

Global reach through *a&s* Media Group

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

Messe Frankfurt (HK) Ltd Taiwan Media Branch

**2021
MEDIA
KIT**



Index

About us	1
International Exhibitions.....	2
Global events made by Messe Frankfurt.....	3
asmag.com	4
Letter from the editorial team.....	5
advertising solutions	8
asmag.com.tw	14
asmag.com.cn.....	16
<i>a&s</i> Taiwan	18
<i>a&s</i> Japan	19
<i>a&s</i> Vietnam.....	20
<i>a&s</i> India	21
<i>a&s</i> Polska.....	22
<i>a&s</i> Adria	23
secsolution magazine.....	24
Price list for publications	25

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

With decades of experience in the industry, Messe Frankfurt (HK) Ltd Taiwan Media Branch is a globally recognised media network for the security and IoT industry. Moving forward with these industries, the company heads towards the IoT era with a single platform that can connect security and IoT suppliers and buyers for smart and safe city, building and home automation, mobility, and industrial IoT.

The company offers a series of revamped media platforms — asmag.com and *a&s* magazines, published in English, Traditional Chinese, and three other languages, promising 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 five countries, showcasing the latest technologies and vertical case examples for both global and local markets.

Leveraging robust media resources and decades of experience in the industry, the company provides various optimal marketing options to meet the demands of all professional security and IoT professionals.

a&s Business Media Group

a&s Magazines provide global industry leaders year-round comprehensive market analysis, in-depth reports, updated vertical applications as well as market trends. With five print and online publications in five languages, *a&s* features an annual circulation of approximately 515,000 copies around the globe.

a&sJAPAN

a&sADRIA

a&sVIETNAM

a&sTAIWAN

a&sINDIA

a&sPOLSKA

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, mobility, and industrial IoT.

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 Media Branch

Proven to be an effective meeting place to connect the security industry, Messe Frankfurt (HK) Ltd Taiwan Media Branch holds annual trade shows in Taiwan, India, 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 July 2021 • Taipei • www.secutech.com

Concurrent with:

fire & safety
powered by Secutech

SM building
powered by Secutech

MObILITY
powered by Secutech

secutech VIETNAM

The largest platform for IoT-based security, smart building, and fire safety solutions in Vietnam
25 – 28 August 2021 • Hanoi • www.secutechvietnam.com

secutech INDIA

India's most comprehensive security and fire safety exhibition
16 – 18 September 2021 • Mumbai • www.secutechindia.co.in

secutech THAILAND

Thailand's leading exhibition & conference for security, smart living and fire & safety
24 – 26 November 2021 • Bangkok • www.secutechthailand.com

Global trade fairs and events Security. Safety. Fire.

intersec

Dubai, UAE
www.intersecexpo.com

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Jeddah, Saudi Arabia
www.intersec-ksa.com

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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

intersec forum RUSSIA

Moscow, Russia
www.intersec-forum.com/russia

secutech

Taipei, Taiwan
www.secutech.com

secutech INDIA

Mumbai, India
www.secutechindia.co.in

secutech VIETNAM

Hanoi, Vietnam
www.secutechvietnam.com

secutech THAILAND

Bangkok, Thailand
www.secutechthailand.com

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CONFERENCE & EXHIBITION
Balkan region
www.adriasecuritysummit.com

 **ASEC
EXPO**
supported by **intersec**
Rabat, Morocco
www.asec-expo.africa

Global events made by Messe Frankfurt

With the help of around 2,500 people in a total of 30 subsidiaries, Messe Frankfurt generated annual sales of approximately €250 million in 2020 after having recorded sales of €738 million the previous year (preliminary figures).

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, Musikmesse and Prolight + Sound are leading shows in the field of entertainment and creative industries. 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.

light+building

musikmesse

prolight+sound

heimtextil

automechanika

creativeworld

paperworld

ambiente

techtextil

tendence

texcare

christmasworld

texprocess

IFFA

TEXWORLD

ISH

intersec

beautyworld

A step in the evolution of asmag.com

2021 is a pivotal year for asmag.com. After many years of publishing *a&s* International and *a&s* Asia magazines, we are moving to be a purely online publication.

This decision was driven by a strong preference of our readers to get their industry news online (similar to what has happened with other print media), and our desire to

deliver faster and more targeted news.

The market's need for professional, industry-focused reporting is still strong. asmag.com will maintain our commitment to promoting security and introducing new technologies, products and market information to the security and IoT industries.



Security systems are vital in IoT applications

In major IoT applications, security systems usually play a vital role. According to the latest statistics from the IoT Analytics, the global IoT projects have the most numbers in smart city, and then industrial sites, smart buildings and finally connected cars. In these applications, we can see the security system has become vital due to its recent development in AI and analytic features.

In 2021, asmag.com continues to report on the most relevant security technology and industry developments in all aspects of IoT applications. We also advocate how the value of a security system has changed from a “surveillance” and “control” system to a smart connected system, which provides more meaningful and structured data to end users for incident diagnosis and prevention, and operational efficiency.

In recent years, we saw many AI startups join the industry to create new innovations; mergers and acquisitions are still happening in many well-established security companies to stay competitive. The security industry is in a transformational period to be more smart and innovative in the IoT applications.

In 2021, the editorial team will keep focusing on new companies and their smart technologies and solutions for security, safety, and business efficiency, in the following verticals, to present the true value of security systems and the latest development of the security industry.

Smart City

In the smart city application, smart traffic is the biggest segment. Security technology, such as license plate recognition, is widely adopted in smart parking and law enforcement. Video analytics has also been proven to be effective in traffic monitoring and signal control. Public safety is another important element in a smart

city, in which smart cameras with facial recognition and advanced video analytics are coming to the fore.

