

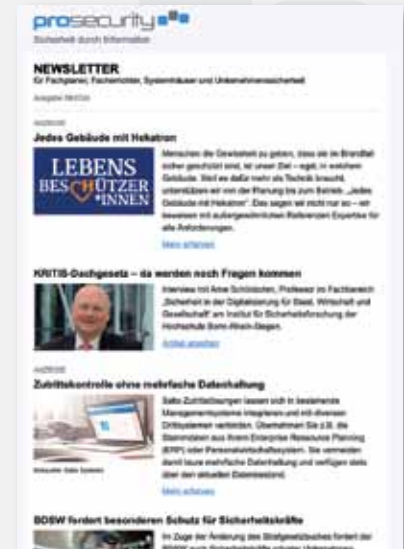
Media Kit 2025



Trade Journal



Website



Newsletter

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Publishing House

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Cooperation Partners

ASW West – Allianz für Sicherheit in der
Wirtschaft West e.V.
www.aswwest.de
VSÖ – Verband der
Sicherheitsunternehmen
Österreich
www.vsoe.at
VSW – Vereinigung für
die Sicherheit der Wirtschaft e.V.
www.vsw.de

Layout and Graphics

HausmacherArt GbR, Bergen,
www.hausmacherart.de

Terms of Payment

Invoices are due on the date of publication. In case of special agreement, invoices are due not later than 30 days after the publication date.

A 2 % discount is granted for advance payment. The invoiced amount must be booked on the publisher's account prior to the publication date and no previous invoices may be outstanding.

Brief Characteristics and Target Groups

SECURITY THROUGH INFORMATION

SECURITY INSIGHT

Readers/Recipients

Security executives in the industrial sector, economic sector, associations, public sector; CEOs and security managers of medium-sized companies.

Owners, CEOs and managers of installation companies, planning offices and system houses.

Frequency of Publication

6 times a year

SECURITY INSIGHT makes it a point to provide exclusive media coverage to optimize the information value for the readers. As an opinion leader, the magazine focuses on topics and explains complex contexts and background information which is most relevant for the work of security managers. Furthermore, the magazine provides practice-oriented expert knowledge for installation companies, planning offices, technical experts and system houses regarding all areas of fire protection and security technology.

Amendments of laws, standards and guidelines as well as liability issues are addressed in detail in special columns, just like product news and technical details regarding new processes and systems. The focus lies on future-oriented holistic solutions.

www.prosecurity.de

www.prosecurity.de provides information on developments, trends and solutions in the security industry. The portal offers topical expert information in the areas of public and corporate security, IT security and the security industry, personnel news and newsflashes as well as product information and case examples.

Circulation, Distribution, Recipient Structure

Circulation, Distribution, Recipient Structure

| | |
|---|-------|
| Banks, Insurance Companies: | 81 |
| Public Authorities: | 58 |
| Retail: | 128 |
| Specialist Planners / Installers, System Houses: | 1.004 |
| Research, Teaching, Universities | 64 |
| Real Estate Companies, Construction Industry: | 153 |
| Cultural Institutions (Museums, Stadiums): | 237 |
| Critical Infrastructure (Energy Suppliers, Air and Seaports, Aviation Companies, Clinics, Transportation Services): | 2.301 |
| Logistics Companies: | 81 |
| Manufacturing Industry, Pharmaceuticals, Chemical: | 689 |
| Social Services: | 125 |



3/2025 (Print)

| | |
|---|-------------------------------|
| Organ: | Independent |
| Volume: | 18 |
| Single Subscription (incl. Postage in Euro): | Germany: 19.00 /Abroad 25.00 |
| Yearly Subscription (incl. Postage in Euro): | Germany: 106.00/Abroad 161.00 |
| Yearly Subscription Online: | 42.00 |
| Yearly Subscription Magazine + Online: | Germany 135.00/Abroad 194.00 |
| Print Run: | 5,000 |
| Circulated Copies: | 4,920 |
| Sold Copies: | 147 |
| Abroad: | 4 |
| Rest, Archive, Specimen Copies, Special Promotions: | 71 |

All prices are gross prices in Euro.

