



# Global reach through *a&s* media business

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

Messe Frankfurt (HK) Limited, Taiwan Branch

**2022  
MEDIA  
KIT**

messe frankfurt

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# Messe Frankfurt (HK) Limited, Taiwan Branch – your global marketing partner

Apart from assisting local companies to participate in its global trade fair platforms, Messe Frankfurt (HK) Limited, Taiwan Branch is a well-known and trusted partner for the security industry, featuring a globally recognised media network for the security and IoT industry, connecting security and IoT suppliers with buyers for smart and safe city, building and home automation.

The company offers several media platforms — [asmag.com](http://asmag.com) and *a&s* magazines, published in English, traditional Chinese, and three other languages, providing 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.

## ***a&s* media business**

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

**A&S TAIWAN**

**A&S ADRIA**

**A&S VIETNAM**

**A&S INDIA**

**A&S POLSKA**

**[asmag.com](http://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.

**[asmag.com](http://asmag.com)**  
Security & IoT

**A&S**  
[asmag.com.cn](http://asmag.com.cn)

**[asmag.com.tw](http://asmag.com.tw)**  
全球安防科技網

**50**  
SECURITY

# International exhibitions held by Messe Frankfurt (HK) Limited, Taiwan Branch

Proven to be an effective meeting place to connect the security industry, Messe Frankfurt (HK) Limited, Taiwan Branch holds annual trade shows in Taiwan, 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  
27 – 29 April 2022 • Taipei • [www.secutech.com](http://www.secutech.com)

**Concurrent with:**

**fire & safety**  
presented by Secutech

**SMART building**  
presented by Secutech

**MOBILITY**  
presented by Secutech

## secutech VIETNAM

The largest platform for IoT-based security, smart building, and fire safety solutions in Vietnam  
18 – 20 August 2022 • HCMC • [www.secutechvietnam.com](http://www.secutechvietnam.com)

## secutech THAILAND

Thailand's leading exhibition & conference for security, smart living and fire & safety  
30 November – 2 December 2022 • Bangkok • [www.secutechthailand.com](http://www.secutechthailand.com)

## Global trade fairs and events Security. Safety. Fire.

### intersec

Dubai, UAE  
[www.intersecexpo.com](http://www.intersecexpo.com)

### intersec SAUDI ARABIA

licensed by  
Messe Frankfurt Exhibition GmbH

Jeddah, Saudi Arabia  
[www.intersec-ksa.com](http://www.intersec-ksa.com)

### intersec BUENOS AIRES

Buenos Aires, Argentina  
[www.intersec.ar.messefrankfurt.com](http://www.intersec.ar.messefrankfurt.com)

### intersec building

Frankfurt am Main, Germany  
[www.intersec-building.com](http://www.intersec-building.com)

### intersec forum

Frankfurt am Main, Germany  
[www.intersec-forum.com](http://www.intersec-forum.com)

### intersec forum RUSSIA

Moscow, Russia  
[www.intersec-forum.com/russia](http://www.intersec-forum.com/russia)

### secutech

Taipei, Taiwan  
[www.secutech.com](http://www.secutech.com)

### secutech INDIA

Mumbai, India  
[www.secutechindia.co.in](http://www.secutechindia.co.in)

### secutech VIETNAM

HCMC, Vietnam  
[www.secutechvietnam.com](http://www.secutechvietnam.com)

### secutech THAILAND

Bangkok, Thailand  
[www.secutechthailand.com](http://www.secutechthailand.com)



CONFERENCE & EXHIBITION  
Balkan region  
[www.adriasecuritysummit.com](http://www.adriasecuritysummit.com)

# Global events made by Messe Frankfurt

With the help of around 2,450 people in a total of 29 subsidiaries, Messe Frankfurt generated annual sales of approximately €257 million in 2020 after having recorded sales of €736 million the previous year.

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

# Build, engage your audience with asmag.com

Leveraging years of security industry and media publishing expertise, asmag.com remains committed to promoting security and updating our global audience with in-depth editorial coverage of new technologies, industry developments and market trends in physical security and IoT.

Moving from a&s International and a&s Asia magazines to a purely digital publication in 2021, asmag.com offers targeted opportunities for industry discussion, lead generation and measurable ROI.



## Editorial & Media Business

- Group Manager: Israel Gogol
- Editor-in-Chief: Emily Lin
- Senior Reporter: William Pao
- Consultant Editor: Prasanth Aby Thomas

## Sales, Marketing & Operations

- Assistant Sales Manager: Ting Lee
- Senior Media Marketing Coordinator: Michelle Shih
- Senior Media Operation Coordinator: Audrey Fang