Smart Building

The main objective for a smart building is to be energy efficient. Ubiquitous IoT sensors can help automate the building and monitor energy consumption. Due to the COVID-19 outbreak, video surveillance technology and visitor management solutions have been used to prevent COVID-19 from spreading and have helped people stay safe and healthy.

Smart Industrial Sites

Industrial automation and Industrial IoT are two key trends for industrial applications. Sensors with machine vision and learning, along with strong computing power, help the industrial sites optimise their operations for higher efficiency. Factory security systems have also become more important because of COVID-19. In addition, cybersecurity is another big threat for operational technology in this sector.

Smart Home/Living

Through the development of smart home ecosystems, the market is full of multiple systems and service providers. DIY products and professional installation systems continue to collaborate or compete in some sectors. Home security is one of the important systems in smart home/living solution.

Editorial calendar

Month	Hot Topics	Products of the Month	Special Feature
January	<ul style="list-style-type: none"> • 2021 video surveillance & access control trends • Market/Industry update 		<ul style="list-style-type: none"> • asmag.com Buyer's Choice Award: Products of the Year 2020
February	<ul style="list-style-type: none"> • Smart home/living tech trends (CES post-show report) 	<ul style="list-style-type: none"> • Wireless routers and network switches 	<ul style="list-style-type: none"> • Fire Safety: Active fire safety (smoke detectors, fire alarm)
March	<ul style="list-style-type: none"> • AI in video surveillance • Vertical Solution: Smart traffic 	<ul style="list-style-type: none"> • Biometric access control 	<ul style="list-style-type: none"> • Editor's Choice: Body-worn cameras
April	<ul style="list-style-type: none"> • Open platform development for video surveillance 	<ul style="list-style-type: none"> • Locking system 	<ul style="list-style-type: none"> • Fire Safety: Fire extinguishing equipment
May	<ul style="list-style-type: none"> • Visitor Management • Vertical Solution: Fleet management 	<ul style="list-style-type: none"> • AI-based security cameras 	<ul style="list-style-type: none"> • Editor's Choice: Home control panels
June	<ul style="list-style-type: none"> • Cloud service/solution (access control & alarm) 	<ul style="list-style-type: none"> • Detectors (alarm sensors) 	<ul style="list-style-type: none"> • Product Directory: Facial recognition
July	<ul style="list-style-type: none"> • In-vehicle video monitoring systems, 2021 trends (ISC West highlights) • Vertical Solution: Smart retail 	<ul style="list-style-type: none"> • VMS 	---
August	<ul style="list-style-type: none"> • Building security technology 	<ul style="list-style-type: none"> • Storage and video retention 	<ul style="list-style-type: none"> • Fire Safety: Occupational safety for industrial premises (emergency public address & evacuation)
September	<ul style="list-style-type: none"> • Industrial IoT & Security • Vertical Solution: Smart city 	<ul style="list-style-type: none"> • IP cameras 	<ul style="list-style-type: none"> • Editor's Choice: Intercoms
October	<ul style="list-style-type: none"> • Privacy protection in security systems 	<ul style="list-style-type: none"> • Alarm control panels 	<ul style="list-style-type: none"> • Fire Safety: Fire resistant and fire retardant materials
November	<ul style="list-style-type: none"> • Cloud service/solution (video surveillance) • Vertical Solution: Smart parking 	<ul style="list-style-type: none"> • Access control management systems 	<ul style="list-style-type: none"> • Security 50
December	<ul style="list-style-type: none"> • Cybersecurity for cameras and IoT devices 	<ul style="list-style-type: none"> • Thermal cameras 	<ul style="list-style-type: none"> • Editor's Choice: Perimeter protection

Enhanced engagement

Website + e-newsletters + social media

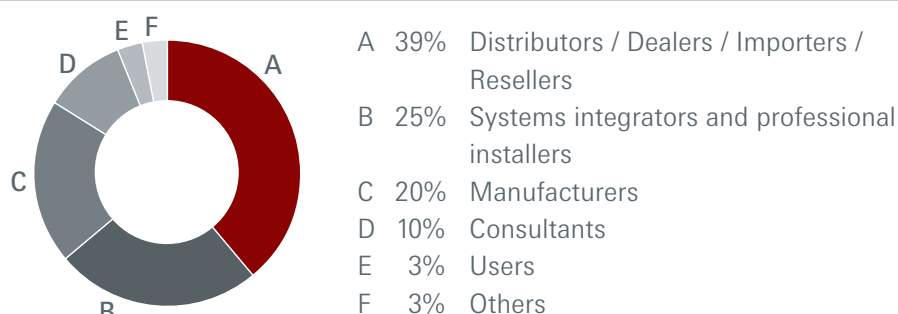
Website statistics (August 2019 to July 2020)

- Average monthly visitors: 106,304
- Page views: 2,236,830

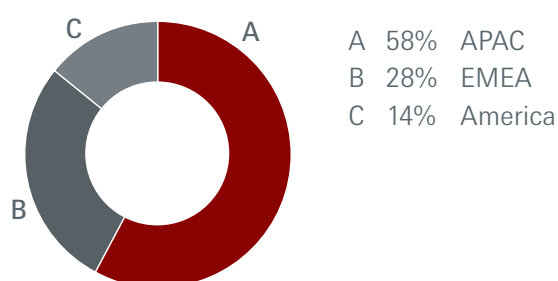
Membership:

- Security and IoT subscribers: 24,500
- Smart Building & Home subscribers: 6,023

