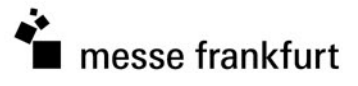mySMAhome.com

Connecting the
Smart Home
Supply Chains

SM home

Security, Monitoring, and Automation Solutions for Homes

2014 Media Info

- Print
- Digital
- Exhibition
- Event

messe frankfurt

SM home

powered by

a&s • asmag.com • secutech
International Security Expo

mySMAhome.com

SMAhome, the Integrated Media Service for Smart Home Professionals

SMAhome is an integrated media service brought to you by a&s magazine, asmag.com and Secutech, the world's leading security media and exhibition. Consisting of print, digital, exhibition and event, SMAhome provides international smart home professionals with the powerful platform to link, network and connect with the original manufacturers around the world.

Print

a&s SMAhome Magazine

As the 14th periodical publication under a&s umbrella, since March 2014, a&s SMAhome is a professional trade magazine for smart home professionals.

Exhibition

SMAhome International Conference & Exhibition 2014

Concurrent with Secutech 2014, SMAhome international conference and exhibition is organized on March 19-21, 2014 in Taipei, Taiwan. See introduction on Page 8 and event site at www.secutech.com/smahome

Digital

mySMAhome.com

The world's one and only website dedicated to smart home professionals. The daily updates include news and info the latest innovations and products relevant to smart home.

Check Now!
mySMAhome.com

Event

SMAhome Events

Other than the exhibition, SMAhome also organizes events ranging from small, intimate gatherings with influential and affluent members to larger events with VIP readers and subscribers. We can specifically design a custom event based on individual brand and campaign objectives.

a&s SMAhome Magazine

• 12,000 bimonthly Copies
• Published in English
• Averagely 72 pages per issue

mySMAhome.com

• Daily updates
• Co-share membership with asmag.com: 53,918
• Average time per visit: 3:09 minutes

Our Mission

a&s SMAhome magazine and mySMAhome.com are the global resource for engineers, researchers, procurement professionals providing comprehensive coverage of smart home technologies, products and markets. We report on and analyses the latest developments and significant trends in both technology and business in the worldwide home automation industry.

Regular Sections on Magazine

• **Cover Story:** Makers' leaders share their perspectives on the industry trends and developments
• **Cover Products:** The trust guide to what's new by offering editorial insights on the products
• **Channel Insights:** Comments from buying sides
• **What's Happening:** news collection of smart home
• **Something New:** product collection

Editorial Focus

Connection is at the heart of all a&s SMAhome magazine and mySMAhome.com content. Through this guideline, we focus on four core themes,

• Introduce the industry who's who
   to connect you with the quality manufactures and buyers

• Unveil the latest technologies
   to connect you with the tools for innovations

• Showcase the new gadgets of smart homes
   to connect you with the innovations you can select

• Discuss the new business models
   to connect you with what's going on in the markets now

Check Now!
mySMAhome.com

Editorial Calendar

MARCH (#01)
CONNECT HOME VIRTUALLY

CLOSING DATE	18/02/'14
PUBLISHING DATE	01/03/'14

MAY (#02)
SOFTWARE IN HOME SECURITY

CLOSING DATE	20/04/'14
PUBLISHING DATE	05/05/'14

JULY (#03)
INTELLIGENT DOOR SOLUTIONS

CLOSING DATE	20/06/'14
PUBLISHING DATE	05/07/'14

SEPTEMBER (#04)
SENSING AUTOMATION

CLOSING DATE	18/08/'14
PUBLISHING DATE	01/09/'14

NOVEMBER (#05)
YEARLY REVIEW & PREVIEW

CLOSING DATE	18/10/'14
PUBLISHING DATE	01/11/'14

Tags on mySMAhome.com

The website uses Tag to classify and show the content that the viewer is after.