# Editorial calendar

Month	Hot Topics	Product Exploration	Special Feature
January	<ul style="list-style-type: none"> <li>• 2022 Market and Technology Trends</li> </ul>	<ul style="list-style-type: none"> <li>• Facial Recognition</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Market Update:</b> Middle East (Intersec)</li> </ul>
February	<ul style="list-style-type: none"> <li>• Smart Home Tech Trends</li> <li>• <b>Vertical Market:</b> Smart City</li> </ul>	<ul style="list-style-type: none"> <li>• Smart Locks / Intercoms</li> </ul>	---
March	<ul style="list-style-type: none"> <li>• AI in Video Surveillance</li> </ul>	<ul style="list-style-type: none"> <li>• AI Cameras</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Reader's Choice 2022:</b> Top Brands</li> </ul>
April	<ul style="list-style-type: none"> <li>• Access Control: Cloud-Based vs. On-Premise</li> <li>• <b>Vertical Market:</b> Smart Traffic</li> </ul>	<ul style="list-style-type: none"> <li>• ALPR / Traffic Monitoring</li> </ul>	---
May	<ul style="list-style-type: none"> <li>• Data Security / Cybersecurity</li> </ul>	<ul style="list-style-type: none"> <li>• Perimeter Security and Intrusion Detection</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Spotlight:</b> Taiwanese Manufacturers (Secutech Taiwan)</li> </ul>
June	<ul style="list-style-type: none"> <li>• Fleet Management</li> <li>• <b>Vertical Market:</b> Retail</li> </ul>	<ul style="list-style-type: none"> <li>• Thermal Cameras / Sensors</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Market Update:</b> US</li> </ul>
July	<ul style="list-style-type: none"> <li>• Cloud and Edge Computing</li> </ul>	<ul style="list-style-type: none"> <li>• Low-Light Cameras</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Reader Survey:</b> Cloud Technology in Security Industry</li> </ul>
August	<ul style="list-style-type: none"> <li>• Video Quality and Resolution</li> <li>• <b>Vertical Market:</b> Data Centers</li> </ul>	<ul style="list-style-type: none"> <li>• Biometric Access Control</li> </ul>	---
September	<ul style="list-style-type: none"> <li>• Identity Management</li> </ul>	<ul style="list-style-type: none"> <li>• Storage</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Reader Survey:</b> Technology Trends</li> </ul>
October	<ul style="list-style-type: none"> <li>• Building Security &amp; Automation</li> <li>• <b>Vertical Market:</b> Banking</li> </ul>	<ul style="list-style-type: none"> <li>• VMS</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Market Update:</b> China</li> </ul>
November	<ul style="list-style-type: none"> <li>• <b>Vertical Market:</b> Aviation</li> </ul>	---	<ul style="list-style-type: none"> <li>• <b>Security 50</b></li> </ul>
December	<ul style="list-style-type: none"> <li>• Command Centers</li> <li>• <b>Vertical Market:</b> Hospitality</li> </ul>	<ul style="list-style-type: none"> <li>• Access Control Cards vs. Mobile Access</li> </ul>	---

# Enhanced engagement

Website + e-newsletters + social media

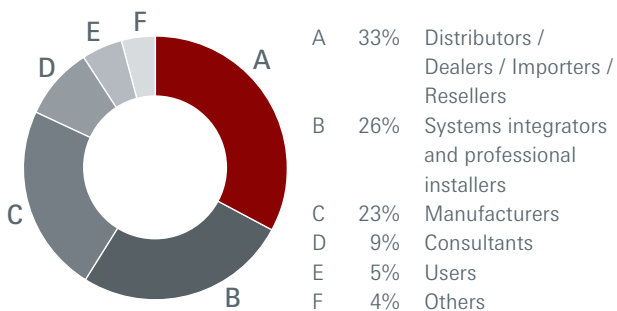
## Website statistics (September 2020 to August 2021)

- Average monthly visitors: 111,373
- Page views: 2,233,842

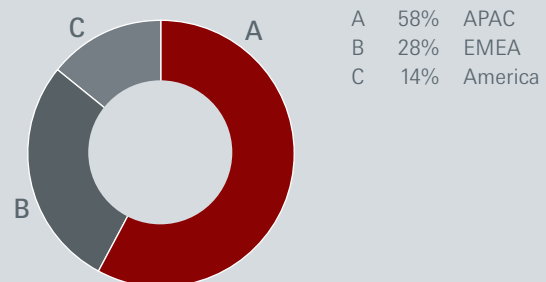
## Membership:

- Security and IoT subscribers: 24,500

### Registered website members by business nature



### Registered website members by region



## Social media



@asmagglobal



# 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.

asmag.com provides a full suite of targeted and measurable advertising solutions to a highly qualified readership.

