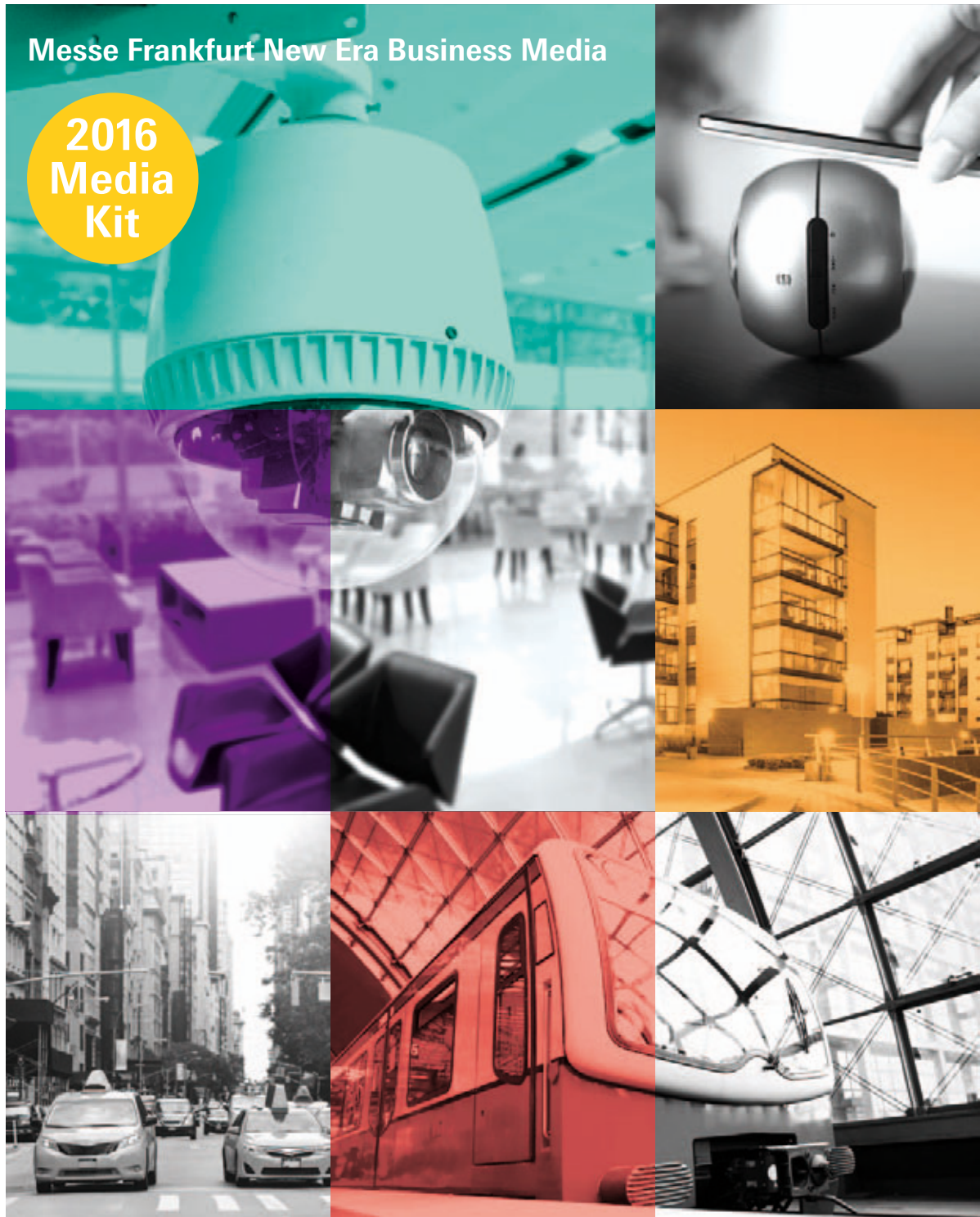


Security, safety & smart home

Messe Frankfurt New Era Business Media

2016
Media
Kit



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About Messe Frankfurt New Era Business Media – The Integrated Marketing Network

With professional recognition and 25 years of experience, Messe Frankfurt New Era Business Media (MFNE, formerly known as *a&s* Group) is a well-known and trusted partner for the security and smart home players in this industry.

a&s Magazines provide the security professionals year-round comprehensive market analysis, in-depth reports, updated vertical applications and market trends, with 14 publications and 1 special supplement in 9 languages around the globe.

As the Internet has become an indispensable part of our lives, MFNE presents a series of revamped online media platforms in English, Traditional Chinese, and Simplified Chinese for the security and smart home industry, providing the most comprehensive industry updates and product and manufacturers' information.

MFNE organises a series of high-visibility exhibitions and events in 7+ countries with hundreds of seminars and conferences, showcasing the latest technologies, applications and industry trends in the global market and local market.

Leveraging robust media resources and decades of experience in the industry, MFNE gives various optimal marketing options to meet the needs of security professionals and smart home players.



2016 show calendar

Exhibition	Location	2016
CES	Las Vegas, U.S.A.	6 – 9 January
Intersec	Dubai, U.A.E.	17 – 19 January
Safe Secure Pakistan	Islamabad, Pakistan	1 – 3 March
PROTECT	Manila, Philippines	2 – 3 March
SECURITY SHOW	Tokyo, Japan	8 – 11 March
MIPS	Moscow, Russia	14 – 17 March
ISC Brasil	Sao Paulo, Brazil	15 – 17 March
ISC West	Las Vegas, U.S.A.	6 – 8 April
Secutech International	Taipei, Taiwan	19 – 21 April
Secutech India	Mumbai, India	21 – 23 April
Internet of Things World	Silicon Valley, U.S.A.	10 – 12 May
Securex	Johannesburg, South Africa	24 – 26 May
IFSEC	London, U.K.	21 – 23 June
Security Exhibition & Conference	Melbourne, Australia	20 – 22 July
IFA	Berlin, Germany	2 – 7 September
IFSEC Southeast Asia	Kuala Lumpur, Malaysia	7 – 9 September
Intersec Buenos Aires	Buenos Aires, Argentina	7 – 9 September
ASIS	Orlando, U.S.A.	12 – 15 September
CEDIA	Dallas, U.S.A.	14 – 17 September
Smart Home Summit	London, U.K.	21 – 22 September
Secutech Vietnam	Hanoi, Vietnam	21 – 24 September
security essen	Essen, Germany	27 – 30 September
Safe & Security Asia	Singapore	28 – 30 September
ISAF Istanbul	Istanbul, Turkey	29 September – 2 October
GITEX	Dubai, U.A.E.	16 – 20 October
Security China	Beijing, China	25 – 28 October
Expoprotection	Paris, France	7 – 9 November
European Utility Week	Barcelona, Spain	15 – 17 November

* The show calendar is subject to change without notice.

a&S INTERNATIONAL

- 20,000 monthly copies
- Published in English
- Editorial closing date: 10th of the prior month
- Advertisement closing date: 20th of the prior month
- Publishing date: 5th of the month

What's new in *a&s* International 2016

2016 *a&s* International provides the best sourcing information for global professional buyers. Now, more end-markets are acquiring a "solution" to eliminate security threats and increase business efficiency. In order to help professional buyers identify what the best integrated systems are, a new column — Integrated System — will provide in-depth information, in terms of updated functionalities, features, best outcomes, and issues when integrating systems. Another new column — Smart Device / Technology, will present advanced technologies and smart devices that could play a key role in the security system.

