

MEDIA KIT 2017

— *for* —

***Security
Solutions*** Today

EDITORIAL MISSION

Security Solutions Today (SST), published bi-monthly since 1992, is one of the leading security trade publications in Asia. The magazine features industry news, market / technological updates, case studies / application stories on projects, product showcases for new and current security products / devices in available in the market, and security trade show previews and reviews. Our editorial mission is to provide timely, accurate, interesting and unbiased content to our readers. Security Solutions Today has a powerful presence in print and exhibition and we are pursuing more presence in Digital and Social Media platforms to bring timely news to our readers and industry players.



PRINT

The print version has become one of the most widely read security trade magazine in the region for providing insights and case studies to current challenges in security for various sectors in the industry.

We feature latest technologies in Access Control, Video / CCTV Surveillance & Storage Systems, Intrusion/ Alarm Detection, Integrated Security Systems, Security Communication Systems of each vertical market of Public / Homeland Security, Commercial, Residential, Education, Infrastructure, Entertainment, Retail & Hospitality sector. Our readers comprises of system integrators, security system installers, contractors, security system traders / importers, property developers, facility management managers, security consultants, architects, government law enforcement & security agencies, custom authorities, and other trade professions from insurance, banking / finance, logistics, freight forwarding, hospitality, leisure, healthcare, education, utility services, oil & gas, training centres, IT / Network / telecommunications, professional guarding services, and relevant associations across Asia Pacific region.



DIGITAL

Security Solutions Today is also available on digital platform so our readers are always within reach.

WEB BANNER ADVERTISING

- **Website** (sst.tradelinkmedia.biz)
We offer both main banners (938 x 150 pixels) and square banners (150 x 150 pixels) for advertisers to gain exposure and mileage amongst trade visitors to our website.
- Bimonthly Newsletter to be sent to our online subscribers to inform of the latest available issue to download



SOCIAL MEDIA

Security Solutions Today is on Facebook! We share photos, stories links and newsworthy updates related to security industry and events with our fans / followers.

- **Facebook** (www.facebook.com/securesolutionstoday)
Currently we have 500+ likes and the number is growing.



EXHIBITIONS / EVENTS

Security Solutions Today is represented at many regional and international exhibitions / events. It is also distributed at leading industry shows such as Intersec Dubai, IFSEC, Secutech, CPSE, ISC, and more. These are true indicator of the wide reach of the magazine as we are distributing additional copies on top of our regular circulation.

Editorial Calendar 2017

- 42,000+ readership
- Published in English, bi-monthly

	COVER STORY	VERTICAL MARKET	CCTV	SPECIAL PRODUCT FEATURE	ACCESS CONTROL	REGIONAL REPORT	RADIO COMMUNICATION TECHNOLOGY
1 JAN / FEB Editorial Deadline 18 November 2016 Advertisement Deadline 2 December 2016	Public Safety & Security for Large Scale Events	Healthcare & Campus Security Solutions	Software - PSIM & VMS HD-SDI Technology	Intercom Systems - Video Door Phone, Entrance Intercom, Two-way	Controllers	South Asia	Antennas Amplifiers
2 MAR / APR Editorial Deadline 13 January 2017 Advertisement Deadline 27 January 2017	Internet of Things (IoT)	Residential Security Solutions	IP Surveillance 960H Technology	Detectors & Sensors	Access Control with IOT	Europe	IoT / M2M Equipment Broadband Infrastructure (LTE)
3 MAY / JUN Editorial Deadline 10 March 2017 Advertisement Deadline 24 March 2017	Build the Wall : Immigration Border Control	Banking & Office Security Solutions	Accessories, Peripherals & Displays HDCVI Technology	Police Equipment - X-Ray Scanners, Metal Dectectors, Explosive Detectors, Chemical Detectors	Biometrics	America	Radio Systems
4 JUL / AUG Editorial Deadline 19 May 2017 Advertisement Deadline 02 June 2017	Smart Home Security	Retail & Hospitality Security Solutions	Media Servers, Storage Multiplexers & Switches HD-AHD Technology	Management Platform & Software	Card Readers & ID Cards	Northeast Asia	Radio Accessories
5 SEP / OCT Editorial Deadline 07 July 2017 Advertisement Deadline 21 July 2017	Smart City Surveillance	Homeland Security Solutions	Video Surveillance Systems HD-TVI Technology	Transmission - Analog, Digital, Wireless & Fibre Optics	Electronic Locks	Southeast Asia	Site / Tower Equipment Satellite System Equipment
6 NOV / DEC Editorial Deadline 08 September 2017 Advertisement Deadline 22 September 2017	Oil & Gas - Offshore Surveillance	Industrial & Manufacturing Security Solutions	Lenses cchDtv Technology	Public Address System	Software	Australia & NZ	Battery & Power Supplies

