

# Global reach through *a&s* media business

**Winning markets in security,  
automation & smart buildings**

Messe Frankfurt (HK) Ltd — Taiwan Branch

**2024  
MEDIA  
KIT**

messe frankfurt

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# Messe Frankfurt (HK) Ltd — Taiwan Branch – your global marketing partner

Apart from assisting local companies to participate in its global trade fair platforms, Messe Frankfurt (HK) Ltd — Taiwan Branch is a well-known and trusted partner for the security industry, featuring a globally recognised media network for the security and IoT industry, connecting security and IoT suppliers with buyers for smart and safe city and building automation.

The company offers several media platforms — [asmag.com](http://asmag.com) and *a&s* magazines, published in several languages, providing the most comprehensive industry trends, product and supply chain information.

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

## ***a&s* media business**

***a&s* Magazines** provide global industry leaders year-round comprehensive market analysis, in-depth reports, updated vertical applications as well as market trends. With print and online publications in different languages, *a&s* features an annual circulation of approximately 150,000 copies around the globe.

**[asmag.com](http://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.

**[asmag.com](http://asmag.com)**  
security & iot

**a&s**  
[asmag.com.cn](http://asmag.com.cn)

**[asmag.com.tw](http://asmag.com.tw)**  
全球安防科技網

**50**  
SECURITY

# International exhibitions held by Messe Frankfurt (HK) Ltd — Taiwan Branch

Proven to be an effective meeting place to connect the security industry, Messe Frankfurt (HK) Ltd — Taiwan Branch holds annual trade shows in Taiwan, Vietnam and Thailand to create comprehensive platforms for product sourcing and networking.

## secutech

Asia's leading business and technology platform for security, IoT and AI  
24 – 26 April 2024 • Taipei • [www.secutech.com](http://www.secutech.com)

**Concurrent with:**

**fire & safety**  
presented by Secutech

**SM building**  
presented by Secutech

**MOBILITY**  
presented by Secutech

## secutech VIETNAM

The largest platform for IoT-based security, smart building, and fire safety solutions in Vietnam  
14 – 16 August 2024 • HCMC • [www.secutechvietnam.com](http://www.secutechvietnam.com)

## secutech THAILAND

Thailand's leading exhibition & conference for security, smart living and fire & safety  
November 2024 • Bangkok • [www.secutechthailand.com](http://www.secutechthailand.com)

## Global trade fairs and events Security. Safety. Fire.

### intersec

Dubai, UAE  
[www.intersecexpo.com](http://www.intersecexpo.com)

### intersec SAUDI ARABIA

licensed by  
Messe Frankfurt Exhibition GmbH

Jeddah, Saudi Arabia  
[www.intersec-ksa.com](http://www.intersec-ksa.com)

### intersec BUENOS AIRES

Buenos Aires, Argentina  
[www.intersec.ar.messefrankfurt.com](http://www.intersec.ar.messefrankfurt.com)

### intersec building

Frankfurt am Main, Germany  
[www.intersec-building.com](http://www.intersec-building.com)

### intersec forum

Frankfurt am Main, Germany  
[www.intersec-forum.com](http://www.intersec-forum.com)

### secutech

Taipei, Taiwan  
[www.secutech.com](http://www.secutech.com)

### secutech VIETNAM

HCMC, Vietnam  
[www.secutechvietnam.com](http://www.secutechvietnam.com)

### secutech THAILAND

Bangkok, Thailand  
[www.secutechthailand.com](http://www.secutechthailand.com)

**ADRIA  
SECURITY  
SUMMIT**  
CONFERENCE & EXHIBITION  
Southeast Europe  
[www.adriasecuritysummit.com](http://www.adriasecuritysummit.com)

# Global events made by Messe Frankfurt

With the help of around 2,200 people in a total of 28 subsidiaries, Messe Frankfurt generated annual sales of approximately €154 million in 2021 compared with Group sales as high as €736 million in pre-pandemic 2019.

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, Prolight + Sound is the leading show in the field of event and entertainment technologies. 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.

**ambiente**

**automechanika**

*beautyworld*

**christmasworld**

**creativeworld**

**heimtextil**

**IFFA**

**intersec**

**ISH**

**light+building**

**paperworld**

**prolight+sound**

**techtextil**

**texcare**

**texprocess**

**TEX**WORLD

# Build, engage your audience with asmag.com

asmag.com is an online magazine for electronic security professionals. Our readers are manufacturers, distributors and integrators, who are interested in learning about new technologies and product developments and how they impact the security industry.

Through asmag, manufacturers can reach an audience of distributors and integrators across Asia and the world.



## Editorial & Media Business

- Group Manager: Israel Gogol
- Editor-in-Chief: Emily Lin
- Senior Reporter: William Pao
- Consultant Editor: Prasanth Aby Thomas

## Sales, Marketing & Operations

- Sales Manager: Crystal Chen
- Senior Media Operation Coordinator:  
Audrey Fang
- Media Marketing Coordinator: Ing Ing Chen



# Editorial calendar

| Month            | Vertical Market      | Technology Exploration                              | Special Feature  |
|------------------|----------------------|---|--|
| <b>January</b>   | Banking              | Cybersecurity and Data Privacy                      | Market Update: Singapore                               |
| <b>February</b>  | Mixed-Use Properties | Smart Locks/Intercoms                               | ---  |
| <b>March</b>     | Healthcare           | Multimodal and Touchless Biometrics                 | Market Update: Malaysia                                |
| <b>April</b>     | Parking              | Parking Access Control/ALPR                         | Industry Brief: AI Cameras                             |
| <b>May</b>       | Education            | Storage   | Reader Survey: Technology Maturity & Suitability Index |
| <b>June</b>      | Data Centers         | Cloud and Edge Computing                            | ---  |
| <b>July</b>      | Retail               | VMS   | Market Update: Vietnam                                 |
| <b>August</b>    | Hospitality          | Cloud, Mobile Access Control and Visitor Management | Industry Brief: Video Analytics                        |
| <b>September</b> | Industrial           | Perimeter Security and Intrusion Detection          | Market Update: Korea                                   |
| <b>October</b>   | Commercial Buildings | Building Security and Automation                    | ---  |
| <b>November</b>  | Oil & Gas            | Drones and Unmanned Platform                        | Security 50  |
| <b>December</b>  | Residential          | Mobile Apps   | ---  |