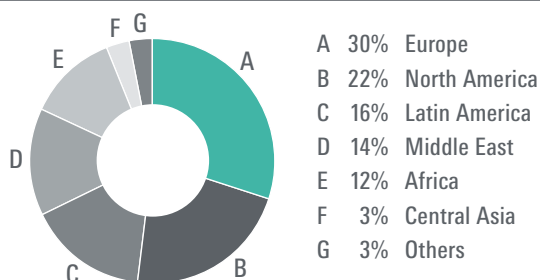
The IoT (Internet of Things) is bringing new opportunities

to many different industries. Another new column, IoT, will explore the market potential of the IoT in specific vertical markets and how it influences the security industry, as well as how security sensors / systems work with other sensors / systems to achieve high efficiency in daily operation and management in multiple environments.

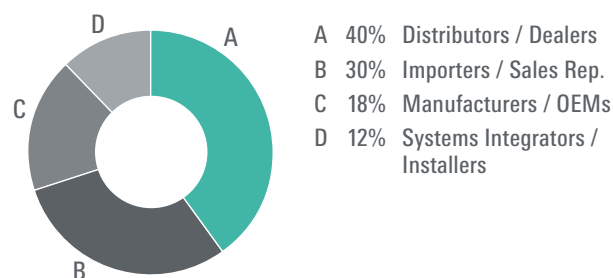
a&s International will continue to introduce new companies from all over the world to provide the best sourcing options and suggestions for global distributors and resellers, as well as vertical-specific, hands-on installation and system design know-how for systems integrators / installers.

Circulation data

By region



By business nature





Editorial calendar

	January #205	February #206	March #207	April #208	May #209	June #210
Integrated system	Intercom systems (residential buildings)	Locking systems (hospitality & residential)	Video management systems (large / multi-sites & safe cities)	CMS solutions (SMB)	Access control management systems (large / multi-site management)	Video & access control (parking lot management)
Smart device / technology	Mobile (wearable) devices for law enforcement & security service	Apps for camera installation / viewing	Indoor intrusion detection for residential, commercial sectors	Long-distance transmission & power supply	Smart video & thermal (infrastructure)	Storage management & hard-drive
Vertical solution	Education (college)	Chain store management	Banking	Villas & hotels	Primary schools	Aviation
IoT	Smart building		Smart retail (marketing/ customer service)		Smart warehouse management	
Bonus distribution	ISC Brasil	ISC West	IFSEC	Secutech International & Securex		
	July #211	August #212	September #213	October #214	November #215	December #216
Integrated system	Visitor management systems (smart commercial buildings)	Outdoor intrusion system (perimeter security)	Intelligent door controller (smart buildings)	H.265 video surveillance system	PA systems & voice alarm (Infrastructure & education)	Smoke detection systems (infrastructure & industrial sites)
Smart device / technology	Lens	Business intelligence (VCA/ data analysis for retail)	Biometrics for national IDs	RFID cards, tags & printers	Biometrics for public buildings & event venues)	Turnstiles & gates (MRT station, commercial buildings)
Vertical solution	Event venue	Public service buildings / institutes	MRT & railway stations	Oil & gas	Health care	cruise ships
IoT	Intelligent traffic management		Smart factory		Public transportation	
Bonus distribution	Security Essen & ASIS		Expoprotection			Intersec (Dubai)

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

Advertising rate USD 2,450 / full-page rate, inside regular. Please refer to p.24.

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



What's new in *a&s* Asia 2016

The world economy, which has been led by western countries over the past three decades, will shift to countries in the global southern belt — comprising Asia, Africa, and Latin America, according to many market researchers. Asia, accompanied by the economic power of China, will surely play a crucial role in the international market. The Trans-Pacific Partnership (TPP), the “One Belt, One Road,” and the ASEAN Economic Community (AEC) will further stimulate trade around the world.

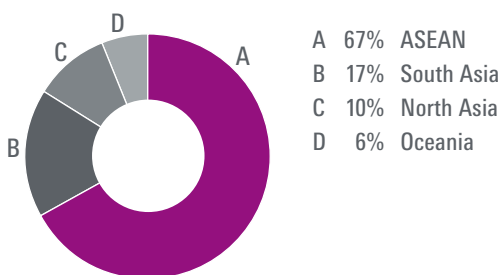
For the security industry, ASEAN countries are still providing many opportunities even though the overall outlook for the economy in 2016 remains unclear. In 2016, *a&s* Asia will continue to explore the unique features of

each country's market, and get insights from local channel players to predict the future development of its security market.

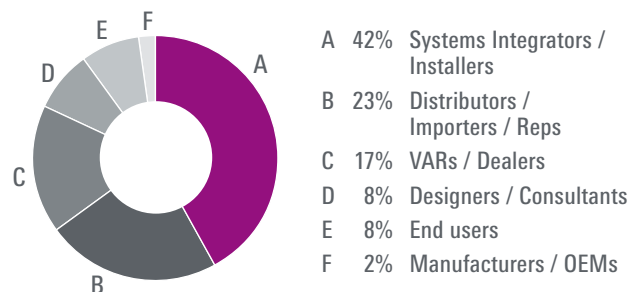
The Asian security market is heavily influenced by regional political and socioeconomic issues; *a&s* Asia starts by analysing these factors and then finds out how they influence the security market. Accompanied by various editorial subjects, *a&s* Asia covers the most advanced projects going on in this region and invites major solution and equipment providers to discuss the latest issues. Meanwhile, *a&s* will continue to introduce more new brands and companies, from all over the world, to this region.

Circulation data

By region



By business nature





Editorial calendar

	January #120	February #121	March #122	April #123	May #124	June #125
Market dynamics	India	HK & Macau	Korea	Myanmar	Australia & India	Thailand
Vertical solution	Smart building	Oil & gas	Education (college)	Chain store management	Banking	Villa & hotels
Product exploration	Biometrics for national IDs	Smart video & thermal (infrastructure)	Intercoms systems (residential buildings)	Locking systems (hospitality & residential)	Video management systems (large/multi-sites & safe cities)	CMS solution (SMB)
Business talk	How to price security services	Value-added distribution	Systems integration business	Project support & service	Transformation of security services	Branding of Asian manufacturers
Bonus distribution	Security Show, Secutech India & Protect 2016			Secutech International	Security Expo	
	July #126	August #127	September #128	October #129	November #130	December #131
Market dynamics	The Philippines	Indonesia	Japan	Vietnam & Singapore	Malaysia	China
Vertical solution	Smart traffic management	Aviation	Event venue	Gaming	MRT & railway stations	Factory (manufacturing)
Product exploration	Long-distance transmission & power supply	Video & access control (parking lot management)	Visitor management systems (smart commercial buildings)	Outdoor intrusion system (perimeter security)	Intelligent door controller (smart commercial building & complex)	H.265 video surveillance systems
Business talk	IT companies in security	Partnerships	Multinational's localisation in Asia	Telecom's role in security	From security to IoT / smart home business	M&A
Bonus distribution	IFSEC Southeast Asia	Secutech Vietnam, Safety & Security Asia				

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

Advertising rate USD 2,000 / full-page rate, inside regular. Please refer to p.24.

asmag.com is a comprehensive and interactive online media and B2B sourcing service platform for global security professionals.