• **Topics:**

News	Product	Market
Taiwan maker	China maker	Korea maker
Standard	Event	Europe
USA	Asia	Middle east

• **Product Type**

Home Camera	Wireless camera	Surveillance kit
Video doorphone	Alarm & sensors	Door solution
Baby monitor	DIY	Cloud & storage
Accessories	Software	Security
Monitoring	Automation	

How to submit editorial

We welcome industry news items, ideas for technical articles, new product releases, and calendar information for publication in print or online. Our website is updated daily and we publish newsletters via email, as well as the magazine.
• New Products
• Technical News
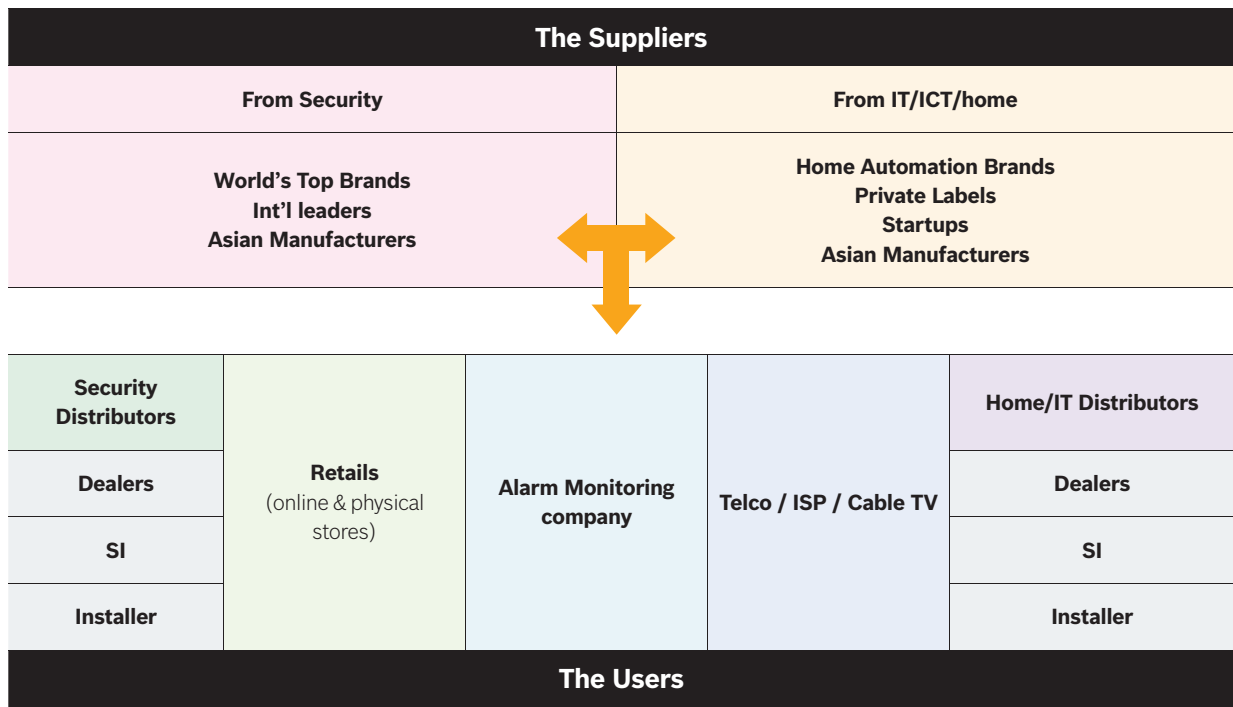• Industry/Business News
• Feature Ideas
• Calendar Updates
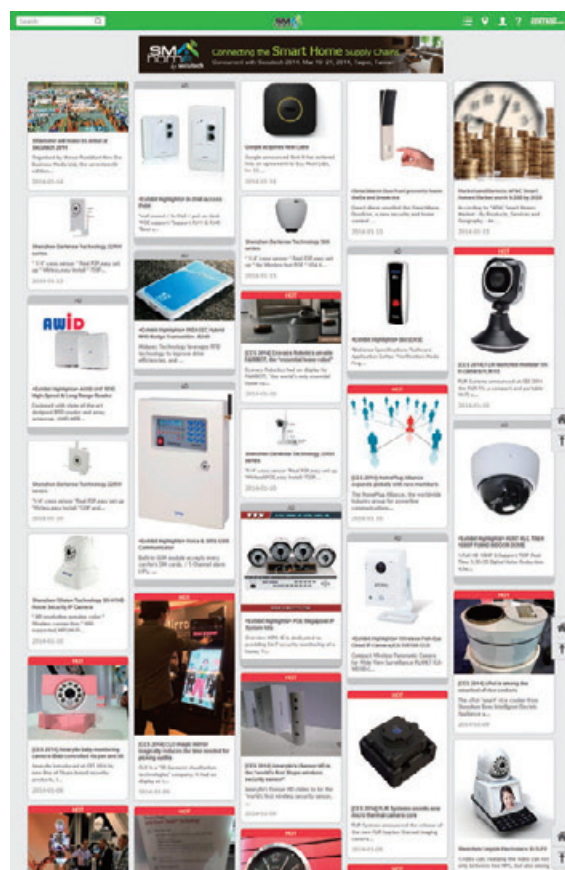
Send the content and high-resolution color image via email to, SMAhome Editorial Team at veronica. chen@newera.messefrankfurt.com

