



Global reach through *a&s* media business

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

Messe Frankfurt (HK) Ltd — Taiwan Branch

**2025
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 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 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
security & iot

a&s
asmag.com.cn

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
7 – 9 May 2025 • Taipei • 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 2025 • HCMC • www.secutechvietnam.com

secutech THAILAND

Thailand's leading exhibition & conference for security, smart living and fire & safety
November 2025 • Bangkok • www.secutechthailand.com

Global trade fairs and events Security. Safety. Fire.

intersec

Dubai, UAE
www.intersecexpo.com

intersec SAUDI ARABIA

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Messe Frankfurt Exhibition GmbH

Jeddah, Saudi Arabia
www.intersec-ksa.com

intersec BUENOS AIRES

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

intersec building

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

intersec forum

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

secutech

Taipei, Taiwan
www.secutech.com

secutech VIETNAM

HCMC, Vietnam
www.secutechvietnam.com

secutech THAILAND

Bangkok, Thailand
www.secutechthailand.com

**ADRIA
SECURITY
SUMMIT**
CONFERENCE & EXHIBITION

Southeast Europe
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

TEXWORLD

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
- Trade Fair Coordinator: Natasha Lin

Editorial calendar

Month	Vertical Market	Technology Exploration	Special Feature
January	Airports	Wearable Devices	---
February	Parking	Parking Access Control/ALPR	Intersec*
March	Mixed-Use Properties	Mobile Access Control	Market Update: Indonesia
April	Casinos	VMS and Video Analytics	---
May	Residential	Biometrics	Secutech Taiwan*, ISC West*
June	Data Centers	Cybersecurity and Data Privacy	Reader Survey
July	Education	Public Address Systems/Audio IP	Market Update: Vietnam
August	Hospitality	AI cameras	---
September	Industrial	Perimeter Security and Intrusion Detection	---
October	Commercial Buildings	Cloud and Edge Storage	Market Update: Thailand
November	Logistics	---	Security 50
December	Oil & Gas	Smart Home	Market update: Singapore

*Bonus distribution of special edition event magazine may shift without prior notice due to logistics or show organizer changes

Enhanced engagement

Website + e-newsletters + social media

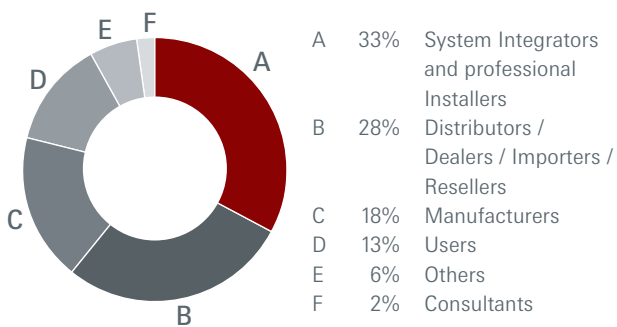
Website statistics

- Average monthly visitors: 108,000
- Annual page views: 2,000,000
- Weekly homepage impression: 33,000

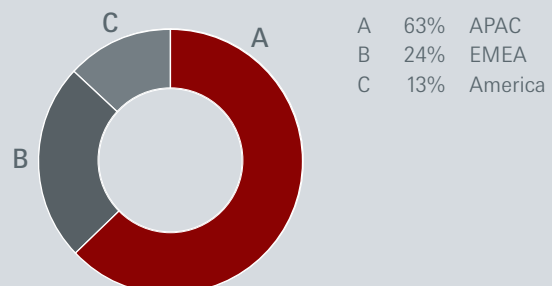
Membership:

- 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 (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
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

Top Banner

HOW EDGE STORAGE CAN OPTIMIZE VIDEO SECURITY

Article Highlight 1

Article Highlight 2

Insights

Perimeter security: 3 key reasons why it's needed

Banner A

Guide to choosing the ideal storage for your security cameras

Banner B

Most Popular Articles

Hikvision to bring AIoT to the forefront of urban mobility at ITS World Congress 2024

iFRO announces latest version of Active Guard intelligent search application

Gunnshe Entrance Control boosts security at University of Kent with new gates

Hikvision introduces the DS-KIS6000 Intercom Kit for enhanced home security

Special Features

Vertical Solutions

Smart Building & Home

Smart & Safe City

Pop-up Ad

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.

