

# SECURITY today

## MEDIA PLANNER

Media for Security Suppliers,  
End Users, and IT Decision Makers

Magazine | Website | E-news | Webinars  
Podcasts | Custom Publishing



# 2021

securitytoday.com

## Two Markets – One Buy

### Your Integrated Media Solution

*Security Today* is the leading industry media brand for the global security marketplace. Our print, digital, event, custom media and research products integrate coverage for both physical and IT security as these functions are in the process of convergence. The *Security Today* brand is your best integrated media platform serving the product and new technology needs of the entire security product buying team — suppliers and end users. This makes *Security Today* the smartest marketing partner for today's security product and service marketers.

### Suppliers and End Users of Security Products and Systems\*

Security Installing Dealer/Security Installing Dealer with Central Station Service/Security Service Installation Firm/Systems

<b>Integrators</b>	<b>16,473</b>
<b>Security Consultants</b>	<b>4,159</b>
<b>Security Product Distributors</b>	<b>998</b>
<b>Manufacturer's Rep Firms</b>	<b>425</b>
<b>SUPPLIER TOTAL</b>	<b>22,055</b>
<b>Industrial or Manufacturing Companies</b>	<b>5,794</b>
<b>Government/Military</b>	<b>6,215</b>
<b>Retailing Companies, Service Companies and others (Financial, Utilities, Builders, Transportation, others)</b>	<b>4,979</b>
<b>Institutional Facilities (Healthcare, Education, Lodging, Entertainment, Sports)</b>	<b>3,980</b>
<b>END USER TOTAL</b>	<b>20,968</b>
<b>GRAND TOTAL</b>	<b>43,023</b>

More than **22,000\*** suppliers, installers, distributors, consultants, and manufacturing rep firms subscribe to *Security Today* magazine. These are companies who are buying, selling and installing security products and services. More than **20,000\*** end users in industrial, retail, institutional, and government sectors are security professionals who turn to *Security Today* for practical information on products and new technology.

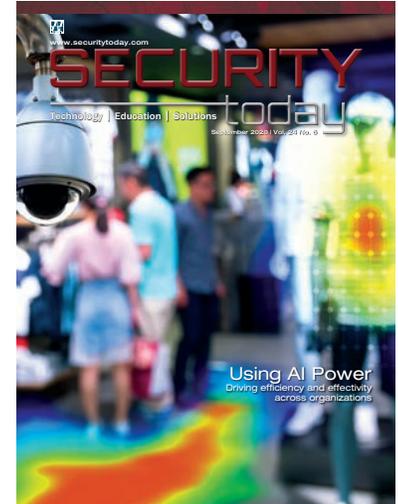
#### IT DECISION MAKERS\*

Each issue of *Security Today* is distributed to key IT decision makers. These are the most important IT managers who are making the decisions regarding security convergence.

#### INTERNATIONAL\*

In addition to our print version of *Security Today*, international security professionals can get a copy of each issue via our digital format. More security products marketers are looking to some of the most lucrative international markets such as Mexico, Europe, China, Canada, Latin America, and the Pacific Rim.

\*Media Owner's Own Data



As an Omeda client, *Security Today* provides high-quality and up-to-date audience data. You can feel confident you have chosen a provider who enables you to integrate all data sources, providing a 360-degree view of your audience.

## Comprehensive, Solution Driven Magazine

*Security Today* is the marketing partner that you can depend on to help generate leads and increase sales. Each issue reaches the largest number of suppliers and end users\*. Our integrated approach offers your company endless opportunities to put your message in front of your best customers and prospects.

Security professionals turn first to *Security Today* for new products, new technology and practical information regarding the integration of these products into the new convergent security systems.\*\*

*Security Today* is the only integrated magazine reaching the entire security market. *Security Today* is the one invaluable resource for security professionals who have the ultimate buying responsibility for security products and services.

## Subscribers Who Recommend, Select or Buy Products\*

Access Control	16,163
Intrusion Alarm & Monitoring	12,481
Sensors/Detectors	12,474
CCTV Equipment/Video Systems & Surveillance	13,043
Batteries/Power Supplies	11,739
Wireless Technologies	11,286
Outdoor/Perimeter Protection	10,551
Software	11,187
Card Reader Systems	10,478
Emergency Response Products/Services	10,550
IP Video Systems & Surveillance	9,105
Training	11,106
Control Panels/Annunciators	9,407
IT/Network Security	10,487
Digital Video Recorders (DVR)	9,781
Video Management Systems	7,804
Fire & Safety Protection	9,607
Identification Products/ID Badges	8,447
Biometrics	7,574
Door Hardware/Locks	8,074
Communication Equipment	7,956
Cloud Storage	6,335
Security Consultants	6,895
Business Continuity/Disaster Recovery Products/Services	6,687
IP Appliances	6,678
Home Automation/Sound Equipment/Theatre	6,207
Mobile Communications	6,193
Security Guard Services	4,754
Integrated Systems	4,699
IP Video/Network-Centric Security	2,776
Cable/Telephone Services	2,172
Supplies & Dealer Services	1,775



## Circulation/Reach



**Security Today reaches  
43,023\* security  
professionals**

By partnering with *Security Today*, you have made the best choice to reach the most potential buyers in the security industry — Delivering buyers and specifiers across all functions and segments of Security decision making\*.