Plus a product showcase of: CCTV Surveillance & IP Surveillance • Access Control • Intrusion / Detector Devices / Systems • Mixed Category

Readership

Readership by Region



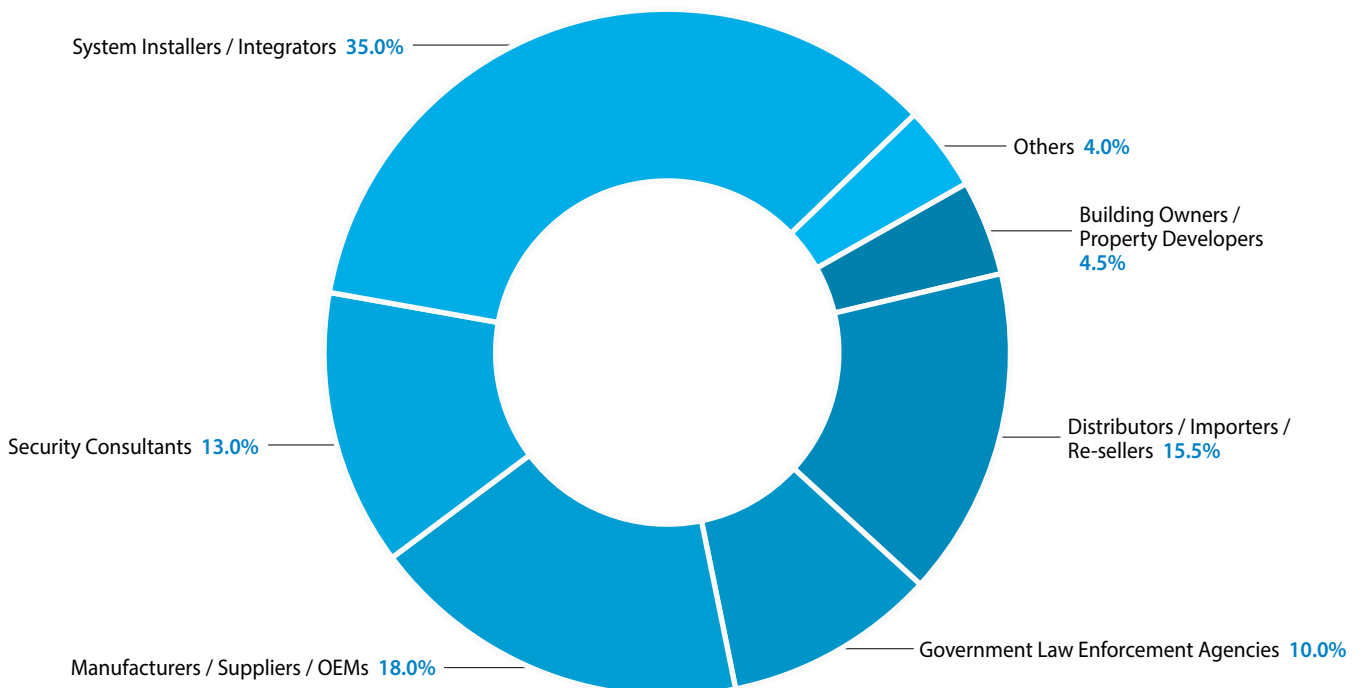
Southeast Asia 24,046

Brunei	66
Indo-China	774
Indonesia	1,414
Malaysia	10,508
Myanmar	376
Philippines	3,572
Singapore	6,072
Thailand	1,264