Your Ultimate Affluent Target: The SMAhome Audience

SMAhome targets all professionals of supplying smart home and home security solutions in a variety of markets, including buildings, HVCA, smart grid, security, alarm monitoring, retails, telcos/ISPs and cable TV operators of every country.

Smart home sellers & buyers

The Suppliers				
From Security			**From IT/ICT/home**	
World's Top Brands **Int'l leaders** **Asian Manufacturers**			**Home Automation Brands** **Private Labels** **Startups** **Asian Manufacturers**	

Security Distributors	**Retails** (online & physical stores)	**Alarm Monitoring company**	**Telco / ISP / Cable TV**	**Home/IT Distributors**
Dealers				**Dealers**
SI				**SI**
Installer				**Installer**

The Users

Reach a targeted, engaged audience

Smart home encompasses multiple technologies underpinning numerous market channels from consumer, IT and networking to security and automation markets. For 2014, our goal is to give you 18,582* opportunities to expand you reach into the international smart home markets via our magazine, E-newsletter, website, exhibition and various events.

Expanded Database Assets

With a&s magazine's 20-year experiences in security industry, reaching its affluent existing audience is key, and an integral part of successful campaigns.

5558*
contacts of European and Americas security distributors, importers and dealers who are interested video doorphone, alarm and home automation.

1024*
contacts of Asian security system integrators and consultants related to building and home automation.

* Figures count those being updated in Year 2013.
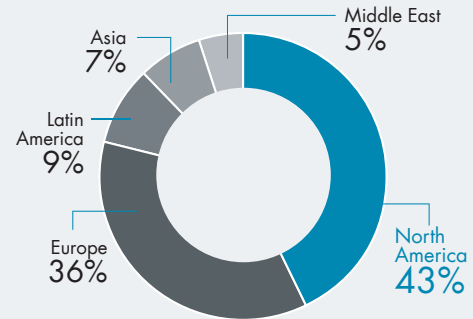
Readership base

procurement, sourcing managers, product managers, OEM/ODM specifiers as well as software, hardware and system integrators
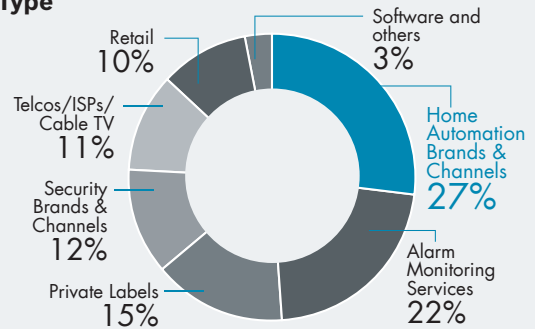
Smart home leaders in our database

Total Reach:
18,582 from 55 countries

• **Geography**

- Middle East 5%
- Asia 7%
- Latin America 9%
- Europe 36%
- North America 43%

• **Type**

- Retail 10%
- Software and others 3%
- Telcos/ISPs/Cable TV 11%
- Home Automation Brands & Channels 27%
- Security Brands & Channels 12%
- Alarm Monitoring Services 22%
- Private Labels 15%

BONUS Distributions at

Show	Date	City	Attending Issue
Cebit	10~14/03/2014	Hannover	#01, March
SMAhome by Secutech	19~21/03/2014	Taipei	#01, March
Light+Building	30/03/2014~04/04/2014	Frankfurt	#01, March
Hong Kong Electronic Fair -- Spring	13~16/04/2014	Hong Kong	#01, March
Computex	03~07/06/2014	Taipei	#02, May
IFA	05~10/09/2014	Berlin	#03, July #04, September
EU Utility Week	04~06/11/2014	Amsterdam	#04, September #05, November

Designed to Match Your Campaign Objectives

Combine SMAhome's expanding assets for the most effective campaign possible.

