

As the most comprehensive digital marketing platform for security, IoT and smart vertical solutions, asmag Taiwan is dedicated to providing the most in-depth and timely market and industry updates to professionals in Taiwan. The platform is supplemented by weekly newsletters for "Smart security" and by monthly newsletters for "Vertical solution".

## Website statistics

Home page traffic: 364,809 / month  
 Visitors: 30,808 / month  
 Members: 20,856  
 Subscribers: 13,235

## Online advertising options

Home page position		Price / Frequency
Top Banner (728 x 90)		USD 400 / one week
Banner A (850 x 110)		USD 300 / one week
Banner B (320 x 110)		USD 200 / one week
Video Banner (320 x 250)		USD 300 / one week
Filming & Production + Article Highlight + a&s editor interview with article writing		USD 1,750 / one week
Product Insight		USD 200 / one week
Article Highlight		USD 400 / one week
New Perspectives		Price / Frequency
Sponsored Article + Product Insight		USD 900 / one month
e-newsletter		Price / Frequency
Weekly e-newsletter	Top Banner (850 x 110)	USD 400 / every Tuesday
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)

## Home page position



The advertisement features a blue and black background with a futuristic, high-tech aesthetic. At the top, the headline reads "乘AI影像辨識之翼 加速智慧化應用落地" (Riding the wings of AI image recognition to accelerate the landing of smart applications). Below the headline, there is a paragraph of text in Chinese discussing the growth of AI image recognition technology and its applications. The main body of the ad is divided into several sections: a large graphic with icons representing AI, a "Sponsored Article" section, a "Product Insight" section, and a "New Perspectives" section. The "Sponsored Article" section is titled "AI影像辨識市場正萌發 4大瓶頸仍待突破" (AI image recognition market is just budding, 4 major bottlenecks still need to be broken through). The "Product Insight" section is titled "3大AI影像辨識技術供應類型" (3 major AI image recognition technology supply types). The "New Perspectives" section is titled "AI影像辨識未來發展字：整合、開放、行廣解決方" (AI image recognition future development words: integration, openness, widespread solutions).

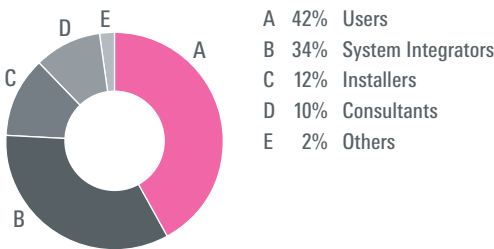
## New Perspectives

## Vertical solution e-newsletter topics

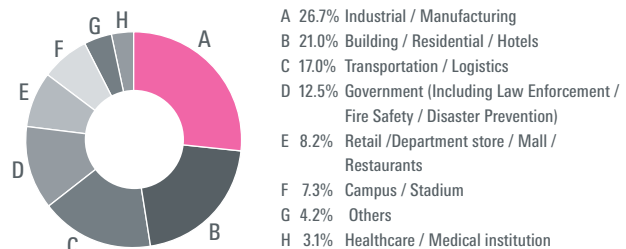
January / February	March	April	May	June	
Smart Transportation / V2X	Campus Safety	Smart Factory	Smart Disaster Prevention (Flood Monitoring / Prevention)	Business Intelligence	
July	August	September	October	November	December
Safe City	Smart Building	Smart Rail	Smart Factory	Smart City	Healthcare / Medical Institution

## Vertical solution e-newsletter subscribers

### By business nature



### By users



## Vertical solution e-newsletter

The screenshot shows the 'Smart Industry Application' (智慧行業應用報) newsletter. It features a top banner for 'Top Banner' with a 'Smart Hub' theme. Below are several articles: 'Industry Focus' (行業聚焦) on 'Smart Industry Transformation - Safety is also 4.0!', 'Sponsored Article' (贊助文章) on 'Industrial Digital Transformation Acceleration: OT Data', and 'Central Banner' (中央橫幅) on '2021 Smart Industry Digital Safety Upgrade and AI Application'. The bottom section lists 'Product Highlights' (產品精選) including various smart devices and software solutions.

## Weekly e-newsletter

The screenshot shows the 'Smart Safety Focus Report' (智慧安全焦點報) newsletter. It features a top banner for 'Top Banner' with a 'Smart Safety Focus Report 2021.261' theme. Below are several news items: 'News Report' (新聞速報) on '2021 Smart Industry Development Forum', 'Smart City' (智慧城市) on 'Smart City Public Transport Effectiveness', 'Smart City' on 'Smart City Public Transport Effectiveness', 'Smart City' on 'Smart City Public Transport Effectiveness', and 'Smart City' on 'Smart City Public Transport Effectiveness'. The bottom section lists 'Product Highlights' (產品速報) including various smart devices and software solutions.

# a&S TAIWAN

- 17,000 quarterly copies
- Editorial and advertisement closing date: beginning of the month
- Published in traditional Chinese
- Publishing date: 20<sup>th</sup> of the month

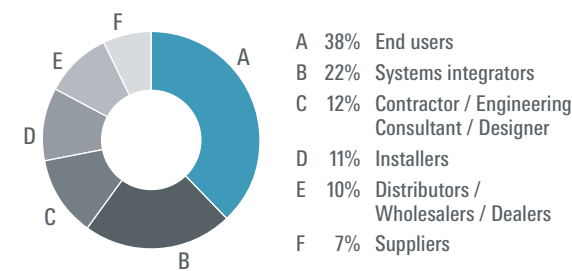
## Editorial calendar

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

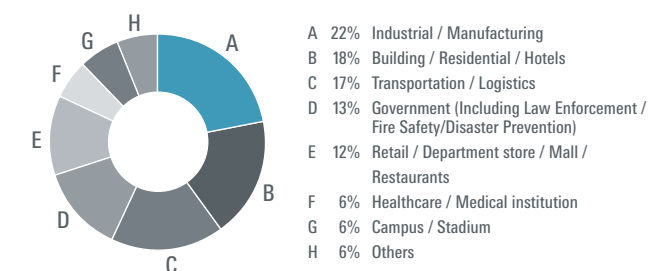
Issue	February #161	May #162	August #163	November #164
<b>Technological Development</b>	AI (ex. Video Identification) / 5G / Cloud Platform / Information Security			
<b>Vertical Applications</b>	Factory / Building / Public Safety / Transportation (ex. V2X, Rail Transportation, Fleet Management) / Healthcare / School / Business / Others (ex. Port)			
<b>Perspective Discussion</b>	Security / Fire / Safety / Disaster Prevention			
<b>Viewpoints</b>	Industry / Government / Academic / Research Units & Expert Interviews			
<b>Special Report</b>	2022 Preview	Secutech 2022		
<b>Bonus Distribution</b>	★ Secutech 2022		★ 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.24.

## Events

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

### • Upcoming events

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.