

# Global reach through *a&s* media business

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

Messe Frankfurt (HK) Ltd — Taiwan Branch

**2023  
MEDIA  
KIT**

messe frankfurt

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

Apart from assisting local companies to participate in its global trade fair platforms, Messe Frankfurt (HK) Ltd—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** 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**  
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 Branch

Proven to be an effective meeting place to connect the security industry, Messe Frankfurt (HK) Ltd — 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  
26 – 28 April 2023 • 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  
16 – 18 August 2023 • HCMC • [www.secutechvietnam.com](http://www.secutechvietnam.com)

## secutech THAILAND

Thailand's leading exhibition & conference for security, smart living and fire & safety  
1 – 3 November 2023 • 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)

### 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 2,200 people in a total of 28 subsidiaries, Messe Frankfurt generated annual sales of approximately €154 million in 2021 compared with Group sales as high as €736 million in pre-pandemic 2019.

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, Prolight + Sound is the leading show in the field of event and entertainment technologies. 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.

**ambiente**

**automechanika**

*beautyworld*

**christmasworld**

**creativeworld**

**heimtextil**

**IFFA**

**intersec**

**ISH**

**light+building**

**paperworld**

**prolight+sound**

**techtextil**

**texcare**

**texprocess**

**TEX**WORLD



# 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>• 2023 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 2023:</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

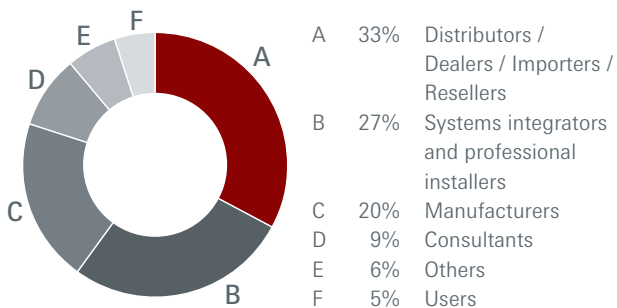
## Website statistics

- Average monthly visitors: 108,000
- Annual page views: 2,190,000

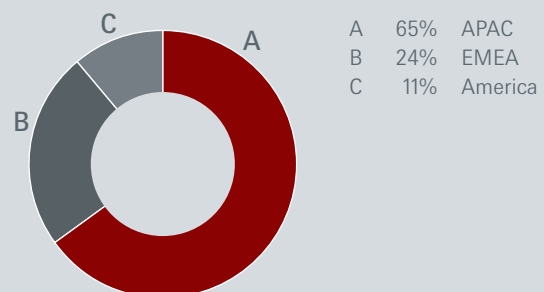
## Membership:

- 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 850	40,000 / one week
Banner B (320 x 110)	USD 650	40,000 / one week
Pop-up Ad (400 x 200)	USD 650	40,000 / one week
Article Highlight	USD 1,100	33,000 / one week (home page only)
Article Highlight + interview and article writing	USD 1,600	33,000 / one week

- Default campaign period is one week. There may be more than one 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

**Top Banner**

**Low Light Camera Survey:** What are your ideal features?

ADVERTISE | SUBSCRIBE | LOGIN

**asmag.com** NEWS PRODUCTS SUPPLIERS SECURITY 50 CALCULATE INSIGHTS

**Insights**

Hikvision's end-to-end solutions for SMBs deliver peace of mind

**Article Highlight 1**

As cities restart, video tech becomes inevitable

**Article Highlight 2**

IP camera resolution: Definition, trends and the importance of the lens

**Banner A**

**Banner B**

**Most Popular Articles**

**Video surveillance market growth continues; price has increased, too.**

**News**

**Insights: Ongrify seamlessly integrates innovative behavioral analytics and VMS solution**

Ongrify enables predictive analysis to help prevent and de-escalate events in real time...

**Counter is fastest-growing global access control software provider: Onvia**

The latest Onvia report shows Genetec taking market share from other access control vendors and strengthening its number two position...

**Pop-up Ad**

**Vertical Solutions**

**Smart Building & Home**

**Smart & Safe City**

**Special Feature**

**Upcoming Top Video Surveillance Trends 2021**

**Sourcing Security Products from Asia?**

**ADRIA SECURITY SUMMIT**

**Product Categories**

**Sections**

**My Account**

**About Us**

**Magazine**

**Exhibition**

**Privacy Policy** **Online Terms and Conditions** **Help** **Contact Us** **Feedback**

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## 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.