	Online	Print
All access package **USD 10,000/yr**	• 15-times Dynamic AD on prime locations (one week per time) • Company listing with full page company description • 30 product details (photos and 100-word description) • 20 news & articles (photos and 300-word description) • Email lead generation & reporting • Top priority returns in search results • Company microsite including: products, press releases,video and events • Company logo available on asmag.com website with links	• 5 Full-page four-color ADs (one page per issue) • 15 products details (3 products per issue) • QR code linking to your company microsite
Half access package **USD 6,800/yr**	• 10 -times Dynamic AD on prime locations (one week per time) • Company listing with full page company description • 15 product details (photos and 100-word description) • 10 news & articles (photos and 300-word description) • Email lead generation & reporting • Company microsite including: products, press releases, video and events • Company logo available on asmag.com website with links	• 3 Full-page four-color ADs (one page per issue) • 10 products details (2 products per issue) • QR code linking to your company microsite
Basic access package **USD 2,450/yr**	• 3 -times Dynamic AD (one week per time) • Company listing with full page company description • 5 product details (photos and 100-word description) • 5 news & articles (photos and 300-word description) • Email lead generation & reporting • Company microsite including: products, press releases,video and events	• 1 Full-page four-color AD (one page per issue) • QR code linking to your company microsite

Subject to change

Premium Print AD Options

Cover Product Package
USD 5,000 per product
(two products per issue)

• Product shot and name on Cover
• 2-page editorial intro article on a&s SMAhome magazine
• Online Dynamic AD for two weeks
• 3-time on online Headline(The 1st position)
• Feature the review article on e-newsletter

Cover Story Package
USD 6,500 per time
(one company per issue)

• Interviewee shot and company logo on Cover
• 4-page interview article on a&s SMAhome magazine
• 1/2-page preview before the publishing issue
• Online Dynamic AD for a month
• 5-time on online Headline(The 1st position)
• Feature the interview article on e-newsletter

General Print AD Rate

Per Issue Rate (USD)	Trim Size (mm)	a&s SMAhome		
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)		3,450	3,200	2,860
Inside Front Cover	210 x 275	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

General Online AD Rate

#	AD Options	Dimensions and Price (USD)
A	Top Banner	USD1,000 per week, 728 x 90 pixels, jpg, gif, 50k, rotated (max. 6 advertisers)
B	Pop-under Banner	USD700 per week, 728 x 90 pixels, jpg, gif, 50k, rotated (max. 6 advertisers)
C	Inside Banner	USD700 per week, 728 x 90 pixels, jpg, gif, 50k, rotated (max. 6 advertisers)
D	Dynamic AD	USD800 per week, picture + 15-word title fixed position for the advert content of video, product and leader / corporate perspectives
E	Tag AD	USD600 per month, text
F	Keyword AD (search)	USD600 per month, text
G	Full-page pop-up	USD1,500 per week, 650 x 500 pixels, jpg, gif, 50k, fixed

AD Specification

• File Format: Mac preferred

• Applicable Software: Illustrator CS (outline creation is needed), photoshop CS4 or InDesign CS4

• AD saved in TIFF (in CMYK), PDF(only print-qulaity), PSD or EPS

• Resolution: 350 dpi

SMAhome *by secutech*

SMAhome International Conference & Exhibition

19-21 March 2014
Taipei, Taiwan

Register online at www.secutech.com/smahome !

The Manufacturing Powerbase of Smart Home

Smart home is a business about people's daily lives. Various people need differently. Smart home professionals in different markets need solid supply chains to back you up to meet ever-changing demands. The supply chain is built by competent manufacturers who are able to tailor make the solutions with powerful technical support.

SMAhome – a newly designed concurrent show with Secutech International 2014 in Taiwan– is bringing together the quality manufacturers of innovative smart home solutions and worldwide buyers

Who should come and visit

- US and Europe home camera brands looking for OEM/ODM producers
- Telcos/ISP's in emerging markets
- Cable TV providers in emerging markets
- Alarm-monitoring companies
- Home automation brands
- Home automation distributors
- Software companies
- Technology and solution providers
- Procurement manager for e-commerce/retailers of 3C, consumer electronic devices, home improvements, etc.
- Standard and protocol organizations