Powered by the *aEs* editorial team, the media platform of asmag.com provides global security distributors, resellers, systems integrators, and installers with the most up-to-date technology, market, and industry information related to security. Following the trend of the Internet of Things (IoT), asmag.com also focuses on how multiple industries adopt security solutions to achieve managerial and operational efficiency in their environment.

More and more end-markets are acquiring a “solution” to eliminate security threats and increase business efficiency. In order to help professional buyers identify what the best vertical solutions and integrated systems are, asmag.com provides practical information, in terms of updated functionalities, features, best outcomes of a solution / system, and issues when integrating systems.

Website traffic

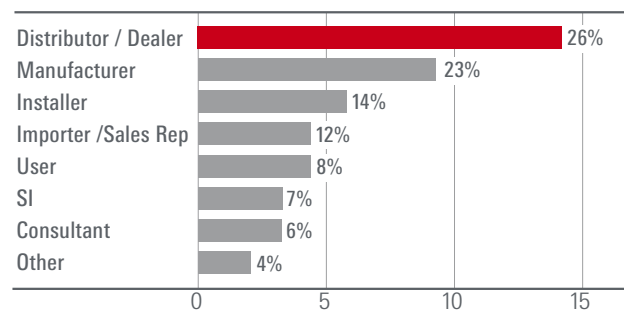
(Monthly average, duration: Jan. — Dec. 2015)

- Visitors: 70,680
- Page view: 607,283
- Registered members: 65,189
- eNews subscribers: 58,898

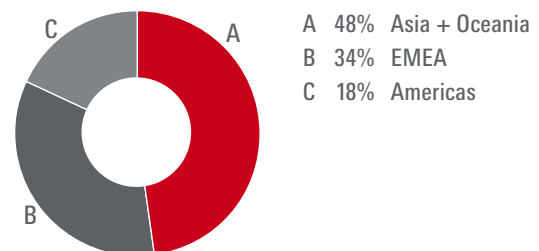


Circulation data

Website members by business nature



Website members by regions



EMEA region includes Europe, the Middle East and Africa

ASIA region includes Oceania, Central Asia, East Asia, North Asia, and Western Asia



Advertising specifications

Labels in the screenshot include: Top Banner, Banner A, Banner B, Expandable Ad, Article Highlight, New Product This Week, Product Insight, Special Video Show, and Banner C.

Weekly e-newsletter

Labels in the screenshot include: Banner A, Advertorial, and Product Showcase.

Vertical solution e-newsletter

Labels in the screenshot include: Head Banner, Banner A, Banner B, Sponsor Post A, Sponsor Post B, Product Showcase 1, Product Showcase 2, Product Showcase 3, and Product Showcase 4.

AD specifications	Price
Cover Banner	USD 1,000
Curtain AD	USD 1,000
Expandable AD	USD 1,000
Top Banner	USD 850
Banner A	USD 500
Banner B	USD 475
Banner C	USD 425
Article Highlight	USD 500
Product Insight	USD 550
New Product	USD 500
Special Video Show	USD 500
Weekly e-newsletter	
Banner A	USD 500
Advertorial	USD 500
eBlast	
asmag.com subscribers	USD 1,650
Vertical Solution news	
Head Banner	USD 1,000
Sponsor Post	USD 500
Banner	USD 400
Product Showcase	USD 200

- 12,000 bimonthly copies, since 2014
- Published in English
- Editorial closing date: 15th of the prior month
- Advertisement closing date: 15th of the prior month
- Publishing date: mid of the month



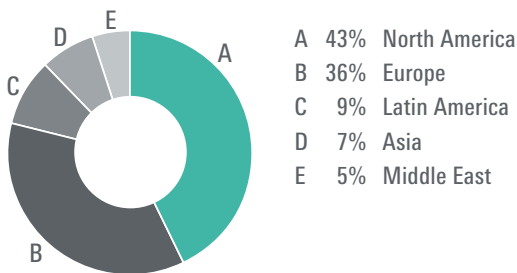
Editorial calendar

	January #12	March #13	May #14
Exploration	Smart home security for the entry areas	Spring tech preview	Smart home appliances
Special feature	Startups in smart home	Home safety in IoT arena	Homecare / healthcare in smart home
Bonus distribution	ISC West	SMAhome by Secutech	IFSEC, Computex
	July #15	September #16	November #17
Exploration	Sourcing in Taiwan: specialists from IPC & computer peripherals	Cloud platform: openness/ interoperability possible in smart home?	2017 smart home tech preview
Special feature	Google's Weave vs. Apple HomeKit	Ensuring privacy & security in smart home	Lighting control & smart home
Bonus distribution	IFA, CEDIA & Smart Home Summit	Hong Kong Electronic Show, GITEX & EU Utility Show	CES 2017

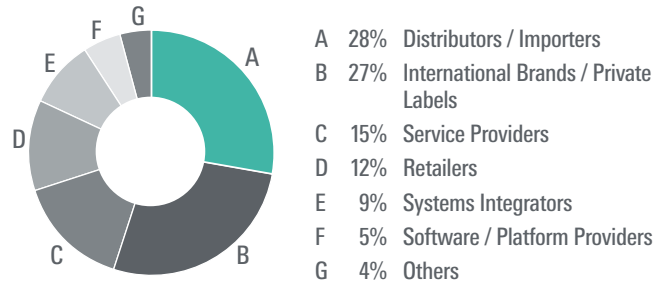
Bonus distribution at shows and events may shift without prior notice, due to logistics or show organisers' changes.