**asmag.com** NEWS PRODUCTS SUPPLIERS SECURITY 50 CALCULATE INSIGHTS

**INSIGHTS**

**Gallagher innovates on mobile access control as demand soars**

Steve Bell, Chief Technology Officer, Gallagher

asmag.com talks to Steve Bell, Chief Technology Officer at Gallagher, to gain his insights on the mobile access control market, the role mobile access would play in the post-pandemic world, and what Gallagher is set to offer its customers in this area.

**E**nterprises are making a marked migration to mobile access as a more secure and convenient form of access control. The pandemic has only hastened the adoption of contactless solutions to address new market requirements and demands. As we recover from the pandemic, users are choosing to adopt technology that would not only adhere to health-care guidelines but also provide long-term benefits to security and business efficiency.

Few people in the security industry understand the market pulse better than Steve Bell, CTO of Gallagher, who has led the development of several security products for over 30 years. His broad knowledge and well-balanced technical and

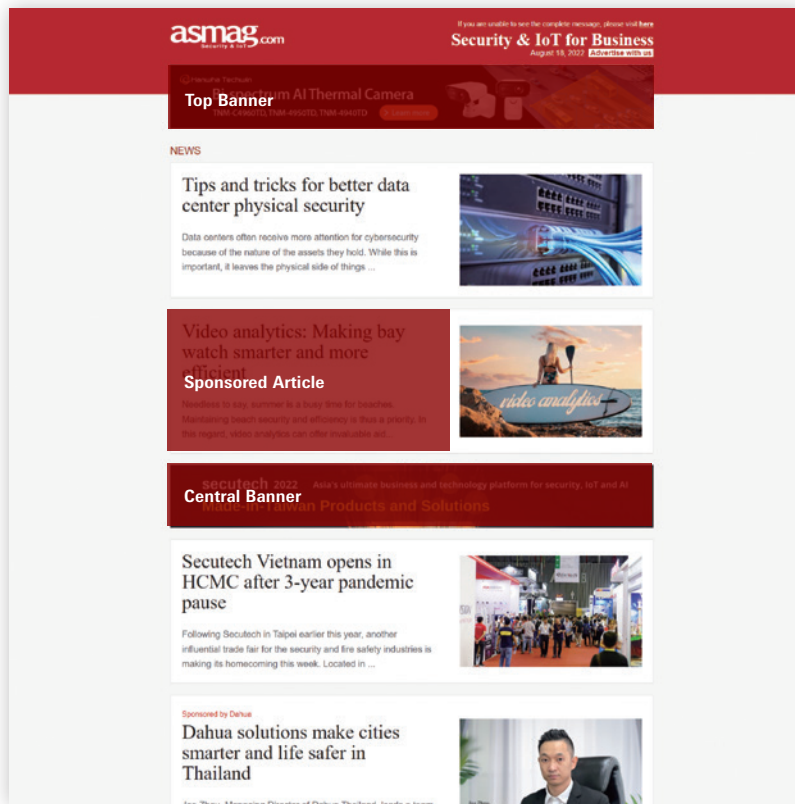
# Newsletters

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 650
Sponsored Article	USD 1,100
Sponsored Article + interview with article writing	USD 1,600

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

Item	Price
Eblast to all subscribers	USD 2,600
Email to a specific segment (e.g. country or business nature)	Contact us for more details
Email automation	

## E-blast

asmag.com Industry Briefs

### 5G, AI, IOT: EDGE STORAGE NEEDS FOR VIDEO SECURITY SOLUTIONS

[LEARN MORE](#)

Advancements in AI, IoT, and 5G mean that the amount of data being collected by cameras is increasing exponentially. With ultra-high-definition cameras and the use of AI, video security systems are collecting and storing more data. As a result, there is a need for high-performance security-grade edge storage solutions that are affordable, reliable and flexible.

- How will AI, IoT and 5G impact the video security market?
- Which applications will see substantial growth due to AI, IoT and 5G?
- What role will edge storage play in these fast-growing video security applications?
- What edge storage requirements should be top of mind in these applications?

[Find the answers here!](#)

\*By clicking, I agree to the privacy policy and that my data may be shared with the sponsor of the article. If you don't want to receive any follow-up email or additional information about Micron, please contact us via email.

