

MEDIA KIT 2018

— *for* —

***Security
Solutions*** Today

CONNECT WITH US

Follow us on facebook
www.facebook.com/securitysolutionstoday
for news, event updates and more



PRINT

Published bi-monthly since 1992

Amongst leading security trade publications in Asia

COVERING A WIDE SPECTRUM OF INDUSTRIES

Public / Homeland Security
Residential
Retail
Hospitality
Entertainment... and more

FEATURES

Industry News
Case Studies
Product Features
Market Insights
Trade Show
Previews & Reviews

OUR CONTENT

Timely
Newsworthy
Unbiased

MOBILE APP

NEW



Scan for contacts



Organisational listing



News, Products, and Projects



Strategic Event Partnership



Scan here to TradeCards Global website

Available on [Google Play](#) & the [App Store](#)



Editorial Calendar 2018

- 49,000+ readership
- Published in English, bi-monthly

	COVER STORY	VERTICAL MARKET	CCTV	SPECIAL PRODUCT FEATURE	ACCESS CONTROL	REGIONAL REPORT
1 JAN / FEB Editorial Deadline 24 November 2017 Advertisement Deadline 1 December 2017	Security Robots	<ul style="list-style-type: none"> • Artificial Intelligence • SMART Home / Office Robots • Surveillance Robots • Law Enforcement Robots • Border Security Robots 	IP Cameras	Robotics	Robotic Detection	Middle East
2 MAR / APR Editorial Deadline 26 January 2018 Advertisement Deadline 02 February 2018	SMART Cities / Public Venues SMART Homes Transport Safety	<ul style="list-style-type: none"> • Perimeter / Venue Security • Body Hacking (RFID Chipping) • Elderly Care • SMART Fire Systems • SMART Parking • Anti-Crime 	Media Server Solutions IP Cameras	SMART Parking	SMART Locks SMART Barriers	Asia Pacific (APAC)
3 MAY / JUN Editorial Deadline 29 March 2018 Advertisement Deadline 06 April 2018	AR Surveillance Artificial Intelligence	<ul style="list-style-type: none"> • SMART Surveillance • SMART Fire Detection 	Video Management Solutions (VMS)	Fire Detection	Artificial Intelligence Identity Management Solutions	Europe (EU)
4 JUL / AUG Editorial Deadline 01 June 2018 Advertisement Deadline 08 June 2018	Facial Recognition Iris Emotion Recognition Fingerprints Voice	<ul style="list-style-type: none"> • Airport/ Banking • Law Enforcement • Cyber / SMART • Mobile Security • Retail • Perimeter Security • Identity (Security Printing) 	CCTV With Facial Recognition / Lip Recognition	Biometric Solutions (Latest Tech)	Biometric Solutions Iris Recognition Emotion Recognition Sound Recognition Body Scanners Card Readers / ID	South East Asia
5 SEP / OCT Editorial Deadline 03 August 2018 Advertisement Deadline 08 August 2018	Homeland Security Border Security	<ul style="list-style-type: none"> • Current / Recent Attacks • Anti-terror Solutions • People Counters 	CCTV With People Counting Solutions	People Counters	Perimeter Security Solutions	USA
6 NOV / DEC Editorial Deadline 28 September 2018 Advertisement Deadline 05 October 2018	Ransomware Malware Hacking Data security	<ul style="list-style-type: none"> • Hackers • Devops • Software • Firewalls 	Surveillance Software	Anti- Malware Anti- Spyware Data Security Solutions	Encryption	Europe & N/S Asia