Sold Copies Digital: 923

Time Period: 10/2023 to 09/2025

| Issue | 1/25 | 2/25 | 3/25 | 4/25 | 5/25 | 6/25 |
|-----------------------------|-----------------------------------|--------|---|--------|----------------------------------|---|
| Publishing Date | 19.02. | 15.04. | 16.06. | 07.08. | 17.09. | 20.11. |
| Editorial Deadline | 31.01. | 20.03. | 22.05. | 15.07. | 28.08. | 30.10. |
| Advertising Deadline | 10.02. | 27.03. | 28.05. | 18.07. | 02.09. | 05.11. |
| Artwork Deadline | 13.02. | 04.04. | 04.06. | 23.07. | 05.09. | 07.11. |
| Special Topics, Exhibitions | eltefa 25.-27.03. Stuttgart | | SicherheitsExpo 25.-26.06. Munich | | efa:ON 23.-25.09. Leipzig | light + building 08.-13.03.26 Frankfurt |
| | | | Feuertrutz 25.-26.06. Nuremberg | | it-sa 07.-09.10. Nuremberg | |

Applications & Practical Examples

Case studies, specialist articles and interviews with a focus on critical infrastructures: banks, energy suppliers, airports, forensics, major events, correctional facilities, clinics, aviation security, maritime security, public transport, supply chain security, construction industry, authorities, trade, cultural institutions, real estate operators, trade fairs, manufacturing and chemical industries, schools, universities, insurance companies and many more.

Industries & Trades

Fire Protection: Structural, system-related and organizational fire protection, smoke alarms, fire detection systems, extinguishing systems, smoke and heat extraction systems (SHEVS), voice alarms, (remote) maintenance systems, escape and rescue routes, hold-open systems, elevators, ventilation

Hazard Detection Technology: Intrusion detection systems, alarms, control center equipment, IP intercom, hazard management systems, motion detectors, personal emergency call systems, location systems

Mechanical Security: Burglary protection, locks, cylinders, fittings, doors, windows, films, safes, glass, locking elements, grilles, shelters

Perimeter Protection: Fences, bollards, barriers, access protection, sirens, drone technology, sensor technology, detection systems, motion detectors, software, infrared technology, light barriers, fogging systems

Video Security: Video systems, video management software (VMS), artificial intelligence, thermal imaging technology, storage solutions, switches, networks, monitors, sensor technology

Business Protection & Services: Consulting, business continuity, compliance, crisis management, risk and disaster management, travel security, training, courses, education, aviation security/control services, emergency call and service control centers, property protection, event protection, security concepts, industrial espionage and crime, corruption, compliance, transportation of money and valuables, special protection vehicles, security consulting and planning, security services

Access Management: Online and offline-based electronic and mechatronic access control systems as well as locking systems with components, badges, ID management, identification technologies, readers, biometrics, cloud applications, Bluetooth Low Energy (BLE), NFC, key management, locks, access protection, elevators and much more.

Names & News:

News from companies, personnel data

Technologies

News and developments on products, systems, cloud applications, artificial intelligence, building information modeling (BIM) and much more.

Liability, Standards, Law, Guidelines

Ad Prices and Formats Price List No. 18 - effective January 1, 2025

SECURITY INSIGHT

Ad Formats and Basic Prices

Magazine Format: 210 x 297 mm (DIN A4) Print Area: 186 x 280 mm

| Format | Width x Height Print Area | Bleed Size | Prices |
|--------------------|---------------------------|------------|----------|
| 1/1 Page | 186 x 280 | 210 x 297* | 3,250.00 |
| 2/3 Page Portrait | 116 x 280 | 135 x 297* | 2,570.00 |
| 2/3 Seite Landsc. | 186 x 187 | 210 x 194* | 2,570.00 |
| Junior Page | 122 x 175 | 135 x 185* | 2,460.00 |
| 1/2 Page Portrait | 90 x 280 | 103 x 297* | 2,190.00 |
| 1/2 Page Landsc. | 186 x 140 | 210 x 157* | 2,190.00 |
| 1/3 Page Portrait | 58 x 280 | 71 x 297* | 1,720.00 |
| 1/3 Page Landsc. | 186 x 93 | 210 x 103* | 1,720.00 |
| 1/4 Page Portrait | 90 x 140 | 103 x 157* | 1,510.00 |
| 1/4 Page Landsc. | 186 x 79 | 210 x 89* | 1,510.00 |
| 1/12 Page Portrait | 58 x 70 | - | 762.00 |
| Cover Page | - | 165 x 176* | 4,740.00 |
| Table of Contents | 186 x 33 | - | 970.00 |

* For bleed ads, 3 mm bleed addition is required on all sides.