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asmag.com Industry Briefs

### SIMULATED TCO ANALYSIS SHOWS VSaaS CAN HELP COMPANIES SECURE BUSINESSES & SAVE ON COSTS.

[True](#) [False](#)

The amount of data is growing every day but your budget most likely isn't. Many are making the shift from conventional video surveillance systems to a VSaaS model to reduce expenses, but is **this the best solution for you and a good financial investment?**

The answer of course lies in the numbers.

In this solution brief, Micron analyzed an \$850,000 surveillance project to determine: (1) How much would the TCO of a conventional surveillance project differ from a VSaaS model? (2) How much can businesses really save on cost if their VSaaS solutions are positioned as OPEX rather than CAPEX?

[Get cost analysis\\*](#)


You might also be interested in...

#### Is VSaaS the right match for your business?

**Finding the right VSaaS solution**

- What businesses can gain from VSaaS
- The advantages of deploying an edge solution
- Picking the right surveillance microSD card for your needs

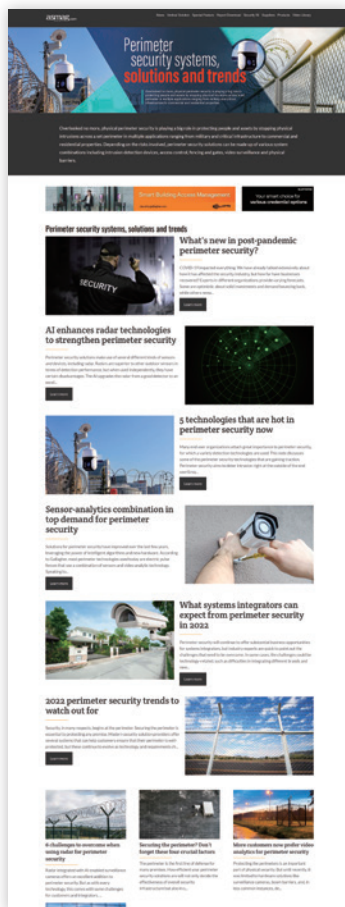
[Get details now\\*](#)





# 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.



**Low Light Camera Survey**

[Take the survey ►](#)

**We would love to hear from you!**

This 3-minute survey aims to understand low-light camera performance, user experiences and preferences, and identify which trends will shape the market next.

Your opinion is very important to us, so we hope you will take the time to share your views.

To thank you, you'll be entered into a **special lucky draw for one of two \$50 Amazon gift cards** and receive a copy of the report.

[Take me to the survey!](#)

This survey is conducted by asmag.com in partnership with Hikvision Digital Technology.

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## 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: 366,633 / month

Visitors: 30,962 / month

Members: 21,064

Subscribers: 13,368

## 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
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

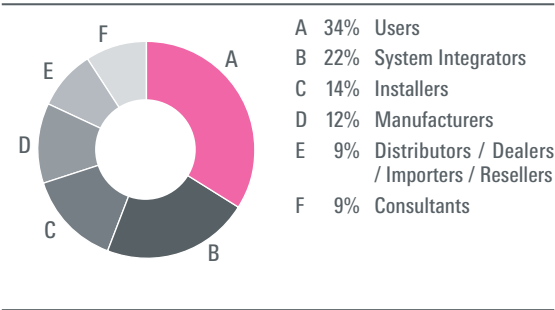


## New Perspectives

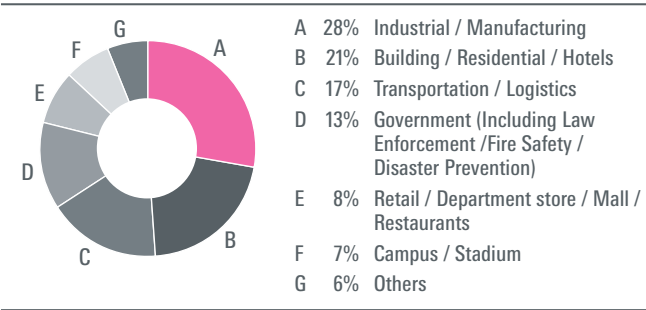


Registered website members

By business nature



By users



Weekly e-newsletter

asmasg.com.tw

智慧安全焦點報

09.20.2022

306

Top Banner

先進廠房安全與智慧應用論壇暨展示

10/12-13/17 10/27-28/28 11/22-23/28

Issue Feedback

新聞速報

AI影像辨識助力科技執法 改善交通秩序與安全

透過科技執法可提升執法效率、維持交通秩序、保持交通順暢，目前全台各縣市皆已陸續更新科技執法設備並擴大執法範圍。本文以台南市一處易肇事路口為例，看AI智慧影像辨識技術如何助力科技執法，改善交通秩序與安全。台南市區轄全台第3、人口數全台第...