Insights

ZKTeco meets Middle East's evolving security needs with a customer-centric approach

News | Security | Middle East | 2024-03-28 | Read more

Javad Rezaei
ZKTeco Middle East Managing Director

Steven Gao
General Manager
ZKTeco Middle East Business Group

The Middle East's security and access control markets are rapidly evolving with increasing adoption of facial and palm vein authentication technologies, driven by the need for robust, efficient security solutions. One company that has established a strong presence in this market is ZKTeco.

The Middle East physical security market is undergoing significant changes, driven by technological advancements and rising security needs. According to Market Intelligence, the market is projected to grow at a compound annual growth rate of approximately 12.8 percent from 2022 to 2032.

Access control systems account for a significant portion of the market, particularly in countries like Saudi Arabia and the UAE, which are rapidly upgrading their infrastructure and enhancing security measures. One company that has established a strong presence in this sector is ZKTeco.

The Middle East's smart city and access control markets are rapidly evolving with increased adoption of facial and palm vein authentication technologies, driven by the need for robust, efficient security solutions. One company that has established a strong presence in this market is ZKTeco.

Catering to shifting consumer behavior

Several factors are fueling the demand for advanced security solutions in the Middle East. One of these is the increasing awareness among governments and businesses of the need for robust security measures.

Initially driven by the need to reduce physical contact during the COVID-19 pandemic, facial authentication technology quickly gained popularity for its numerous benefits, including efficiency and reliability.

The faster factor driving the success of our facial authentication technology is its ability to provide accurate and rapid identification even in challenging environmental conditions. The Middle East, with its high temperatures and varying lighting conditions, presents unique challenges for biometric systems. Our advanced algorithms and high-quality hardware components ensure that our facial authentication systems perform reliably under these conditions, providing accurate and secure access control.

Beyond the fingerprint and palm vein authentication systems, we also offer high-end face portals that allow facial authentication to be the most popular biometric authentication technology solution in the Middle East, thanks to its flexibility and ease of use.

Team authentication, through self-emerging, is gaining traction for its high accuracy and ease of use, especially in environments like retail and transportation. Our address.

ZKTeco also expanded its product portfolio to include mobile devices that combine multiple biometric modalities for enhanced security. Such mobile devices are particularly valuable in high-security environments, such as government facilities and critical infrastructure, where robust and flexible authentication is required.