# Enhanced engagement

Website + e-newsletters + social media

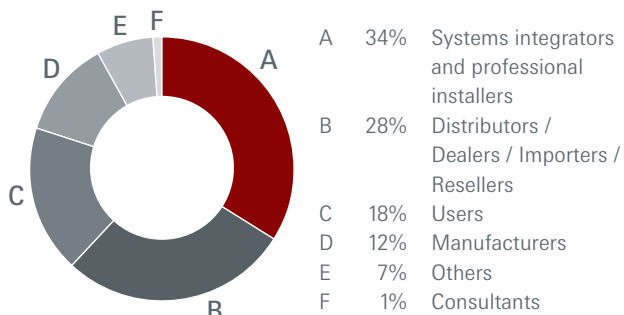
## Website statistics

- Average monthly visitors: 108,000
- Annual page views: 2,190,000

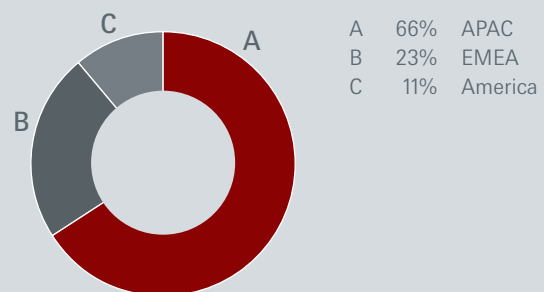
## Membership:

- Security and IoT subscribers: 25,000

### Registered website members by business nature



### Registered website members by region



## Social media



@asmagglobal



# Advertising solutions

Why choose asmag.com?



"In a time when marketing ROI is needed the most, we provide targeted and measurable advertising that improves our clients' business outcomes."

## Expand your reach and grow your target audience

asmag.com is an online publication for the security and IoT industries. We focus on the professional channel (distributors and integrators) with readers engaged in security, smart and safe city, building and home automation.

asmag.com provides a full suite of targeted and measurable advertising solutions to a highly qualified readership.

# Website

Two thirds of asmag.com subscribers use it as a tool when researching companies and solutions during their buying journey. Advertising on asmag.com helps create brand recognition and is a good way for content-driven marketing.

\*refer to image on next page

| Specifications                                    | Price     | Estimated impressions and frequency   |
|---|-----------|---------------------------------------|
| Top Banner (2000 x 200)                           | USD 1,200 | 40,000 / one week                     |
| Banner A<br>(Website: 850x110) (Mobile: 320x110)  | USD 850   | 40,000 / one week                     |
| Banner B (320 x 110)                              | USD 650   | 40,000 / one week                     |
| Pop-up Ad (400 x 200)                             | USD 650   | 40,000 / one week                     |
| Article Highlight                                 | USD 1,100 | 33,000 / one week<br>(home page only) |
| Article Highlight + interview and article writing | USD 1,700 | 33,000 / one week                     |

- Default campaign period is one week. There may be more than one 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.



# Website

## Website banner

The screenshot shows the asmag.com website homepage. At the top is a 'Top Banner' with the text 'Reader Survey: Sustainability and the Security Industry'. Below this is the asmag.com logo and navigation links for NEWS, PRODUCTS, SUPPLIERS, SECURITY 50, CALCULATE, and INSIGHTS. The main content area features 'Article Highlight 1' and 'Article Highlight 2'. Below these are 'Banner A' and 'Banner B'. The 'Most Popular Articles' section includes 'ARMATURA FAPV30 series' and 'Eagle Eye Networks debuts Eagle Eye QL Stream Technology'. The 'News' section includes 'aN launches the aN Clip to meet the growing demand for IP access control'. The 'Vertical Solutions' section includes 'Genetec improves customer experience and reduces administration at Igarka Castle'. The 'Smart Building & Home' section includes 'Study: Face recognition gains traction at home, yet privacy remains a concern'. The 'Smart & Safe City' section includes 'Top benefits of using lidar in smart city projects'. The 'Media Library' section includes 'Download for more show info'. The 'Special Feature' section includes 'Reader Survey: Sustainability and the Security Industry', 'SMART ACCESS CONTROL', 'A Smart building solutions', 'Current situation of the Thailand commercial physical security market', and 'Thailand: a forward looking market'. The footer includes 'Sourcing Security Products from Asia?' and 'ADRIA SECURITY SUMMIT'.

## Insights: asmag.com's online cover story

Insights is a monthly column that features industry leaders. The article gives interviewees direct reach to our readership and is designed for maximum impact. Insight articles are posted online with email campaigns, thus increasing exposure and brand awareness.

The screenshot shows the 'Insights' section of the asmag.com website. The main article is 'Genetec shares its top physical security trends predictions for 2023' by Daniel Lee, Managing Director of APAC at Genetec. The article discusses the challenges posed by the pandemic, including shifting to hybrid work, restructuring supply chains, and overcoming human resource issues. It also mentions the importance of security system unification, access control modernization, hybrid cloud advancement, and cybersecurity. The article is accompanied by a photo of Daniel Lee. Below the article is a 'Pop-up Ad' for 'ARMATURA FAPV30 series'.

