

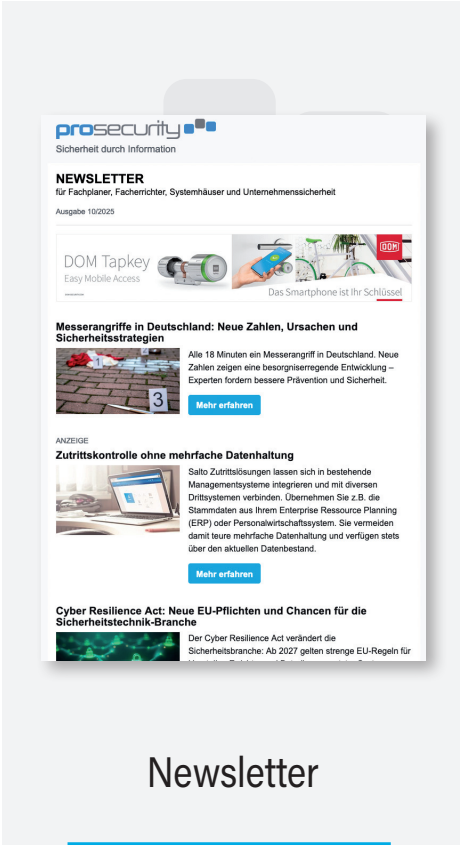
# Media Kit 2026



Trade Journal



Website



Newsletter

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## Publishing House

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## Layout and Graphics

HausmacherArt GbR, Bergen,

www.hausmacherart.de

## Printing

Strube Druck

und Medien GmbH, Felsberg,

www.wksgruppe.de

## Cooperation Partners

ASW West – Allianz für Sicherheit  
in der Wirtschaft West e.V.  
www.aswwest.de

BHE Bundesverband  
Sicherheitstechnik e.V.  
www.bhe.de

BVSW – Bayerischer Verband  
für Sicherheit in der Wirtschaft e.V.  
www.bvsw.de

Verband für Sicherheit  
in der Wirtschaft Hessen,  
Rheinland-Pfalz, Saarland e.V.  
VSW-Mainz  
www.vsw.de

## Bank Details

Commerzbank,

IBAN: DE59 5004 0000 0481 7912 00,

BIC: COBADEFFXXX

Kreissparkasse Birkenfeld,

IBAN DE31 5625 0030 0001 1509 36,

BIC BILADE55XXX

## 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 daily 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](http://www.prosecurity.de)

[www.prosecurity.de](http://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
Security Sector	121
Retail	89
Specialist Planners / Installers, System Houses	1.042
Research, Teaching, Universities	64
Real Estate Companies, Construction Industry	350
Critical Infrastructure (Energy Suppliers, Air- and Seaports, Aviation Companies, Clinics, Transportation Services, Museums, Stadiums)	2.339
Logistics Companies	81
Manufacturing Industry, Pharmaceuticals, Chemical	689
Social Services	124



2/2025 (Print)

Organ	Independent
Volume	19
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	45.00
Yearly Subscription Magazine + Online	Germany 146.00/Abroad 205.00
Print Run	5,000
Circulated Copies	4,980
Sold Copies	135
Abroad	5
Rest, Archive, Specimen Copies, Special Promotions	20

All prices are gross prices in Euro.

### Sold Copies Digital: 978

Time Period: 10/2024 to 09/2025

Issue	1/26	2/26	3/26	4/26	5/26	6/26
Publishing Date	19.02.	16.04.	22.06.	18.08.	15.09.	25.11.
Editorial Deadline	30.01.	18.03.	28.05.	24.07.	20.08.	02.11.
Advertising Deadline	09.02.	24.03.	04.06.	28.07.	26.08.	06.11.
Artwork Deadline	12.02.	31.03.	09.06.	07.08.	01.09.	09.11.
Special Topics, Exhibitions	light + building 08.-13.03 Frankfurt		SicherheitsExpo 01.-02.07. Munich  Feuertrutz 24.-25.06. Nuremberg		Security 22.-25.09. Essen  it-sa 27.-29.10. Nuremberg	Perimeter Protection 19.-21.01.27 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. 19 – effective January 1, 2026