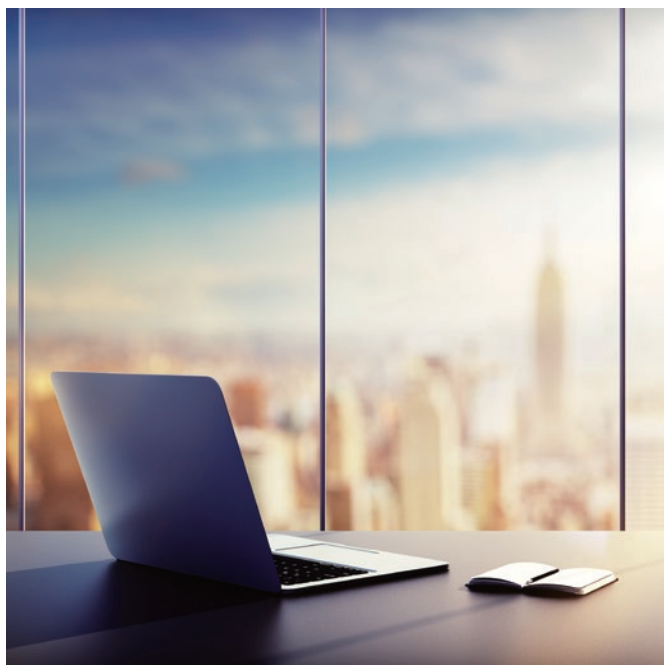
# Website

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 1,200	40,000 / one week
Banner A (850 x 110)	USD 800	40,000 / one week
Banner B (320 x 110)	USD 600	40,000 / one week
Pop-up Ad (400 x 200)	USD 600	40,000 / one week
Article Highlight	USD 1,000	33,000 / one week (home page only)
Article Highlight + interview and article writing	USD 1,450	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.



# Website

## Website banner

The screenshot shows the asmag.com website homepage. At the top, there's a navigation bar with links for ADVERTISE, SOLUTIONS, SUBSCRIBE, and LOGIN. Below this is a main banner area with a 'Hybrid' title and a question 'Which surveillance solution is right for you?'. The page is divided into several sections: 'Insights' with a featured article '5 common mistakes systems integrators make that hurt projects', 'Article Highlight 1' and 'Article Highlight 2', 'Banner A' and 'Banner B', 'Most Popular Articles' featuring '3 surprising facts about intercoms in the post-pandemic era', 'News' section with 'Suprema launches fingerprint model of X-Ration 2', 'Vertical Solutions' for various industries, 'Smart Building & Home', 'Smart & Safe City', 'Special Feature' with 'Facial Recognition', 'Cloud and Hybrid Video Surveillance Guide', 'WHO WINS OUT?', and 'Best Body Temperature Cameras', and 'Sourcing Security Products from Asia?'. The footer contains 'Product Categories', 'Sections', 'My Account', 'About Us', and 'Magazine'.

## Insights: asmag.com's online cover story

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

The screenshot shows an article titled 'Milestone plans for miles ahead with partners at the side' by Thomas Jensen, CEO of Milestone Systems. The article discusses the company's strategy for growth and innovation in the face of a pandemic. It includes a quote from Thomas Jensen: '2020 will go down in history as a unique year, where businesses learn the importance of adaptiveness and agility at an accelerated pace.' The article is dated 2020/11/25 and is part of the 'Insights' column.

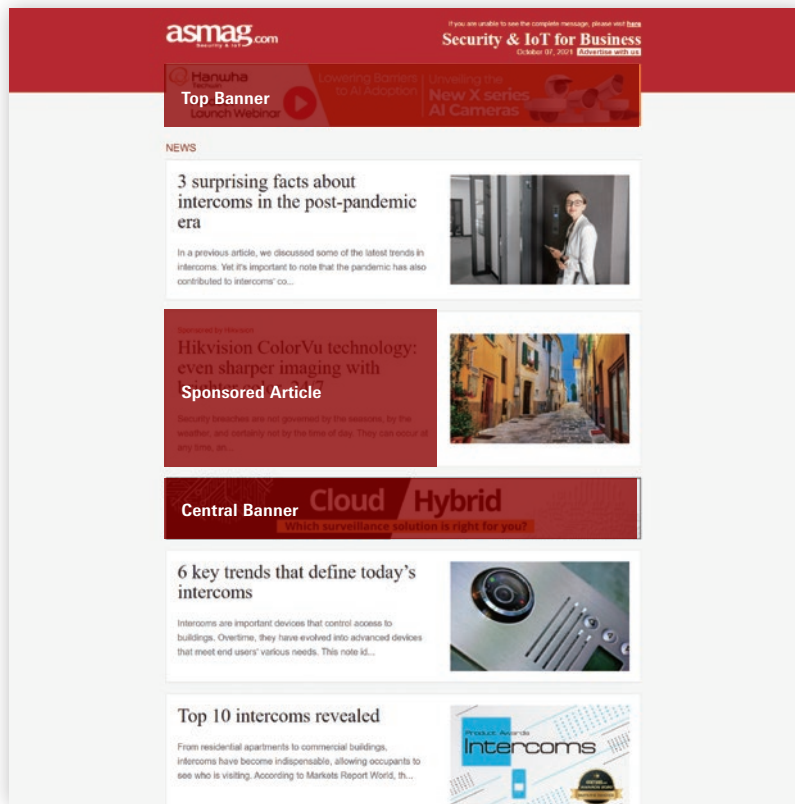
# Newsletters

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 1,000
Sponsored Article + interview with article writing	USD 1,450

## 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 [asmag.com](http://asmag.com) and visit [asmag@asmag.com](mailto:asmag@asmag.com) to your list of subscribers.

### Top storage tips for mobile video surveillance

[Read article\\*](#)

\*By clicking, I agree to the privacy policy and that my data may be shared with the article sponsor.


