

Media Kit 2021











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Layout and Graphics

HausmacherArt GbR, Bergen,
 www.hausmacherart.de
 Lindenfeld GbR, Frankfurt
 www.lindenfeld.de

Printing and Distribution

Braun & Sohn Druckerei GmbH & Co. KG,
 Maintal, www.braun-und-sohn.de

Terms of Payment

Payment for print advertisements is due on the release date of the issue, in which the ad is published, only by special agreement within 30 days after the publication date. Payment for online ads is due on the online release date, only by special agreement within 30 days after the release date. The discount for advance payment is 2 %, if the invoice amount is transferred to publisher's account before the day of release and no previous invoices are outstanding.

Brief Characteristics and Target Groups

▷ SECURITY INSIGHT

Readers / Recipients

Security executives in the industrial sector, private enterprises, associations, organizations, public authorities and public administration; CEOs and security officers in medium-sized companies

Frequency of Publication

6 times a year

SECURITY INSIGHT, a magazine specialized on corporate security, offers an exclusive coverage of topics related to security to optimize the information value for the readers. As an opinion leader SECURITY insight focuses on specific topics and explains complex contexts and backgrounds which are most relevant for the daily work of security managers. The magazine reports on new developments in the manufacturing industry, covers practical security solutions and informs about the latest security services and consulting topics.

www.prosecurity.de

The information portal for security management www.prosecurity.de provides information on developments, trends and solutions for the security sector. The portal provides up-to-date specialised information regarding public and corporate security, IT security, the security industry, personnel news and brief reports as well as product information and practical examples.

Embedded in the website is the manufacturer register. Here manufacturers of security technology, specialist planners, installers and system vendors can present themselves. Information regarding companies, products and solutions is readily available to the readers. Depending on the scope of the entry, besides contact data, logo and fields of activity, detailed company presentations, references, product descriptions, white papers and videos may be integrated into the manufacturer register.

» SicherheitsPraxis

Readers / Recipients

Owners, CEOs, managers and executives of planning offices, installation companies and system vendors; appraisers and electrical engineering companies

Frequency of Publication

4 times a year

SicherheitsPraxis is the only magazine in the German speaking countries that exclusively focuses on this target group. The magazine provides profound practical expert knowledge for specialist planners, installation companies, technical experts and system houses regarding all fields of security technology.

Detailed comments regarding amendments of laws, standards and guidelines as well as questions relating to liability are provided in separate columns. Product news and case studies provide information regarding new processes and systems for economical solutions for security / safety requirements in practice. Here the focus is placed on a future-oriented view and holistic solutions. Therefore, SicherheitsPraxis provides an ideal advertising environment for manufacturers in the field of security technology.



Circulation, Distribution, Recipient Structure



Organ:	Independent
Volume:	14
Single Subscription Price (including postage + VAT in €):	Germany 15.00 / Abroad 18.00
Yearly Subscription Price (including postage + VAT in €):	Germany 90.00 / Abroad 108.00
Yearly Subscription Online:	39.00
Yearly Subscription Magazine + Online:	Germany 105.00 / Abroad 123.00
Print Run:	5,000
Circulated Copies:	4,935
Thereof Sold Copies:	162
Abroad:	427
Remaining, Archived, Specimen Copies, Special Promotions:	65

All prices are gross prices in Euro.

Recipient Structure according to Sectors

Sector	Number	Breakdown in Percentage
1 Banks/Insurance Companies	195	3.9%
2 Energy Industry	121	2.4%
3 Retail Trade	313	6.3%
4 Airports/Cargo Companies/Ports	127	2.6%
5 Research and Education	188	3.8%
6 Hotels	83	1.7%
7 Real Estate Companies/Building Trade	172	3.5%
8 Correctional/Penal Institutions	71	1.4%
9 Hospitals/Social Organizations	725	14.7%
10 Public/Municipal Authorities, Schools, Universities	591	12.0%
11 Logistics Companies/Transportation Services	362	7.3%
12 Cultural Institutions	187	3.8%
13 Pharmaceutical/Chemical Industry	228	4.6%
14 Manufacturing Industry	1,457	29.5%
15 Exhibition Organizers/Stadiums	98	2.0%
16 Casinos	17	0.3%