Expanding reach to meet evolving needs

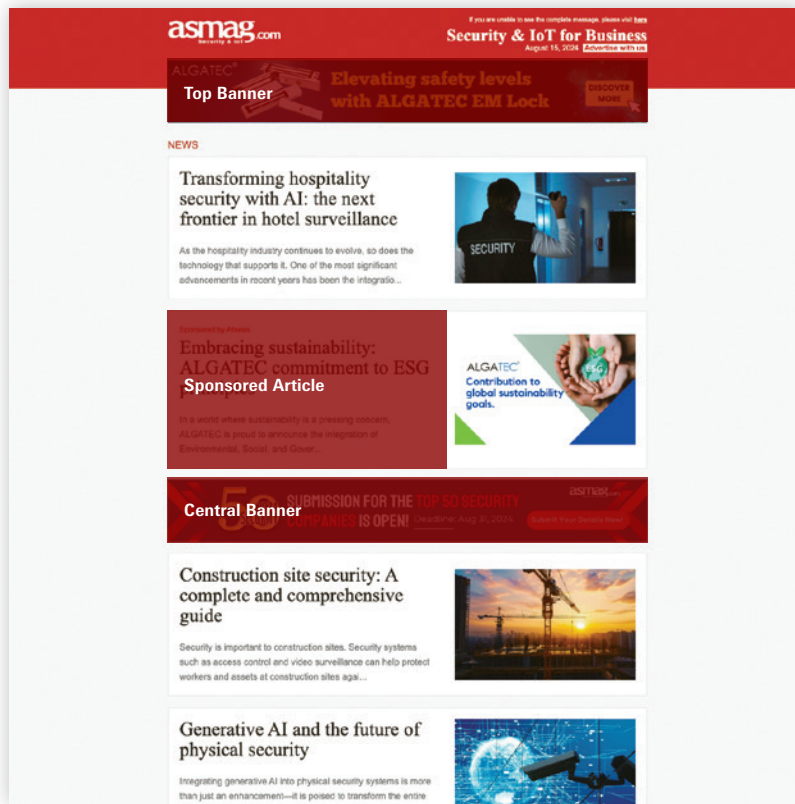
Newsletters

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 (e.g. country or business nature)	Contact us for more details
Email automation	

E-blast



asmag.com
Security & Surveillance

Micron
Complete 2024 Survey Results:
Edge Storage in Cloud-Based
Video Security

Our global reader database of global physical security professional revealed...

62%
OFFER CLOUD-BASED
VIDEO SECURITY

32%
DO NOT

47%
OF THOSE WHO DID NOT
WILL IN THE NEXT YEAR

HIGHLIGHTS

NEW! SSDs, M.2 rise in NVR storage for cloud video security

HDDs vs. SSDs for NVRs: **is the industry shifting its drive preferences?** Our survey respondents reveal their priorities for form factor, storage endurance and retention when selecting storage solutions for their video security systems.

Find out here!

Is cloud-based video security really on the rise? User preferences revealed

NVRs, in-camera or cloud: **Where is the industry storing its video data?** The article explores the survey answers to this question and identifies the key storage preferences and requirements influencing purchasing decisions.

Get answers!

NEW! Future-proof cloud video security: VSaaS with edge storage

The VSaaS market is projected to grow, with a **CAGR of 16.1%** from now until 2029. Why is it gaining widespread adoption? What are the key growth trends and how can businesses harness edge storage to optimize VSaaS performance?

Find out here!

Dive deeper into edge storage, VSaaS and AI-enhanced video security applications.

LEARN MORE



asmag.com @ihua

Dahua WizColor
Redefining Low-Light Security and Surveillance with Advanced Hardware and AI Capabilities

Learn More >

Low-light environments pose significant challenges for video security systems. Traditional cameras often struggle to capture full-color images and video as ambient light diminishes, resulting in monitoring gaps and increased vulnerability.

Dahua's WizColor technology directly addresses these challenges, delivering full-color video even in the darkest settings.

What is Dahua WizColor?

Dahua WizColor cameras feature **3 key low-light technological advancements** to enhance color reproduction and detail in the darkest of environments.

WizColor Technical Points

Explore How WizColor Works >

Custom Solutions for Diverse Use Cases

With intelligent features designed to focus on relevant threats and technologies that ensure consistent image quality across different scenarios, **WizColor is suited to a variety of applications**, from residential courtyards to commercial parking lots and agricultural farms.

Will WizColor Work for You? >

WizColor Product Portfolio

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 brand. Contact us for more details.

Unlocking VaaS: OPTIMIZING VIDEO SECURITY SOLUTIONS WITH EDGE STORAGE

The convergence of 4K, AI, and IoT at the network edge is creating a range of critical use cases in today's security video solutions landscape. The cloud will play an increasingly vital role in meeting growing data demands and requirements.

To understand this and further Micro Technology content edge storage content is available in a mobile format to explore current market trends for video storage solutions, including edge storage solutions.

Reader survey: Is cloud-based video security really on the rise?

Micro Technology has the honor of cloud-based video security solutions. Edge storage on security premises and storing in the edge storage solutions is a critical and more secure solution for video storage.