Transportation is a fast-growing sector for storage solutions – with mobile video surveillance systems and the need to optimize data storage, processing and communication on the rise. But how do we make the right choice and design the storage solution for success?

Read **Mobile Video Surveillance Meets Surveillance-Grade microSD Cards** to find out:

- 4 must-know storage requirements
- 4 key considerations for the right storage option
- microSD card storage design considerations

[Read the article\\*](#)

\*By clicking, I agree to the privacy policy and that my data may be shared with the article sponsor.



Click to learn about how Micron's VSaaS can streamline your operation.

If you don't want to receive any follow-up email from Micron, please contact [us](#) via email.

Best regards,  
asmag.com editorial team

asmag.com Industry Briefs

### MEET Micron AT SECUTECH HYBRID

ONLINE DIGITAL EVENT





**JULY 7 - AUG 6, 2021 VISIT VIRTUAL BOOTH**

Micron offers reliable and high-density edge storage products specifically designed for the surveillance industry.

The full Micron surveillance-grade edge storage portfolio includes 32GB to 1TB industrial microSD cards, which comes with exceptional mean-time-to-failure (MTTF) and system health monitoring. Micron's special firmware ensures continuous video recording, minimizing frame drops and instances of video loss.

You're warmly invited to visit Micron at Secutech Hybrid from July 7 - August 6. Explore the latest surveillance-grade edge storage solutions and get the chance to schedule 1-to-1 meetings with Micron representatives online.

Visit the Micron virtual booth to discover the latest surveillance-grade storage news and technologies.

[Visit Micron at Secutech Hybrid](#)

\*By clicking, I agree to the privacy policy and that my data may be shared with Micron.

If you don't want to receive any follow-up email from Micron, please contact [us](#) via email.



# Tailor made campaigns

Our in-house editorial and design team can assist in engaging readers in many ways. Organising webinars, creating content-rich landing pages or 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



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



### 乘AI影像辨識之翼 加速智慧化應用落地

近年來，在AI演算法與硬體晶片大量生產的助力之下，具備智慧化（AI）影像辨識功能的監控系統成為市場上的需求。但對於如何才能在複雜的應用場景中，如何應用真正適合本體的設備/系統？如何應用真正適合本體的設備/系統？提供智慧化應用，能滿足使用者需求且具備高性價比的產品？...等，諸多問題都成了行業應用端、通路端乃至於製造商本身最關注的話題。

#### AI影像辨識市場正萌發 4大瓶頸 仍待突破

為AI辨識功能的監控設備目前處於市場的起步階段，對於如何才能在複雜的應用場景中，如何應用真正適合本體的設備/系統？提供智慧化應用，能滿足使用者需求且具備高性價比的產品？...等，諸多問題都成了行業應用端、通路端乃至於製造商本身最關注的話題。

#### Sponsored Article

#### Product Insight

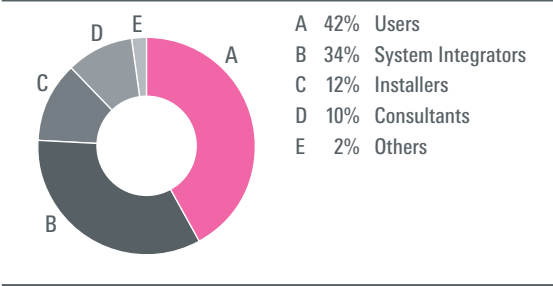
## New Perspectives

Vertical solution e-newsletter topics

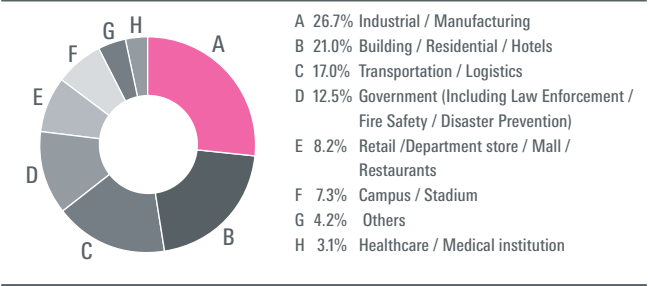
January / February		March	April	May	June
Smart Transportation / V2X		Campus Safety	Smart Factory	Smart Disaster Prevention (Flood Monitoring / Prevention)	Business Intelligence
July	August	September	October	November	December
Safe City	Smart Building	Smart Rail	Smart Factory	Smart City	Healthcare / Medical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

Vertical solution e-newsletter subscribers

By business nature



By users



Vertical solution e-newsletter

asmag.com.tw

智慧行業應用報

Top Banner

行業要聞

工廠智慧轉型 · 安全也要4.0!

工廠數位轉型的啟動陷阱：OT資料

智慧工廠安全升級與AI應用

智慧科技加速傳統食品工廠精進升級

智慧工廠的環安衛管理 · 已成企業經營與永續的致勝關鍵!