Geographical Distribution Analysis according to Nielsen

Economic Region	Number of Copies Actually Distributed
Nielsen I Hamburg, Bremen, Schleswig-Holstein, Lower Saxony	372
Nielsen II North Rhine-Westphalia	866
Nielsen IIIa Hesse, Rhineland-Palatinate, Saarland	757
Nielsen IIIb Baden-Wuerttemberg	994
Nielsen IV Bavaria	845
Nielsen V Berlin	130
Nielsen VI + VII Saxony, Saxony-Anhalt, Mecklenburg-Western Pomerania, Thuringia, Brandenburg	544
Austria/Switzerland/The Netherlands	427
Total	4,935

Paid Circulation Digital

Time Period: 02/2020 to 09/2020

Annual Subscription: 158

Issue	1/21	2/21	3/21	4/21	5/21	6/21
Publishing Date	18.02.	09.04.	08.06.	03.08.	04.10.	26.11.
Editorial Deadline	25.01.	15.03.	11.05.	08.07.	08.09.	02.11.
Advertising Deadline	01.02.	22.03.	18.05.	15.07.	15.09.	09.11.
Artwork Deadline	04.02.	24.03.	20.05.	19.07.	20.09.	12.11.
Released prior to these Exhibitions/Fairs		Ifsec 18.-20.05. London	SicherheitsExpo 23.-24.06. 2020 Munich	Zukunft Personal Europe 14.-16.09., Cologne	it-sa 12.-14.10. Nuremberg	

Sector Focus

Practical Information

Case studies, technical articles and interviews
for the sectors: Critical infrastructures (banks, energy suppliers, airports, forensics, major events, correctional facilities, clinics, aviation security, maritime security, public transportation, supply chain security, construction industry, public authorities, trade, hotels, cultural institutions, real estate industry, fairs, manufacturing and chemical industries, schools, universities, insurance industry

Security Services

Consulting, control services, protection of persons and special protection services, emergency and

service control centers, event and property protection, valuables logistics

Scanner

Brief corporate news reports, personnel news

Education and Training

Workshops, events

News & Trends

regarding Products and Systems

Fire Protection, Alarm and Communication Systems

Radio systems, fire alarm systems, fire protection systems (technical and structural), fire protection doors and fire dampers, burglary/assault reporting systems, evacuation systems, explosion protection, fire extinguishers, emergency egress, wireless technology, building management systems, fire extinguishing processes, solutions for data centers and control rooms, management systems, emergency call systems, tracking systems, smoke detectors, smoke and heat extraction systems, voice alarm systems, VoIP, special solutions

Electrical/Mechanical Security Technology

Structural fire prevention systems, hardware/fittings, fire doors/flaps, personal protection systems, windows, foils, perimeter security systems, locking systems, double door systems/turnstiles, barriers, special protection equipment, gates, doors, turnstile systems, safety /security glazing, protection devices for valuables, fences (+ detection systems)

Organization and Training

Consulting, business continuity, compliance, crisis management, travel safety, schooling and training seminars

Perimeter Security

Barriers, motion detectors, detection systems, turnstiles, identification systems, optical signal and alarm systems, bollards, bars, doors/gates, video surveillance systems, fences, pedestrian/vehicle access control systems

Retail Security

Fire prevention systems, cash management systems, burglary/assault reporting systems, electronic article safeguarding systems, cash management systems, convergence to other systems (like visitor metering systems), RFID, software, video surveillance/management systems, valuables logistical systems, protection systems for valuables

Safety/Security Services

Training and further education services, equipment, guarding, consulting services, investigation services, air safety/security services, surveillance services, emergency and service control centers, building security, travel security, special and technical services, event security, valuables logistical services, special and bodyguard services

Special Safety/Security Systems, Bodyguard/Fail-Safe Systems

Alarm systems, training and further education programs for bodyguards, ballistic protection, cash and valuables transportation systems, communication technology, armored materials, armored vehicles, defense systems