文章時間: 2022 / 09 / 19

經濟部發表多項創新成果 全球最快磁性記憶體領先三星

經濟部技術處於9月14～16日在台北世貿南港展覽館舉辦的2022 SEMICON Taiwan「科技專業成果主體展」中，展出33項創新技術，現階段最矚目的，是工研院攜手多家國內大廠共同打進國內唯一磁性記憶體驗證試量產平台與生態系，所完成世界最快的SOT-MRAM陣列...

文章時間: 2022 / 09 / 15

中埔及水上產業園區動土 嘉義縣產業廊帶啟動

為因應台灣因台設廠用地需求，經濟部規劃中南部總計9處台韓土地，開發為「只租不售」的產業園區，其中位於嘉義縣中埔及水上兩鄉鎮區於9月18日分別舉行動土典禮，行政院長蘇貞昌、嘉義縣長翁章梁等人出席動土儀式。中埔產業園區面積67.55公頃，緊鄰嘉...

文章時間: 2022 / 09 / 19

u-blox推出ZED-F9R韌體更新 為公分級定位應用帶來更高的擴充性

定位與無線通訊技術及服務全球廠商u-blox宣佈，推出新的韌體更新，可讓其ZED-F9R 高精準度 GNSS (全球導航衛星系統) 廣性導航模組所支援的定位增強服務範圍，藉由此韌體更新，u-blox ZED-F9R-Q3B 新增對 SPARTIN 2.0 和 QZSS CLAS 校正服務的支持，不...

文章時間: 2022 / 09 / 19

產品速報

AI網路攝影機  
聯發光電股份有限公司

4K XVR/NVR(Novatek晶片方案)  
星島科技股份有限公司

雙頻嵌入式觸控光型多功能 gateway  
瑞利威股份有限公司

ITS智慧交通資料搜集設備  
緯達能智股份有限公司



asmag.com.cn offers the 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



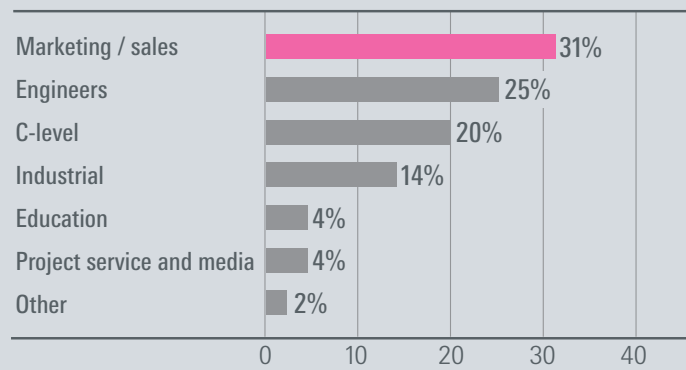
#### WeChat

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





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

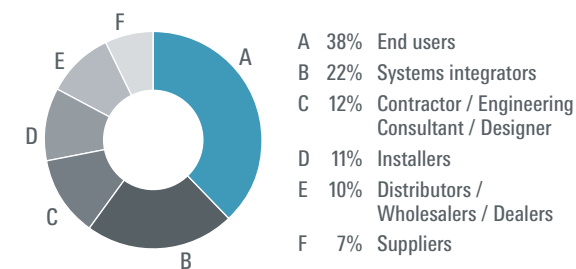
## Editorial calendar

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

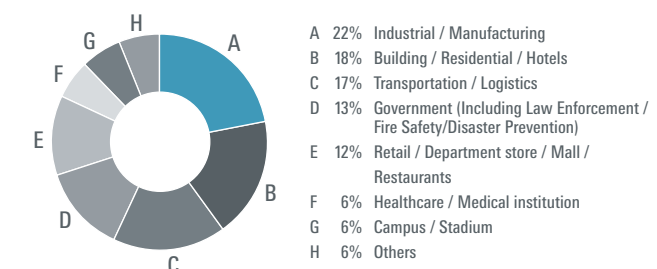
Issue	March #165	June #166	August #167	November #168
<b>Technological Development</b>	AI (ex. Video Identification) / 5G / Cloud Platform / Information Security			
<b>Vertical Applications</b>	Factory / Building / Public Safety / Transportation (ex. V2X, Rail Transportation, Fleet Management) Healthcare / Tourism / 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 Review / 2023 Preview	Secutech 2023		
<b>Bonus Distribution</b>	★ Secutech 2023	★ 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) Ltd — 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 customised 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:

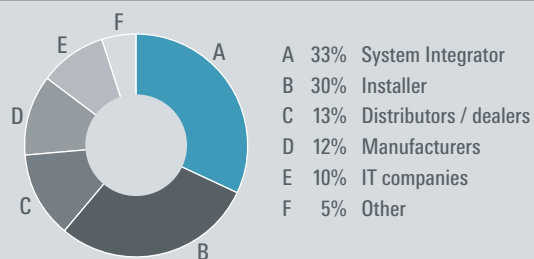
- Targeted
- Measurable
- Localised



## Circulation data

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

By business nature



# a&s VIETNAM

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

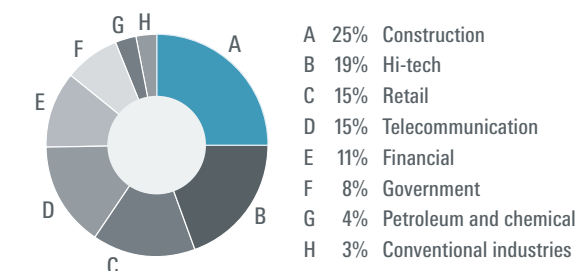
## Editorial calendar

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

Issue	March #50	June #51	August #52	December #53
<b>Hot Topic</b>	<ul style="list-style-type: none"> <li>• 2023 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, 2023 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 2023</li> </ul>	<ul style="list-style-type: none"> <li>• Security 50</li> <li>• Building Security Technology</li> <li>• Privacy Protection in Security</li> </ul>

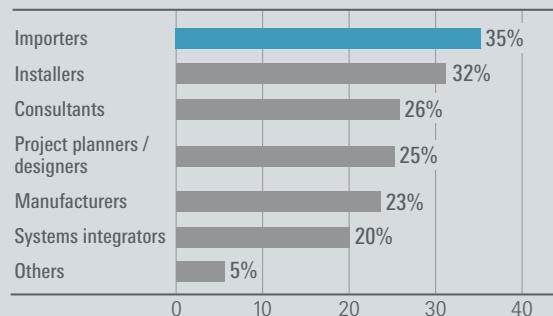
## Circulation data

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

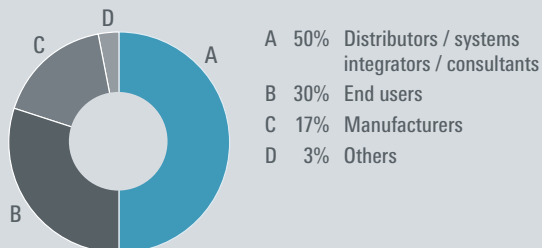
★ Bonus distribution at shows and events may shift without prior notice due to logistics or show organiser changes.

Issue	January #143	February #144	March #145	April #146	May #147	June #148
<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 2023: 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 #149	August #150	September #151	October #152	November #153	December #154
<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

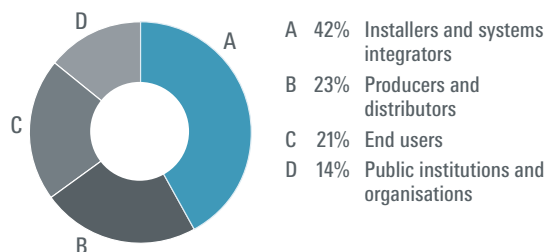
★ Bonus distribution at shows and events may shift without prior notice due to logistics or show organiser changes.

Issue	February #037	April #038	June #039
<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 #040	October #041	December #042
<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 (2023)
<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

- 2,500 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

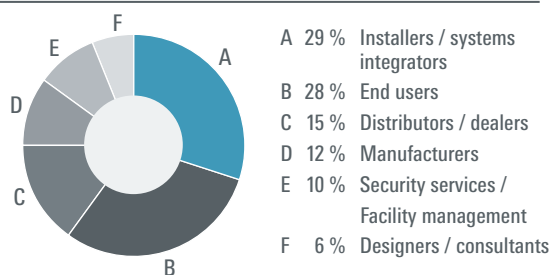
★ Bonus distribution at shows and events may shift without prior notice due to logistics or show organiser changes.