Registered website members by business nature



Registered website members by region



Social media

-  Facebook followers: 3,500+
-  Twitter followers: 5,950+
-  LinkedIn followers: 1,165+

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, mobility, and industrial IoT. 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

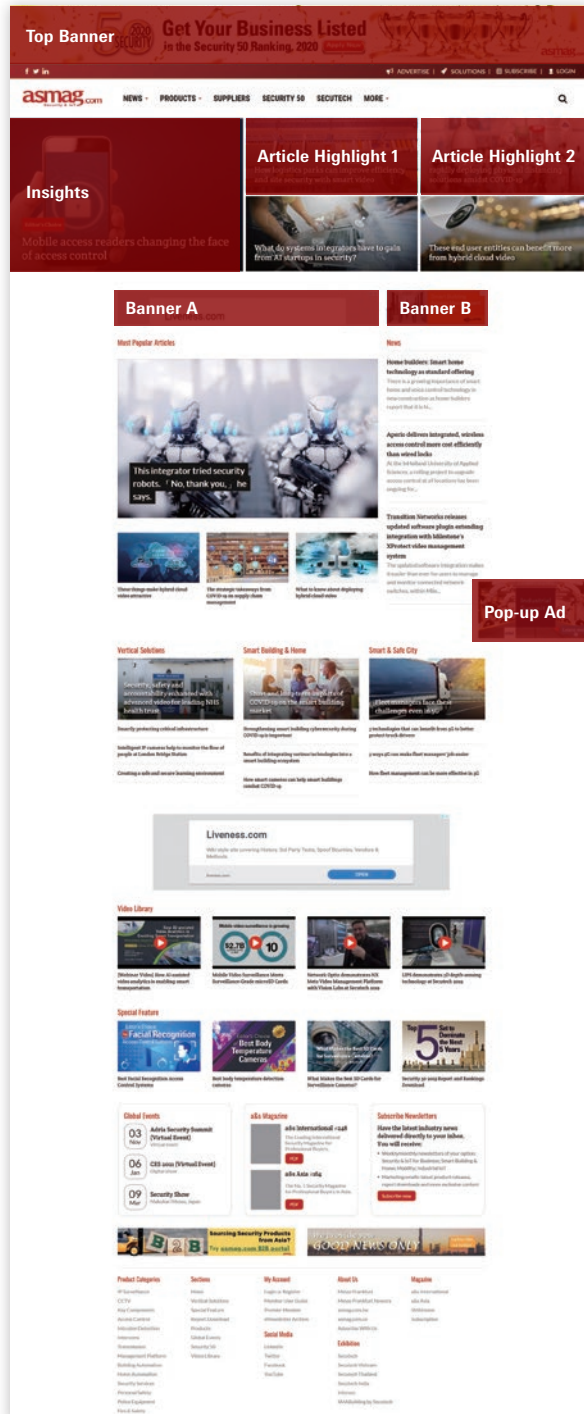
Specifications	Price	Estimated impressions and frequency
Top Banner (2000 x 200)	USD 1200	40,000 / one week
Banner A (850 x 110)	USD 750	40,000 / one week
Banner B (320 x 110)	USD 575	40,000 / one week
Article Highlight	USD 950	33,000 / one week (home page only)
Article Highlight + Pop-up Ad	USD 1,300	33,000 / one week
Article Highlight + interview and article writing	USD 1,400	33,000 / one week

- Default campaign period is 1 week. There may be more than 1 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.
- Pop-up Ad may be arranged in another week after the article highlight.



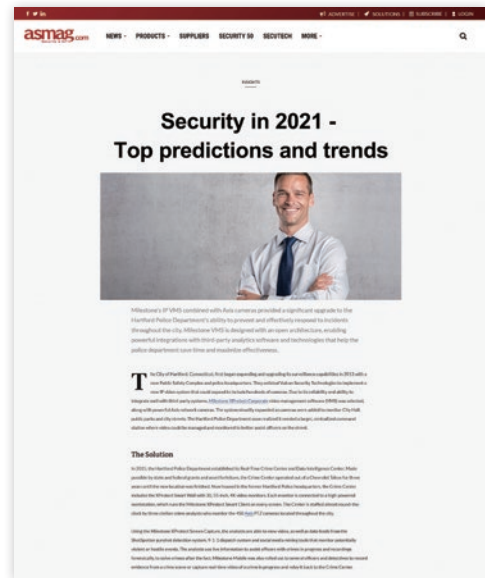
Website

Website banner



Insights: asmag.com's online cover story **NEW**

Insights is a new 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 and through email campaigns, thus increasing exposure and brand awareness.