Circulation data

By region



By business nature



Advertising rate USD 2,450 / full-page rate, inside regular. Please refer to p.24.

mySMAhome.com

Monthly traffic

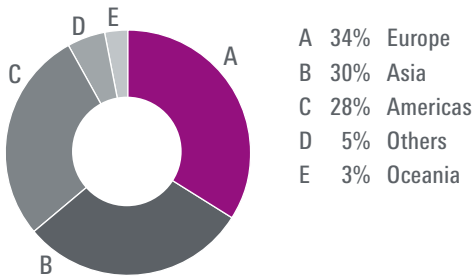
- Visitors: 15,700
- Page view: 35,000
- Average time on site: 3:12
- Visitors from 210 countries and regions
- 13,500+ members & e-news subscribers

Site features

- Robust content of smart home product review and company interview
- Regular news updates and web exclusives
- More visibility with smart home buyers and decision makers

Site viewers

By region



Top 10 Countries of Visitors: the United States, South Korea, Malaysia, Italy, Singapore, Canada, the United Kingdom, Thailand, India, Japan

Price list

AD Options	Price (USD)
Top Banner	\$1,000 / week
Article Highlight	\$1,200 / week
Banner A	\$800 / week
Banner B	\$700 / week
Sponsor Post	\$600 / week
Feature Video	\$600 / week
Banner C	\$500 / week

* Ad options above displays on the homepage.

E-newsletter Advertorial	\$300 / time
E-blast Service	\$3,000 / time

The screenshot displays the homepage layout with several key sections:

- Top Banner:** A large banner at the top with a navigation menu (REVIEWS, COMPANY, NEWS, FEATURE, VIDEO, SMA100) and a search bar.
- Article Highlight:** A featured article titled "Afero Launches Platform to Securely Connect the Internet of Things in the Home and Beyond".
- Banner A & B:** Two smaller banners positioned below the article highlight.
- LATEST STORIES:** A section with multiple article teasers, including "Product Introduction: Memobit" and "Product Introduction: Afero".
- Sponsor Post:** A dedicated section for sponsored content.
- Feature Video:** A video player section on the right side of the page.
- Banner C:** A banner at the bottom of the page.

a&S CHINA

- 27,000 monthly copies
- Published in Simplified Chinese
- Editorial closing date: 10th of the prior month
- Advertisement closing date: 15th of the prior month
- Publishing date: 1st of the month



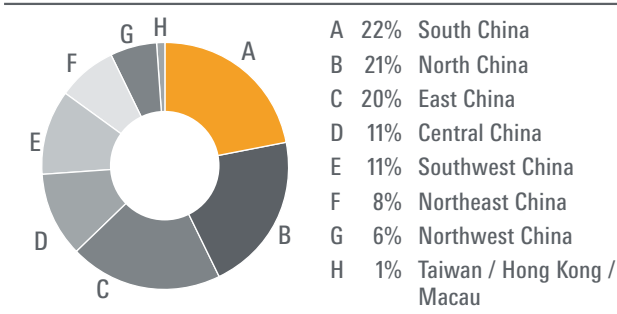
Editorial calendar

	January #203	February #204	March #205	April #206	May #207	June #208
Featured topic	Smart parking	Building intercom	Video surveillance (IP, HD CCTV, SDI)	Disaster prevention (forest fire prevention, management platform)	Smart community (smart home, smart building)	Smart transportation
Bonus distribution						
	July #209	August #210	September #211	October #212	November #213	December #214
Featured topic	Alarm system	Access control	Big data	Safe city	Smart devices	Cloud service (cloud security, cloud storage, cloud computing)
Bonus distribution	Security China					

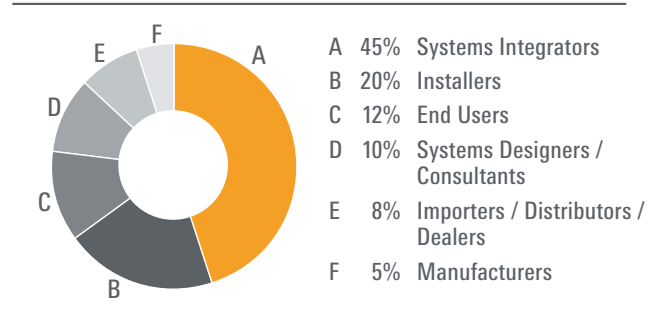
Bonus distribution at shows and events may shift without prior notice, due to logistics or show organisers' changes.

Circulation data

By region



By business nature



Advertising rate USD 1,600 / full-page rate, inside regular. Please refer to p.24.

The most professional security website in China

asmag.com.cn is the most reliable platform in China. It offers value to brands through social networking, reaching local manufacturers, distributors, systems integrators, installers and end-users. Comprehensive security coverage features up-to-date security news, latest technologies, products and solutions.

Fast facts

- Registered web members: 96,217
- Daily visitors: 9,512
- Daily page view: 34,927
- WeChat fan page followers: 40,212

By region



- A 32% Guangdong
- B 9% Beijing
- C 7% Zhejiang
- D 7% Shanghai
- E 5% Jiangsu
- F 4% Hubei
- G 4% Fujian
- H 3% Shaanxi
- I 3% Sichuan
- J 26% Others

Price list

AD Options	Price (USD)
asmag.com.cn	
A1 - A6	\$1,300 / month
G1 - G6	\$800 / month
Article Highlight	\$310 / week
Banner B1	\$1,000 / month
Banner B2	\$800 / month
Weekly e-newsletter	
Banner A	\$770 / week
Banner B	\$700 / week
Edm	
E-blast	\$1,850 / time

Website

The screenshot shows the website layout with several ad slots labeled A1-A6, G1-G6, Article Highlight, B1, and B2.

E-newsletter

The screenshot shows the e-newsletter content, including a banner for '安防2.0' and an article titled '今日头条 司机通过人脸识别 冒充赵薇老公卖其豪宅'.

a&S REVIEW

- 22,000 bimonthly copies
- Published in Simplified Chinese
- Editorial closing date: 5th of the prior month
- Advertisement closing date: 30th of the prior month

Editorial calendar

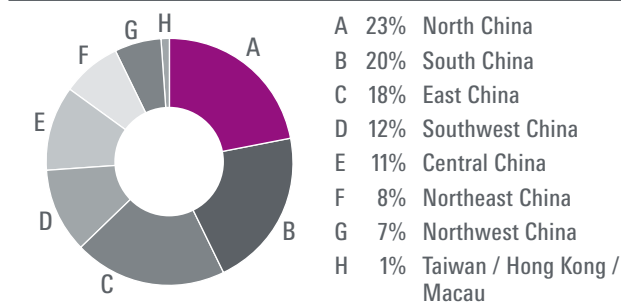
	February #09	April #10	June #11
Featured topic	Smart transportation	Smart building / smart community	Government building
Bonus distribution			

	August #12	October #13	December #14
Featured topic	Safe city	Alarm visualisation	Banking security
Bonus distribution	Security China		

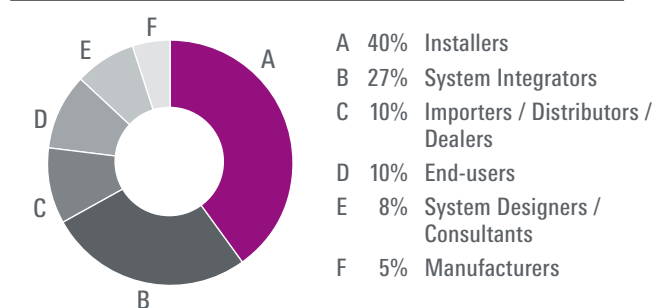
Bonus distribution at shows and events may shift without prior notice, due to logistics or show organisers' changes.