## 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*	3,300.00
2/3 Page Portrait	116 x 280	135 x 297*	2,600.00
2/3 Seite Landsc.	186 x 187	210 x 194*	2,600.00
Junior Page	122 x 175	135 x 185*	2,490.00
1/2 Page Portrait	90 x 280	103 x 297*	2,210.00
1/2 Page Landsc.	186 x 140	210 x 157*	2,210.00
1/3 Page Portrait	58 x 280	71 x 297*	1,750.00
1/3 Page Landsc.	186 x 93	210 x 103*	1,750.00
1/4 Page Portrait	90 x 140	103 x 157*	1,550.00
1/4 Page Landsc.	186 x 79	210 x 89*	1,550.00
1/12 Page Portrait	58 x 70	-	778.00
Cover Page	-	165 x 176*	4,830.00
Table of Contents	186 x 33	-	980.00

\* 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 Two Publications Website:	(Banner-Term 2 Months)	8% Discount
3 Ads, 4 Newsletters, Banner Three Publications Website:	(Banner- Term 3 Months)	10% Discount
6 Ads, 7 Newsletters, Banner 6 Publications Website:	(Banner- Term 5 Months)	15% Discount

### 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.

# Technical Information

## SECURITY INSIGHT

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/m2 wood-free white satin matt coated picture print Content: 70 g/m2 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)

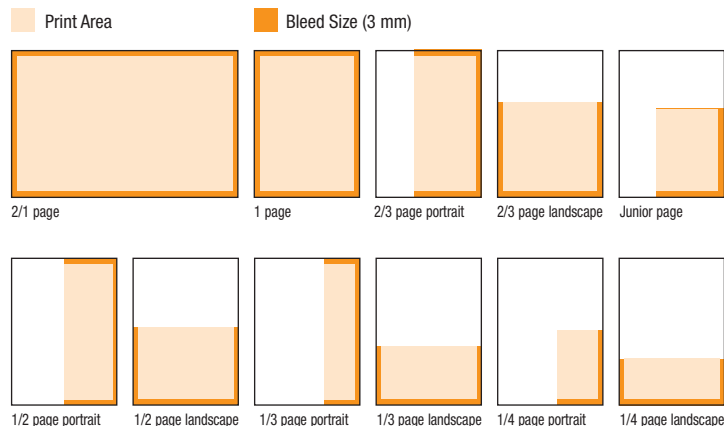
Images in advertisement documentation shall be placed 1:1 and submitted with a resolution of at least 300 dpi. Prepare ad data in the color spectrum CMYK with crop marks. Please do not use RGB files and JPG-endings. Open files (InDesign, Illustrator, QuarkXPress...) require prior consultation and liability 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

- » 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.

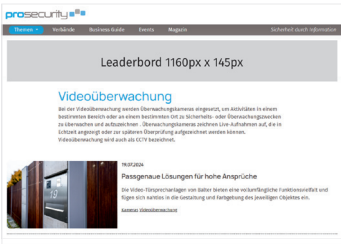
### Mailing Address for Loose or Bound Inserts:

Strube Druck & Medien GmbH & Co. KG  
Stimmerswiesen 3, 34587 Felsberg  
Please annotate the magazine title and issue for which the insert is booked  
(for example **SECURITY INSIGHT** 3/26)

# Banner - Online Prices and Formats



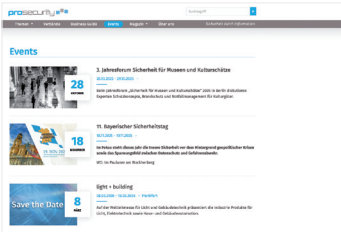
Example Leaderboard – Starting Page



Example Leaderboard – Topic Page



Example Interstitial Ad



Price/Format: 300,00  
Image Size Save the Date: 380 px x 232 px

## Online-Newsletter + Website

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

## 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
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## Products/Industry Solutions Including linkage

Costs: 360.00 per Article

## Job Advertisement

Costs per Month: 350.00  
File format: pdf

## Whitepaper Package

Banner: Leaderboard Topic Page

Basic Entry in Business Guide

Whitepaper, Term: 3 Months

Costs: 2.600.00

Technical Data:

Logo: EPS (Vector file)

Images: JPEG (Width max. 2.000 pixels)

Text and image layout (layout specifications): Word document or 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.





# 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	1 to 3 keywords, including link
Contact:	Address + Email + Telephone + Homepage

### Entry MEDIUM

Logo	At least 250 x 250 pixels / - PNG with transparent background
Keywords	1 to 3 keywords, including link
Contact	Address + Email + Telephone + Homepage
Company Presentation	Brief description of the company ( max. 1,300 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	1 to 3 keywords, including link
Contact	Address + Email + Telephone + Homepage
Company Presentation	Brief description of the company ( max. 1,300 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