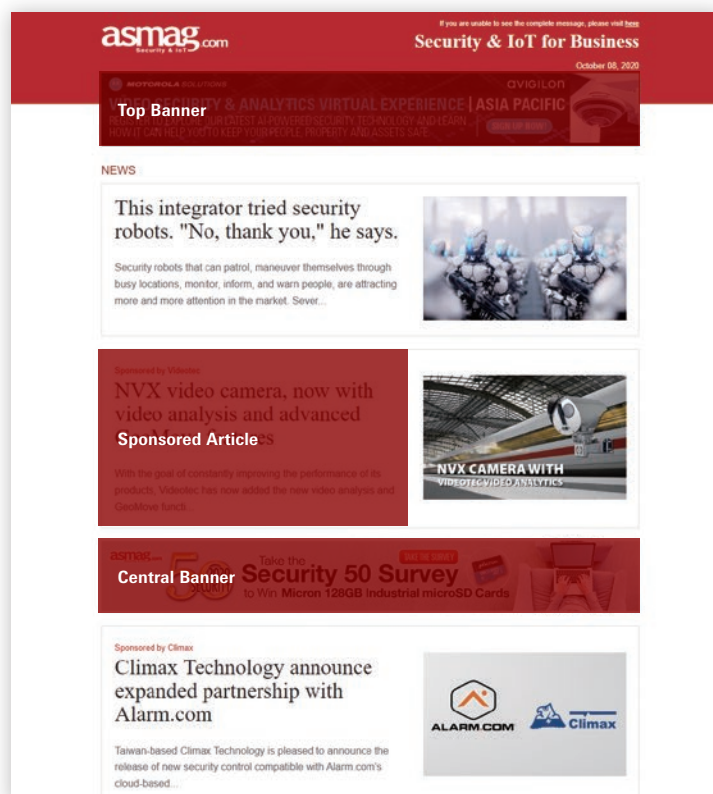
Newsletters

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: 24,500

Position and specification	Price
Top Banner (850 x 110)	USD 1,200
Central Banner (850 x 110)	USD 600
Sponsored Article	USD 950
Sponsored Article + Pop-up Ad	USD 1,300
Sponsored Article + interview with article writing	USD 1,400

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, optimize open rates through a/b testing and create automated email workflows.

Item	Price
Eblast to all subscribers	USD 2,500
Email to a specific segment (e.g. country or business nature)	Contact us for more details
Email automation	

E-blast

asmag.com Industry Briefs If you are unable to see the complete message, please visit [here](#) and add asmag@asmag.com to your list of safe senders.




Micron eliminates need for NVRs with launch of world's first 1TB industrial-grade microSD card for cloud-managed video surveillance



Micron Technology unveiled the world's highest-capacity industrial microSD card — Micron 090 1TB microSDXC UHS-I — to address the edge storage needs of the video surveillance market and other industrial applications. The new Micron 090 1TB microSD card is based on Micron's advanced 96-layer 3D quad-level cell (QLC) NAND technology.

[READ MORE »](#)

See how Micron industrial microSD card applied in video surveillance system




VSaaS
Video Surveillance as a Service

Why edge storage has become more mainstream



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Half of industrial networks have faced cyberattacks

3 Criteria to evaluate the security of industrial networks

For many years, industrial networks were isolated from enterprise networks, which meant that cybersecurity was not a primary concern for system operators as the networks were well protected due to their isolation from other networks. However, as this is no longer the case, system operators must not use out of date security practices if they want to keep their networks secure. The focus of this white paper will be to analyze why cybersecurity is of paramount importance for IACS networks and what has to be achieved in order to build, manage, and maintain secure IACS networks.

[WHITEPAPER DOWNLOAD](#)

- The key challenges in design, deploy, and maintain secure industrial networks
- How to ramp up the security of industrial networks
- Necessary steps to design, manage, and maintain secure industrial networks and devices.

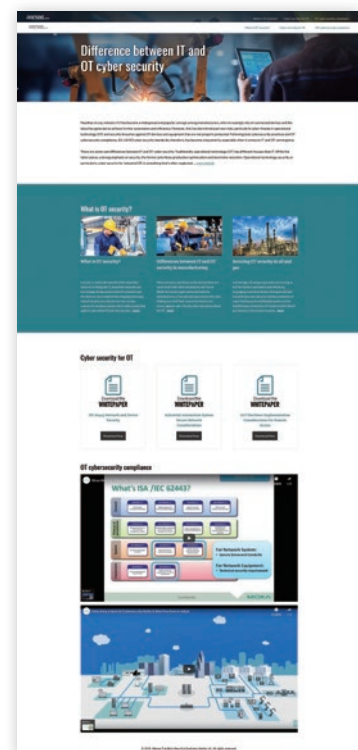
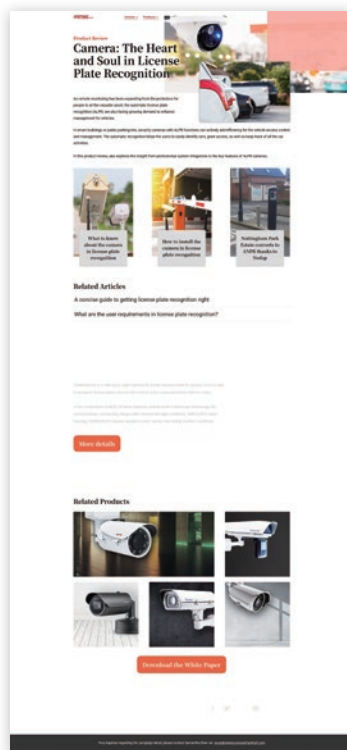


Custom content design

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

Work portfolio:

Contact us for more details



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

Subscribers: 12,818

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>a&s</i> editor interview with article writing		USD 1,750 / one week
Product Insight		USD 200 / one week
Article Highlight		USD 400 / one week
e-newsletter		Price / Frequency
Weekly e-newsletter	Top Banner (850 x 110)	USD 400 / every Tuesday
Vertical solution e-newsletter	Sponsored Article	USD 500 / The 4th Thu of the month
	Top Banner (850 x 110)	USD 400 / The 4th Thu of the month
	Central Banner (850 x 110)	USD 400 / The 4th Thu of the month
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)

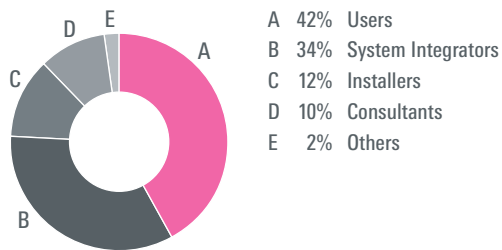
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Vertical solution e-newsletter topics

