

# Global promotion



- **20,000** 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

	I181 Jan	I182 Feb	I183 Mar	I184 Apr	I185 May	I186 June
<b>Product Exploration</b>	Lens	Home Cameras (What makes home cameras stand out)	Network Cameras	Security Products with Remote Control	CCTV Solutions	Onboard / Mobile monitoring
<b>Vertical Market</b>	Manufacturing / Production	Campus Security	Critical Infrastructure (Public Utilities)	Casino	Leisure / Hospitality	Residential
<b>Special Feature</b>	UL Performance Standards	Tips for Installing & Using IR Cameras	Surveillance for SMB (Closed IP system)	Fleet Management	Key Components (Chipset)	Alternative Ways to Deter Crimes
<b>Industry / Market</b>			Middle East	Asia	USA	
<b>Bonus Distribution</b>		ISC West Expo Seguridad MIPS	Exposec Secutech IFSEC South Africa	IFSEC		

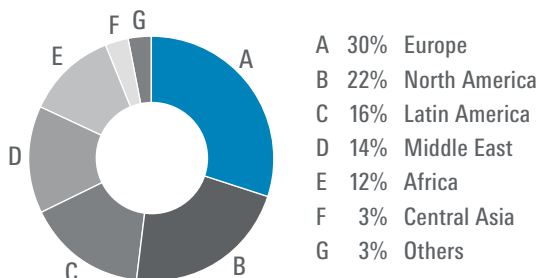
  

	I187 July	I188 Aug	I189 Sept	I190 Oct	I191 Nov	I192 Dec
<b>Product Exploration</b>	Wireless Electronic Locks	Network storage / Server (VMS)	Connected Home Devices	Access Control / Management	RFID	Equipment for Critical Environment
<b>Vertical Market</b>	Retail	Venue / Event Security	Transportation	Oil & Gas	Healthcare	Banking
<b>Special Feature</b>	Network Security in Security Equipment	Wireless Communications (NFC & Bluetooth)	Intelligent Video	Multisite Monitoring & Management	Service-based Solutions (VsaaS / ACaaS / SaaS)	Disaster Prevention
<b>Industry / Market</b>		Europe		Europe	Security 50	Review / Preview
<b>Bonus Distribution</b>	ASIS Security Essen	ISAF Intersec Argentina	Sicurezza			Intersec

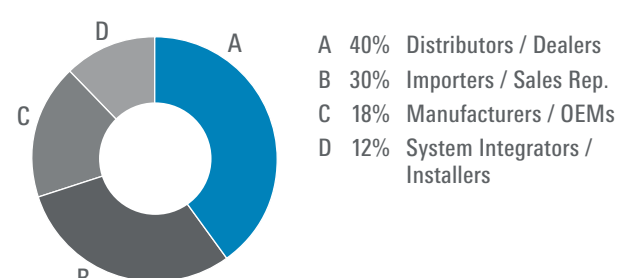
Bonus distribution at shows and events may shift without prior notice, due to logistics or show organisers' changes.

## Circulation Data

### • By Region



### • By Business Nature



## Advertising Rates

Per Issue Rate (USD)	Trim Size (mm)	a&s International		
Inside Regular		1 – 3 issues	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

- 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



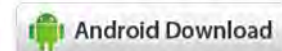
## Interactive extensions

**a&s International magazine is available on tablet.**

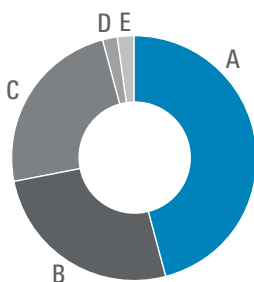
- Graphic / video-rich, interactive content  
Easy to read, share and place orders / inquiries
- Chic, slim reference guide on the go
- Daily updates on “Security Tracker”
- Monthly publication on the 20<sup>th</sup> on your pad

**Period: 2012 December – 2013 September**

- APP downloads : 1,167
- Download copies: 4,268 copies
- Average download copies per issue: 388



### • By Region



- A 46% Asia
- B 26% Europe
- C 24% Americas
- D 2% Africa
- E 2% Oceania

