

2023 Editorial Calendar

MARCH/APRIL

Ad close: 2/24/23

Materials due: 3/3/23

Features

- Airport Security
- Artificial Intelligence
- Cybersecurity
- Video Surveillance
- Perimeter Security
- Smart City (physical and cyber)
- Access Control
- Hospital Security
- Emerging Technologies
- Critical Infrastructure
- Locks & Hardware
- Banking Security

Show Coverage/ Bonus Distribution*

ISC West, Las Vegas, NV
March 29-31

PSA-TEC, Dallas, TX
May 1-4

MAY/JUNE

Ad close: 4/4/23

Materials due: 4/7/23

Features

- Mobile Apps
- Internet of Things
- Cybersecurity
- Perimeter Security
- Access Control
- Data Storage
- Casino Security
- Aerial (drones) Security
- Facility Security
- Biometrics
- Dealer/Integrator

JULY/AUGUST

Ad close: 6/30/23

Materials due: 7/5/23

Company Profile Issue

2023 Govies Winners

Features

- Sports Facility Security
- Transportation Security
- Doors, Locks, Hardware
- Cybersecurity
- Network Cameras
- Retail Security/Loss Prevention
- Deep Learning/Machine Learning
- Artificial Intelligence/Biometrics
- Audio within Security
- House of Worship Security
- Fire Safety
- Remote Guarding

Company Profile Bonus

All half-page or larger advertisers in BOTH July/August and September/October 2023 will receive a Company Profile of the same size as ad in July/August 2023 issue.

*If in-person event occurs

2023 Editorial Calendar

SEPTEMBER/ OCTOBER

Ad close: 8/9/23

Materials due: 8/10/23

Features

- Smart Cities
- Cybersecurity
- Cloud Security
- Emerging Technologies
- Multi-campus Security
- Emergency Communications
- IT Security
- Airport Security
- Security Operations Centers
- Border Protection
- Intelligent Video/Analytics
- Integrated Systems

Show Coverage/ Bonus Distribution*

GSX, Dallas, TX
September 11-13

ISC East, New York, NY
November 15-16

NOVEMBER/ DECEMBER

Ad close: 10/31/23

Materials due: 11/1/23

2023 New Product of the Year Winners

Features

- Trends and Growth 2024
- Product Analysis 2023
- AI at the Edge
- Access Control
- Utility Security
- Cybersecurity
- Retail Security



*If in-person event occurs

Event eNewsletters

Event Updates & Product Spotlights

We'll help you market your brand around the top industry events, increasing awareness, driving more traffic to you, and supplying leads to you after the event. Each Event Updates eNewsletter will be delivered to security professionals before, during and after the event. The editors will be offering daily updates on happenings around the event as well as their insights and observations regarding the event "buzz."

Target these shows by securing your position in one or more of our Show Updates eNewsletters: **ISC West - Security Today version** (distributed 5x to 40,000* security professionals), **ISC West - Dealer Strategies version** (distributed 3x to 25,000* security systems integrators, installers, and dealers), and **GSX** (distributed 5x to 40,000* security professionals).

LIMITED SPACE AVAILABLE —Each sponsor will receive a selected ad size and location based on availability and preference. For extra exposure, add Pre-Event and Post-Event Spotlight eNewsletters to your ISC West and GSX campaigns. The product-focused eNewsletter will be sent approximately one week before and one week after the events.

Event Updates eNewsletter 2023 Dates

ISC West - Security Today	ISC West - Dealer Strategies	GSX
March 22	March 17	September 6
March 29	March 24	September 12
March 30	March 31	September 13
March 31		September 14
April 5		September 19

Event Spotlight eNewsletter 2023 Dates

ISC West	GSX	ISC East
Pre-Event Spotlight - March 19	Pre-Event Spotlight - August 27	Pre-Event Spotlight - November 5
Post-Event Spotlight - April 9	Post-Event Spotlight - September 24	Post-Event Spotlight - November 27

Event Show Spotlight eNewsletter Ad Sizes

- Top Banner - 468 x 60 (exclusive)
 - Product Spot (150x150 + 40-60 words of text)
- Positions will be allocated on a first-come, first-served basis, so reserve your spots today.

Contact your Integrated Media Consultant for more information and a list of additional events that may be added.