Micro survey: SD-WAN, H.265 rise in VaaS storage for cloud video security

Micro Technology has the honor of cloud-based video security solutions. Edge storage on security premises and storing in the edge storage solutions is a critical and more secure solution for video storage.

Future-proof cloud video security VaaS with edge storage

Micro Technology has the honor of cloud-based video security solutions. Edge storage on security premises and storing in the edge storage solutions is a critical and more secure solution for video storage.

Additional resources

Discover the edge storage, VaaS and security solutions.

Micro H400 Industrial MicroSD Cards

Micro Technology has the honor of cloud-based video security solutions. Edge storage on security premises and storing in the edge storage solutions is a critical and more secure solution for video storage.

Learn more about Micro Technology security and storage solutions for industrial IoT applications

Bimodal palm verification for access control: a technical deep dive

Sponsored by **ARMATURA**

TABLE OF CONTENTS

- Understanding the technology
- Explore the building blocks
- Palm verification training process
- Liveness detection and anti-spoofing
- Installation and integration
- Application and use cases
- Conclusion

Understanding the technology

Palm verification process

Explore the building blocks

Reader Survey: Sustainability and the Security Industry

How 'Green' is the Security Industry?

In recent years, the security industry has embraced green strategies. From green development practices to operations, business is also moving to understand the level of knowledge and awareness of sustainability among central players in the space. A global view on sustainability, ESG, environment and security industries.

Market sentiment towards green practices and technology

49% VS. 39% 81% VS. 52%

How important are the following when choosing device design?

Product security Design-relevant green practices Energy saving technology

Sustainable Business Solutions

Sustainable Innovations

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: 422,819 / month

Visitors: 45,108 / month

Members: 23,168

Subscribers: 14,868

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 + <i>as's</i> 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

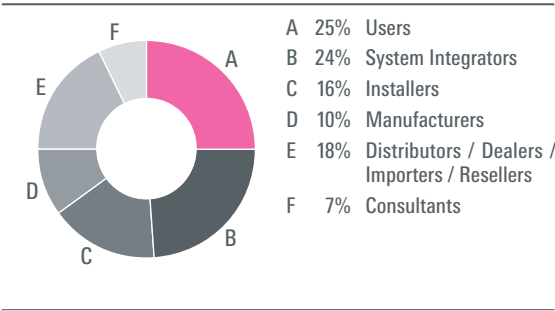


Editorial calendar

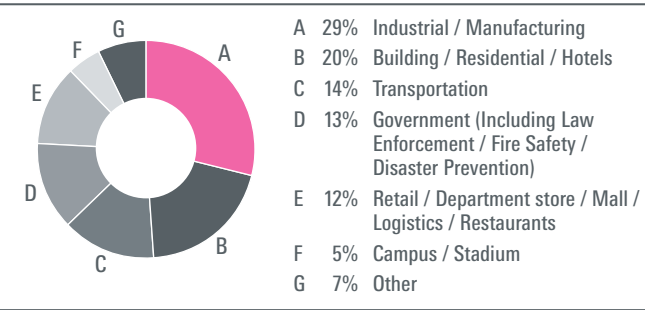
Month	Vertical Applications	Technological Development	Special Feature
January	Smart building and home	AIoT home system	---
February	Border security management	Perimeter anti-intrusion system	---
March	Logistics	Big data management, AI	---
April	Smart City / City road safety	5G, VMS, ITS security Vehicle illegal parking detection system	2025 Taiwan Market Report
May	Parking	Smart parking	Market update: Vietnam
June	Smart building and home	Energy saving and health	Market update: Thailand
July	Retail	Cloud, mobile access control and visitor management, AI	---
August	Manufacturing	VMS, cybersecurity, AI Lithium battery safety management	---
September	Smart railway	Cybersecurity	---
October	Healthy building	AIoT, Sensor management	---
November	Medical institution / Healthcare	Location detection, AI	Security 50
December	Education	Fence detection system	---

Registered website members

By business nature



By users



Weekly e-newsletter



智慧安全焦點報 09/30 2024 404

Top Banner



u-blox LEXI-R10系列
全球最小的 LTE Cat 1 bis 模組

新聞速報



雲端影像監控服務(VaaS)・全面提升儲能系統安全

隨著雲端技術的不斷進步和應用範圍的擴大，對於安全監控系統的需求也日益增加，特別是在大規模儲存系統中，任何微小的異常都可能引發連鎖反應。本文以益達電子中環廠為例，說明雲端影像監控服務(VaaS)如何全面提升儲存系統安全、突破安全邊界。(文...