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

Readership

Readership by Region



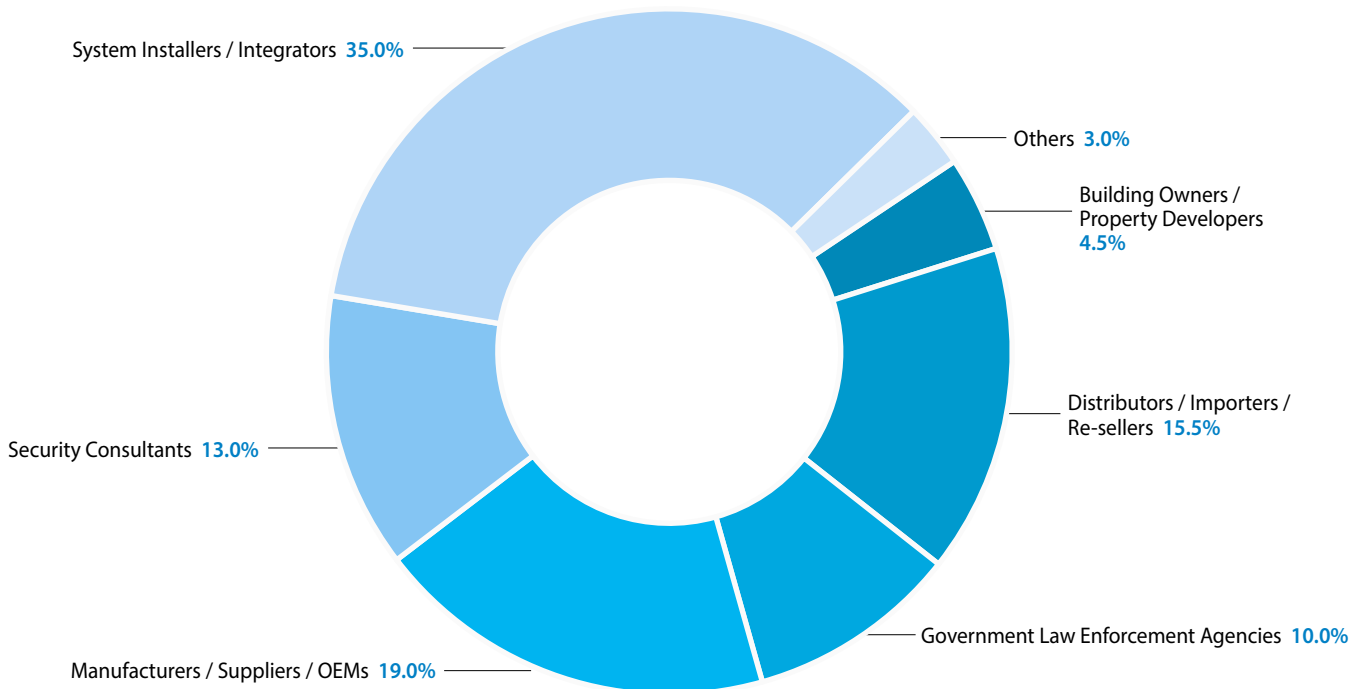
Southeast Asia 24,066

Brunei	52
Indo-China	2,506
Indonesia	1,492
Malaysia	8,408
Myanmar	404
Philippines	830
Singapore	8,762
Thailand	1,612

Total 49,304

Southeast Asia	24,066
East Asia	14,876
South Asia	2,690
Oceania	476
Middle East	2,182
Europe	3,766
North America	1,248

Readership by Job Function

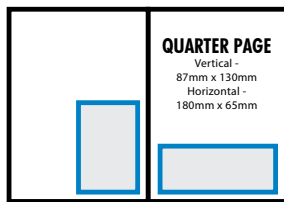
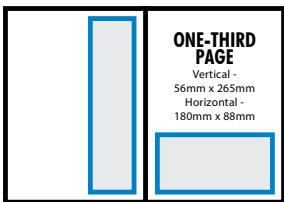
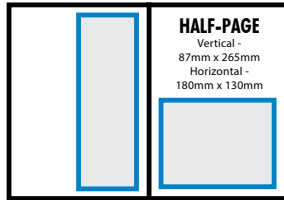
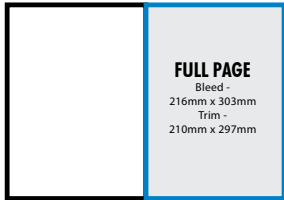
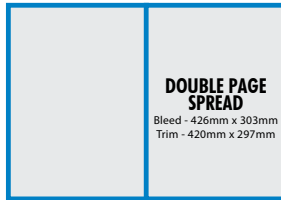


2018 EXHIBITION PARTICIPATION & DISTRIBUTION

*Awaiting show participation confirmation

ISSUE	EXHIBITION	VENUE	COUNTRY	DATE
JAN / FEB	Security & Counter Terror Expo 2018	London	United Kingdom	6 – 7 March
	Worldbex 2018	Manila	Philippines	14 – 18 March
MAR / APR	World Border Security Congress 2018	Madrid	Spain	20 – 22 March
	IoT Asia 2018	Singapore	Singapore	21 – 22 March
	Secutech 2018	Taipei	Taiwan	25 – 27 April
MAY / JUN	Asian Securitex 2018	Hong Kong	Hong Kong	9 – 11 May
	IFSEC Philippines 2018	Manila	Philippines	30 May – 1 June
	IFSEC International 2018	London	United Kingdom	19 – 21 June
JUL / AUG	ConnecTech Asia 2018	Singapore	Singapore	26 – 28 June
	Secutech Vietnam 2018	HCM City	Vietnam	16 – 18 August
SEP / OCT	Safety & Security Asia 2018	Singapore	Singapore	2 – 4 October
	Security China 2018	Beijing	China	23 – 26 October
NOV / DEC	IFSEC Southeast Asia 2018	Bangkok	Thailand	25 – 27 October
	Counter Terror Asia Expo 2018	Singapore	Singapore	4 – 5 December

