

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: 15th of the month



Editorial Calendar

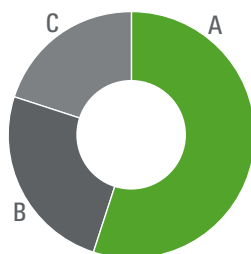
	T119 Feb	T120 Apr	T121 Jun
Product Overview	Cloud Surveillance (Storage + Mobile Device, Application of Retails)	Integrated Platform (Cross platform / Software Integration, Application of Port and Airport)	E-home (Security + Intercom + Surveillance, Application of E-home)
Special Feature	-	Secutech 2014	-
Intelligent Automation	Healthcare (RFID + WiFi)	-	Green Building (Smart Meter)
Technique Column	SDI	Storage	Access Control & Smart Building
Government Surveillance Project	Cloud Computing in Law Enforcement	Cloud Computing in Disaster Prevention	Cloud Computing in Public Transit
Key Component Info	Big Data (SSD, SoC)	New in CompoSec 2014	Green Power (Power IC, PoE, LED Driver)
Bonus Distribution	Secutech 2014		

	T122 Aug	T123 Oct	T124 Dec
Product Overview	License Plate Recognition (DVR + Software, Application of Street Surveillance)	Smart Access Control (Camera + Access Control, Application of Plant and Building)	Multi-points Surveillance (IP Camera + NVR + CMS, Application of MRT and Rail)
Special Feature	-	Taiwan Road Show	2014 Review & 2015 Preview
Intelligent Automation	Intelligent Logistics (Internet of Things)	-	-
Technique Column	Night Vision Surveillance	Wireless Communication (NFC+Bluetooth)	IVS
Government Surveillance Project	Intersection Surveillance	Face Recognition	Emergency Command System
Key Component Info	Night Vision Surveillance (Lens / Thermal / Low Light / Defog)	Home Automation / Transmission (Z-wave, Chips)	Value-added Components (IVS, Anti-Lightning, UPS)
Bonus Distribution	Taiwan Road Show		

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

Circulation Data

• By Region



A	55%	North Taiwan
B	25%	South Taiwan
C	20%	Central Taiwan

Advertising Rates

Per Issue Rate (USD)	Trim Size (mm)	a&s Taiwan		
Inside Regular		1 issue	2 – 3 issues	4 – 6 issues
Full Page	210 x 275	1,800	1,700	1,600
Spread Page	420 x 275	3,500	3,300	3,100
Half Page	V: 95 x 255 H: 190 x 123	1,200	1,100	1,000
Special Position				
Full Page Page 2 – 16	210 x 275	---	2,200	2,100
Inside Front Cover		---	2,950	2,800
Back Cover		---	4,200	4,000
Inside Back Cover		---	2,400	2,300
Cover Story			5,000	

- 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.