CCTV

Analog/hybrid/IP/megapixel technologies, analysis, projection screens, cloud computing, codecs, infrared systems, cameras, compression and transmission technologies, solutions for control centers, recognition systems, convergence solutions, management systems, monitors, objectives, recording systems, sensors, memory/storage systems, controls, accessories, special solutions

Access/Vehicle Access Control

ID card management, visitor administration, biometrics, cloud solutions, data management, printers, identification, mechanical barriers, cards, personalization, scanners, locking systems, key management, software, terminals, ticketing, separation, access control systems (mechanical, electronically), special solutions

Ad Prices and Formats Pricelist no. 14 - effective January 1, 2021

Ad Formats and Basic Prices

Format	Width x Height Print Area	Bleed Size	Prices (Print + Online)
2/1 Page	394 x 280	420 x 297*	5,200.00
1/1 Page	186 x 280	210 x 297*	3,000.00
2/3 Page Portrait	116 x 280	135 x 297*	2,370.00
2/3 Page Landsc.	186 x 187	210 x 194*	2,370.00
Junior Page	122 x 175	135 x 185*	2,270.00
1/2 Page Portrait	90 x 280	103 x 297*	2,020.00
1/2 Page Landsc.	186 x 140	210 x 157*	2,020.00
1/3 Page Portrait	58 x 280	71 x 297*	1,590.00
1/3 Page Landsc.	186 x 93	210 x 103*	1,590.00
1/4 Page Portrait	90 x 140	103 x 157*	1,400.00
1/4 Page Landsc.	186 x 79	210 x 89*	1,400.00
1/12 Page Portrait	58 x 70	-	670.00
Cover Page	-	210 x 216	4,370.00
Table of Contents	186 x 33	-	900.00

* For cut ads, 3 mm overlap on all sides is required.

Discounts	Quantity Scale	Quantity Scale
When purchasing within 12 months (insertion year)	2 ads = 3 % 4 ads = 5 % 6 ads = 10 % 10 ads = 15 %	2 pages = 5 % 4 pages = 10 % 6 pages = 15 % 10 pages = 20 %

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

Special Format and Advertising Types:
Supplemental Costs for Colors not on Euro Scale:
Supplemental Costs for Bleed Ads:

Provided upon request
For each special color 900.00
Not applicable

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

Special Positioning/Additional Costs

2nd and 4th Cover Page:
additional cost, 20% of the basic price
Job Advertisements:
70% of the regular format price

Reprint (Layout included)

2 and 4 Page Prints:
Prices on request under specification of the print run
Digital (pdf):
2 Pages: 190.00
4 Pages: 230.00

Loose Inserts

Max. Format: 208 mm wide x 295 mm high
Price: per 1,000 copies or part there of at an individual weight of up to 25 grams: 390.00
up to 50 grams: 590.00
Discount: see quantity scale
1 attachment= 1 ad page
Quantity Delivered: 5,100 copies
Delivery Date: Not later than 10 days before publication of the booked issue

Bound-In Inserts

Max. Format: 210 mm wide x 297 mm high
Other Formats: On request
Price 4 Pages: 2,900.00
Price 8 Pages: 5,300.00
Discount: see quantity scale
1 sheet = 1 ad page
Quantity Delivered: 5,100 copies
Delivery Date: Not later than 10 days before publication of the booked issue

Prior to acceptance of the order, a sample must be provided. Insertion according to zip codes is possible. A note referring to the insert will be published in the magazine free-of-charge.

