

# Publications



- **25,000** Monthly Copies
- Published in English
- Editorial closing date: 10<sup>th</sup> of the prior month
- Advertisement closing date: 20<sup>th</sup> of the prior month
- Publishing date: 5<sup>th</sup> of the month



## Editorial Calendar

	ID36 Jan	ID37 Feb	ID38 Mar	ID39 Apr	ID40 May	ID41 Jun
<b>Product Exploration</b>	NVRs	Best Buys	Lenses	Home Cameras	Network Cameras	Products with Remote Control
<b>Vertical Market</b>	City Surveillance	Best Buys	Campus Security	Critical Infrastructure	Industrial, Manufacturing, Production	Homeland Security
<b>Special Feature</b>	BIS Standards & Tests	Indian Security Market Leaders	UL Performance Standards	Tips for Installing & Using IR Cameras	Surveillance for SMB	Fleet Management
<b>Industry / Market</b>	Policy Reforms	India Security Market Report - West	Industry Wish List	Union Budget : Industry Response	Hot Market Trends	India Security Market Report - North
<b>Bonus Distribution</b>	ACETECH (Ahmedabad) Intersec	ACETECH (Kolkata)	Secutech India (Mumbai) Secutech			Secutech India (New Delhi)

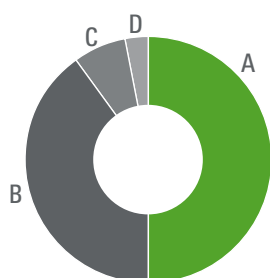
  

	ID42 Jul	ID43 Aug	ID44 Sep	ID45 Oct	ID46 Nov	ID47 Dec
<b>Product Exploration</b>	CCTV Solutions	Onboard / Mobile Monitoring	Wireless Electronics Locks	Network Storage / Server (VMS)	Connected Home Devices	Access Control / Management
<b>Vertical Market</b>	Leisure / Hospitality	Transportation	Oil & Gas	Real Estate / Home Automation	Retail	Banking
<b>Special Feature</b>	Key Components (Chipset)	Alternative Ways to Deter Crimes	Network Security in Security Equipment	Wireless Communications (NFC & Blue Tooth)	Intelligent Video	Multisite Monitoring & Management
<b>Industry / Market</b>	Indegenous Manufacturing	India Security Market Report - East	Distribution Challenge	Service Centres Add Value	India Security Market Report - South	Security 50 / Yearly Review & Preview
<b>Bonus Distribution</b>	FICCI-HLS Show		ITPO Show-IISE	ACETECH (Mumbai)		ACETECH (Delhi)

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

## Circulation Data

- By Business Nature



- A 50% End Users
- B 40% Distributors / System Integrators
- C 7% Manufacturers
- D 3% Others

## Advertising Rates

Per Issue Rate (USD)	Trim Size (mm)	a&S India
Full Page	216 x 281	1,000
Spread Page	432 x 281	1,900
Half Page	V: 108 x 281 H: 216 x 140	675
Special Position		
Full Page Page 2 – 29	216 x 281	1,150
Inside Front Cover		2,950
Back Cover		3,550
Inside Back Cover		2,450

- 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.