文章時間: 2024 / 09 / 09



全球首款專為生成式AI應用所設計的 MOSAIC 3D AI晶片，提供運算與儲存彈性延伸方案

2024 SEMICON TAIWAN展覽期間(9/4-6)，工研院於「經濟部產業技術應用主題館」一口底展區45號前廳展區，其中，全球首創專為生成式AI應用所設計的MOSAIC 3D AI晶片(Memory-cube Operability in a Stacked AI Chip; MOSAIC)，不僅拿下再研發獎與斯卡之獎。

文章時間: 2024 / 09 / 05



公有建築帶頭導入再生能源設備，落實2050淨零轉型

內政部今(9/9)日表示，為了落實2050淨零排放的國家目標，積極推動無碳導入再生能源，並由公署門面特舉綠建築，預計於2026年建成。國家公園部分參考國外經驗，將以各管理處辦公室、遊客中心、停車場等導入太陽能光電板，為園區內設施提供自來之乾淨。

文章時間: 2024 / 09 / 09



台鐵中原車站9/4動工，盼舒緩中內壢乘車人潮、繁榮區域發展

「始發都會區捷運七枝園段地下化建設」增設的台鐵中原車站，於9月4日上午舉行動工典禮典禮，桃園市長張善政、交通部長陳建仁及各界嘉賓共同出席。中原車站建設將沿地下化工程金額約175億5,000萬元，預計2030年完工。(圖說) 桃園市長張善政。

文章時間: 2024 / 09 / 05

產品速報



AXIS Q1656-DLE雷達影像整合攝影機

紐維亞士網絡通訊股份有限公司



Nx EVOS企業級影像管理系統

NETWORK OPTIX



工業級千兆4埠PoE中繼器 (EXT-G104-4P)

生田科技股份有限公司 CTC Union Technologies Co., Ltd



Only Put智慧AIOT管理平台

鴻富源股份有限公司



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: 15,856

toutiao

Followers: 55,327



WeChat

Followers: 59,287



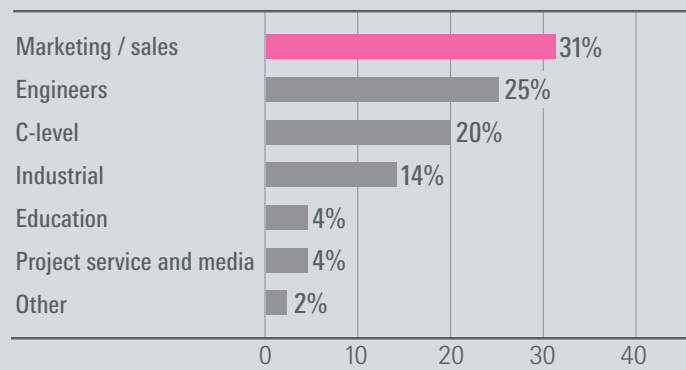
WeChat

Followers: 53,289

Readers

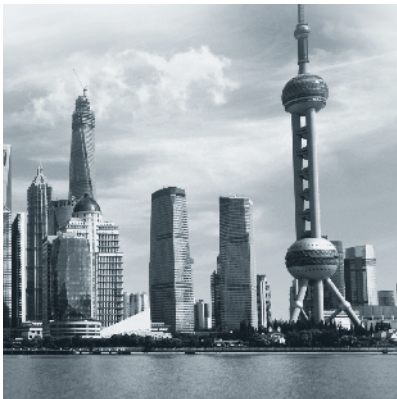
Coverage consists of nearly 200,000 readers from security to industrial sectors