Technical Data

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

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

Circulation, Distribution, Recipient Structure

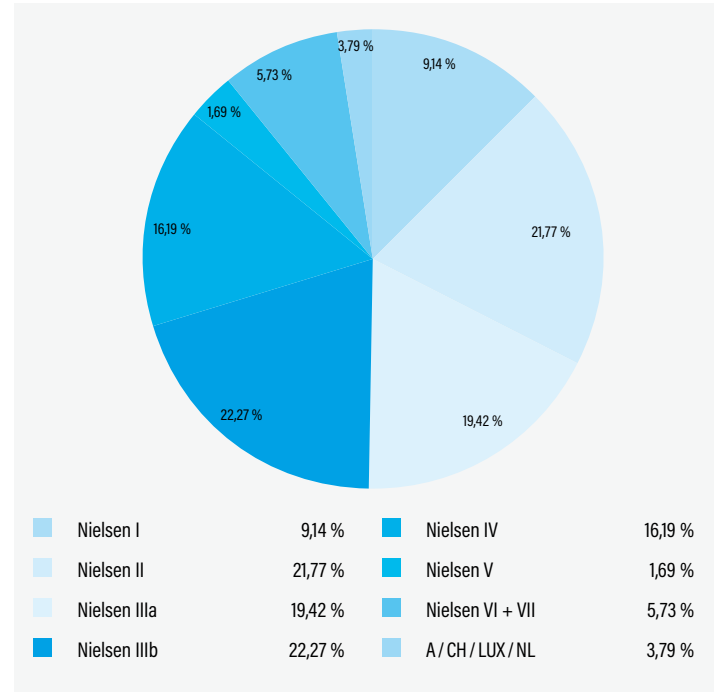


Organ:	Independent
Volume:	11
Single Subscription Price (including postage + VAT in €):	Germany 16.00 / Abroad 20.00
Yearly Subscription Price (including postage + VAT in €):	Germany 64.00 / Abroad 80.00
Yearly Subscription Online:	26.00
Yearly Subscription Magazine + Online:	Germany 88.00 / Abroad 101.00
Print Run:	4,000
Circulated Copies:	3,960
Thereof Sold Copies:	20
Remaining, Archived, Specimen Copies, Special Promotions:	40

All prices are gross prices in Euro.

Geographical Distribution Analysis according to Nielsen

	Economic Region	Number of Copies Actually Distributed
Nielsen I	Hamburg, Bremen, Schleswig-Holstein, Niedersachsen	362
Nielsen II	Nordrhein-Westfalen	862
Nielsen IIIa	Hesse, Rhineland-Palatinate, Saarland	769
Nielsen IIIb	Baden-Wuerttemberg	882
Nielsen IV	Bavaria	641
Nielsen V	Berlin	67
Nielsen VI + VII	Saxony, Saxony-Anhalt, Mecklenburg-Western Pomerania, Thuringia, Brandenburg	227
	Austria/Switzerland/Luxembourg/The Netherlands	150
Total		3,960



Recipient Structure

Installation Companies/Planning Offices	2,039 (54,85 %)
Electricians with Focus on Security	1,702 (40,02 %)
System Vendors	143 (2,17 %)
Appraisers	76 (2,96 %)

Dates and Topics

Issue	1/21	2/21	3/21	4/21
Publishing Date	05.03.	14.06.	13.09.	02.12.
Editorial Deadline	10.02.	19.05.	18.08.	10.11.
Advertising Deadline	15.02.	21.05.	20.08.	15.11.
Artwork Deadline	18.02.	25.05.	24.08.	17.11.
Released prior to these Exhibitions/Fairs	Hannover Messe 12.-16.04., Hanover	FeuerTrutz 23.-24.06., Nuremberg	it-sa 12.-14.10., Nuremberg	
	Ifsec 18.-20.05., London	SicherheitsExpo 23.-24.06., Munich		

Holistic Solutions, Trends, New Developments and Case Examples

Fire-Hazard Alarm Technology:

Constructional fire protection and prevention, smoke detectors, extinguishing systems, extinguishing means, documentation, intruder detection technology, radio technology, alarm transmission, emergency exit technology, networking

Video:

Hybrid/IP/megapixel technology, analysis technology, thermal imaging technology, storage solutions, networks, monitors, sensor systems, software, control, networking.