產品精選

Weekly e-newsletter

asmag.com.tw

智慧安全焦點報 2021.261

Top Banner

新聞速報

提升製造現場安全 中市府導入虛擬實境創新科技防災

產品速報





asmag.com.cn offers latest news and insights on industrial automation, security, artificial intelligence, IoT, big data, smart buildings, information and communication technology to China's professional channel players.

## Website and mobile data:

**Daily traffic:** • Visitor rate: 33,651 • Page views: 127,736

### Social media:



#### Weibo

Followers: 11,879

#### toutiao

Followers: 49,464



#### WeChat

Followers: 51,910



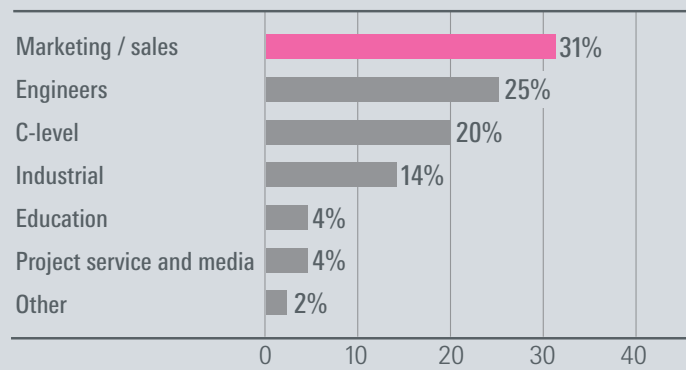
#### WeChat

Followers: 39,802

## Readers

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

### By business nature



45% of readers come from multi-million dollar companies

55% of readers come from SMBs



Website banner



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: 20<sup>th</sup> of the month

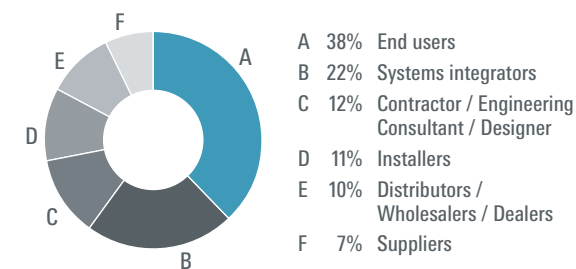
## Editorial calendar

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

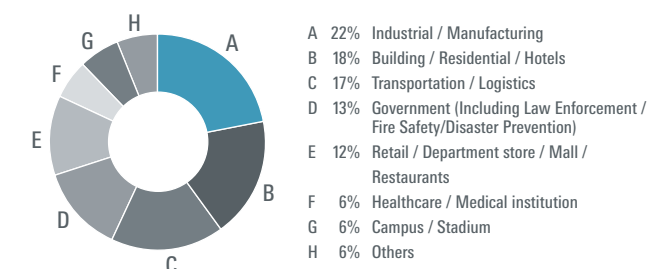
Issue	February #161	May #162	August #163	November #164
<b>Technological Development</b>	AI (ex. Video Identification) / 5G / Cloud Platform / Information Security			
<b>Vertical Applications</b>	Factory / Building / Public Safety / Transportation (ex. V2X, Rail Transportation, Fleet Management) / Healthcare / 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.

# 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:

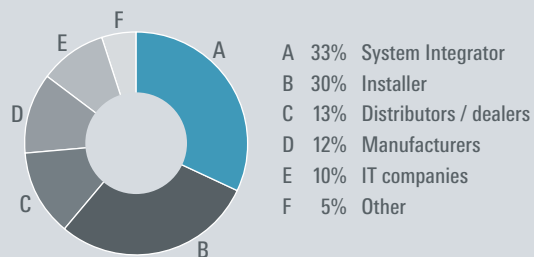
- Targeted
- Measurable
- Localised



### Circulation data

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

By business nature





# a&s VIETNAM

- 6,000 quarterly copies
- Published in Vietnamese
- Editorial closing date: 10<sup>th</sup> of the prior month

- Publishing date: 5<sup>th</sup> of the month
- Advertisement closing date: 15<sup>th</sup> of the prior month

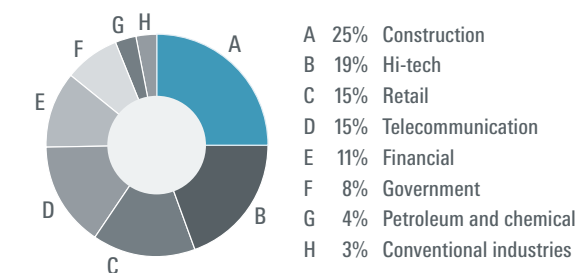
## Editorial calendar

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

Issue	March #46	June #47	August #48	December #49
<b>Hot Topic</b>	<ul style="list-style-type: none"> <li>• 2022 Video Surveillance and Access Control Trends</li> <li>• Market / Industry Update</li> <li>• Smart Home / Living Tech Trends</li> </ul>	<ul style="list-style-type: none"> <li>• AI in Video Surveillance, 2022 Trends</li> <li>• Open Platform Development for Video Surveillance</li> <li>• Visitor Management</li> </ul>	<ul style="list-style-type: none"> <li>• Cloud Service / Solution (Access Control and Alarm)</li> <li>• In-vehicle Video Monitoring Systems</li> <li>• Secutech Vietnam 2022</li> </ul>	<ul style="list-style-type: none"> <li>• Security 50</li> <li>• Building Security Technology</li> <li>• Privacy Protection in Security</li> </ul>