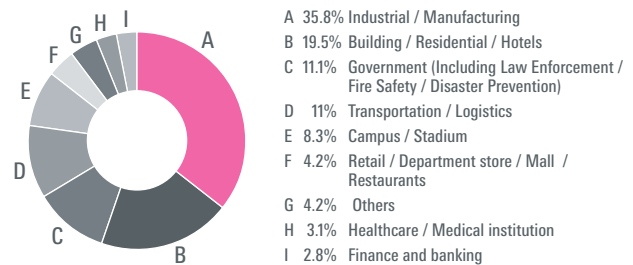
January	February	March	April	May	June
Smart City	Smart Retail	Smart Logistics	Smart Disaster Prevention	Smart Rail	Smart Campus
July	August	September	October	November	December
Smart Transportation	Smart Agriculture	Smart Factory (Conventional)	Smart Factory (High-tech)	Wellness Building	Long-Term Care / Healthcare

Vertical solution e-newsletter subscribers

By business nature



By users



Vertical solution e-newsletter

The screenshot shows the 'asmag.com.tw' website with a focus on '智慧行業應用報' (Smart Industry Application Report). The layout includes a top banner, a central banner, and several articles. Key articles include:

- 善用安控科技，提升銀行管理及服務效益** (Effectively using security technology to improve bank management and service efficiency).
- 人臉辨識溫度監測之企業門禁應用** (Enterprise access control application of face recognition temperature monitoring).
- 如何防範「資安事件」於未然** (How to prevent 'cybersecurity incidents' before they happen).
- 4/20起，體溫過高或未配戴口罩者，不得進入銀行及股東會場所** (Starting from 4/20, people with high body temperature or not wearing masks are not allowed to enter banks and shareholder meetings).

Weekly e-newsletter

The screenshot shows the 'asmag.com.tw' website with a focus on '智慧安全焦點報' (Smart Security Focus Report). The layout includes a top banner, a central banner, and several articles. Key articles include:

- 5G供應鏈產業如何因應資安法規新趨勢** (How the 5G supply chain industry responds to new trends in cybersecurity regulations).
- 政府將編列84億元，打造農產品全程冷链系統** (The government will allocate 8.4 billion yuan to build a cold chain system for agricultural products).
- 北桃攜手合作串連捷運路網，加速實現北北桃1小時軌道生活圈** (Beitou and Taoyuan cooperate to connect the捷运 network, accelerating the realization of the 1-hour rail life circle in the North Taipei-Taoyuan area).
- 全球首款專為AI安控打造硬碟 Seagate SkyHawk AI將於12/1在台上市** (The world's first AI security storage drive, Seagate SkyHawk AI, will be launched in Taiwan on December 1st).



Empowered by Messe Frankfurt, *a&s* Automation security is a comprehensive media service platform that offers global professionals the latest news and insights on industrial automation, security, artificial intelligence, IoT, big data, smart buildings, information and communication technology.

Website and mobile data:

Daily traffic: • Visitor rate: 32,400 • Page views: 114,000

Social media:



WeChat followers
Followers: 38,632

Weibo followers
Followers: 11,798

toutiao followers
Followers: 46,815

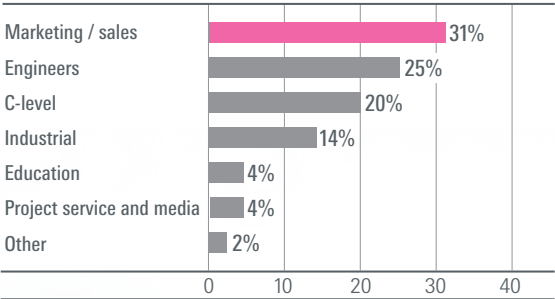


WeChat followers
Followers: 38,632

Readers

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

By business nature



45% of readers comes from multi-million dollar companies
55% of readers comes from SMBs



Website banner

Top Banner A1

Banner A

Banner B1

Banner B2

Banner C1

Banner C2

Banner D1

Banner A2

Banner A3

Online advertising options

Home page position	Price / Frequency
Top Banner A1 (1920 x 160)	USD 4,150 / one month
Banner A (860 x 400)	USD 1,900 / one month
Banner A2 (300 x 180)	USD 2,400 / one month
Banner A3 (1920 x 160)	USD 4,150 / one month
Banner B1 (80 x 267)	USD 2,100 / one month
Banner B2 (80 x 267)	USD 2,100 / one month
Banner C1 (860 x 90)	USD 1,350 / one month
Banner C2 (300 x 200)	USD 1,350 / one month
Banner D1 (860 x 90)	USD 1,250 / one month



a&S TAIWAN

- 17,000 quarterly copies
- Editorial and advertisement closing date: beginning of the month
- Published in Traditional Chinese
- Publishing date: 20th of the month