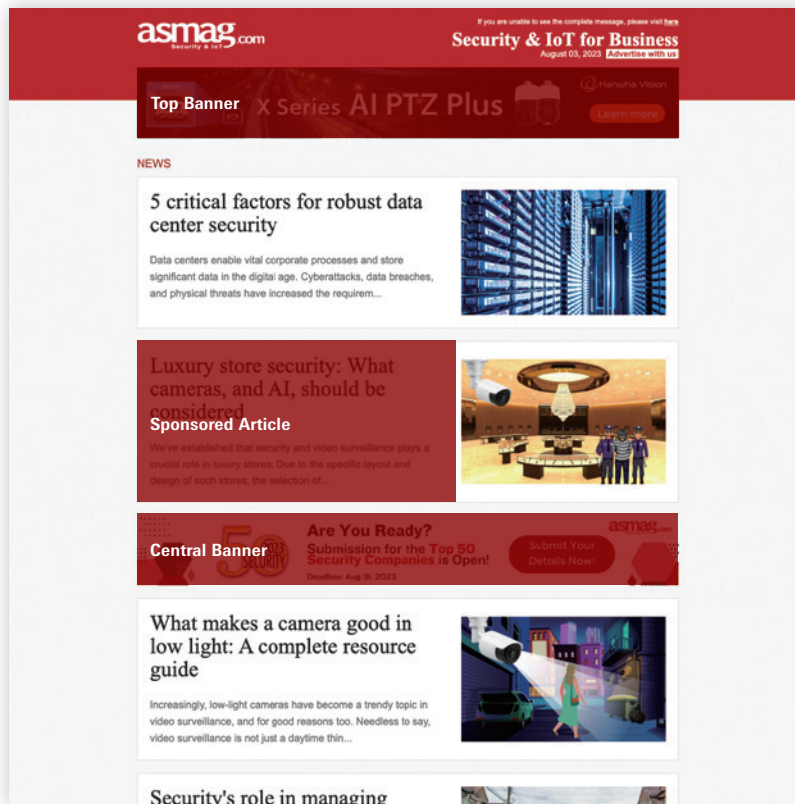
# Newsletters

70 percent of our readers prefer to get their industry news through our weekly newsletter. Curated by our editorial team, it is a roundup of the latest articles from asmag.com.

Number of subscribers: 25,000

| Position and specification                         | Price     |
|--|-----------|
| Top Banner (Website: 850x110) (Mobile: 320x110)    | USD 1,200 |
| Central Banner (850 x 110)                         | USD 650   |
| Sponsored Article                                  | USD 1,100 |
| Sponsored Article + interview with article writing | USD 1,700 |

## Newsletter layout



# E-blast

Email marketing provides a targeted and measurable way to reach your audience, making it easy to show its ROI.

asmag.com email marketing allows advertisers to create a specific target segment suitable for their needs, send messages in different languages, optimise open rates through a/b testing and create automated email workflows.

| Item   | Price                       |
|--|-----------------------------|
| Eblast to all subscribers  | USD 2,600                   |
| Email to a specific segment<br>(e.g. country or business nature) | Contact us for more details |
| Email automation   |                             |

## E-blast

asmag.com Industry Briefs

### 5G, AI, IOT: EDGE STORAGE NEEDS FOR VIDEO SECURITY SOLUTIONS

[LEARN MORE](#)

Advancements in AI, IoT, and 5G mean that the amount of data being collected by cameras is increasing exponentially. With ultra-high-definition cameras and the use of AI, video security systems are collecting and storing more data. As a result, there is a need for high-performance security-grade edge storage solutions that are affordable, reliable and flexible.

- How will AI, IoT and 5G impact the video security market?
- Which applications will see substantial growth due to AI, IoT and 5G?
- What role will edge storage play in these fast-growing video security applications?
- What edge storage requirements should be top of mind in these applications?

[Find the answers here!](#)

\*By clicking, I agree to the privacy policy and that my data may be shared with the sponsor of the article. If you don't want to receive any follow-up email or additional information about Micron, please contact us via email.

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asmag.com Industry Briefs

### SIMULATED TCO ANALYSIS SHOWS VSaaS CAN HELP COMPANIES SECURE BUSINESSES & SAVE ON COSTS.

[True](#) [False](#)

The amount of data is growing every day but your budget most likely isn't. Many are making the shift from conventional video surveillance systems to a VSaaS model to reduce expenses, but is **this the best solution for you and a good financial investment?**

The answer of course lies in the numbers.

In this solution brief, Micron analyzed an \$850,000 surveillance project to determine: (1) How much would the TCO of a conventional surveillance project differ from a VSaaS model? (2) How much can businesses really save on cost if their VSaaS solutions are positioned as OPEX rather than CAPEX?

[Get cost analysis\\*](#)


You might also be interested in...

#### Is VSaaS the right match for your business?

**Finding the right VSaaS solution**

- What businesses can gain from VSaaS
- The advantages of deploying an edge solution
- Picking the right surveillance microSD card for your needs

[Get details now\\*](#)





# Tailor made campaigns

Our in-house editorial and design team can assist in engaging readers in many ways. Organising webinars, creating content-rich landing pages or promote products and thought leadership. Each custom project is paired with its own marketing campaign to reach your target audience.

A dedicated tailor-made landing page on asmag.com focusing on your solutions, featuring your Contact us for more details.



# asmag.com.tw

全球安防科技網

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. The platform is supplemented by weekly newsletters for "Smart security" and by monthly newsletters for "Vertical solution".