Exhibit Category Highlights 2014

Security	Monitoring	Automation
• Cube, Box Cameras	• Sensors & Motion Detectors	• Controllers, Control Panels
• Network D/NVRs with Cloud Options	• Security, Safety, Environment, Energy, Health	• Integration: Software & Installation
• Video Doorphones / Intercoms	• Cloud Accessibility & Backup	
• Alarm Keypads / Panels	Connected to Monitoring Stations	
• Wireless / Wi-Fi Cameras	• Baby Monitors	
• DVRs or SD Cards/ Cloud	• Wireless Sensors	
• Self-Install Viewers / Smartphones	• Z-Wave Smoke, Temp Sensors	
	• Smartphone or Tablet Alerts	

2014 Event

Home Camera 30 Gallery hosts wi-fi and other-transmission-standard cube and flat dome camera collections which answers one of the strongest trends in the smart home –Staying connected to home from virtually anywhere. It allows buyers seeking new solutions of connected homes and small offices to meet the original manufacturers. For home camera providers in particular, the Hall provides an ideal selection ground to choose the competent manufacture partners.

About Messe Frankfurt New Era Business Media

With professional recognition and 20+ years experience, Messe Frankfurt New Era Business Media (MFNE, formerly a&s Group) is regarded as a well-known and trusted partner for the security industry. Leveraging the resources of quality ditorial coverage and analysis, interactive digital platforms, exhibitions and events, MFNE provides optimal marketing options in both global and regional markets to meet the needs of security players.

secutech International Security Expo	Secutech is one of top 3 international exhibitions of security markets and manufacturers, since 1998. It is the world only trade fair for buyers to source partnership with original security manufacturers in security, with more than 25,807 visitors and 500 exhibitors from 100 countries.
a&s	For 22 years, a&s has brought the rich stable of professional security business and technology info to the worldwide markets. Leading by a&s International, the flagship magazine, a&s now has13 other print editions and 2 tablet e-magazine versions to provide insights from security professionals in various markets.
asmag.com Global Security Web	asmag.com covers the spectrum for local to regional to national and international issues of electronic security and safety. The website is an online version of a&s magazine, and the creator of important security sites and APPs.

Global Market

Europe Market

Asia Market

asmag.com
Global Security Web

SMA home
mySMAhome.com

Asia Corner

secutech International Security Expo

secutech THAILAND

secutech VIETNAM

secutech INDIA

intersec

intersec BUENOS AIRES

SEGURIEXPO BUENOS AIRES

Global Digital 2014 Asia

Global Digital 2014 India

Global Digital 2014 Thailand

Global Digital 2014 Vietnam

Global Digital 2014 China

Global Digital 2014 Japan

Messe Frankfurt New Era Business Media Ltd

International Sales & Marketing Headquarters
2nd Floor, No. 8, Lane 360, Section 1
Neihu Road, Neihu District, Taipei City 114, Taiwan
Tel: +886 2 2659 9080
Fax: +886 2 2659 9069
Email: intl@newera.messefrankfurt.com

Sales Network

China
MFNE Advertising (Shenzhen) Ltd
Tel: +86 755 8299 4989
Fax: +86 755 8299 2015
E-mail: assz@newera.messefrankfurt.com

Korea
IBCC
Tel: +82 2 3472 3396
Fax: +82 2 3472 3385
E-mail: ycsuh517@naver.com

Japan
ASJ Corp
Tel: +81 3 6206 0448
Fax: +81 3 6206 0452
E-mail: komori@asj-corp.jp

Vietnam
Vietnam Advertisement & Fair Exhibition JS Company
Tel: +84 4 39365566
Fax: +84 4 39365568
E-mail: vietfair@vnn.vn

India
Asian Business Exhibition & Conferences Ltd
Tel: +91 22 4050 4900
Fax: +91 22 2636 7676
E-mail: info@asindia.in

North America
Globetrotter Media
Tel: +1 310 545 1811
Fax: +1 310 436 4473
E-mail: bobbie@globetrottermedia.com

UK / Europe
Kema International
Tel: +44 1202 233281
Fax: +44 1202 233281
E-mail: evris@kemainternational.com

Turkey / Europe
Marmara Fair Organization
Tel: +90 212 503 32 32
Fax: +90 212 503 32 31
E-mail: cemre.ilkan@asturkiye.com

Italy / Europe
Ethos Media Group
Tel: +39 039 2874707
Fax: +39 039 3305841
E-mail: produzione@ethosmedia.it

Southeastern Europe
Global Security D.o.o.
Tel: +387 33 788 985
Fax: +387 33 788 986
E-mail: marketing@asadria.com