*Media Owner's Own Data

**Sole-sponsored eNewsletters have ad messaging from one sponsor, content created by Security Today.



Banner Sizes (Sold per show)

- 180x300 Info Center
- Sponsor Spot
- 468x60 or 468x90 banner (Top or Bottom)
- 160x600 Skyscraper
- Sponsor Spots (2)
- Product Placement Spot
- Sole Sponsorship**

eNews 2023 Editorial Calendar

JANUARY

EDITION	SPECIAL FOCUS
January 4	CyberSecured
January 5	Security Today
January 7	Security Today
January 9	GovSec
January 10	Security Today
January 11	Dealer Strategies
January 12	Security Today
January 16	Security Today Solutions
January 17	Security Today
January 19	Security Today
January 23	Security C-Suite
January 24	Security Today
January 25	Dealer Strategies
January 26	Security Today
January 31	Security Today

FEBRUARY

EDITION	SPECIAL FOCUS
February 2	Security Today
February 6	GovSec
February 7	Security Today
February 8	Dealer Strategies
February 9	Security Today
February 13	CyberSecured
February 14	Security Today
February 15	Security Today Solutions
February 16	Security Today
February 21	Security Today
February 22	Dealer Strategies
February 23	Security Today
February 27	Security C-Suite
February 28	Security Today

MARCH

EDITION	SPECIAL FOCUS
March 2	Security Today
March 6	GovSec
March 7	Security Today
March 13	CyberSecured
March 9	Security Today
March 8	Dealer Strategies
March 14	Security Today
March 20	Security Today Solutions
March 16	Security Today
March 21	Security Today
March 27	Security C-Suite
March 23	Security Today
March 22	Dealer Strategies
March 28	Security Today
March 30	Security Today

APRIL

EDITION	SPECIAL FOCUS
April 3	CyberSecured
April 4	Security Today
April 5	GovSec
April 6	Security Today
April 10	Security Today Solutions
April 11	Security Today
April 12	Dealer Strategies
April 13	Security Today
April 17	Security C-Suite
April 18	Security Today
April 20	Security Today
April 25	Security Today
April 26	Dealer Strategies
April 27	Security Today

MAY

EDITION	SPECIAL FOCUS
May 1	CyberSecured
May 2	Security Today
May 3	GovSec
May 4	Security Today
May 8	Security Today Solutions
May 9	Security Today
May 10	Dealer Strategies
May 11	Security Today
May 16	Security Today
May 18	Security Today
May 22	Security C-Suite
May 23	Security Today
May 24	Dealer Strategies
May 25	Security Today
May 30	Security Today

JUNE

EDITION	SPECIAL FOCUS
June 1	Security Today
June 5	CyberSecured
June 6	Security Today
June 7	GovSec
June 8	Security Today
June 12	Security Today Solutions
June 13	Security Today
June 14	Dealer Strategies
June 15	Security Today
June 19	Security C-Suite
June 20	Security Today
June 22	Security Today
June 27	Security Today
June 28	Dealer Strategies
June 29	Security Today

eNews 2023 Editorial Calendar

JULY

EDITION	SPECIAL FOCUS
July 5	GovSec
July 6	Security Today
July 10	CyberSecured
July 11	Security Today
July 12	Dealer Strategies
July 13	Security Today
July 17	Security Today Solutions
July 18	Security Today
July 20	Security Today
July 24	Security C-Suite
July 25	Security Today
July 26	Dealer Strategies
July 27	Security Today

AUGUST

EDITION	SPECIAL FOCUS
August 1	Security Today
August 2	GovSec
August 3	Security Today
August 7	CyberSecured
August 8	Security Today
August 9	Dealer Strategies
August 10	Security Today
August 14	Security Today Solutions
August 15	Security Today
August 17	Security Today
August 21	Security C-Suite
August 22	Security Today
August 23	Dealer Strategies
August 24	Security Today
August 29	Security Today
August 31	Security Today

SEPTEMBER

EDITION	SPECIAL FOCUS
Sept. 5	Security Today
Sept. 6	GovSec
Sept. 7	Security Today
Sept. 11	Cyber Secured, Security Today Solutions
Sept. 12	Security Today
Sept. 13	Dealer Strategies
Sept. 14	Security Today
Sept. 18	Security C-Suite
Sept. 19	Security Today
Sept. 21	Security Today
Sept. 26	Security Today
Sept. 27	Dealer Strategies
Sept. 28	Security Today

OCTOBER

EDITION	SPECIAL FOCUS
October 2	CyberSecured
October 3	Security Today
October 4	GovSec
October 5	Security Today
October 9	Security Today Solutions
October 10	Security Today
October 11	Dealer Strategies
October 12	Security Today
October 16	Security C-Suite
October 17	Security Today
October 19	Security Today
October 24	Security Today
October 25	Dealer Strategies
October 26	Security Today
October 31	Security Today

NOVEMBER

EDITION	SPECIAL FOCUS
November 1	GovSec
November 2	Security Today
November 6	CyberSecured
November 7	Security Today
November 8	Dealer Strategies
November 9	Security Today
November 13	Security Today Solutions
November 14	Security Today
November 16	Security Today
November 20	Security C-Suite
November 21	Security Today
November 28	Security Today
November 29	Dealer Strategies
November 30	Security Today

DECEMBER

EDITION	SPECIAL FOCUS
December 4	CyberSecured
December 5	Security Today
December 6	GovSec
December 7	Security Today
December 11	Security Today Solutions
December 12	Security Today
December 13	Dealer Strategies
December 14	Security Today
December 18	Security C-Suite
December 19	Security Today
December 20	Dealer Strategies
December 21	Security Today