Special Positioning/Additional Costs

2nd and 4th Cover Page:

additional cost, 20% of the basic price

Job Advertisements:

70 % of the regular format price

Special Print (including layout)

2 and 4 Page Prints:

Prices upon request. Please specify issue

Digital (pdf):

2 pages: 206.00, 4 pages: 248.00

Special Formats and Advertising Types:

Provided upon request

Supplem. Costs for Colors not on Euro Scale:

For each special color 900.00

Supplemental Costs for Bleed Ads:

Not applicable

| Discounts | Freq. Discounts | Quantity Discounts |
|--------------------|-----------------|--------------------|
| When purchasing | 2 Ads = 3 % | 2 Pages = 5 % |
| within 12 months | 4 Ads = 5 % | 4 Pages = 10 % |
| (advertising year) | 6 ads = 10 % | 6 Pages = 15 % |

Discounts are granted according to the most favorable scale; they apply to all additional costs, with the exception of technical supplemental costs.

Combination / Package Prices

Print Security Insight / Online - Newsletter + Website

2 Ads, 2 Newsletters, Banner (Banner-Term 2 Months) 8% Discount
Two Publications Website:

3 Ads, 4 Newsletters, Banner (Banner- Term 3 Months) 10% Discount
Three Publications Website:

6 Ads, 7 Newsletters, Banner (Banner- Term 5 Months) 15% Discount
6 Publications Website:

Inserts

Max. Format:

208 mm width x 295 mm height

Price: per 1,000 copies or part thereof

at an individual weight

up to 25 grams: 450.00

up to 50 grams: 660.00

plus postal charges

Discount: see Quantity Discounts

1 Insert = 1 Ad Page

Delivery Quantity: 5,000 copies

Delivery Date: not later than 8 days prior to publication of the booked issue

Prior to acceptance of the order, an example is required. A note referring to the insert will be published in the magazine free-of-charge

All prices are net prices in Euro. VAT is to be added.

| | |
|-------------------|---|
| Magazine Format: | DIN A4 (210 mm width x 297 mm height) |
| Print Area: | 186 mm width x 280 mm height |
| Columns: | 3 columns, each 58 mm wide |
| Printing Process: | Sheet offset |
| Binding Type: | Back-type wire binding |
| Grid Width: | 70 |
| Paper Quality: | Cover: 170 g/m ² wood-free white satin matt coated picture print Content: 70 g/m ² matt picture print low wood content |
| Color Sequence: | Black, cyan, magenta, yellow |

Artwork

The following file formats can be processed (Mac/PC closed file):

- » PDF (X-3 or higher, fonts transformed into character paths)
- » EPS (high resolution, fonts transformed into character paths)
- » TIF (300 dpi)

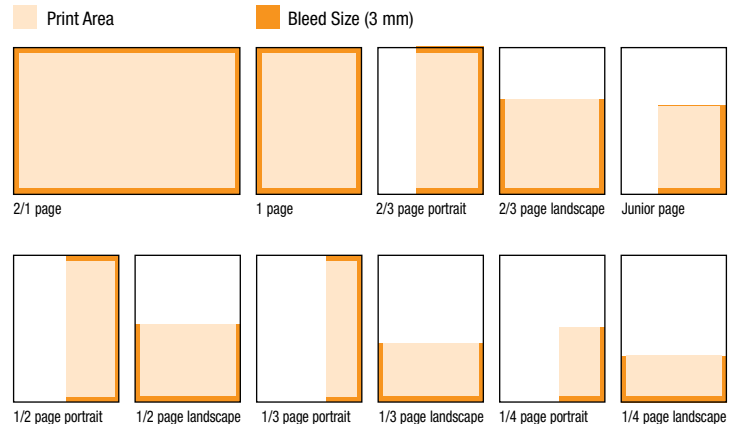
Images in advertisement documentation shall be placed 1:1 and submitted with a resolution of at least 300 dpi. Prepare ad data in the color spectrum CMYK with crop marks. Please do not use RGB files and JPG-endings. Open files (InDesign, Illustrator, QuarkXPress...) require prior consultation and liability cannot be assumed. Other file formats (for example Microsoft Word, PowerPoint, Excel as well as other common Office applications also Corel Draw) cannot normally be processed. Processing by the publishing house will be charged separately and is based on expenditures. No liability for the processing can be assumed.