Circulation data

By region



By business nature



Advertising rate USD 1,100 / Full page rate, inside regular. More details, please refer to p.24.

a&S INTEGRATOR

- 25,000 quarterly copies
- Published in Simplified Chinese
- Editorial closing date: 1st of the prior month
- Advertisement closing date: 30th of the prior month

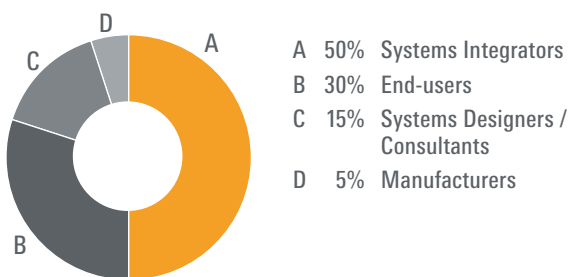
Editorial calendar

	March #IG05	June #IG06
Featured topic	Smart city in the future	City health care service systems
Technical feature	Smart factory	Mobile network
	Traffic & transportation	Big data
	Sustainable smart building	Safe campus
	Smart lighting	Energy & sustainable development

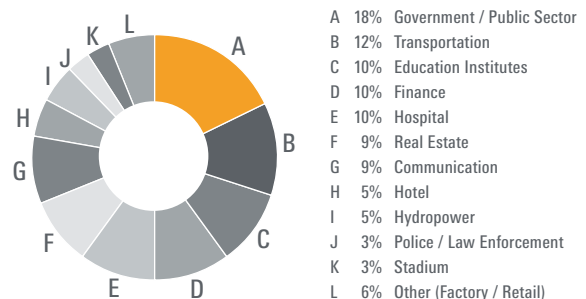
	September #IG07	December #IG08
Featured topic	Smart retail	Green city, smart city
Technical feature	Smart transportation	Smart emergency response management
	Smart warehouse	Innovative warehouse technology
	Supply chain management	Network security
	Cloud technology	Energy management

Circulation data

By business nature



By vertical market



Advertising rate USD 1,500 / Full page rate, inside regular. More details, please refer to p.24.

a&s TAIWAN

- 17,000 bimonthly copies
- Published in Traditional Chinese
- Editorial closing date: 15th of the prior month
- Advertisement closing date: 30th of the prior month
- Publishing date: 20th of the month



Editorial calendar

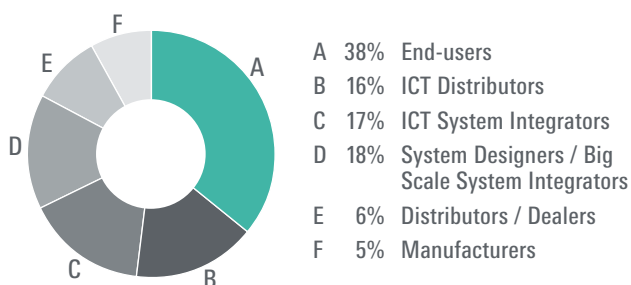
	February #131	April #132	June #133
Smart vertical solution	Intelligent transportation systems	Smart retail solution	Smart hotel solution
IoT applications	Fleet management	Smart fire & safety solutions	Logistics management
Technique feature	4K applications	Big data	Smart streaming
Bonus distribution		Secutech International	Taiwan Security Road Show

	August #134	October #135	December #136
Smart vertical solution	Smart factory (Industry 4.0)	City surveillance	Smart building
IoT applications	Smart living (access control)	Mobile surveillance	Health care applications
Technique feature	Network storage	3D intelligent video analysis (IVS)	Wireless transmission
Bonus distribution	Taiwan Security Road Show		

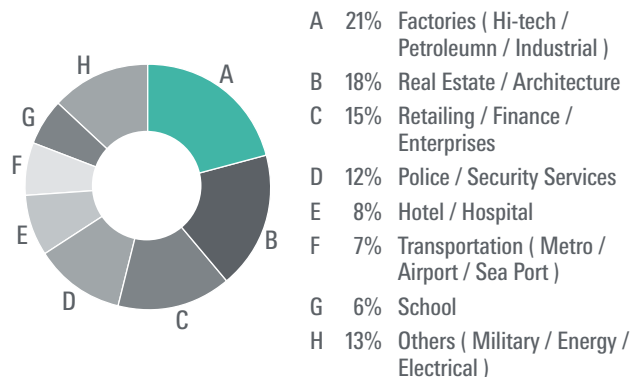
Bonus distribution at shows and events may shift without prior notice, due to logistics or show organisers' changes.

Circulation data

By business nature



By vertical market



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

a&s JAPAN

- 12,000 bimonthly copies
- Published in Japanese
- Editorial closing date: 10th of the prior month
- Advertisement closing date: 15th of the prior month
- Publishing date: 10th of the month

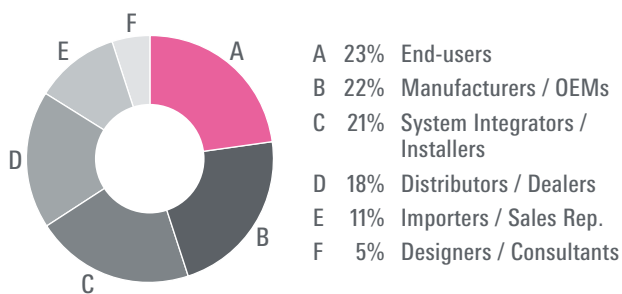
Editorial calendar

	January #50	March #51	May #52
Special feature	Security 50 from financial update in 2014	Bandwidth management	Data integrity
Product exploration	-	Intercoms & door control systems	Video management systems (for large-area / multi-sites & safe cities)
Vertical market	-	Education (college)	Banking
Smart home column	Smart home	Mobile / wearable device for law enforcement & security service	Apps for installing / viewing camera
IoT feature	-	Smart building	Smart retail (for marketing & customer services)

	July #53	September #54	November #55
Special feature	Logistics security	Cloud video surveillance	Security 50 financial update
Product exploration	Access control management (for large-area & multi-sites application)	Visitor management systems (smart commercial buildings)	Wireless communication in video surveillance
Vertical market	Primary schools	Event venue	MRT & railway station
Smart home column	Long-distance transmission & power supply	Storage management & hard drive	Biometrics for national IDs
IoT feature	Smart warehouse management	Traffic management	Smart factory

Circulation data

By business nature



Advertising rate USD 3,800 / full-page rate, inside regular. Please refer to p.24.