Access Control and Perimeter Security:

Access control in exterior area, biometrics, cloud solutions, data management, mechanical barriers, visitor management, people counting, emergency escape control, access control systems, identification management, networking, detection technology, turnstiles, locks, fence detection

And additionally:

IT-security, data protection, digitalization, liability, guidelines, legal issues

Ad Prices and Formats Pricelist no. 11 - effective January 1, 2021



Ad Formats and Basic Prices

Format	Width x Height Print Area	Bleed Size	Prices (Print + Online)
1/1 Page	186 x 280	210 x 297*	2,590.00
2/3 Page Portrait	116 x 280	135 x 297*	2,180.00
2/3 Page Landsc.	186 x 187	210 x 194*	2,180.00
Junior Page	122 x 175	135 x 185*	1,910.00
1/2 Page Portrait	90 x 280	103 x 297*	1,650.00
1/2 Page Landsc.	186 x 140	210 x 157*	1,650.00
1/3 Page Portrait	58 x 280	71 x 297*	1,385.00
1/3 Page Landsc.	186 x 93	210 x 103*	1,385.00
1/4 Page Portrait	90 x 140	103 x 157*	1,120.00
1/4 Page Landsc.	186 x 79	210 x 089*	1,120.00
1/12 Page Portrait	58 x 70	-	590.00
Cover Page	-	210 x 238	3,880.00
Table of Contents	186 x 33	-	855.00

* For cut ads, 3 mm overlap on all sides is required.

Discounts	Quantity Scale	Quantity Scale
When purchasing within 12 months (insertion year)	2 ads = 3 % 4 ads = 5 % 6 ads = 10 % 10 ads = 15 %	2 pages = 5 % 4 pages = 10 % 6 pages = 15 % 10 pages = 20 %

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

Special Format and Advertising Types:
Supplemental Costs for Colors not on Euro Scale:
Supplemental Costs for Bleed Ads:

Provided upon request
For each special color 900.00
Not applicable

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

Special Placement/Additional Costs

Editorial (formats on request):
additional cost, 20% of the basic price
2nd and 4th Cover Page:
additional cost, 20% of the basic price
Job Advertisements:
70% of the regular format price

Reprint (Layout included)

2 and 4 Page Prints:
Prices on request under specification of the print run
Digital (pdf):
2 Pages: 190.00
4 Pages: 230.00

Loose Inserts

Max. Format: 208 mm wide x 295 mm high
Price: per 1,000 copies or part thereof
at an individual weight
of up to 25 grams: 390.00
up to 50 grams: 590.00
Discount: see quantity scale
1 attachment= 1 ad page
Quantity Delivered: 4,100 copies
Delivery Date: Not later than 10 days
before publication of the booked issue

Bound-In Inserts

Max. Format: 210 mm wide x 297 mm high
Other Formats: On request
Price 4 Pages: 2,900.00
Price 8 Pages: 5,300.00
Discount: see quantity scale
1 sheet = 1 ad page
Quantity Delivered: 4,100 copies
Delivery Date: Not later than 10 days
before publication of the booked issue

Prior to acceptance of the order, a sample must be provided. Insertion according to zip codes is possible. A note referring to the insert will be published in the magazine free-of-charge.

Technical Data

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

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

Technical Data

Magazine Format: DIN A4 (210 mm width x 297 mm height)
Print Area: 186 mm width x 280 mm height
Columns **SECURITY INSIGHT**: 3 columns each 58 mm wide
Columns **SicherheitsPraxis**: 3 columns each 50 mm wide
Printing Process: Sheet offset
Binding Type: Back-type wire binding
Grid Width: 70
Paper Quality: **SECURITY INSIGHT**
Cover: 170 g/m² wood-free white matt picture print
Content: 100 g/m² wood-free white matt picture print
SicherheitsPraxis
Cover: 170 g/m² wood-free white matt picture print
Content: 100 g/m² wood-free white matt picture print
Black, cyan, magenta, yellow

Color Sequence:

Advertisement Data

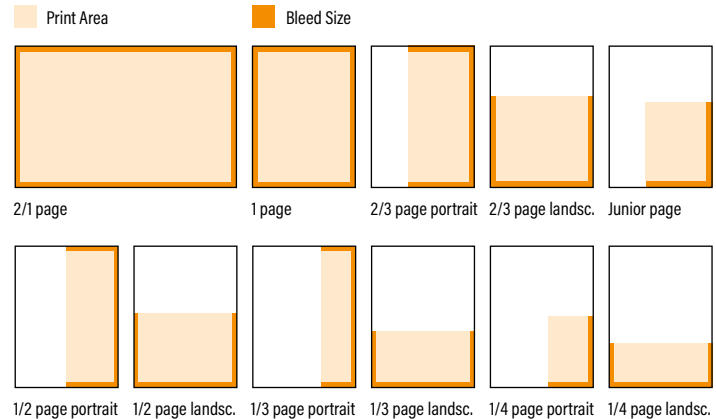
The following file formats can be processed (Mac/PC hidden file):

- » PDF (X-1 or higher, Fonts converted into character paths)
- » EPS (high resolution, Fonts converted into character paths)
- » TIF (300 dpi)

Images in advertisement documents should be placed 1 : 1 and delivered with a resolution of at least 300 dpi. Please do not use any RGB data and JPG endings. Open files (InDesign, FreeHand, QuarkX-Press...) require prior consultation and are without liability. Other file formats (for example, Microsoft Word, PowerPoint, Excel as well as other common Office applications, in addition Corel Draw) cannot normally be processed. Processing by the publishing house will be charged separately based on expenditures. Liability for the processing cannot be assumed.

Transfer Options

- » on discs (CD-ROM/DVD) via postal mail to:
ProSecurity Publishing GmbH & Co. KG Building 664 | D-55483 Hahn-Airport
- » via e-mail to: mb@prosecurity.de (limited to 20 MB)
- » by FTP: upon request



Additional Processing

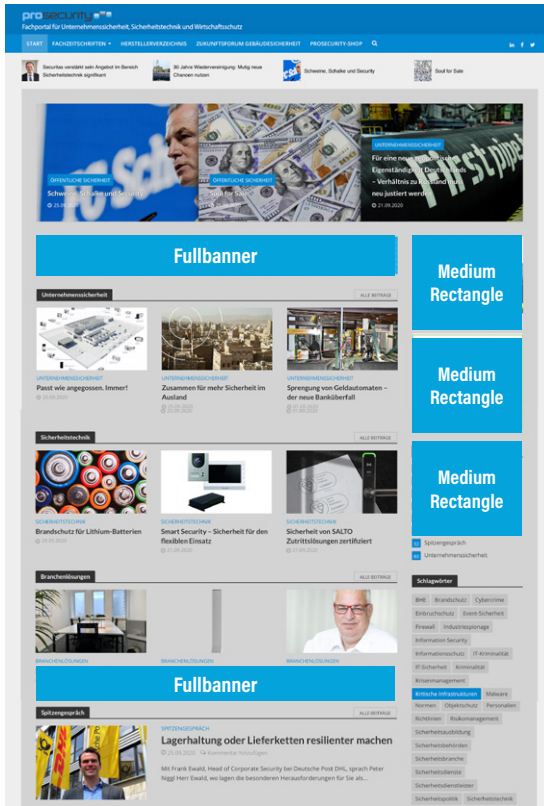
For open files or files which must be prepared by us for printing, additional costs will be charged based on expenditures incurred by us.

Mailing Address for Loose or Bound Inserts:

Braun & Sohn Druckerei GmbH & Co. KG
Am Kreuzstein 85, 63477 Maintal

Please annotate the magazine title and the issue for which the insert is booked (e. g.: **SECURITY INSIGHT** 3/21).