Transfer Options

- » on discs (CD-ROM/DVD) via postal mail to:
ProSecurity Publishing GmbH & Co. KG · Gebäude 664, D-55483 Hahn-Flughafen
- » via Email to: mb@prosecurity.de (limited to 20 MB)
- » via FTP: upon request

Additional Processing

For open files or files which must be prepared by us for printing, additional costs will be charged based on expenditures incurred by us.



Technical Data for Bound-in Inserts

Bound-in inserts are to be delivered uncut and folded. The front page of the bound-in insert shall be identified. The type and design of the in-bound insert shall be such that no additional preparation and processing work will be required. Difficult jobs as well as additional folding and pasting work are subject to additional charges.

Mailing Address for Loose or Bound Inserts:

Braun & Sohn Druckerei GmbH & Co. KG
Am Kreuzstein 85, 63477 Maintal
Please annotate the magazine title and issue for which the insert is booked
(for example **SECURITY INSIGHT** 3/25)

Banner – Online Prices and Formats



Example Leaderboard – Starting Page



Example Leaderboard – Topic Page



Example Interstitial Ad



Example Small Square

Banner/Video Formats

| Banner | Format | Price/Month |
|----------------------------------|---|-------------|
| *Leaderboard (starting page) | 1160px x 145px, aspect ratio 8:1 (landscape) | 750.00 |
| *Leaderboard (topic page) | 1160px x 145px, aspect ratio 8:1 (landscape) | 650.00 |
| *Interstitial Ad (starting page) | 448px x 320px, aspect ratio 1,4:1 (landscape) | 600.00 |
| *Interstitial Ad (topic page) | 448px x 320px, aspect ratio 1,4:1 (landscape) | 500.00 |
| Small Square (topic page) | 200px x 200px, aspect ratio 1:1 | 300.00 |

*Leaderboard format for mobile view, additionally provide 448px x 320px, aspect ratio 1,4:1 (landscape)
 *Interstitial ad also available as video ad.

| | | |
|-------|--|--------|
| Video | Video / Animated Banner as mp4 Max. runtime: 20 seconds | 850.00 |
|-------|--|--------|

Products/Industry Solutions Including linkage

Costs: 360.00 per Article

Job Advertisement

Costs per Month: 350.00
 File format: pdf

Quantity Scale:

3-Months Term: 3 % / 6-Months Term: 5 % / 12-Months Term: 10 %

All prices are net prices in Euro, statutory VAT to be added.

Online-Newsletter + Website


| | |
|---|---------------|
| 3 Newsletters, Banner (2 months term) 1 Product Report, 1 Case Study | 5% Discount |
| 6 Newsletters, Banner (3 months term), 2 Product Reports, 2 Case Studies | 8 % Discount |
| 8 Newsletters, Banner (5 months term), 3 Product Reports, 3 Case Studies | 10 % Discount |

prosecurity
Sicherheit durch Information

NEWSLETTER
für Fachplaner, Fachrichter, Systemhäuser und Unternehmenssicherheit

Ausgabe: 09/2024


ANZEIGE:
Jedes Gebäude mit Hekatron



Menschen die Gewissheit zu geben, dass sie im Brandfall sicher geschützt sind, ist unser Ziel – egal, in welchem Gebäude. Weil es dafür mehr als Technik braucht, unterstützen wir von der Planung bis zum Betrieb. „Jedes Gebäude mit Hekatron“. Das sagen wir nicht nur so – wir beweisen mit außergewöhnlichen Referenzen Expertise für alle Anforderungen.

[Mehr ansehen](#)


KRITIS-Dachgesetz – da werden noch Fragen kommen



Interview mit Arne Schönbohm, Professor im Fachbereich „Sicherheit in der Digitalisierung für Staat, Wirtschaft und Gesellschaft“ am Institut für Sicherheitsforschung der Hochschule Bonn-Rhein-Siegen.

[Artikel ansehen](#)


ANZEIGE:
Zutrittskontrolle ohne mehrfache Datenhaltung



Selbst Zutrittslösungen lassen sich in bestehende Managementsysteme integrieren und mit diversen Drittsystemen verbinden. Übernehmen Sie z.B. die Stammdaten aus Ihrem Enterprise Resource Planning (ERP) oder Personalwirtschaftssystem. Sie vermeiden damit teure mehrfache Datenhaltung und verfügen stets über den aktuellen Datenbestand.