a&S VIETNAM

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

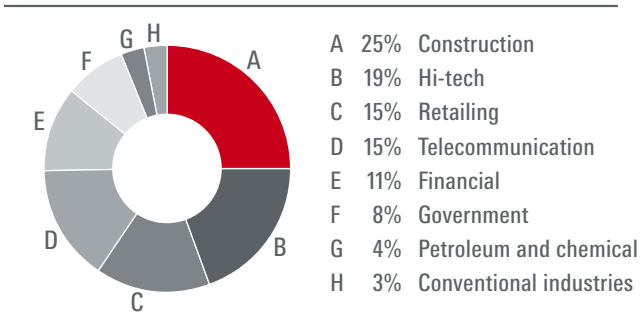
Editorial calendar

	March #23	June #24	September #25	December #26
Product exploration	Building control (access control & fire alarms)	Biometrics for national IDs	Visitor management systems (smart commercial buildings)	PA systems & voice alarm (infrastructure & education)
Vertical market	Intelligent smart building	Villa & hotels	Education: primary schools	Biometrics for public buildings & event venue)
Special feature	Locking systems (hospitality & residential)	Video management systems (large / multi-sites & Safe Cities)	Smart video & thermal (infrastructure)	Public transportation
Bonus distribution		GDSF	Secutech Vietnam	

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

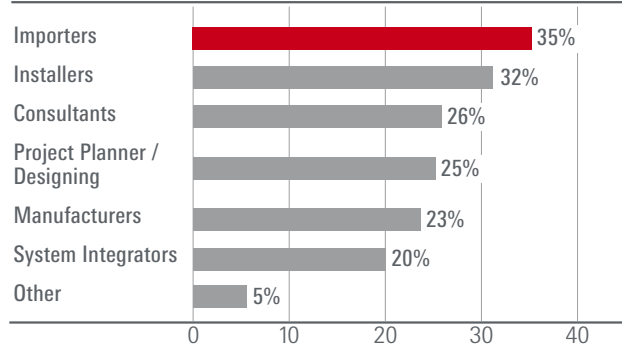
Circulation data

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
- Editorial closing date: 10th of the prior month
- Advertisement closing date: 20th of the prior month
- Publishing date: 5th of the month

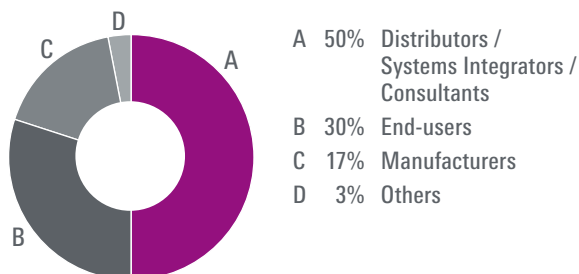
Editorial calendar

	January #60	February #61	March #62	April #63	May #64	June #65
Product exploration	Storage solutions	Safes & locks	IP surveillance	All security, safety & fire product categories	Baggage scanners, metal detectors	DVR / NVR
Vertical market	City surveillance	BFSI	Smart cities	Best buys	Hospitality	Education
Special feature	VCA	Remote / multisite video monitoring	IoT	OEM / ODM service	Facial recognition	Biometric solutions
Industry / market	Venture capital & start ups	Budget wish list	Budget reactions	BIS standards & certification:	Security industry issues	Taxation & import duties
Bonus distribution	Intersec, Traffic Infratech & IITT	Safe & Secure Expo & Vadodara		Secutech India & Secutech International	GDSF - Mumbai	SMART CARD EXPO, ComIT & ACETECH - Bengaluru
	July #66	August #67	September #68	October #69	November #70	December #71
Product exploration	Identity management	PA system	Perimeter security	Video door phones	Turnstile & gate (visitor entry control)	Camera compenents+lense
Vertical market	Critical infrastructure	Healthcare	Oil & gas	Real estate	Transport	Retail
Special feature	NFC	Access control solutions	Thermal cameras	Smart home solutions	GPRS & communication solutions	RFID solutions
Industry / market	SaaS - VsaaS	Service & maintenance	Distribution	Bids & tenders	Training	India security market review / Security 50
Bonus distribution	Times Property Expo	FICCI-HLS & PALM Expo	IORS	ACETECH - Mumbai	SICUREZZA & Palm Expo	ACETECH - New Delhi

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

Circulation data

By business nature



Advertising rate USD 1,100 / full-page rate, inside regular. Please refer to p.24.

a&S RUBEZH RUSSIA

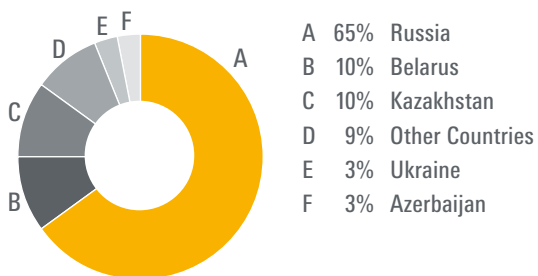
- 15,000 bimonthly copies
- Published in Russian
- Editorial closing date: 10th of the prior month
- Advertisement closing date: 15th of the prior month
- Publishing date: middle of the month

Editorial calendar

	February #15	April #16	June #17	August #18	October #19	December #20
Topic	Safe city	Industrial safety	BIM technology	Fire safety	Transportation security	Trends 2016 — 2017

Circulation data

By region



A	65%	Russia
B	10%	Belarus
C	10%	Kazakhstan
D	9%	Other Countries
E	3%	Ukraine
F	3%	Azerbaijan



Advertising rate USD 1,100 / full-page rate, inside regular. Please refer to p.24.

a&S TÜRKİYE

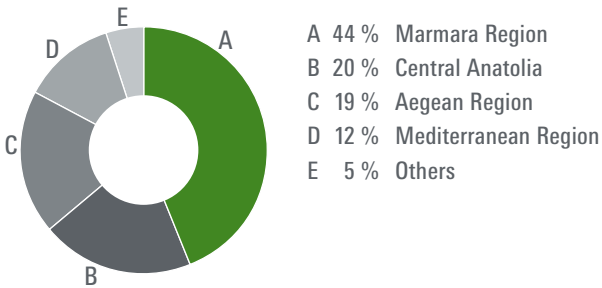
- 6,000 bimonthly copies
- Published in Turkish
- Editorial closing date: 10th of the prior month
- Advertisement closing date: 15th of the prior month
- Publishing date: 5th of the month

Editorial calendar

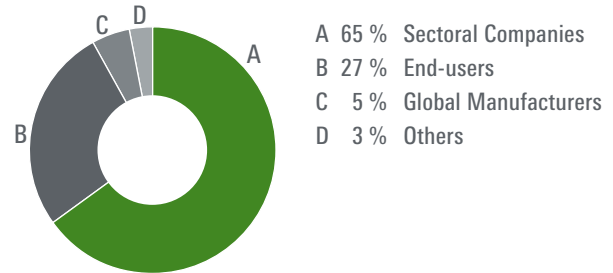
	January #45	March #46	May #47	July #48	September #49	November #50
Security	Access control & alarm systems	Internet of things	NVR & DVRs	Virtual security (Cloud, big data)	Environmental security systems	Mobile surveillance
Fire	Integration of fire systems	-	Fire alarms	-	Intelligence fire systems	-
Market	Multinational enterprise	Hotel security	Productive facilities security	Residential security	Even security	Sports security
Supplement	Security top 50	Women in sector	Turkey security sector	-	ISAF 2016	-