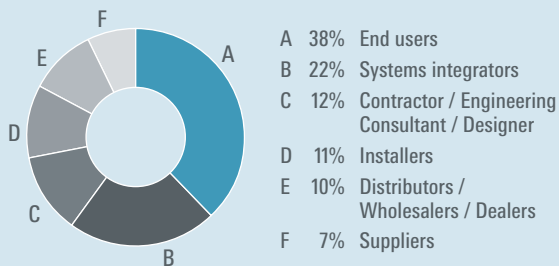
Editorial calendar

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

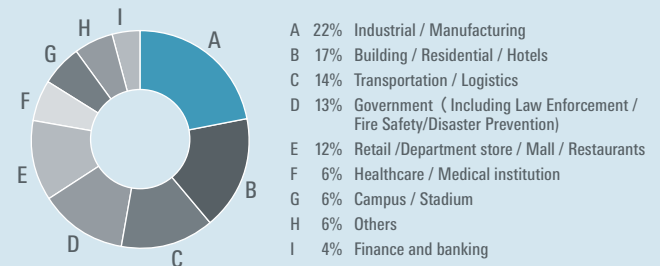
Issue		February #157	May #158	August #159	November #160
AloT Applications	Use case	Smart City	Smart Transportation	Smart Factory	Wellness Building
	Technology trends	Image Recognition / perimeter protection / Access Control	5G / Transmission	Integrated Management Platform / Energy conservation	LPWAN / Sensor
		AloT Security	AloT Security	AloT Security	AloT Security
Special Report		2020 Review / 2021 Preview	Secutech 2021		
Bonus Distribution		★ Secutech 2021		★ Smart Transportation Seminar ★ Smart Factory Seminar	

Circulation data

By business nature (covering security and ICT industry channels)



By vertical market



Advertising rate USD 1,800 / full-page rate, inside regular. For more details, please refer to p.25.

Events

Messe Frankfurt (HK) Ltd Taiwan Media Branch is committed to helping industry professionals to stay on top of market trends and industry development, leveraging its expansive media resources and database to host insightful conferences and provide integrated marketing services.

• Upcoming events

April	September	October
Secutech International, Taipei	Smart Transportation Seminar	Smart Factory Seminar

• Event planning and integrated marketing services

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

a&s JAPAN

***a&s* Japan can assist in email campaigns to a qualified audience of security channel players**

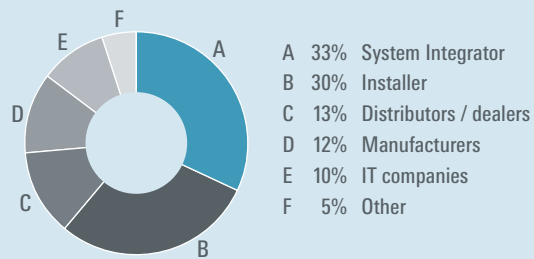
a&s Japan offers enhanced email advertising options that are:

- Targeted
- Measurable
- Localized

Circulation data

- *a&s* Japan subscribers: 7,000

By business nature



a&S VIETNAM

- 6,000 quarterly copies
- Published in Vietnamese
- Publishing date: 5th of the month
- Editorial closing date: 10th of the prior month
- Advertisement closing date: 15th of the prior month

Editorial calendar

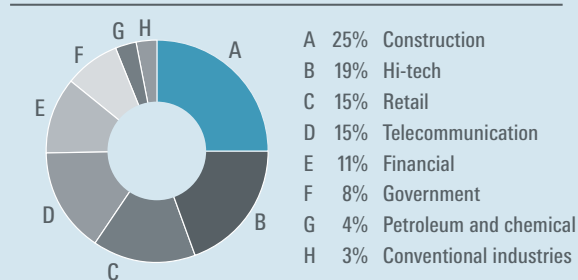
★ Bonus distribution at shows and events may shift without prior notice due to logistics or show organiser changes.

Issue	March #42	June #43	August #44	December #45
Hot Topic	<ul style="list-style-type: none"> • 2021 video surveillance and access control trends • market / industry update • smart home / living tech trends 	<ul style="list-style-type: none"> • AI in video surveillance, 2021 trends • Open platform development for video surveillance • Visitor Management 	<ul style="list-style-type: none"> • Cloud service / solution (access control and alarm) • In-vehicle video monitoring systems • Secutech Vietnam 2021 	<ul style="list-style-type: none"> • Security 50 • Building security technology • Privacy protection in security



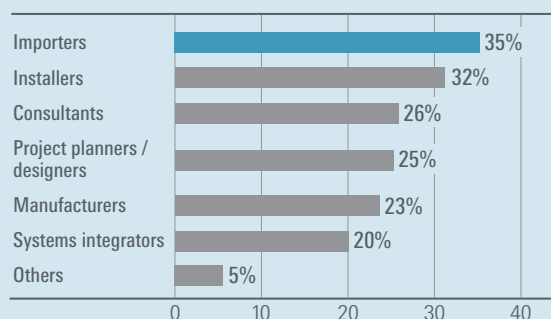
Circulation data

By vertical market



By business nature

*Multiple answers are allowed.



Advertising rate USD 800 / full-page rate, inside regular. Please refer to p.25.

- 30,000 monthly copies
- Published in English
- Publishing date: 1st of the month
- Editorial closing date: 20th of the prior month
- Advertisement closing date: 20th of the prior month

Editorial calendar

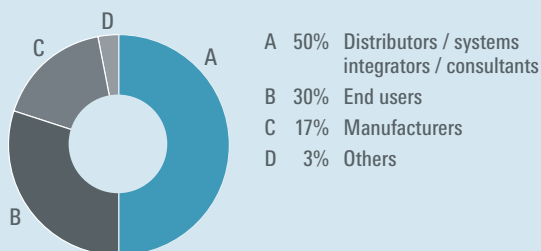
★ Bonus distribution at shows and events may shift without prior notice due to logistics or show organiser changes.