## Website statistics

Page views: 366,569 / month

Visitors: 35,761 / month

Members: 21,285

Subscribers: 13,516

## 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       |
| Video Banner (320 x 250)   |                        | USD 300 / one week       |
| Filming & Production + Article Highlight + a&s editor interview with article writing |                        | USD 1,750 / one week     |
| Product Insight  |                        | USD 200 / one week       |
| Article Highlight  |                        | USD 400 / one week       |
| New Perspectives   |                        | Price / Frequency        |
| Sponsored Article + Product Insight  |                        | USD 900 / one month      |
| e-newsletter   |                        | Price / Frequency        |
| Weekly e-newsletter  | Top Banner (850 x 110) | USD 400 / every Tuesday  |
| e-blast  |                        | Price / Frequency        |
| e-blast dispatch   |                        | USD 1,800 / one dispatch |

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

## Home page position

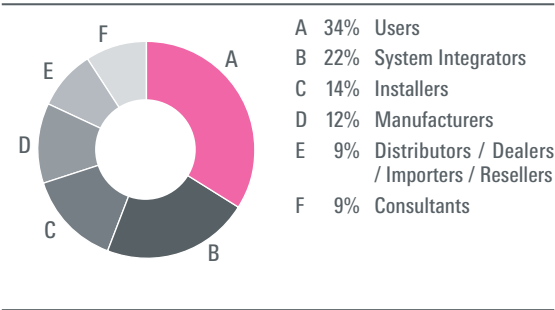


## New Perspectives

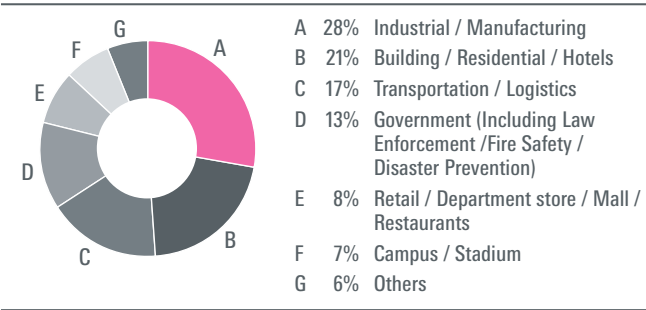


Registered website members

By business nature



By users



Weekly e-newsletter

若您無法看到完整頁面，請按此處：[here](#)

全球安防科技網

智慧安全焦點報

10.11 2023 357

Top Banner

智慧 × 安全 提升道路風險控管與營運效能研討會暨智慧軌道設備展示

2023/10/31

新聞速報

編輯精選

**AI+5G力助省道及國道邁向安全、順暢的「智慧道路」 (下)**

交通部積極推動智慧運輸系統發展建設，不僅都市交通，現更擴及高速公路與各級道路的增設並更新交控設備，包含升級擴充交控傳輸系統，並結合大數據分析及雲端技術等科技創新應用，整合各級道路即時路況資訊、均衡高速公路網內各級道路車流，期望有效疏...

文章時間: 2023 / 10 / 09

本週選擇

**藍牙導向技術結合GNSS，展現高精準度室內定位**

6GHz頻段能滿足人們對大頻寬服務和沉浸式體驗不斷增長的需求，而Wi-Fi 6E更逐漸成為網通、醫療、教育、體育和遊戲娛樂的行業標準。本文將比較目前室內定位4大應用技術，並着重介紹藍牙導向技術及可發揮更精準定位的方式。 FCC (美國聯邦通信委員會...

文章時間: 2023 / 10 / 11

本週選擇

**高市逐年提高管線聯合挖掘整合率，淨零減碳成效明顯**

面對氣候變遷，淨零減碳有助於環境永續。高雄市自2021年開始即以每年減少道路挖掘數5%、管線聯合挖掘整合率每年提高5%為目標，以減少道路挖掘來減少資源的使用，進而減少碳排。(右圖) 今年4月建案《小港區中安路260巷》聯合挖掘民生管線建設，由挖...

文章時間: 2023 / 10 / 07

本週選擇

**Moxa工業安全路由器率先取得全球首張 IEC 62443-4-2 認證**

工業通訊及網路設備領導商四零四科技 (Moxa) 宣布旗艦級EDR-G9010 系列，以及符合EN 50155軌道標準要求的TN-4900 系列工業安全路由器皆取得 IEC 62443-4-2 安全等級 2 (SL2) 認證，為全球首款獲頒該認證之產品。此認證由全球測試、檢驗與驗證 (TIC) ...

文章時間: 2023 / 10 / 05

產品速報

**I-PRO Edge AI解決方案**  
台灣松下電器股份有限公司

**Vaidio AI國道影像辨識告警系統**  
和平整合資訊股份有限公司

**視覺型主動通報科技防災系統套組**  
中興科技股份有限公司

**FirePro氣霧式自動滅火設備**  
永全興消防器材有限公司



asmag.com.cn offers the latest news and insights on industrial automation, security, artificial intelligence, IoT, big data, smart buildings, information and communication technology to China's professional channel players.