Total 42,946

Southeast Asia	24,046
East Asia	9,496
South Asia	824
Oceania	868
Middle East	2,624
Europe	3,840
North America	1,248

Readership by Job Function



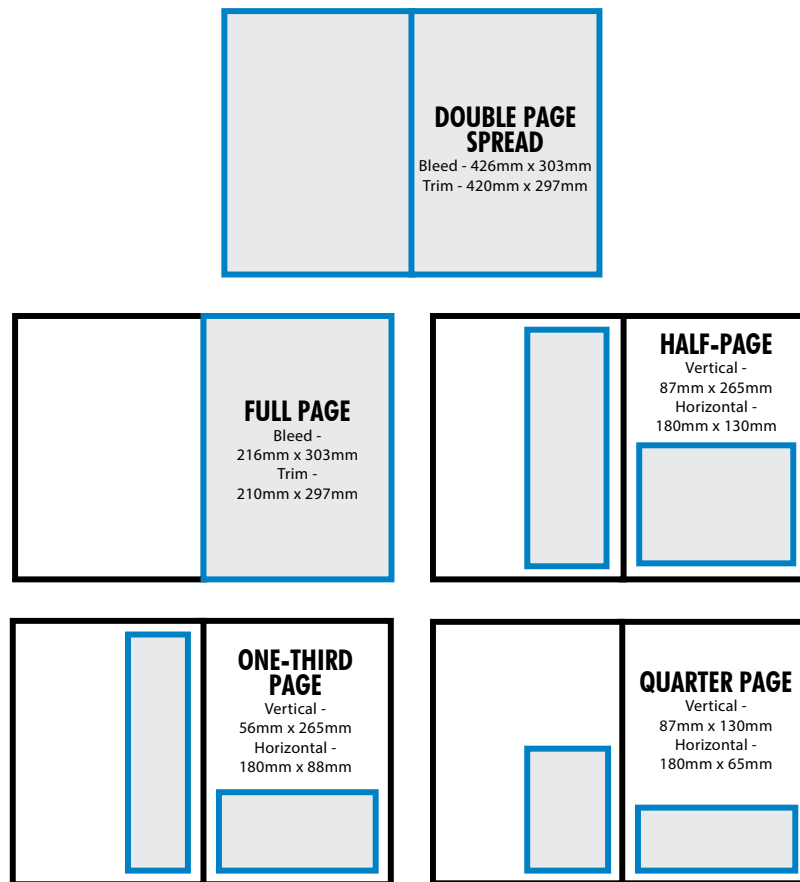
2017 EXHIBITION PARTICIPATION & DISTRIBUTION

*Awaiting show participation confirmation

ISSUE	EXHIBITION	VENUE	COUNTRY	DATE
MAR / APR	Milipol Asia-Pacific 2017	Singapore	Singapore	4 – 6 April
	Secutech 2017	Taipei	Taiwan	12 – 14 April
MAY / JUN	IFSEC Philippines 2017	Manila	Philippines	3 – 5 May
	Communic / Broadcast Asia 2017	Singapore	Singapore	23 – 25 May
	IFSEC 2017	London	UK	20 – 22 June
JUL / AUG	Interpol World 2017	Singapore	Singapore	5 – 7 July
	*Secutech Vietnam 2017	HCM City	Vietnam	16 – 18 August
SEP / OCT	IFSEC Southeast Asia 2017	Kuala Lumpur	Malaysia	6 – 8 September
	Safety & Security Asia 2017	Singapore	Singapore	28 – 30 September
	China Public Security Expo 2017	Shenzhen	China	29 October – 1 November
NOV / DEC	*Intersec 2018	Dubai	UAE	21 – 23 January 2018