Circulation data

By region



By business nature



Advertising rate USD 1,062 / full-page rate, inside regular. Please refer to p.24.

a&S ADRIA

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

Editorial calendar

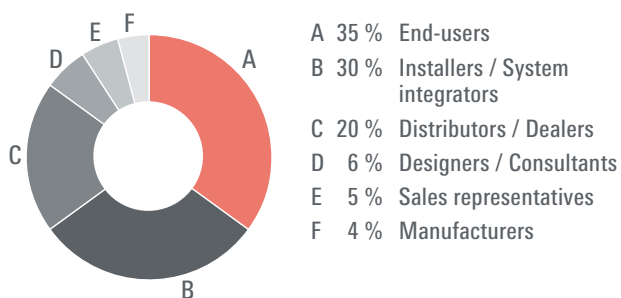
	January #108	February #109	March #110	April #111	May #112	June #113
Cover story	Research: Adriatic region private security	Research & development	Cyber security in surveillance systems	Partnership & alliance	Mobile monitoring	IT companies in security
Markets	Stadiums	High education	Chain store management	Banking	Hotels	Airports
Products & systems	Cloud-based security surveillance	Bandwidth management	Intercoms & doors	Locking systems	Video management systems	Access control management systems
Bonus distribution	Intersec	TB Forum	Security Expo	Secutech India & Secutech International		IFSEC International

	July / August #114	September #115	October #116	November #117	December #118
Cover story	Value-added distribution	Security companies in IoT business	Adria security summit 2016 report	Systems integration business	Security 50 research
Markets	Event management	Public service buildings / institutes	Railway stations	Oil & gas	Healthcare
Products & systems	Parking management	Perimeter security	Biometrics for national IDs	H.265 video surveillance system	Integration of video & access control systems
Bonus distribution	Secutech Vietnam	Adria Security Summit, Security Essen ISAF Fuary		All-over-IP Forum	

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

Circulation data

By business nature



Advertising rate USD 990 / full-page rate, inside regular. Please refer to p.24.

a&S ITALY

- 9,000 bimonthly copies
- Published in Italian
- Editorial closing date: 10th of the prior month
- Advertisement closing date: 15th of the prior month
- Publishing date: end of the month

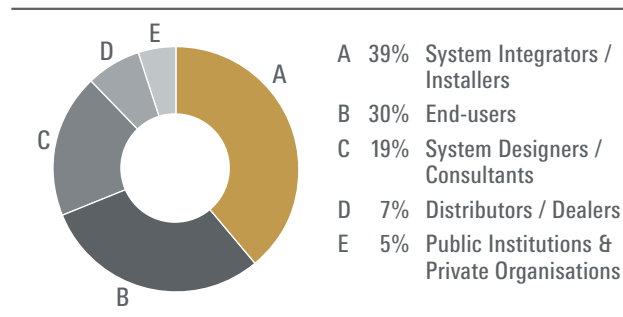
Editorial calendar

	February #37	April #38	June #39	August #40	October #41	December #42
Tech corner	Access control	Fire security	Anti intrusion	PSIM	Cables for security	Home & building
Vertical market	Airports / Ports	Hospitality	Oil & Gas	Amusement parks	Retail	City security
Special feature	IT enters the security market	Internet of Things: what will change in the security industry	The smart home market in Italy & Europe	IP Security: trends & forecasts	New trends in distribution	Italian security leaders top 25
Training	How to manage your company	Fire regulations	CEI anti intrusion & anti theft norms	Designing IP video surveillance systems	How to sell security	Privacy & video surveillance
Bonus distribution	IP Security Forum Milan, Secutech International & IFSEC South Africa	IP Security Naples & IFSEC London	Forum Banca Milan	ISAF Istanbul, Security Essen & Home & Building Verona	Expoprotection Paris, Festival ICT, Milan Forum & Retail Milan	TB Forum Moscow & Intersec Dubai

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

Circulation data

By business nature



Advertising rate USD 1,720 / full-page rate, inside regular. Please refer to p.24.

Price list

Publications for Global Market

Per issue rate (USD)	Trim size (mm)	a&s International		
Inside Regular		1 – 3 issue(s)	4 – 6 issues	7 – 12 issues
Full Page	210 x 275	2,450	2,350	2,200
Spread Page	420 x 275	4,300	4,100	4,000
Half Page	V: 95 x 255 H: 190 x 123	1,450	1,350	1,250
Special position				
Full Page (Page 2 – 16)	210 x 275	3,450	3,200	2,860
Inside Front Cover		4,300	4,100	3,850
Back Cover		5,100	4,850	4,650
Inside Back Cover		3,750	3,550	3,200

Per issue rate (USD)	Trim size (mm)	a&s SMAhome		
Inside Regular		1 issue	2 – 3 issues	4 – 6 issues
Full Page	210 x 275	2,450	2,350	2,200
Spread Page	420 x 275	4,300	4,100	4,000
Half Page	V: 95 x 255 H: 190 x 123	1,450	1,350	1,250
Special position				
Full Page (Page 2 – 16)	210 x 275	3,450	3,200	2,860
Inside Front Cover		4,300	4,100	3,850
Back Cover		5,100	4,850	4,650
Inside Back Cover		3,750	3,550	3,200

Publications for European Market

Per issue rate (USD)	Trim size (mm)	a&s Adria		
Inside Regular		1 – 2 issue(s)	3 – 6 issues	7 – 11 issues
Full Page	210 x 282	990	900	780
Spread Page	420 x 282	1,480	1,340	1,190
Half Page	V: 105 x 282 H: 210 x 140	550	500	440
Special position				
Full Page Page 3 – 16	210 x 282	1,030	930	850
Back Cover		---	---	1,310

Per issue rate (USD)	Trim size (mm)	a&s Italy		
Inside Regular		1 issue	2 – 3 issues	4 – 6 issues
Full Page	210 x 275	1,720	1,500	1,450
Spread Page	420 x 275	3,170	2,780	2,640
Half Page	V: 95 x 255 H: 183 x 123	930	790	745
Special position				
Inside Front Cover	210 x 275	2,910	2,510	2,380
Back Cover		3,170	2,780	2,640
Inside Back Cover		2,640	2,380	2,245

Per issue rate (USD)	Trim size (mm)	a&s Turkiye		
Inside Regular		1 issue	2 – 3 issues	4 – 6 issues
Full Page	200 x 270	1,062	944	826
Spread Page	400 x 270	1,510	1,416	1,133
Half Page	V: 95 x 250 H: 200 x 135	590	531	472
Special position				
Inside Front Cover	200 x 270	2,360	2,065	1,770
Back Cover		2,950	2,596	2,360
Inside Back Cover		1,770	1,552	1,333

Per issue rate (USD)	Trim size (mm)	a&s RUBEZH Russia		
Inside Regular		1 issue	3 issues	6 issues
Full Page	210 x 270	1,100	990	880
Spread Page	420 x 270	1,600	1,440	1,280
Half Page	V: 103 x 270 H: 210 x 133	900	810	720
Special position				
Inside Front Cover	210 x 270	2,600	2,340	2,080
Inside Back Cover	210 x 270	2,400	2,160	1,920
Back Cover	210 x 270	2,800	2,520	2,240

AD specification

- File format: Mac preferred
- Applicable software: Illustrator CS4 (Outline creation is needed) / Photoshop CS4
- 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 2016.

