition JS Company
Tel:  +84 4 393 65566
Fax:  +84 4 393 65568
Cell phone: +84 9381 70289
Email: khanhtran@vietfair.vn

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