Banner - Online Prices and Formats



Banner

	Formats	Price/Month
Full Banner Position 1	1140 x 120 pixels	750.00
Full Banner Position 2	1140 x 120 pixels	650.00
Full Banner Position 3	1140 x 120 pixels	500.00
Medium Rectangle Position 1	248 x 206 pixels	600.00
Medium Rectangle Position 2	248 x 206 pixels	450.00
Medium Rectangle Position 3	248 x 206 pixels	350.00

File Size: max. 300 kb
File Format: gif or jpeg

Case Studies/Industry Solutions

Incl. linkage

Costs: 120.00 per Article

Publication for banner customers free-of-charge

Job Advertisements

Costs per Month: 350.00

File Format: pdf

Discount Scale

Discount Scale Banner

Duration 3 months: 3 %

Duration 6 months: 5 %

Duration 12 months: 10 %

Visitor Overview

(October 1st, 2019 - September 30th, 2020)

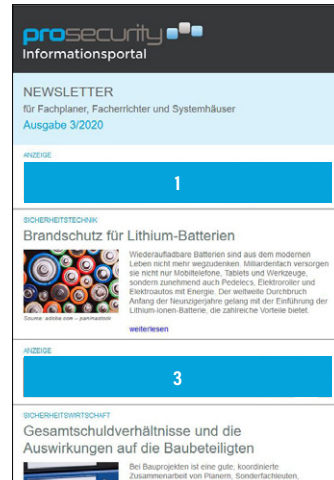
Visits/Users: 21,467

Page Impressions: 68,694

Average Session Duration: 00:04:51

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

Newsletter - Online Prices and Formats



1 Full Banner Header · 2 Full Banner between two Messages · 3 Text Part Advert

Newsletter

Advert Type	Formats	Price/Month
Full Banner Top Placement	560 x 71 pixels	390.00
Full Banner betw. Messages	560 x 71 pixels	290.00
Text Part Advert		360.00

Headline: 45 characters
 Teaser: 6 lines at 58 characters each
 Image: minimum width 950 pixels
 File Size: max. 300 kb
 File Format: gif or jpeg

Discount Scale Newsletter
 3 Text Part Adverts/Banner 3%
 6 Text Part Adverts/Banner 5%
 12 Text Part Adverts/Banner 10%

Dates Newsletter

Newsletter for Heads of Corporate Security
 Distribution: 1,126 Subscribers

Date of Issue	Date of Submission
09.02.2021	03.02.2021
15.04.2021	12.04.2021
10.06.2021	07.06.2021
07.09.2021	02.09.2021
10.11.2021	05.11.2021

Dates Newsletter

Newsletter for Specialist Planners, Installation Companies and System Houses
 Distribution: 921 Subscribers

Date of Issue	Date of Submission
18.02.2021	15.02.2021
20.04.2021	15.04.2021
16.06.2021	11.06.2021
14.06.2021	10.06.2021
14.09.2021	09.09.2021
18.11.2021	15.11.2021

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

Digital Company Entry in the Manufacturer Register

	Price for 6 Months	Price for 12 Months
Entry Basic	375.00	600.00
Entry Medium	825.00	1,320.00
Entry Premium	1,050.00	1,680.00

Requirements Manufacturer Register

Entry BASIC

Logo	At least 250 x 250 pixels / - PNG with transparent background
Keywords	3 to 5 keywords, that may 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, that may be associated with your company
Contact	Address + email + telephone + homepage
Company Presentation	Brief description of the company (max. 1,500 characters incl. spaces)
Products	Image at least 250 x 250 pixels, square-shaped + teaser (max. 200 characters incl. spaces) + link to the product
References	Image at least 250 x 250 pixels, square-shaped + teaser (max. 200 characters incl. spaces) + link to the reference

Entry PREMIUM

Logo	At least 250 x 250 pixels / - PNG with transparent background
Keywords	3 to 5 keywords, that may be associated with your company
Contact	Address + email + telephone + homepage
Company Presentation	Brief description of the company (max. 1,500 characters incl. spaces)
Products	Image at least 250 x 250 pixels, square-shaped + teaser (max. 200 characters incl. spaces) + link to the product
References	Image at least 250 x 250 pixels, square-shaped + teaser (max. 200 characters incl. spaces) + link to the reference
White Paper	Image at least. 250 x 250 pixels, square-shaped + teaser (max. 200 characters incl. spaces) + link to the white paper
Nominations	Maximum of three, image / label, link to the nomination video: Youtube, Vimeo or Dailymotion – resolution at least. 720p (HD) – aspect ratio: 16:9
Social Media	Links to social networks