PRINT ADVERTISING



Terms & Conditions

- Booking of premium positions are based on the available of space upon the confirmation of insertion order.
- All advertising materials are subject to the approval of the publisher, who reserves the right to decline the insertion of any material.
- Presented rates do not include advertising agency commission.
- Postponement of advertisement must be done in writing one (1) month / 4 weeks prior the advertisement material deadline, failing which a 50% surcharge of the contracted rate will be imposed.
- Cancellation of advertisement must be done in writing one (1) month / 4 weeks prior the advertisement material deadline, failing which a 100% surcharge of the contracted rate will be imposed.
- If the advertiser is unable to submit the artwork by the stipulated deadline, the Publisher reserves the right to insert the previously used artwork or publish a blank ad space entitled "Reserved for Advertiser" notice. The advertiser is still liable for the full cost of the reserved advertisement space.
- We accept advertisement artwork in PDF, TIFF, JPEG and EPS formats. The artwork must have a minimum resolution of 300 dpi in CMYK mode. Advertiser must notify us should the artwork is designed in special / pantone colours. There will be additional charge for special / pantone colour printing by our Printer.
- The Publisher owns the copyright of the artwork should the advertiser seeks the provision of graphic layout service from the Publisher. No reproduction of the same artwork should be made on another media without the written permission from the Publisher.
- Singapore registered companies may apply for Double Tax Deduction (DTD) for advertising on Security Solutions Today. Do visit IE Singapore (www.iesingapore.gov.sg) for more information.
- The terms and conditions apply to respective permitted successors of both parties.
- Any legal dispute in relation to this contract shall be settled in accordance to the laws of the Republic of Singapore.



DIGITAL ADVERTISING

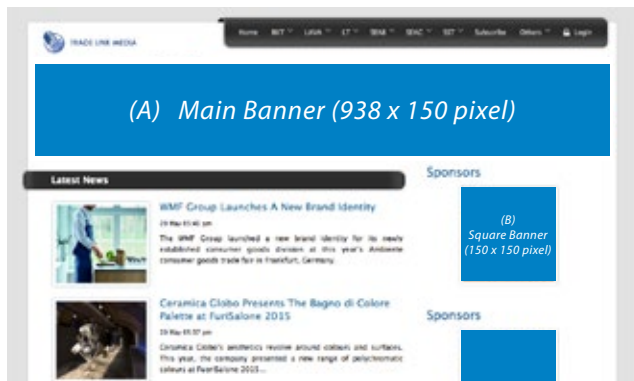
Security Solutions Today also provides online reach to professional readers on digital platform. We offer :

Site Analytics Source : Google Analytics (January 2017)

Monthly Traffic :

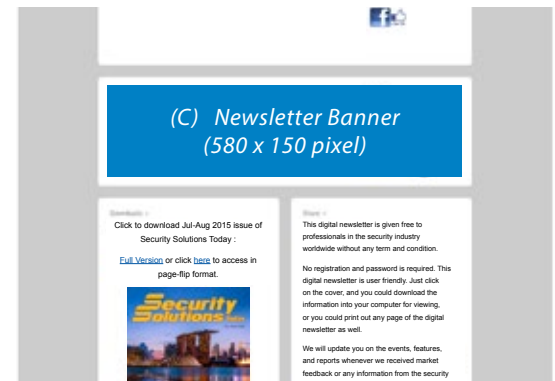
- Unique Visitors: 35,518
- Page views: 75,547
- Average time onsite: 4.30 min
- Pages per visit: 3.5
- Registered subscribers: 25,714

Web Banners



- (A) Main Banner (938 x 150 pixel)
USD1,000 per month / SGD1,400 per month
- (B) Square Banner (150 x 150 pixel)
USD500 per month / SGD700 per month