Issue	January #185	February #186	March #187	April #188	May #189	June #190
<b>Cover Story</b>	Burglar Alarm Technologies	Adria Security Market	Video Surveillance	Access Control	Public Address & Voice Alarm	Perimeter Protection
<b>Vertical Markets</b>	Residential Buildings	Warehouses	Transport	SMBs	Railway and Bus Stations	Critical Infrastructure
<b>Products &amp; Systems</b>	False Alarms Reduction	Body-worn Cameras	ANPR	Cloud	Intercoms	Fence and Buried Sensors
<b>Other Topics</b>	Intrusion Detection and WiFi	Supply Chain	Storage (Servers and Hard Drives)	Personal Data Protection	Integration Profiles	Drones

Issue	July / August #191	September #192	October #193	November #194	December #195
<b>Cover Story</b>	Fire Detection and Suppression	Smart Home	Mechanical Protection	Adria Security Summit Report	Security 50 Research
<b>Vertical Markets</b>	Hospitality	Education	Banking	Healthcare	Retail
<b>Products &amp; Systems</b>	Video-based Fire Detection	Lighting	PSIM and VMS	Biometrics	Electronic Article Surveillance
<b>Other Topics</b>	Legislation and Standards	Cyber Security	Money and Valuables Transport	Privacy Protection	Man Guarding

## 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: 12,600  
 Monthly visitors: 6,300  
 Subscribers: 8,700

### Social media

**f** Facebook followers: 1,643+  
**in** LinkedIn followers: 2,118+

### 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
- Editorial closing date: beginning of the prior month
- Published in Italian
- Publishing date: end of the month
- Advertisement closing date: one month prior to the publication

## Editorial calendar

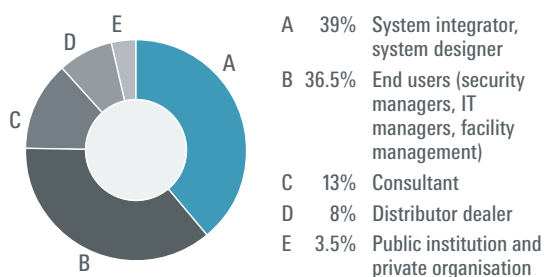
★ Bonus distribution at shows and events may shift without prior notice due to logistics or show organiser changes.

Issue	February #25	April #26	June #27
<b>Technology</b>	Artificial Intelligence and Video Analysis	Perimeter Security	Fire Fighting
<b>Special Feature</b>	Smart Home and Smart Building: Focus on Energy Saving	Connectivity and Networks (Security and Privacy, Business Continuity)	How to Prevent Industrial Fires
<b>Vertical Markets</b>	How to Protect Renewable Sources	Smart City and Urban Security	Transport Security
<b>Fairs' Bonus Distribution</b>	Secutech, Taipei secsolutionforum live	Conv. ERSI, Bologna	

Issue	August #28	October #29	December #30
<b>Technology</b>	Alarm Systems: Focus on Cloud	Access Control: Focus on Biometrics	Digital Transformation in TLC
<b>Special Feature</b>	Cybersecurity	How to Sell Security Technologies	Phygital Security
<b>Vertical Markets</b>	Revamping and Industry 4.0	Homeland Security	TelCO, 5G and Security
<b>Fairs' Bonus Distribution</b>	Adria Security Summit, Zagabria	Sicurezza, Milano Expoprotection, Parigi	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: 72,000+  
Monthly visitors: 14,000+  
Subscribers: 17,000+

### Social Media

Facebook followers: 9,000+  
 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 2023.

## Messe Frankfurt (HK) Ltd Taiwan Branch

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

International Sales & Marketing Headquarters  
8F, No. 288, Sec. 6, Civic Boulevard  
Xinyi District, Taipei City 110, Taiwan  
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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**

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### **Korea**

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Cell phone: +82 10 3782 9856  
Email: [ycsuh517@naver.com](mailto:ycsuh517@naver.com)

### **Vietnam**

Vietnam Advertisement & Fair Exhibition JS Company  
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### **Poland / Europe**

a&s Polska Sp. z o.o.  
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Email: [info@aspolska.pl](mailto:info@aspolska.pl)