## Website and mobile data:

**Daily traffic:** • Visitor rate: 34,800 • Page views: 131,000

### Social media:



#### Weibo

Followers: 12,156

#### toutiao

Followers: 51,713



#### WeChat

Followers: 56,078



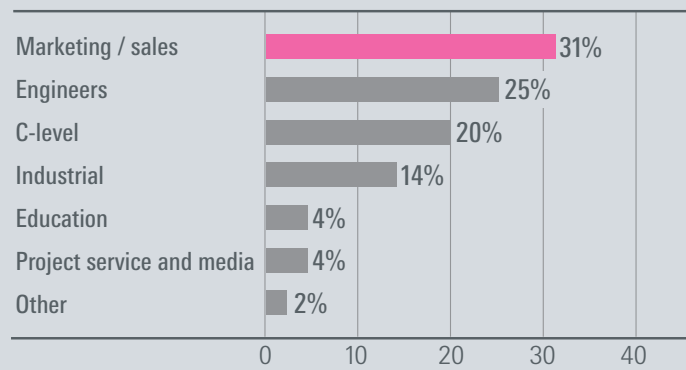
#### WeChat

Followers: 47,612

## Readers

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

### By business nature



45% of readers come from multi-million dollar companies

55% of readers come from SMBs



## Website banner

**Top Banner A1**

**Banner B1**

**Banner B2**

**Banner A2**

**Banner A3**

## Online advertising options

| Home page position                | Price / Frequency     |
|-----------------------------------|-----------------------|
| <b>Top Banner A1 (1920 x 140)</b> | USD 3,000 / one month |
| <b>Banner A2 (300 x 180)</b>      | USD 1,750 / one month |
| <b>Banner A3 (1920 x 160)</b>     | USD 3,000 / one month |
| <b>Banner B1 (120 x 400)</b>      | USD 1,563 / one month |
| <b>Banner B2 (120 x 400)</b>      | USD 1,563 / one month |
| <b>eBlast to all subscribers</b>  | USD 1,680 / time      |
| <b>Editorial- Product Testing</b> | USD 1,250 / article   |



# a&S TAIWAN

- 17,000 quarterly copies
- Editorial and advertisement closing date: beginning of the month
- Published in traditional Chinese
- Publishing date: 15<sup>th</sup> of the month

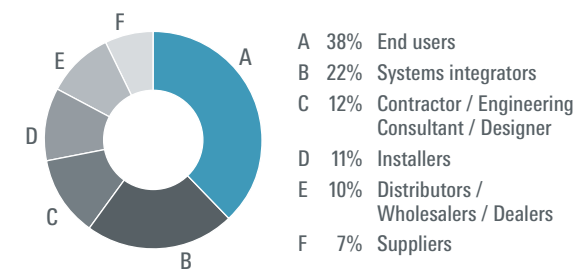
## Editorial calendar

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

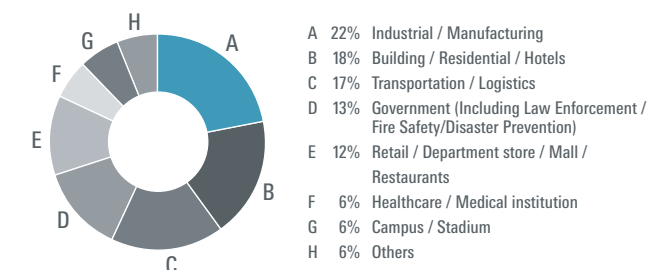
| Issue                            | March#169                    | June#170                       | August#171                          | November#172                   |
|----------------------------------|------------------------------|--------------------------------|-------------------------------------|--------------------------------|
| <b>Vertical Applications</b>     | Smart Applications           | Building<br>Retail / Logistics | Factory<br>Construction site safety | Transportation<br>Healthcare   |
| <b>Technological Development</b> | AI, 5G, Information Security |                                |                                     |                                |
| <b>Special Report</b>            | 2024 Preview                 | secutech 2024                  | ---                                 | ---                            |
| <b>Bonus Distribution</b>        | ★ Secutech 2024              |                                | ★ Smart Factory                     | ★ 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.22.

## Events

Messe Frankfurt (HK) Ltd — Taiwan Branch 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                          | September             | October                      |
|--------------------------------|-----------------------|------------------------------|
| Secutech International, Taipei | Smart Factory Seminar | Smart Transportation Seminar |

### • Event planning and integrated marketing services

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

# a&S POLSKA

- 5,000 bimonthly copies
- Published in Polish
- Editorial closing date: 5<sup>th</sup> of the prior month
- Publishing date: 10<sup>th</sup> of the month
- Advertisement closing date: 15<sup>th</sup> of the prior month

## Editorial calendar

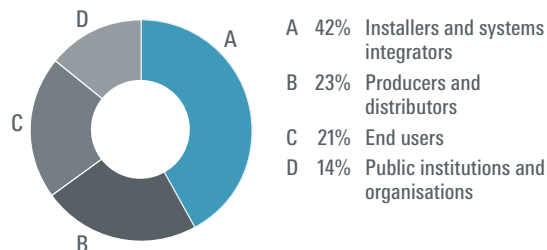
★ Bonus distribution at shows and events may shift without prior notice due to logistics or show organiser changes.

| Issue                           | February #043   | April #044  | June #045  |
|---------------------------------|---|---|--|
| <b>Report / Vertical Market</b> | Transport and Logistics   | Critical Infrastructure   | Smart City / Safe City   |
| <b>Trends / Cover Story</b>     | Big Data in Security  | Cybersecurity   | Smart City / Safe City   |
| <b>Topics Articles</b>          | Security in Public Transportation<br>Safe: Station, Airport, Subway, Tunnel<br>Security Solutions For Logistics<br>License Plate Recognition System | Security in Critical Infrastructure Objects<br>Integrated Security Management<br>IT Infrastructure<br>Secure Data Center (Server Rooms) | Polish Smart Cities<br>City Surveillance - Good Practices<br>Smart Buildings Solutions<br>Access Control for Skyscrapers |
| <b>Reviews</b>                  | Drones  | Hard Discs / Storage  | Access Controls Cards  |
| <b>Bonus Distribution</b>       | ★ Business Breakfast (Transport)<br>★ Transport trade show (Silesia)<br>★ Traffic-Expo-TIL (Kielce Fairs)   | ★ Business Breakfast (Critical Infrastructure)<br>★ Critical Infrastructure Forum (Government Conference)                               | ★ Business Breakfast (City Surveillance)<br>★ 3rd International Conference Warsaw Security Summit<br>★ Smart City Forum  |