Newsletter Banner



- (C) Newsletter Banner (580 x 150 pixel)
 - Banner will be sent out to online subscribers on bimonthly basis (upon the publication of each issue online)

USD1,000 per issue / SGD1,500 per issue



SOCIAL MEDIA

500+ **LIKES**



Webtorial: We are pleased to offer webtorial (editorials on our website) for advertisers to submit 500 – 1000 words of product description with one (1) image in jpg format with minimum of 100 dpi resolution. The webtorial will be posted on our website (sst.tradelinkmedia.biz) and will be shared on Security Solutions Today's facebook. Please refer to rates on the last page.



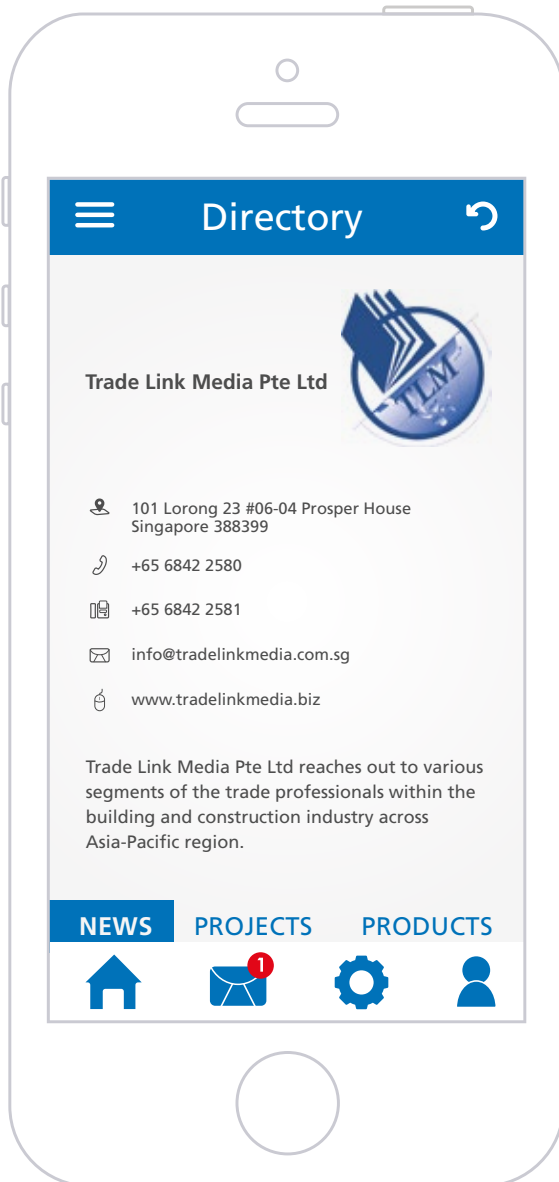
Vidtorial: Advertisers are welcome to share video demonstration on product and projects on YouTube with caption on Security Solutions Today's facebook or to our online subscribers. Please refer to rates on the last page.