Publications for Asian Market

Per issue rate (USD)	Trim size (mm)	a&s Asia		
Inside Regular		1 - 3 issue(s)	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

Per issue rate (USD)	Trim size (mm)	a&s China			a&s Review			a&s Integrator		
		1 – 3 issue(s)	4 – 6 issues	7 – 12 issues	1 – 3 issue(s)	4 – 6 issues	7 – 12 issues	1 issue	2 – 3 issues	4 issues
Inside Regular										
Full Page	210 x 285	1,600	1,450	1,350	1,100	1,000	900	1,500	1,350	1,250
Spread Page	420 x 285	3,000	2,700	2,400	1,900	1,800	1,700	2,800	2,500	2,350
Half Page	V: 95 x 265 H: 190 x 130	850	750	700	700	650	600	---		
Special position										
Inside Front Cover	210 x 285	---	4,750	4,400	---	3,800	3,500	4,400	4,100	3,800
Back Cover		---	5,900	5,450	---	4,900	4,400	5,450	5,000	4,700
Inside Back Cover		---	3,500	3,200	---	2,550	2,350	3,200	2,900	2,700
2-page Product Test		---			1,900			---		
Cover Story		8,600			7,900			---		

Per issue rate (USD)	Trim size (mm)	a&s Japan		
Inside Regular		1 issue	2 – 3 issues	4 – 6 issues
Full Page	210 x 275	3,800	3,600	3,400
Spread Page	420 x 275	6,100	5,800	5,500
Half Page	V: 85 x 250 H: 180 x 120	2,100	2,000	1,900
Special position				
Inside Front Cover	210 x 275	4,500	4,300	4,100
Back Cover		5,300	5,000	4,700
Inside Back Cover		4,200	4,000	3,800
Cover Story		13,500		

Per issue rate (USD)	Trim size (mm)	a&s India
Full Page	216 x 281	1,100
Spread Page	432 x 281	2,090
Half Page	V: 108 x 281 H: 200 x 125	743
Special position		
Full Page Page 2 – 29	216 x 281	1,265
Inside Front Cover		3,245
Back Cover		3,905
Inside Back Cover		2,695

Per issue rate (USD)	Trim size (mm)	a&s Taiwan			a&s Vietnam		
Inside Regular		1 issue	2 – 3 issues	4 – 6 issues	1 issue	2 – 3 issues	4 issues
Full Page	210 x 275	1,800	1,700	1,600	800	720	620
Spread Page	420 x 275	3,500	3,300	3,100	1,400	1,260	1,070
Half Page	V: 95 x 255 H: 190 x 123	1,200	1,100	1,000	500	450	400
Special position							
Full Page (Page 2 – 16)	210 x 275	---	2,200	2,100	---	---	---
Inside Front Cover		---	2,950	2,800	2,000	1,800	1,620
Back Cover		---	4,200	4,000	2,500	2,250	2,000
Inside Back Cover		---	2,400	2,300	1,500	1,350	1,150
Cover Story		6,000			---		

International exhibitions

Providing an effective meeting place to connect everyone in the security industry, MFNE holds annual trade shows in Taiwan, India and Vietnam to create comprehensive platforms for product sourcing and networking.

secutech

International Security Expo

International Portal for Intelligent Security Solutions
Taipei, Taiwan
19 — 21 April 2016, www.secutech.com
Nangang Exhibition Hall, Taipei World Trade Center, Taipei, Taiwan

Concurrent with:



Trade fair and conference dedicated to home security and smart home

Fire & Safety

Exhibition designed for international safety supplier to enter Asia's fire safety market

Info Security

Taiwan's largest event for information security

secutech

INDIA

From Technology to Solution
Mumbai, India
21 — 23 April 2016, www.secutechindia.co.in
Bombay Exhibition Centre, Mumbai, India

secutech

VIETNAM

Vietnam's Best Platform for Integrated Security Solutions
Hanoi, Vietnam
21 — 24 September 2016, www.secutechvietnam.com
Friendship Cultural Palace, Hanoi Vietnam

Intersec Show Series

intersec

Dubai, UAE



Nairobi, Kenya

SEGURIEXP

BUENOS AIRES

Buenos Aires, Argentina

intersec

BUENOS AIRES

Buenos Aires, Argentina

innosecure

Velbert.Heiligenhaus, Germany



Moscow, Russia

intersec

forum

Frankfurt am Main, Germany

Regional trade events

MFNE organises high-visibility seminars and conferences worldwide to provide in-depth education and business trends to market players. This platform caters to local needs and brings security professionals up-to-date on industrial development.



Global Digital Security &
Solutions Forum

GDSF Asia:

- Taipei, Taiwan
- 19 – 21 April 2016, affiliated with Secutech International Security Expo

GDSF India:

- Mumbai
- Early May in 2016

GDSF Vietnam:

- Hanoi, 21 – 24 September 2016
- Ho Chi Minh City, June 2016

GDSF China:

- Beijing, Shanghai, and Guangzhou, July to September 2016

GDSF Japan:

- Tokyo, Japan
- 15 – 16 September 2016



Taiwan Security Road Show

- August to September 2016



Intelligent Solution Forum

- Smart Hotel, Smart Railway, and Smart Health Care

Global events made by Messe Frankfurt

With the help of about 2,300 employees, Messe Frankfurt organises over 130 trade fairs worldwide (preliminary numbers, 2015), resulting in a group turnover of around EUR 645 million in 2015.

Without a doubt, our international flagship fairs are industry leaders and set the trends. In the Consumer & Leisure 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, Media & Creation. The highly reputable fairs for Textiles & Textile Technologies are Heimtextil and Techtexsil. 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

techtexsil

tendence

texcare

christmasworld

texprocess

IFFA

TEXWORLD

ISH

texcare
international

intersec

hair&beauty

interiorlifestyle
TOKYO

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Xinyi District, Taipei City 110, Taiwan
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Sales network

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Fax: +39 039 3305841
E-mail: produzione@ethosmedia.it

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Vietnam Advertisement & Fair Exhibition JS
Company
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Southeastern Europe

Global Security D.o.o.
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E-mail: marketing@asadria.com

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Fax: +91 22 2636 7676
E-mail: info@asindia.in

Russia

Company R-Media
Tel: +7 495 539 3015
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www.messefrankfurt.com