| Issue                           | August #046   | October #047   | December #048   |
|---------------------------------|---|--|---|
| <b>Report / Vertical Market</b> | Hospitality/Banks   | Industry 4.0   | Retail  |
| <b>Trends / Cover Story</b>     | Self-service hotels   | Industry 4.0 / Machine Vision  | Security 50 (World Security Market in 2023)   |
| <b>Topics Articles</b>          | Customers safety in hotels, restaurant, coffee shops, Security systems in banks | Systems Integration / Integrated Systems<br>Integrated Fire Alarm Systems<br>Perimeter Protection<br>Machine Vision the Future of Security | Secure Shopping Centers, VCA - the latest market solutions for trade and services       |
| <b>Reviews</b>                  | Intruder detection systems  | Thermal Cameras  | Cameras with VCA  |
| <b>Bonus Distribution</b>       | ★ Security Forum (hotels)<br>★ Invest Hotels Fair                               | ★ Business Breakfast (Multi-site Facilities)<br>★ Fire Security Integration (Schrack Seconet)  | ★ Retail Show (Expo XXI)<br>★ Shopping Center Forum (Łódź)<br>★ Security Forum (retail) |

## Circulation data

By business nature



**Advertising rate** USD 1,800 / full-page rate, inside regular.  
Please refer to p.22.

## aspolska.pl

### Website statistics

Monthly page views: 8,000

Subscribers: 9,200

### Website advertising

| Specifications                  | Price / Frequency      |
|---------------------------------|------------------------|
| Sponsor article on website      | USD 675 / one week     |
| E-blast                         | USD 800 / one dispatch |
| Sponsor article on e-newsletter | USD 475 / monthly      |



# a&S ADRIA

- 2,500 monthly copies
- Published in local language
- Publishing date: 5<sup>th</sup> of the month
- Editorial closing date: 10<sup>th</sup> of the prior month
- Advertisement closing date: 20<sup>th</sup> of the prior month

## Editorial calendar

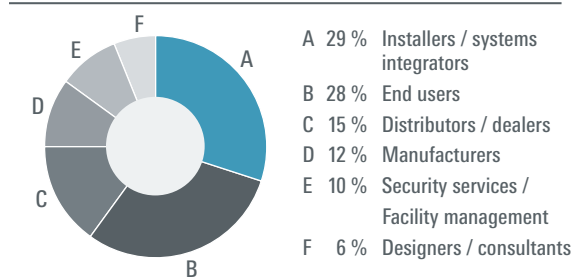
★ Bonus distribution at shows and events may shift without prior notice due to logistics or show organiser changes.

| Issue                         | January #196                 | February #197         | March #198                        | April #199               | May #200                     | June #201                |
|-------------------------------|------------------------------|-----------------------|-----------------------------------|--------------------------|------------------------------|--------------------------|
| <b>Cover Story</b>            | Burglar Alarm Technologies   | Adria Security Market | Video Surveillance                | Access Control           | Public Address & Voice Alarm | Perimeter Protection     |
| <b>Vertical Markets</b>       | Residential Buildings        | Warehouses            | Transport                         | SMBs                     | Railway and Bus Stations     | Critical Infrastructure  |
| <b>Products &amp; Systems</b> | False Alarms Reduction       | Body-worn Cameras     | ANPR                              | Cloud                    | Intercoms                    | Fence and Buried Sensors |
| <b>Other Topics</b>           | Intrusion Detection and WiFi | Supply Chain          | Storage (Servers and Hard Drives) | Personal Data Protection | Integration Profiles         | Drones                   |

| Issue                         | July / August #202            | September #203 | October #204                 | November #205                 | December #206                   |
|-------------------------------|-------------------------------|----------------|------------------------------|-------------------------------|---------------------------------|
| <b>Cover Story</b>            | Fire Detection and Suppresion | Smart Home     | Adria Security Summit Report | Mechanical Protection         | Security 50 Research            |
| <b>Vertical Markets</b>       | Hospitality                   | Education      | Healthcare                   | Banking                       | Retail                          |
| <b>Products &amp; Systems</b> | Video-based Fire Detection    | Lighting       | Biometrics                   | PSIM and VMS                  | Electronic Article Surveillance |
| <b>Other Topics</b>           | Legislation and Standards     | Cyber Security | Privacy Protection           | Money and Valuables Transport | Man Guarding                    |

## Circulation data

By business nature



**Advertising rate** USD 1,150 / full-page rate, inside regular. Please refer to p.22.

**asadria.com**  
**adriasecuritysummit.com**  
**vsecuritysummit.com**

### Website statistics

Monthly page views: 12,600  
 Monthly visitors: 6,300  
 Subscribers: 8,700

### Social media

**f** Facebook followers: 1,643+  
**in** LinkedIn followers: 2,118+

### Website advertising

| Specifications                           | Price / Frequency      |
|--|------------------------|
| <b>Sponsored article on website</b>      | USD 887 / one week     |
| <b>E-blast</b>                           | USD 690 / one dispatch |
| <b>Sponsored article on e-newsletter</b> | USD 460 / weekly       |

# a&S MIDDLE EAST

- 3,000 bi-monthly copies
  - Editorial closing date: 10<sup>th</sup> of the prior month
- Published in English
  - Publishing date: 5<sup>th</sup> of the month
  - Advertisement closing date: 15<sup>th</sup> of the prior month