Issue	January #119	February #120	March #121	April #122	May #123	June #124
Vertical Market	Safer Smart Cities	Secure Hospitality	BFSI	Best Buys	Security Solutions in Oil and Gas Sector	Secure Educational Institutions
View Point	City Surveillance	System Integration	Internet and Mobile Banking	Business Matchmaking	Artificial Intelligence in Heavy Industries	Child Safety
Special Feature	Opportunities 2021: Indian Security Market	Facial Recognition	Multi-site Video Monitoring	OEM / ODM	Perimeter Security	Public Address System
Product Exploration	Surveillance Cameras	Anti-theft Devices	Electronic Safes and Digital Locks	Security Product Ranges	Thermal Cameras	CCTV Cameras
Technology	5G	IoT Connectivity	Cloud Storage	Smart Video Analysis	Fiber Optics	Digital Learning

Issue	July #125	August #126	September #127	October #128	November #129	December #130
Vertical Market	Smart Retail and E-Commerce	Security Solutions in Healthcare	Smart Transportation	Smart Agriculture	Security Solutions in Real Estate	Security Solutions for Critical Infrastructure
View Point	Logistics and Warehouse Management	Government Measures for Security	Security for Tunnels and Highways	Robotic Devices	Role of Architecture and Construction in Security	Homeland Security
Special Feature	Data Security and Privacy Risks	Preventing Security Breach	GPS and Wireless Communication	Cold Chain	Smart Homes	Body Worn Cameras
Product Exploration	Cloud-based Systems	Facial Recognition	Turnstile and Gates	Unmanned Aerial Vehicles	Video Door Phones	Identity Management
Technology	Digital Wallets and Contactless Payments	Automation in Healthcare	Traffic Monitoring System	Intrusion Detection	Augmented and Virtual Reality	Intercoms

Circulation data

By business nature



Advertising rate USD 1,271 / full-page rate, inside regular. Please refer to p.25.



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

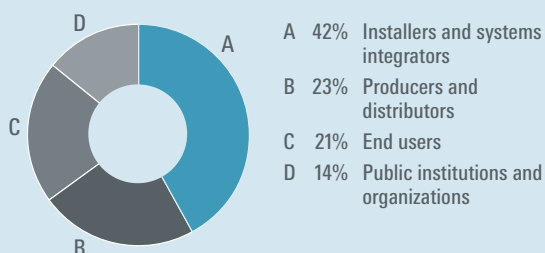
Editorial calendar • ★ Bonus distribution at shows and events may shift without prior notice due to logistics or show organiser changes.

Issue	February #025	April #026	June #027
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 #028	October #029	December #030
Report / Vertical Market	Retail	Industry 4.0	Hospitality / Banks
Trends / Cover Story	SMART Retail	Industry 4.0 / Machine Vision	TOP 50 -World Security Market (2021)
Topics Articles	Secure: Shopping Centres Galleries and Mall VCA - The Latest Market Offer Solutions for Trade and Services	Systems Integration / Integrated Systems Integrated Fire Alarm Systems Perimeter Protection Machine Vision the Future of Security	Customers Safety in Hotels, Restaurants, Cafes Security Systems in Banks Modern Anti-Burglary Systems
Reviews	Cameras with VCA	Thermal Cameras	Intrusion Detection Systems
Bonus Distribution	★ Business Breakfast (Retail) ★ Retail Show (Expo XXI) ★ Shopping Center Forum	★ Business Breakfast (Multi-site Facilities) ★ Fire Security Integration (Schrack Seconet)	★ Business Breakfast (Hospitality) ★ WorldHotel Expo (MT Polska) ★ Invest Hotel (Poznan Fairs)

Circulation data

By business nature



aspolska.pl

Website statistics

Monthly page views: 3,500

Subscribers: 6,500

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

Advertising rate USD 1,800 / full-page rate, inside regular. Please refer to p.25.

- 3,000 monthly copies
- Published in local language
- Publishing date: 5th of the month
- Editorial closing date: 10th of the prior month
- Advertisement closing date: 20th of the prior month

Editorial calendar

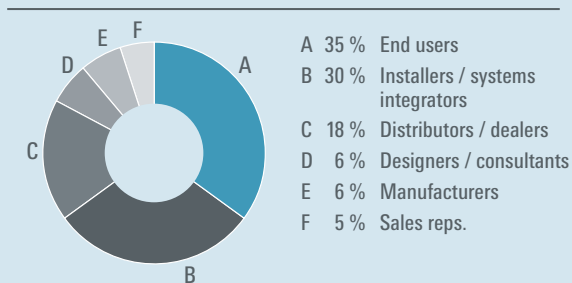
★ Bonus distribution at shows and events may shift without prior notice due to logistics or show organiser changes.

Issue	January #163	February #164	March #165	April #166	May #167	June #168
Cover Story	Adria Security Market during COVID-19	Video Surveillance in 2020	Access Control in 2020	Intrusion Detection in 2020	Fire Alarm	Public and Private Partnerships
Vertical Markets	Retail	Healthcare	Banking	Parkings	Hotels	Airports and Seaports
Products & Systems	Thermal Cameras	Wearables	Perimeter Protection	ID Badges & Printers	Conference Systems	Biometrics
Other Topics	Artificial Intelligence	Man Guarding	Cabling & Network Infrastructure	Cyber Security	Lobby Security and Visitor Management	Money and Valuables Transport

Issue	July / August #169	September #170	October #171	November #172	December #173
Cover Story	Convergence of Cyber and Physical Security	System Integration	Adria Security Summit Report	Mechanical Protection	Security 50 Research
Vertical Markets	Education	Public Spaces	Offices	Oil and Gas	Rails
Products & Systems	Audio & Video Intercoms	Traffic Monitoring Systems	Public Address & Voice Alarm	Day / Night Cameras	Video for Rugged Terrain and Weather
Other Topics	Security Management	Cloud Access Control	Time and Attendance	Smart Home	Drones