PRINT ADVERTISING



SOCIAL MEDIA

Follow Us on Facebook



Webtorial USD600 / SGD840 per post

- We offer editorials on our website (sst.tradelinkmedia.biz)
- Product Description: 500 – 1000 words
- Image: jpg format (minimum 100 dpi resolution)
- Will be shared on SST facebook (*rates on the last page*)



Vidtorial USD300 / SGD420 per post

- We offer video demos on products/projects on youtube
- Caption on SST facebook and to our online subscribers (*rates on the last page*)

DIGITAL ADVERTISING

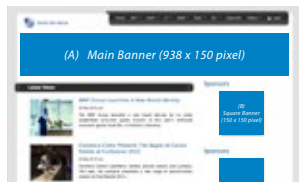
Security SolutionsToday also provides online reach to professional readers on digital platform. We offer :

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



MOBILE APP NEW

Basic



Organisation Listing
USD1,000 per year / SGD1,400 per year

Visit www.tradecardsglobal.com to create your listing online!

Add-Ons



News Story
USD100 per post / SGD140 per post



Product Story
USD200 per 10mb / SGD280 per 10mb



Project Story
USD100 per post / SGD140 per post



Event Listing
USD215 per listing / SGD300 per listing



Leader Banner (938 x 150 pixel)
USD1,500 per month / SGD2,000 per month



Web Banner (938 x 150 pixel)
USD720 per month / SGD1,000 per month

*Prices reflected are net prices and subject to change. Please log in to TradeCards Global (www.tradecardsglobal.com) to check on the latest prices or to enjoy any online promotion from time to time.

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>		'18 '19 <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 <hr/> Issues(s) for newsletter placement: '18 '19 <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"/> DOUBLE PAGE	<input type="checkbox"/> US\$6,000.00	<input type="checkbox"/> S\$8,400.00	<input type="checkbox"/> US\$5,000.00 x6	<input type="checkbox"/> S\$7,000.00 x6			
	<input type="checkbox"/> FULL PAGE	<input type="checkbox"/> US\$3,000.00	<input type="checkbox"/> S\$4,000.00	<input type="checkbox"/> US\$2,500.00 x6	<input type="checkbox"/> S\$3,500.00 x6			
	<input type="checkbox"/> TWO THIRD PAGE	<input type="checkbox"/> US\$2,300.00	<input type="checkbox"/> S\$3,220.00	<input type="checkbox"/> US\$2,000.00 x6	<input type="checkbox"/> S\$2,800.00 x6			
	<input type="checkbox"/> HALF PAGE	<input type="checkbox"/> US\$2,000.00	<input type="checkbox"/> S\$2,800.00	<input type="checkbox"/> US\$1,800.00 x6	<input type="checkbox"/> S\$2,520.00 x6			
	<input type="checkbox"/> ONE THIRD PAGE	<input type="checkbox"/> US\$1,600.00	<input type="checkbox"/> S\$2,240.00	<input type="checkbox"/> US\$1,500.00 x6	<input type="checkbox"/> S\$2,100.00 x6			
	<input type="checkbox"/> QUARTER PAGE	<input type="checkbox"/> US\$1,300.00	<input type="checkbox"/> S\$1,820.00	<input type="checkbox"/> US\$1,000.00 x6	<input type="checkbox"/> S\$1,400.00 x6			
<input type="checkbox"/> ADVERTORIAL	<input type="checkbox"/> 1 PAGE <input type="checkbox"/> US\$3,500.00 <input type="checkbox"/> S\$4,900.00		<input type="checkbox"/> 2 PAGES <input type="checkbox"/> US\$3,300.00 x2 <input type="checkbox"/> S\$4,620.00 x2		<input type="checkbox"/> 3 PAGES <input type="checkbox"/> US\$3,100.00 x3 <input type="checkbox"/> S\$4,340.00 x3		<input type="checkbox"/> 4 PAGES & ABOVE <input type="checkbox"/> US\$3,000.00 x4 <input type="checkbox"/> S\$4,200.00 x4	
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)		Preferred month(s): 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"/> 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)		2019 <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): 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)		2019 <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		



Visit our website www.tradecardsglobal.com to place your order electronically.

Offering 1st year special package from US\$1,000/S\$1,400!

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. DTD is only applicable for print advertisements. **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: _____

Name / Designation

Signature & Company Stamp / Date