MOBILE APPLICATION

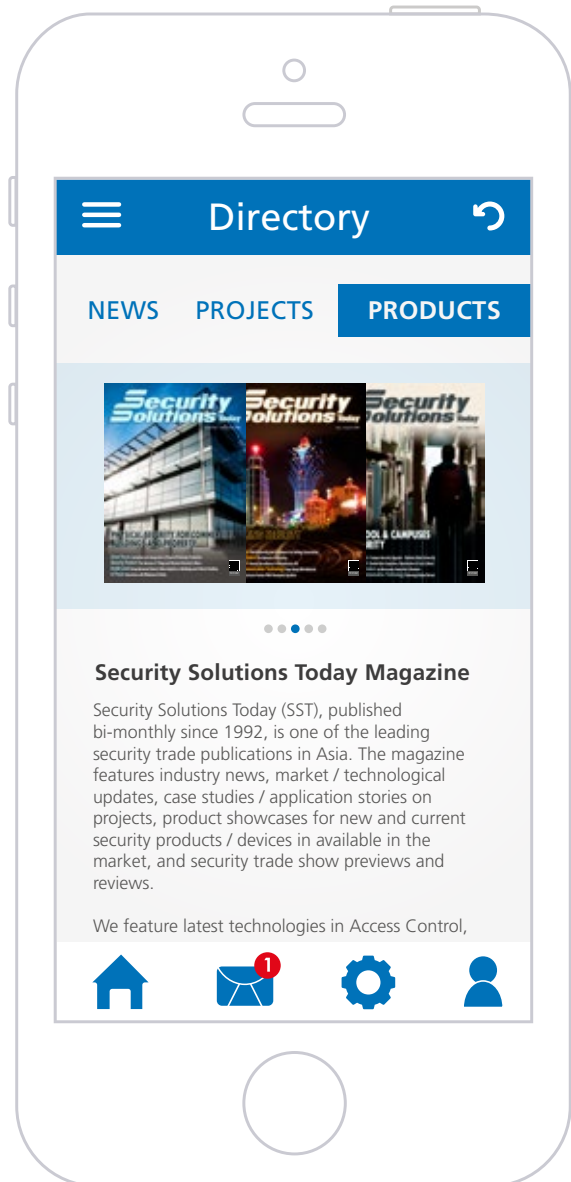
Security Solutions Today also provides online reach to professional readers on mobile platform. We offer:

Organisation Listing



(A) 1-Year Organisation Listing
USD2,000 per year / SGD3,000 per year

Organisation + Product Listing



(A) 1-Year Organisation + Product Listing
USD4,000 per year / SGD6,000 per year

* Disclaimer: Actual layout may change to phone type and future improvements to the application capability.

ORDER FORM

Please tick your choice below. US\$ - US Dollars, S\$ - Singapore Dollars



ASK US FOR A FREE QUOTE!

To get a competitive quote for a Customised Package that meets your needs, contact us at advertising@tradelinkmedia.com.sg or call +65 6842 2580