By business nature



45% of readers come from multi-million dollar companies

55% of readers come from SMBs



[illegible]

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



a&S TAIWAN

- 17,000 biannual copies
- Editorial and advertisement closing date: beginning of the month
- Published in Traditional Chinese
- Publishing date: April and September 2025

Editorial calendar

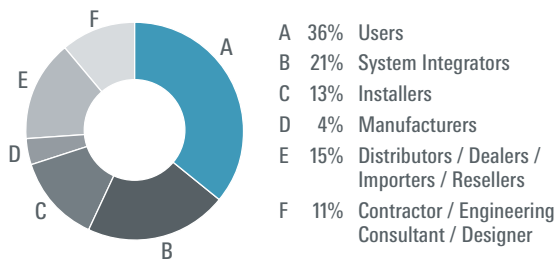
★ Bonus distribution at shows and events may shift without prior notice due to logistics or show organiser changes.

Issue	April#173	September#174
Special Report	2025 Taiwan Market Reports	Smart Factory / Smart Railway
Vertical Applications	Smart Home / Building / Factory / Transportation / Logistics / City	Smart Retail / Campus / Healthcare / Hotel / Farming / City
Explore the Aspects	Security / Fire / Safety / Disaster prevention	
Technological Development	AI , 5G , Cloud , Information security, etc.	
Bonus Distribution	★ Secutech 2025	★ Smart Factory / Smart Railway Seminar

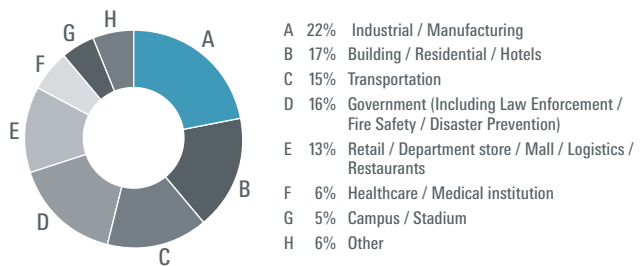
* For more information, please visit www.asmag.com.tw.

Circulation data

By business nature
(covering security, IoT and ICT, fire & safety industry channels)



By vertical market



Advertising rate 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

May	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.



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

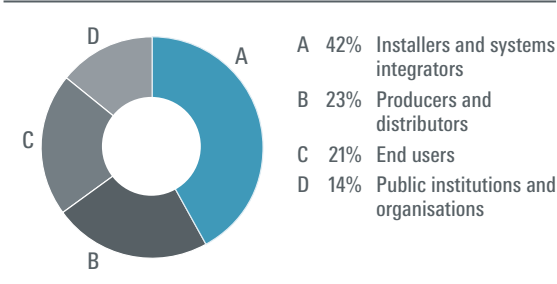
Editorial calendar • ★ Bonus distribution at shows and events may shift without prior notice due to logistics or show organiser changes.

Issue	February #049	April #050	June #051
Report / Vertical Market	Transport and Logistics	Critical Infrastructure	Smart City / Safe City
Trends / Cover Story	Big Data in Security	Cybersecurity	Smart City / Safe City
Topics Articles	Security in Public Transportation Safe: Station, Airport, Subway, Tunnel Security Solutions For Logistics License Plate Recognition System	Security in Critical Infrastructure Objects Integrated Security Management IT Infrastructure Secure Data Center (Server Rooms)	Polish Smart Cities City Surveillance - Good Practices Smart Buildings Solutions Access Control for Skyscrapers
Reviews	Drones	Hard Discs / Storage	Access Controls Cards
Bonus Distribution	★ Business Breakfast (Transport) ★ Transport trade show (Silesia) ★ Traffic-Expo-TIL (Kielce Fairs)	★ Business Breakfast (Critical Infrastructure) ★ Critical Infrastructure Forum (Government Conference)	★ Business Breakfast (City Surveillance) ★ 3rd International Conference Warsaw Security Summit ★ Smart City Forum

