

Asia promotion

a&S ASIA

- **16,000** Monthly Copies
- Published in English
- Editorial closing date: 10th of the prior month
- Advertisement closing date: 20th of the prior month
- Publishing date: 15th of the month



Editorial Calendar

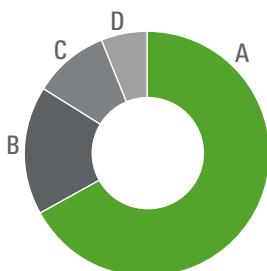
	A96 Jan	A97 Feb	A98 Mar	A99 Apr	A100 May	A101 June
Product Exploration	Low-Light Megapixel & HD	Panoramic Cameras	DVRs / NVRs, with Embedded VMS	Access Control & Management	Multisite / Remote Surveillance	Network Transmission & Storage
Vertical Solutions	Transit & Law Enforcement	Education	Gaming & Leisure	City Surveillance	Commercial Buildings	Hospitality
Special Feature	2014 Preview & Connected Home	UL Standards	Smart Home Tech	Police Equipment & Fire Safety Systems	Police Equipment & Fire Safety Systems	Key Components
Market Dynamics	The Philippines	Indonesia	Taiwan	India / Pakistan	Cambodia / Myanmar	Hong Kong / Macau
Bonus Distribution	Safe & Secure Pakistan Secutech India (Mumbai)	Security Show Tokyo	Secutech Protect Philippines	Securitex Hong Kong Security Expo Secutech India (New Delhi)		

	A102 July	A103 Aug	A104 Sept	A105 Oct	A106 Nov	A107 Dec
Product Exploration	Intrusion Alarms & Door Phones 2.0	Mobile / Onboard Surveillance	Biometrics	Lenses	Perimeter Protection	Police Equipment & Fire Safety Systems
Vertical Solutions	SMBs	Retail	Manufacturing	Oil & Gas / Industrial	Residential	Airports
Special Feature	Police Equipment & Fire Safety Systems	Police Equipment & Fire Safety Systems	AEC	AEC	2014 Security 50 & Review	2015 Preview
Market Dynamics	Australia	Thailand	Vietnam	China	India / Mongolia	Asia
Bonus Distribution	Secutech Vietnam IFSEC Southeast Asia Safety & Security Asia		Security China Secutech Thailand			

Bonus distribution at shows and events may shift without prior notice, due to logistics or show organisers' changes.

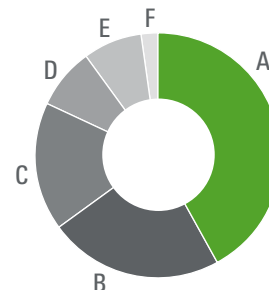
Circulation Data

• By Region



- A 67% ASEAN
- B 17% South Asia
- C 10% North Asia
- D 6% Oceania

• By Business Nature



- A 42% System Integrators / Installers
- B 23% Distributors / Importers / Reps
- C 17% VARs / Dealers
- D 8% Designers / Consultants
- E 8% End users
- F 2% Manufacturers / OEMs

Advertising Rates

Per Issue Rate (USD)	Trim Size (mm)	a&s Asia		
Inside Regular		1 – 3 issues	4 – 6 issues	7 – 12 issues
Full Page	210 x 275	2,000	1,900	1,800
Spread Page	420 x 275	3,850	3,650	3,410
Half Page	V: 95 x 255 H: 190 x 123	1,350	1,250	1,100
Special Position				
Full Page (Page 2 – 16)	210 x 275	2,550	2,450	2,350
Inside Front Cover		3,450	3,250	3,100
Back Cover		4,150	3,950	3,700
Inside Back Cover		2,750	2,650	2,550

- 10% additional charge for preferred placement of a full page inside regular AD; 15% additional charge for half page placement.
- The price is effective from 1 January – 31 December 2014.

Asia Corner

Rapid advances in Internet, telecom and smart mobile tech:

- More timely content, resources, interactions and audio / visual enhancements right at information seekers’ fingertips
- Readers become followers, contributors and collaborators that Like, Tweet, ShareThis, Evernote, Pocket and so on.

STAY INFORMED



GO MOBILE