MEDIA	AD SIZE	FREQUENCY & RATES		Issues(s) for advertisement placement:
PRINT	4-COLOUR	SINGLE INSERTION	FULL YEAR <small>(6 issues)</small>	'17 '18
	<input type="checkbox"/> FULL PAGE	<input type="checkbox"/> US\$3,000.00 <input type="checkbox"/> S\$4,000.00	<input type="checkbox"/> US\$2,400.00 x 6 <input type="checkbox"/> S\$3,200.00 x 6	<input type="checkbox"/> JAN-FEB <input type="checkbox"/> MAR-APR <input type="checkbox"/> MAY-JUNE <input type="checkbox"/> JUL-AUG <input type="checkbox"/> SEPT-OCT <input type="checkbox"/> NOV-DEC
	<input type="checkbox"/> TWO THIRD PAGE	<input type="checkbox"/> US\$2,300.00 <input type="checkbox"/> S\$3,000.00	<input type="checkbox"/> US\$2,070.00 x 6 <input type="checkbox"/> S\$2,600.00 x 6	
	<input type="checkbox"/> HALF PAGE	<input type="checkbox"/> US\$2,000.00 <input type="checkbox"/> S\$2,600.00	<input type="checkbox"/> US\$1,600.00 x 6 <input type="checkbox"/> S\$2,080.00 x 6	
	<input type="checkbox"/> ONE THIRD PAGE	<input type="checkbox"/> US\$1,600.00 <input type="checkbox"/> S\$2,080.00	<input type="checkbox"/> US\$1,280.00 x 6 <input type="checkbox"/> S\$1,664.00 x 6	Issues(s) for newsletter placement: '17 '18
	<input type="checkbox"/> QUARTER PAGE	<input type="checkbox"/> US\$1,300.00 <input type="checkbox"/> S\$1,700.00	<input type="checkbox"/> US\$1,040.00 x 6 <input type="checkbox"/> S\$1,224.00 x 6	<input type="checkbox"/> JAN-FEB <input type="checkbox"/> MAR-APR <input type="checkbox"/> MAY-JUNE <input type="checkbox"/> JUL-AUG <input type="checkbox"/> SEPT-OCT <input type="checkbox"/> NOV-DEC
DIGITAL	<input type="checkbox"/> NEWSLETTER BANNER <small>(580 x 150 pixel)</small>	<input type="checkbox"/> US\$1,000.00 <input type="checkbox"/> S\$1,500.00	X _____ issue(s)	
	<input type="checkbox"/> MAIN BANNER <small>(938 x 150 pixel)</small>	<input type="checkbox"/> US\$1,000.00 <input type="checkbox"/> S\$1,400.00	X _____ mth(s)	Preferred month(s): 2017 <input type="checkbox"/> JAN <input type="checkbox"/> JUL <input type="checkbox"/> FEB <input type="checkbox"/> AUG <input type="checkbox"/> MAR <input type="checkbox"/> SEPT <input type="checkbox"/> APR <input type="checkbox"/> OCT <input type="checkbox"/> MAY <input type="checkbox"/> NOV <input type="checkbox"/> JUNE <input type="checkbox"/> DEC 2018 <input type="checkbox"/> JAN <input type="checkbox"/> JUL <input type="checkbox"/> FEB <input type="checkbox"/> AUG <input type="checkbox"/> MAR <input type="checkbox"/> SEPT <input type="checkbox"/> APR <input type="checkbox"/> OCT <input type="checkbox"/> MAY <input type="checkbox"/> NOV <input type="checkbox"/> JUNE <input type="checkbox"/> DEC
	<input type="checkbox"/> SQUARE BANNER <small>(150 x 150 pixel)</small>	<input type="checkbox"/> US\$500.00 <input type="checkbox"/> S\$700.00	X _____ mth(s)	
SOCIAL MEDIA <small>(facebook)</small>	<input type="checkbox"/> WEBTORIAL <small>Editorial on website (500 - 1000 words + 1 image)</small>	<input type="checkbox"/> US\$600.00 <input type="checkbox"/> S\$840.00	X _____ webtorial(s)	Preferred month(s): 2017 <input type="checkbox"/> JAN <input type="checkbox"/> JUL <input type="checkbox"/> FEB <input type="checkbox"/> AUG <input type="checkbox"/> MAR <input type="checkbox"/> SEPT <input type="checkbox"/> APR <input type="checkbox"/> OCT <input type="checkbox"/> MAY <input type="checkbox"/> NOV <input type="checkbox"/> JUNE <input type="checkbox"/> DEC 2018 <input type="checkbox"/> JAN <input type="checkbox"/> JUL <input type="checkbox"/> FEB <input type="checkbox"/> AUG <input type="checkbox"/> MAR <input type="checkbox"/> SEPT <input type="checkbox"/> APR <input type="checkbox"/> OCT <input type="checkbox"/> MAY <input type="checkbox"/> NOV <input type="checkbox"/> JUNE <input type="checkbox"/> DEC
	<input type="checkbox"/> VIDTORIAL <small>Video on YouTube (with captions)</small>	<input type="checkbox"/> US\$300.00 <input type="checkbox"/> S\$420.00	X _____ vidtorial(s)	

SPECIAL INSTRUCTIONS:

NEW!