Issue	August #052	October #053	December #054
Report / Vertical Market	Hospitality/Banks	Industry 4.0	Retail
Trends / Cover Story	Self-service hotels	Industry 4.0 / Machine Vision	Security 50 (World Security Market in 2024)
Topics Articles	Customers safety in hotels, restaurant, coffee shops, Security systems in banks	Systems Integration / Integrated Systems Integrated Fire Alarm Systems Perimeter Protection Machine Vision the Future of Security	Secure Shopping Centers, VCA - the latest market solutions for trade and services
Reviews	Intruder detection systems	Thermal Cameras	Cameras with VCA
Bonus Distribution	★ Security Forum (hotels) ★ Invest Hotels Fair	★ Business Breakfast (Multi-site Facilities) ★ Fire Security Integration (Schrack Seconet)	★ Retails Show (Expo XXI) ★ Shopping Center Forum (Łódź) ★ 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

- 2,200 monthly copies
- Published in local language
- Publishing date: 5th of the month
- Editorial closing date: 10th of the prior month
- Advertisement closing date: 15th of the prior month

Editorial calendar

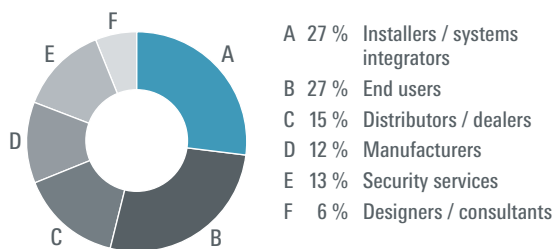
★ Bonus distribution at shows and events may shift without prior notice due to logistics or show organiser changes.

Issue	January #208	February #209	March #210	April #211	May #212	June #213
Cover Story	Perimeter Protection	Adriatic Region Security Market	Video Surveillance	Access Control	Intrusion Detection	Fire Alarm
Vertical Markets	Campuses	Oil and Gas	Retail	Banks	Residential Buildings	Hotels
Products & Systems	Ramps	Sensor Fusion	EAS	Mechanical Protection	False Alarms Reduction	Video Fire Detection
Other Topics	Lighting	Storage	VSaaS	ACaaS	Interoperability	VMS

Issue	July / August #214	September #215	October #216	November #217	December #218
Cover Story	Intercoms	Man Guarding	Drones	Adria Security Summit	Security 50 Research
Vertical Markets	Smart Homes	Sports Arenas and Halls	Hydro and Thermal Power Plants	Traffic	Healthcare
Products & Systems	Home Cameras	Wearable Cameras	Thermal Cameras	PA/VA	Data Centers Security
Other Topics	Face Recognition	Privacy Protection	Supply Chain	ANPR	Protection of Personal Data

Circulation data

By business nature



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

asadria.com adriasecuritysummit.com

Website statistics

Monthly visitors: 8,530
Subscribers: 11,065

Social media

Facebook followers: 1,821+
 LinkedIn followers: 3,497+

Website advertising

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

a&S MIDDLE EAST

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

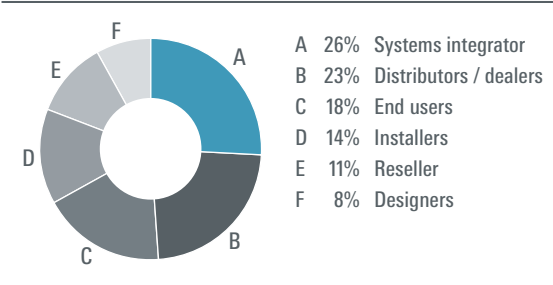
Editorial calendar • ★ Bonus distribution at shows and events may shift without prior notice due to logistics or show organiser changes.