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

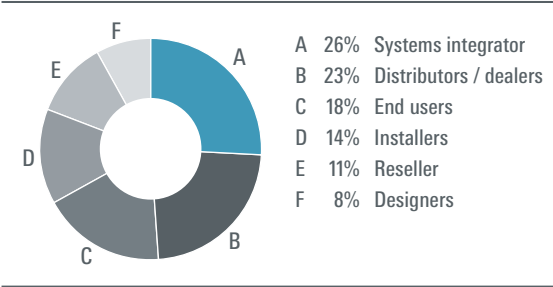
| Issue              | January #7                   | March #8  | May #9                           |
|--------------------|------------------------------|---|----------------------------------|
| Cover story        | Burglar Alarm Technologies   | Video Surveillance                              | Public Address & Voice Alarm     |
| Vertical markets   | False Alarms Reduction       | ANPR  | Intercoms                        |
| Products & systems | Intrusion Detection and WiFi | Storage (Servers and Hard Drives)               | Perimeter Protection             |
| Other topics       | Body-worn Cameras            | Access Control, Cloud, Personal Data Protection | Fence and Buried Sensors, Drones |

| Issue              | July #10                      | September #11  | November #12                                  |
|--------------------|-------------------------------|--|---|
| Cover story        | Fire Detection and Suppresion | Smart Home   | Security 50 Research                          |
| Vertical markets   | Video-based Fire Detection    | Lighting   | Biometrics                                    |
| Products & systems | Legislation and Standards     | Cyber Security   | Privacy Protection                            |
| Other topics       | ---                           | Mechanical Protection, PSIM and VMS, Money and Valuables Transport | Electronic Article Surveillance, Man Guarding |

### Circulation data

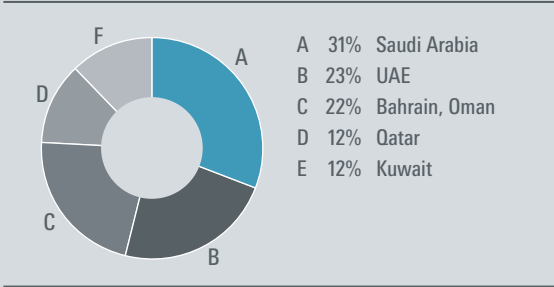
By business nature



**Advertising rate** USD 2,500 / full-page rate, inside regular.  
Please refer to p.22.

### Circulation data

By country





# secsolution magazine

- 7,000 bimonthly copies + 17,000 digital copies
- Published in Italian
- Publishing date: end of the month
- Editorial closing date: beginning of the prior month
- Advertisement closing date: one month prior to the publication

## Editorial calendar

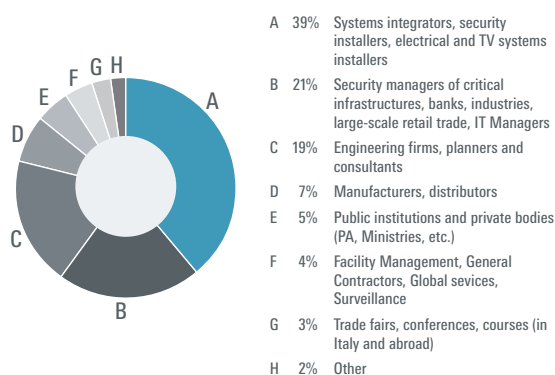
★ Bonus distribution at shows and events may shift without prior notice due to logistics or show organiser changes.

| Issue                            | February #31                           | April #32  | June #33                                   |
|----------------------------------|--|--|--|
| <b>Technology</b>                | Cybersecurity and data protection      | Cables and networking                            | Centralization in integrated systems       |
| <b>Special Feature</b>           | Solutions to prevent climate disasters | Artificial intelligence, IoT and home automation | Risks and benefits of cloud security       |
| <b>Vertical Markets</b>          | City monitoring                        | Protection of the cultural heritage              | New vehicle tracking systems for logistics |
| <b>Closing Date</b>              | 17/01/24                               | 11/03/24   | 10/05/24                                   |
| <b>Release Date</b>              | 28/02/24                               | 30/04/24   | 28/06/24                                   |
| <b>Fairs' bonus distribution</b> | secsolutionforum live Sicur, Madrid    | ---  | ---  |

| Issue                            | August #34                                 | October #35                                       | December #36   |
|----------------------------------|--|---|--|
| <b>Technology</b>                | New frontiers of radio alarm systems       | Cloud security and intelligent CCTV               | Technological solutions with AI                      |
| <b>Special Feature</b>           | Integrated video surveillance              | Remote assistance to the elderly and the disabled | Training and certification of security professionals |
| <b>Vertical Markets</b>          | What's new in integrated security services | Critical Infrastructures                          | Security technologies for the hotel industry         |
| <b>Closing Date</b>              | 05/07/24                                   | 12/09/24  | 07/11/24   |
| <b>Release Date</b>              | 30/08/24                                   | 31/10/24  | 30/12/24   |
| <b>Fairs' bonus distribution</b> | Adria Security Summit                      | Cyber & Privacy forum IFSEC, London               | Intersec, Dubai                                      |