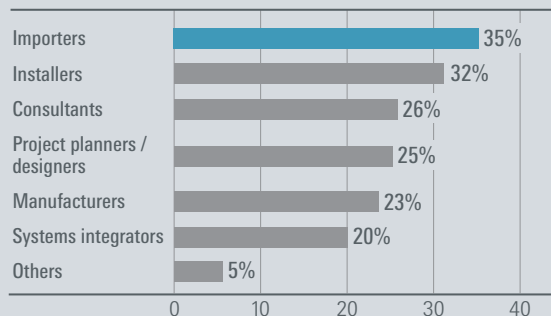
## Circulation data

By vertical market



## By business nature

\*Multiple answers are allowed.



**Advertising rate** USD 800 / full-page rate, inside regular. Please refer to p.24.



# a&S INDIA

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

## Editorial calendar

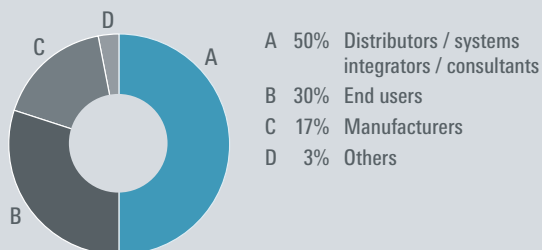
★ Bonus distribution at shows and events may shift without prior notice due to logistics or show organiser changes.

Issue	January #131	February #132	March #133	April #134	May #135	June #136
<b>Vertical Market</b>	Safer Smart Cities	Secure Hospitality	BFSI	Best Buys	Security Solutions in Oil and Gas Sector	Secure Educational Institutions
<b>View Point</b>	City Surveillance	System Integration	Internet and Mobile Banking	Business Matchmaking	Artificial Intelligence in Heavy Industries	Child Safety
<b>Special Feature</b>	Opportunities 2022: Indian Security Market	Facial Recognition	Multi-site Video Monitoring	OEM / ODM	Perimeter Security	Public Address System
<b>Product Exploration</b>	Surveillance Cameras	Anti-theft Devices	Electronic Safes and Digital Locks	Security Product Ranges	Thermal Cameras	CCTV Cameras
<b>Technology</b>	5G	IoT Connectivity	Cloud Storage	Smart Video Analysis	Fiber Optics	Digital Learning

Issue	July #137	August #138	September #139	October #140	November #141	December #142
<b>Vertical Market</b>	Smart Retail and E-Commerce	Security Solutions in Healthcare	Smart Transportation	Smart Home Security	Security Solutions in Real Estate	Security Solutions for Critical Infrastructure
<b>View Point</b>	Logistics and Warehouse Management	Government Measures for Security	Security for Tunnels and Highways	Control Protocols for a Smart Home	Role of Architecture and Construction in Security	Homeland Security
<b>Special Feature</b>	Data Security and Privacy Risks	Preventing Security Breach	GPS and Wireless Communication	Light Automation	Smart Homes	Body Worn Cameras
<b>Product Exploration</b>	Cloud-based Systems	Facial Recognition	Turnstile and Gates	Smart Locks and Doorbells	Video Door Phones	Identity Management
<b>Technology</b>	Digital Wallets and Contactless Payments	Automation in Healthcare	Traffic Monitoring System	Integration with Smart Voice Assistants (Smart Speakers and Television)	Augmented and Virtual Reality	Intercoms

## Circulation data

By business nature



**Advertising rate** USD 1,271 / full-page rate, inside regular.  
Please refer to p.24.



# a&S POLSKA

- 5,000 bimonthly copies
- Published in Polish
- Editorial closing date: 5<sup>th</sup> of the prior month

- Publishing date: 10<sup>th</sup> of the month
- Advertisement closing date: 15<sup>th</sup> of the prior month

## Editorial calendar

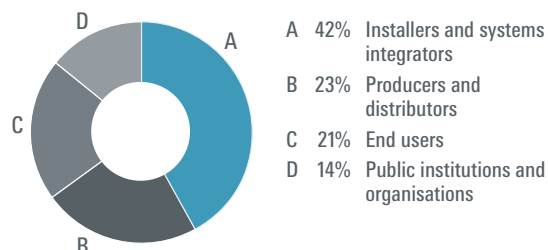
★ Bonus distribution at shows and events may shift without prior notice due to logistics or show organiser changes.