MOBILE APP PLATFORM 2017 OFFER

	NET RATE
<input type="checkbox"/> 1-Year Organisation Listing	<input type="checkbox"/> US\$2,000 per year / S\$3,000 per year Promo Rate for 2017: US\$1,000 per year / S\$1,500 per year
<input type="checkbox"/> 1-Year Organisation Listing + 1-Year Product Listing	<input type="checkbox"/> US\$4,000 per year / S\$6,000 per year Promo Rate for 2017: US\$2,000 per year / S\$3,000 per year

*Net rates presented are exclusive of 7% GST for Singapore-registered companies

ORDER FORM

Please tick your choice below. US\$ - US Dollars, S\$ - Singapore Dollars

Please fax to (+65) 6842 2581 / 6745 9517 or email us at advertising@tradelinkmedia.com.sg



NEW! 2017 INTEGRATED PACKAGES OFFER

		NET RATE
<input type="checkbox"/> Package A1 (Mobile + Print + Digital)	<ul style="list-style-type: none"> • 1 Year Organisation Listing • 1 Year Product Category Listing • 1 Year (6x) Full Page, 4-C advertisements • 1 Year (6x) Newsletter Banner 	<ul style="list-style-type: none"> • 1 Year Random Main Banner • 3 x Webtorials to be shared on social media (facebook)
<input type="checkbox"/> Package A2 (Mobile + Print + Digital)	<ul style="list-style-type: none"> • 1 Year Organisation Listing • 1 Year Product Category Listing • 3x Full Page, 4-C advertisements • 3x Newsletter Banner 	<ul style="list-style-type: none"> • 6 months Random Main Banner • 1 x Webtorial to be shared on social media (facebook)
<input type="checkbox"/> Package A3 (Mobile + Print + Digital)	<ul style="list-style-type: none"> • 1 Year Organisation Listing • 1 Year Product Category Listing • 1 Year (6x) Half Page, 4-C advertisements 	<ul style="list-style-type: none"> • 1 Year (6x) Newsletter Banner • 1 Year Random Main Banner
<input type="checkbox"/> Package A4 (Mobile + Print + Digital)	<ul style="list-style-type: none"> • 1 Year Organisation Listing • 1 Year Product Category Listing • 3x Half Page, 4-C advertisements 	<ul style="list-style-type: none"> • 3x Newsletter Banner • 6 months Random Main Banner
<input type="checkbox"/> Package B (Mobile + Digital)	<ul style="list-style-type: none"> • 1 Year Organisation Listing • 1 Year Product Category Listing 	<ul style="list-style-type: none"> • 1 Year (6x) Newsletter Banner • 1 Year Random Main Banner
<input type="checkbox"/> Package C1 (Mobile + Print)	<ul style="list-style-type: none"> • 1 Year Organisation Listing • 1 Year Product Category Listing 	<ul style="list-style-type: none"> • 1 Year (6x) Full Page, 4-C advertisements
<input type="checkbox"/> Package C2 (Mobile + Print)	<ul style="list-style-type: none"> • 1 Year Organisation Listing • 1 Year Product Category Listing 	<ul style="list-style-type: none"> • 1 Year (6x) Half Page, 4-C advertisements
<input type="checkbox"/> Package C3 (Mobile + Print)	<ul style="list-style-type: none"> • 1 Year Organisation Listing • 1 Year Product Category Listing 	<ul style="list-style-type: none"> • 3x Full Page, 4-C advertisements
<input type="checkbox"/> Package C4 (Mobile + Print)	<ul style="list-style-type: none"> • 1 Year Organisation Listing • 1 Year Product Category Listing 	<ul style="list-style-type: none"> • 3x Half Page, 4-C advertisements

*Net rates presented are exclusive of 7% GST for Singapore-registered companies

MORE SAVINGS Singapore-Registered Companies who advertise in Security Solutions Today might be pleased to know your advertising investment is eligible for Double Tax Deduction (DTD) as Security Solutions Today is designated as a DTD publication. **Visit IE Singapore website: www.iesingapore.gov.sg for more information.** 7% GST will be imposed on Singapore-Registered Companies.

We hereby confirm the above order for **SECURITY SOLUTIONS TODAY**. Please bill us according to our particulars as below:

Name of Company: _____

Address: _____

Country: _____

Postal Code: _____

Tel: _____

Fax: _____

Email: _____

Website: _____

I have read the advertising contract and agree to the terms and conditions set forth on Page 6, and on this order form.

Name / Designation

Signature & Company Stamp / Date