Issue	January #13	March #14	May #15
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 #16	September #17	November #18
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

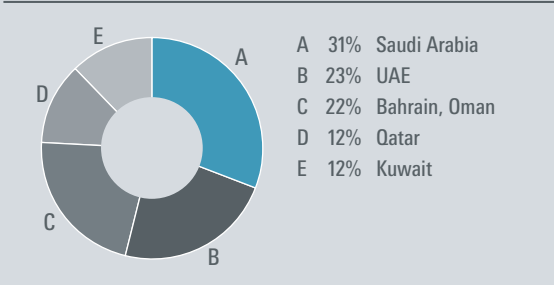
By business nature



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
- Editorial closing date: beginning of the prior month
- Published in Italian
- Publishing date: end of the month
- Advertisement closing date: one month prior to the publication

Editorial calendar

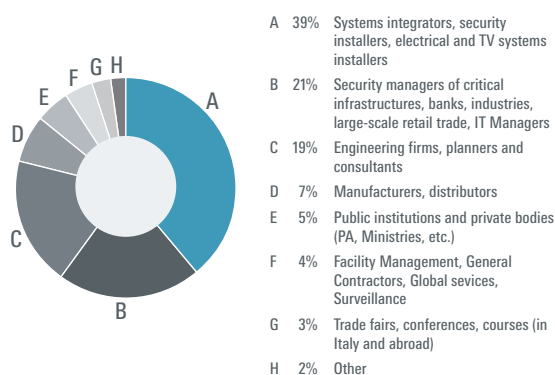
★ Bonus distribution at shows and events may shift without prior notice due to logistics or show organiser changes.

Issue	February #37	April #38	June #39
Technology	Data: the true value for security and much more	Fire protection: what's new	Bodycams as protection tools
Special Feature	Urban Security and digital twin	New business models brought by the Cloud	Where to find the right skills in the security sector
Vertical Markets	Major sporting events and more	Smart City and Smart Building: security, sustainability, management	Public and private health
Closing Date	17/01/25	11/03/35	12/05/25
Release Date	28/02/25	30/04/25	30/06/25
Fairs' bonus distribution	secsolutionforum live / Sicur, Madrid	---	secsolutionforum live

Issue	August #40	October #41	December #42
Technology	The state of the art in facial recognition	Robotics and drones, new tools for security	PSIM: who needs it?
Special Feature	The new role of System Integrators	The use of thermal cameras against fire and more	The state of the art on the NIS2 and CER directives
Vertical Markets	Data and cybersecurity in the AI era	Transportation	How to save energy with security technologies
Closing Date	07/07/25	12/09/25	07/11/25
Release Date	29/08/25	31/10/25	30/12/25
Fairs' bonus distribution	Adria Security Summit Digital Meet, Italy	Sicurezza, Milan / 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
Leader Banner	USD 3,000	USD 4,100
Foot Banner	USD 1,650	USD 2,000
Slide Banner	USD 1,900	USD 2,500
Mini Slide Banner	USD 1,400	USD 2,000
Website Contents		Price / Frequency
Solutions Gallery		USD 1,350 / one issue
Products & Technologies: Focus Product, Components, Products		USD 1,350 / one issue
News / Interview		USD 750 / one issue
E-blast		Price / Frequency
E-blast dispatch		USD 1,350 / one dispatch
E-newsletter (Security / Technology News)		Price / Frequency
Leader Banner		USD 850 / every Thursday
Intermediate Banner		USD 750 / every Thursday
Foot Banner		USD 600 / every Thursday
News		USD 600 / every Thursday

★ Net fee, excluding 22% VAT

secsolution.com

Website Statistics

Monthly page views: 73,800+
Monthly visitors: 14,900+
Subscribers: 17,700+

Social Media

Facebook followers: 10,700+
 Twitter followers: 2,760+

Price list for publications

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

Per issue rate (USD)	Trim size (mm)	<i>a&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
Special position		
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&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 H: 210 x 146.5	1,100	990	880
Special position				
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&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 H: 210 x 140	630	570	500
Special position				
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 H: 183 x 123	1,100	1,000	950
Special position				
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 2025.

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