[Mehr ansehen](#)

BDSW fordert besonderen Schutz für Sicherheitskräfte



Im Zuge der Änderung des Strafbgesetzbuches fordert der BDSW auch Sicherheitskräfte privater Unternehmen einzubeziehen.

[Artikel ansehen](#)

Newsletter for Planers, Installers, System Houses and Corporate Security

1,321 Subscribers (average opening rate: 41.03%)

| Release Date | | Submission Deadline |
|--------------|----------------------|---------------------|
| 09.01.2025 | Perimeter Protection | 06.01.2025 |
| 05.02.2025 | | 31.01.2025 |
| 19.03.2025 | eltefa | 13.03.2025 |
| 16.04.2025 | | 11.04.2025 |
| 13.05.2025 | | 08.05.2025 |
| 12.06.2025 | SicherheitsExpo | 06.06.2025 |
| 18.06.2025 | SicherheitsExpo | 13.06.2025 |
| 05.08.2025 | | 31.07.2025 |
| 11.09.2025 | | 08.09.2025 |
| 15.10.2025 | | 10.10.2025 |
| 20.11.2025 | | 17.11.2025 |
| 09.12.2025 | | 04.12.2025 |

Newsletter

| Advertisement Type | Formats | Price/Month |
|---------------------------------------|-------------------------------------|-------------|
| Fullbanner Top Placement | 960 x 180 pixels, aspect ratio 16:3 | 420.00 |
| Fullbanner between Articles | 960 x 180 pixels, aspect ratio 16:3 | 320.00 |
| TextAd | 320 x 180 pixels, aspect ratio 16:9 | 400.00 |
| Headline: 45 characters | | |
| Teaser: 6 lines at 58 characters each | | |
| File Size: max. 300 kb | | |
| File Format: gif or jpeg | | |
| Stand Alone Newsletter | 960 x 180 pixels, aspect ratio 16:3 | 1,230.00 |

Rabattstaffel Newsletter

3 TextAds / Banner: 3%

6 TextAds / Banner: 5%

12 TextAds/Banner: 10%

All prices are net prices in Euro. VAT is to be added.

Digital Company Entry Business Guide

| | Price for 6 Months | Price for 12 Months |
|---------------|--------------------|---------------------|
| Entry Basic | 395.00 | 620.00 |
| Entry Medium | 845.00 | 1,340.00 |
| Entry Premium | 1,080.00 | 1,710.00 |

Contents and Technical Data

Entry BASIC

| | |
|----------|---|
| Logo | At least 250 x 250 pixels / - PNG with transparent background |
| Keywords | 3 to 5 keywords, which can be associated with your company. |
| Contact: | Address + Email + Telephone + Homepage |

Entry MEDIUM

| | |
|----------------------|--|
| Logo | At least 250 x 250 pixels / - PNG with transparent background |
| Keywords | 3 to 5 keywords, which can be associated with your company. |
| Contact | Address + Email + Telephone + Homepage |
| Company Presentation | Brief description of the company (max. 1,500 characters including blank spaces) |
| 3 Products | Image at least 250 x 250 pixels, square format + Teaser (max. 200 characters including blank spaces) + Link to the product |
| 3 References | Image at least 250 x 250 pixels, square format + Teaser (max. 200 characters including blank spaces) + Link to the reference |

Entry PREMIUM

| | |
|----------------------|--|
| Logo | At least 250 x 250 pixels / - PNG with transparent background |
| Keywords | 3 to 5 keywords, which can be associated with your company. |
| Contact | Address + Email + Telephone + Homepage |
| Company Presentation | Brief description of the company (max. 1,500 characters including blank spaces) |
| 3 Products | Image at least 250 x 250 pixels, square format + Teaser (max. 200 characters including blank spaces) + Link to the product |
| 3 References | Image at least 250 x 250 pixels, square format + Teaser (max. 200 characters including blank spaces) + Link to the reference |
| Whitepaper | Image at least 250 x 250 pixels, square format + Teaser (max. 200 characters including blank spaces) + Link to the whitepaper |
| Awards | max. three, image / seal, Link to the award |
| Video | Youtube, Vimeo or Dailymotion – resolution at least 720p (HD) – aspect ratio: 16:9 |
| Social Media | Links to social networks |