Issue	February #031	April #032	June #033
<b>Report / Vertical Market</b>	Transport and Logistics	Critical Infrastructure	Smart City / Safe City
<b>Trends / Cover Story</b>	Big Data in Security	Cybersecurity	Smart City / Safe City
<b>Topics Articles</b>	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
<b>Reviews</b>	Drones	Hard Discs / Storage	Access Controls Cards
<b>Bonus Distribution</b>	★ 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 #034	October #035	December #036
<b>Report / Vertical Market</b>	Retail	Industry 4.0	Hospitality / Banks
<b>Trends / Cover Story</b>	SMART Retail	Industry 4.0 / Machine Vision	TOP 50 -World Security Market (2022)
<b>Topics Articles</b>	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
<b>Reviews</b>	Cameras with VCA	Thermal Cameras	Intrusion Detection Systems
<b>Bonus Distribution</b>	★ 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



**Advertising rate** USD 1,800 / full-page rate, inside regular.  
Please refer to p.24.

## 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

# a&S ADRIA

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

## Editorial calendar

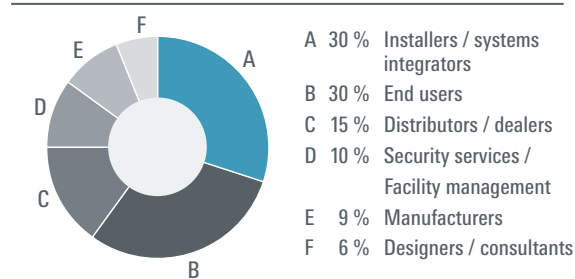
★ Bonus distribution at shows and events may shift without prior notice due to logistics or show organiser changes.

Issue	January #174	February #175	March #176	April #177	May #178	June #179
<b>Cover Story</b>	Adria Security Market	Supply Chain Disruption	Video Surveillance	Access Control	Projects Implementation Issues	System Integration
<b>Vertical Markets</b>	Critical Infrastructure	Transport	Warehouses	Healthcare	SMBs	Hotels
<b>Products &amp; Systems</b>	Thermal Cameras	Traffic Monitoring Systems	Perimeter Protection	ID Badges & Printers	Audio & Video Intercoms	Public Address & Voice Alarm
<b>Other Topics</b>	Privacy Protection	Man Guarding	Cabling	Security Management	Video Conferencing	Time and Attendance

Issue	July / August #180	September #181	October #182	November #183	December #184
<b>Cover Story</b>	Man Guarding	Latest Technologies in Mechanical Protection	Adria Security Summit Report	Convergence of Cyber and Physical Security	Security 50 Research
<b>Vertical Markets</b>	Education	Banking	Parking	Airports	Rails
<b>Products &amp; Systems</b>	Wearables	Cloud Access Control	Video for Rugged Terrain and Weather	Drones	Biometrics
<b>Other Topics</b>	Private Protection Law	Money and Valuables Transport	Cyber Security	Smart Home	Artificial Intelligence

## Circulation data

By business nature



**Advertising rate** USD 1,150 / full-page rate, inside regular.  
Please refer to p.24.

**asadria.com**  
**adriasecuritysummit.com**  
**vsecuritysummit.com**

### Website statistics

Monthly page views: 9,000  
Monthly visitors: 4,000  
Subscribers: 8,400

### Social media

**f** Facebook followers: 1,670+  
**in** LinkedIn followers: 1,060+

### Website advertising

Specifications	Price / Frequency
Sponsored article on website	USD 887 / one week
E-blast	USD 690 / one dispatch
Sponsored article on e-newsletter	USD 460 / 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

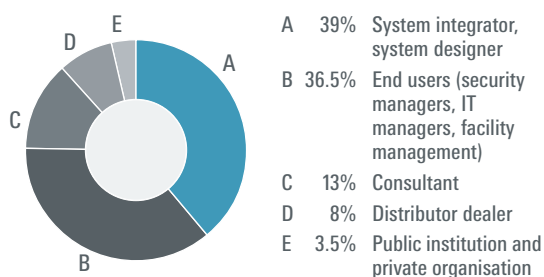
★ Bonus distribution at shows and events may shift without prior notice due to logistics or show organiser changes.

Issue	February #19	April #20	June #21
<b>Technology</b>	An Even Smarter Video Surveillance	Anti Intrusion and Artificial Intelligence	5G and Edge Computing
<b>Special Feature</b>	Digitization and The Green Challenge	Cybersecurity: Cloud and Big Data	Integration for Competitiveness
<b>Vertical Markets</b>	Retail	Waste Management (or Abandonment)	Airports, Ports, Railways
<b>Fairs' Bonus Distribution</b>	Secutech, Taipei Elettromondo, Padova	Ifsec, London	Secsolutionforum Live

Issue	August #22	October #23	December #24
<b>Technology</b>	Intercoms	Biometrics: New Technologies	Fire Protection Systems
<b>Special Feature</b>	Smart Home	Cloud-proof Connectivity	Energy Saving
<b>Vertical Markets</b>	Smart City / Urban Security	Traffic and Parking	Industry and Utilities
<b>Fairs' Bonus Distribution</b>	Adria Summit Live Security, Essen	Expoprotection, Paris	Intersec, Dubai