## Circulation data

By business nature



**Advertising rate** USD 1,900 / full-page rate, inside regular.  
Please refer to p.22.

## Online advertising options

| Website Banners   | Price / Frequency |                          |
|---|-------------------|--------------------------|
|   | 6 months          | 12 months                |
| <b>Leader Banner</b>  | USD 3,000         | USD 4,100                |
| <b>Foot Banner</b>  | USD 1,650         | USD 2,000                |
| <b>Slide Banner</b>   | USD 1,900         | USD 2,500                |
| <b>Mini Slide Banner</b>  | USD 1,400         | USD 2,000                |
| Website Contents  |                   | Price / Frequency        |
| <b>Solutions Gallery</b>  |                   | USD 1,350 / one issue    |
| <b>Products &amp; Technologies: Focus Product, Components, Products</b> |                   | USD 1,350 / one issue    |
| <b>News / Interview</b>   |                   | USD 750 / one issue      |
| E-blast   |                   | Price / Frequency        |
| <b>E-blast dispatch</b>   |                   | USD 1,350 / one dispatch |
| E-newsletter (Security / Technology News)                               |                   | Price / Frequency        |
| <b>Leader Banner</b>  |                   | USD 850 / every Thursday |
| <b>Intermediate Banner</b>  |                   | USD 750 / every Thursday |
| <b>Foot Banner</b>  |                   | USD 600 / every Thursday |
| <b>News</b>   |                   | USD 600 / every Thursday |

★ Net fee, excluding 22% VAT

## secsolution.com

### Website Statistics

Monthly page views: 73,600+  
Monthly visitors: 7,800+  
Subscribers: 17,600+

### Social Media

Facebook followers: 9,900+  
 Twitter followers: 2,750+

# Price list for publications

| Per issue rate (USD)    | Trim size (mm)              | <i>a&amp;s</i> Taiwan |              |          |
|-------------------------|-----------------------------|-----------------------|--------------|----------|
| Inside regular          |                             | 1 issue               | 2 – 3 issues | 4 issues |
| Full page               | 210 x 275                   | 1,800                 | 1,700        | 1,600    |
| Spread page             | 420 x 275                   | 3,500                 | 3,300        | 3,100    |
| Half page               | V: 95 x 255<br>H: 190 x 123 | 1,200                 | 1,100        | 1,000    |
| <b>Special position</b> |                             |                       |              |          |
| Full page (page 2 – 8)  | 210 x 275                   | ---                   | 2,200        | 2,100    |
| Inside front cover      |                             | ---                   | 2,950        | 2,800    |
| Back cover              |                             | ---                   | 4,200        | 4,000    |
| Inside back cover       |                             | ---                   | 2,400        | 2,300    |
| Cover story             |                             | 6,000                 |              |          |

| Per issue rate (USD)    | Trim size (mm) | <i>a&amp;s</i> Middle East |
|-------------------------|----------------|----------------------------|
| Full page               | 210 x 282      | 2,500                      |
| Spread page             | 420 x 282      | 4,500                      |
| Half page               | H: 210 x 141   | 1,500                      |
| <b>Special position</b> |                |                            |
| Inside front cover      | 210 x 282      | 4,000                      |
| Back cover              |                | 4,000                      |
| Full page (page 2 – 18) |                | 3,000                      |

| Per issue rate (USD)    | Trim size (mm)                 | <i>a&amp;s</i> Polska |              |              |
|-------------------------|--------------------------------|-----------------------|--------------|--------------|
| Inside regular          |                                | 1 issue               | 2 – 4 issues | 5 – 6 issues |
| Full page               | 210 x 297                      | 1,800                 | 1,620        | 1,440        |
| Spread page             | 420 x 297                      | 2,600                 | 2,340        | 2,080        |
| Half page               | V: 102 x 297<br>H: 210 x 146.5 | 1,100                 | 990          | 880          |
| <b>Special position</b> |                                |                       |              |              |
| Inside front cover      | 210 x 297                      | 2,800                 | 2,520        | 2,240        |
| Back cover              |                                | 3,100                 | 2,790        | 2,480        |
| Inside back cover       |                                | 2,500                 | 2,250        | 2,000        |

| Per issue rate (USD)    | Trim size (mm)               | <i>a&amp;s</i> Adria |              |               |
|-------------------------|------------------------------|----------------------|--------------|---------------|
| Inside regular          |                              | 1 – 2 issue(s)       | 3 – 6 issues | 7 – 11 issues |
| Full page               | 210 x 282                    | 1,150                | 1,035        | 920           |
| Spread page             | 420 x 282                    | 1,700                | 1,530        | 1,360         |
| Half page               | V: 105 x 282<br>H: 210 x 140 | 630                  | 570          | 500           |
| <b>Special position</b> |                              |                      |              |               |
| Full page (page 3 – 16) | 210 x 282                    | 1,185                | 1,065        | 950           |
| Back cover              |                              | ---                  | ---          | 1,500         |

| Per issue rate (USD)    | Trim size (mm)              | secsolution magazine |          |          |
|-------------------------|-----------------------------|----------------------|----------|----------|
| Inside regular          |                             | 1 issue              | 3 issues | 6 issues |
| Full page               | 210 x 275                   | 1,900                | 1,750    | 1,650    |
| Spread page             | 420 x 275                   | 4,050                | 3,700    | 3,520    |
| Half page               | V: 95 x 255<br>H: 183 x 123 | 1,100                | 1,000    | 950      |
| <b>Special position</b> |                             |                      |          |          |
| Inside front cover      | 210 x 275                   | 3,050                | 2,800    | 2,700    |
| Back cover              |                             | 3,450                | 3,150    | 3,000    |
| Inside back cover       |                             | 2,800                | 2,550    | 2,450    |

## AD specification

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

## Note

- 10% additional charge for preferred placement of a full page inside regular AD; 15% additional charge for half page placement.
- 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 2024.

## Messe Frankfurt (HK) Ltd Taiwan Branch

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Xinyi District, Taipei City 110, Taiwan  
Tel: +886 2 8729 1099 Fax: +886 2 2747 6617  
Website: [www.messefrankfurt.com.tw](http://www.messefrankfurt.com.tw)  
Email: [as-pr@taiwan.messefrankfurt.com](mailto:as-pr@taiwan.messefrankfurt.com)

## Sales network

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### **Korea**

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