Circulation data

By business nature



Advertising rate USD 990 / full-page rate, inside regular. Please refer to p.25.



asadria.com
adriasecuritysummit.com
vsecuritysummit.com

Website statistics

Monthly page views: 7,800
 Monthly visitors: 3,100
 Subscribers: 6,200

Social media

f Facebook followers: 1,670+
in LinkedIn followers: 1060+

Website advertising

Specifications	Price / Frequency
Sponsored article on website	USD 775 / one week
E-blast	USD 600 / one dispatch
Sponsored article on e-newsletter	USD 400 / weekly

secsolution magazine

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

Editorial calendar

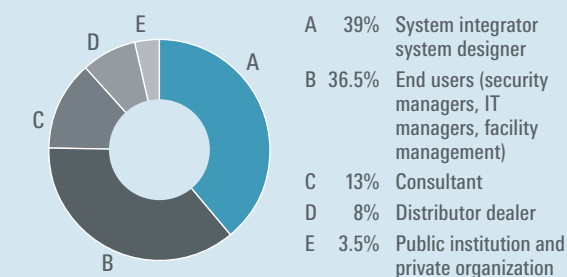
★ Bonus distribution at shows and events may shift without prior notice due to logistics or show organiser changes.

Issue	February #13	April #14	June #15
Technology	Thermography	Biometrics	Access Control / Social Distancing
Special Feature	Smart Homes	Artificial Intelligence and IoT	Smart Cities
Vertical Markets	Education: schools and universities	City Surveillance	Events and Trade Shows
Fairs' Bonus Distribution	Secutech, Taipei	Ifsec, London	Secsolutionforum Live

Issue	August #16	October #17	December #18
Technology	Smart Locks	Intrusion Detection and Perimeter Protection	Smart Grids
Special Feature	Physical Security and IT Security	Cyber Security	Plate Recognition
Vertical Markets	Healthcare	Transports / Logistics	Parking Solutions
Fairs' Bonus Distribution	Adria Summit Live	Sicurezza, Milan	Intersec, Dubai

Circulation data

By business nature



Advertising rate USD 1,750 / full-page rate, inside regular.
Please refer to p.25.

secsolution.com

Website Statistics

Monthly page views: 60,000+

Monthly visitors: 13,000+

Subscribers: 16,000+

Social Media

Facebook followers: 8,000+

LinkedIn followers: 2,600+

Online advertising options

Website Banners	Price / Frequency	
	6 months	12 months
Leader Banner	USD 2,800	USD 3,750
Foot Banner	USD 1,500	USD 1,850
Slide Banner	USD 1,750	USD 2,300
Mini Slide Banner	USD 1,300	USD 1,850
Website Contents		Price / Frequency
Solutions Gallery		USD 1200 / one issue
Products & Technologies: Focus Product, Components, Products		USD 1200 / one issue
News / Interview		USD 650 / one issue
E-blast		Price / Frequency
E-blast dispatch		USD 1,200 / one dispatch
E-newsletter (Security / Technology News)		Price / Frequency
Leader Banner		USD 750 / every Thursday
Intermediate Banner		USD 650 / every Thursday
Foot Banner		USD 500 / every Thursday
News		USD 500 / every Thursday

★ Net fee, excluding 22% VAT

Price list for publications

Per issue rate (USD)	Trim size (mm)	<i>a&s Taiwan</i>		
Inside regular		1 issue	2 – 3 issues	4 issues
Full page	210 x 275	1,800	1,700	1,600
Spread page	420 x 275	3,500	3,300	3,100
Half page	V: 95 x 255 H: 190 x 123	1,200	1,100	1,000
Special position				
Full page (page 2 – 16)	210 x 275	---	2,200	2,100
Inside front cover		---	2,950	2,800
Back cover		---	4,200	4,000
Inside back cover		---	2,400	2,300
Cover story		6,000		

Per issue rate (USD)	Trim size (mm)	<i>a&s Vietnam</i>		
Inside regular		1 issue	2 – 3 issues	4 issues
Full page	200 x 285	800	720	620
Spread page	400x 285	1,400	1,260	1,070
Half page	H: 200 x 143	500	450	400
Special position				
Inside front cover	200 x 285	2,000	1,800	1,620
Back cover		2,500	2,250	2,000
Inside back cover		1,500	1,350	1,150

Per issue rate (USD)	Trim size (mm)	<i>a&s Polska</i>		
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)	a&s India
Full page	216 x 281	1,271
Spread page	432 x 281	2,415
Half page	V: 108 x 281 H: 200 x 125	858
Special position		
Full page (page 2 – 29)	216 x 281	1,461
Inside front cover		3,748
Back cover		4,510
Inside back cover		3,113

Per issue rate (USD)	Trim size (mm)	<i>a&s Adria</i>		
Inside regular		1 – 2 issue(s)	3 – 6 issues	7 – 11 issues
Full page	210 x 282	990	900	780
Spread page	420 x 282	1,480	1,340	1,190
Half page	V: 105 x 282 H: 210 x 140	550	500	440
Special position				
Full page (page 3 – 16)	210 x 282	1,030	930	850
Back cover		---	---	1,310

Per issue rate (USD)	Trim size (mm)	secsolution magazine		
Inside regular		1 issue	3 issues	6 issues
Full page	210 x 275	1,750	1,550	1,500
Spread page	420 x 275	3,700	3,350	3,200
Half page	V: 95 x 255 H: 183 x 123	1,000	900	855
Special position				
Inside front cover	210 x 275	2,950	2,600	2,450
Back cover		3,200	2,900	2,750
Inside back cover		2,650	2,380	2,250

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 2021.

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