## Circulation data

By business nature



**Advertising rate** USD 1,900 / full-page rate, inside regular.  
Please refer to p.24.

## Online advertising options

Website Banners	Price / Frequency	
	6 months	12 months
<b>Leader Banner</b>	USD 3,000	USD 4,100
<b>Foot Banner</b>	USD 1,650	USD 2,000
<b>Slide Banner</b>	USD 1,900	USD 2,500
<b>Mini Slide Banner</b>	USD 1,400	USD 2,000
Website Contents		Price / Frequency
<b>Solutions Gallery</b>		USD 1,350 / one issue
<b>Products &amp; Technologies: Focus Product, Components, Products</b>		USD 1,350 / one issue
<b>News / Interview</b>		USD 750 / one issue
E-blast		Price / Frequency
<b>E-blast dispatch</b>		USD 1,350 / one dispatch
E-newsletter (Security / Technology News)		Price / Frequency
<b>Leader Banner</b>		USD 850 / every Thursday
<b>Intermediate Banner</b>		USD 750 / every Thursday
<b>Foot Banner</b>		USD 600 / every Thursday
<b>News</b>		USD 600 / every Thursday

★ Net fee, excluding 22% VAT

## secsolution.com

### Website Statistics

Monthly page views: 66,000+  
Monthly visitors: 14,000+  
Subscribers: 16,500+

### Social Media

Facebook followers: 8,700+  
 Twitter followers: 2,700+

# Price list for publications

Per issue rate (USD)	Trim size (mm)	<i>a&amp;s</i> Taiwan		
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
<b>Special position</b>				
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&amp;s</i> Vietnam		
Inside regular		1 issue	2 – 3 issues	4 issues
Full page	200 x 285	800	720	620
Spread page	400 x 285	1,400	1,260	1,070
Half page	H: 200 x 143	500	450	400
<b>Special position</b>				
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&amp;s</i> Polska		
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
<b>Special position</b>				
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)	<i>a&amp;s</i> 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
<b>Special position</b>		
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&amp;s</i> Adria		
Inside regular		1 – 2 issue(s)	3 – 6 issues	7 – 11 issues
Full page	210 x 282	1,150	1,035	920
Spread page	420 x 282	1,700	1,530	1,360
Half page	V: 105 x 282 H: 210 x 140	630	570	500
<b>Special position</b>				
Full page (page 3 – 16)	210 x 282	1,185	1,065	950
Back cover		---	---	1,500

Per issue rate (USD)	Trim size (mm)	secsolution magazine		
Inside regular		1 issue	3 issues	6 issues
Full page	210 x 275	1,900	1,750	1,650
Spread page	420 x 275	4,050	3,700	3,520
Half page	V: 95 x 255 H: 183 x 123	1,100	1,000	950
<b>Special position</b>				
Inside front cover	210 x 275	3,050	2,800	2,700
Back cover		3,450	3,150	3,000
Inside back cover		2,800	2,550	2,450

## 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 2022.

## Messe Frankfurt (HK) Limited, Taiwan Branch

### **a&s media business**

International Sales & Marketing Headquarters  
8F, No. 288, Sec. 6, Civic Boulevard  
Xinyi District, Taipei City 110, Taiwan  
Tel: +886 2 8729 1099 Fax: +886 2 2747 6617  
Website: [www.messefrankfurt.com.tw](http://www.messefrankfurt.com.tw)  
Email: [as-pr@taiwan.messefrankfurt.com](mailto:as-pr@taiwan.messefrankfurt.com)

## Sales network

### **China**

Messe Frankfurt (Shenzhen) Co Ltd  
Tel: +86 755 8299 4989  
Fax: +86 755 8299 2015  
Email: [as@china.messefrankfurt.com](mailto:as@china.messefrankfurt.com)

### **India**

ABEC Exhibitions & Conferences Pvt. Ltd.  
Tel: +91 22 42863760  
Email: [info@asindia.in](mailto:info@asindia.in)

### **Japan**

ASJ Corp  
Tel: +81 3 6206 0448  
Fax: +81 3 6206 0452  
Email: [komori@asj-corp.jp](mailto:komori@asj-corp.jp)

### **Korea**

IBCC  
Tel: +82 31 982 3301  
Fax: +82 31 982 3302  
Cell phone: +82 10 3782 9856  
Email: [ycsuh517@naver.com](mailto:ycsuh517@naver.com)

### **Vietnam**

Vietnam Advertisement & Fair Exhibition JS Company  
Tel: +84 4 393 65566  
Fax: +84 4 393 65568  
Cell phone: +84 9381 70289  
Email: [khanhtran@vietfair.vn](mailto:khanhtran@vietfair.vn)

### **Southeastern Europe**

Global Security d.o.o  
Tel: +387 33 788 985  
Fax: +387 33 788 986  
Email: [marketing@asadria.com](mailto:marketing@asadria.com)

### **Italy / Europe**

Ethos Media Group srl  
Tel: +39 051 0475136  
Fax: +39 039 3305841  
Email: [pattuelli@ethosmedia.it](mailto:pattuelli@ethosmedia.it)

### **Poland / Europe**

a&s Polska Sp. z o.o.  
Tel: +48 508 113 880  
Email: [info@aspolska.pl](mailto:info@aspolska.pl)

### **Americas & Europe**

Kema International  
Tel: +44 07506 552168  
Email: [evris@kemainternational.com](mailto:evris@kemainternational.com)