Many security professionals make buying decisions for both physical and IT security products and services. Plus, each issue is digitally transmitted to more international security professionals.\*

\*Media Owner's Own Data

\*\*Baxter Research, 2019 mediaView Pro

## Reach the Complete Marketplace

### How *Security Today* compares\*

- Only publication to the marketplace for both suppliers (including dealers and integrators) and end users. **Suppliers:** 22,055 | 51.3% **End Users:** 20,968 | 48.7%
- Highest circulation in the security industry

### Extensive Portfolio

Today's security products marketers are faced with requirements to deliver measurable ROI from their marketing investments. At the same time, the need to reach the complete marketplace of an ever expanding set of decision makers is a priority.

*Security Today* is the one choice for security products marketers to efficiently and effectively reach security products decision makers.

- An extensive portfolio of print and online products/packages
- Comprehensive coverage of physical and IT security products and issues that matter the most to security products decision makers
- Reaches the complete marketplace — suppliers, end users, IT, international
- The largest circulation of any security publication
- Multiple buying responsibilities for security products and services
- "E-Response Lead Service" providing additional leads on a more timely basis

### Dedicated and Devoted Subscribers\*\*\*

*Security Today* has loyal subscribers who depend on the publication for integrated coverage of new products and practical solutions for security professionals. In fact, the July/August Baxter mediaView report found that:

- **77% said *Security Today* was important, very important, or a personal favorite.**
- **79% read each issue 2 or more times.**

### What *Security Today* Subscribers Are Saying\*\*\*

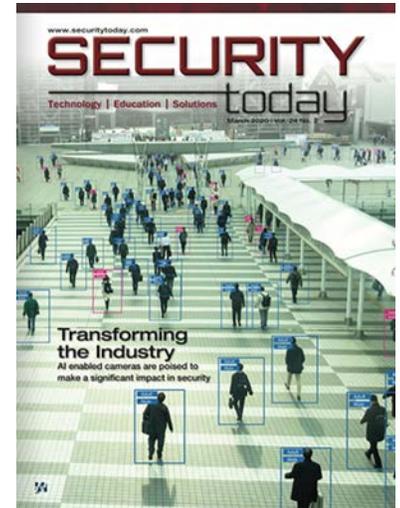
“Each issue provides important information that is used in the operation of my organization.”  
— Owner

“Brings new products to my business.”  
— President

“It helps me to keep abreast of new technologies, solutions, and ideas.”  
— Senior Vice President

“Reading *Security Today* keeps me informed with trends in the industry which complement my understanding of products available to meet or exceed project requirements.”  
— Production Software Specialist

“It provides insight on what's going on with security technology trends, product capabilities, and protection concepts.”  
— Senior Vice President



### Award Winning Magazine

*Security Today* magazine is delivered to subscribers the way they prefer to receive it — print or digital. **The digital edition of *Security Today* magazine won an Ozzies Digital Honorable Mention Award in the Folio: Eddie and Ozzie Awards for B-to-B App/Digital Edition/Standalone Digital Magazine.**

### Leader in Market Share and Ad Pages\*\*

IMS Ad Tracking ranks *Security Today* as a leader in market share and ad pages.

\*Media Owner's Own Data

\*\*IMS Ad Tracking - The Auditor, October 2020

\*\*\*Baxter Research, October 2019 mediaView Pro

## 2021 Editorial Calendar

### JAN/FEB

Ad close: 1/5/21

Materials due: 1/12/21

#### Features

- Airport Security
- Casino Security
- Mobile Apps
- Internet of Things
- Municipal Security
- Cloud/Storage
- Smartcards

#### Editorial Webinar

February 17

### MAR

Ad close: 2/1/21

Materials due: 2/2/21

#### Features

- Video Surveillance
- Hospital Security
- Perimeter Security
- Wireless Technology
- Transportation Security
- Critical Infrastructure
- Cybersecurity
- Access Control
- Biometrics
- Video Management Systems
- Artificial Intelligence

### APR

Ad close: 3/3/21

Materials due: 3/4/21

#### Features

- International Security
- Emerging Technologies
- Door/Hardware Security
- Locks
- Loss Prevention/Retail Security
- Safe Cities
- Human Guarding
- Airport Security
- Integrated Systems

#### Editorial Webinar

April 14

#### Show Coverage/ Bonus Distribution\*

PSA-TEC, Denver, CO,  
May 3-6

### MAY/JUN

Ad close: 4/28/21

Materials due: 4/29/21

#### Specialty Publication GovSec

#### Features

- Dealer/Integrator
- Facility Security
- Access Control
- Network Cameras
- Museum Security
- Law Enforcement
- Deep Learning
- Cybersecurity

#### Editorial Webinar

June 16

#### Show Coverage/ Bonus Distribution\*

ISC West, Las Vegas,  
July 19-21

\*If in-person event occurs

## 2021 Editorial Calendar

### JUL/AUG

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Ad close: 6/30/21

Materials due: 7/1/21

#### Features

- Sporting Complex Security
- Critical Infrastructure
- Event Security
- House of Worship Security
- IP Video Surveillance
- Mobile Apps
- Audio Within Security
- Casino Security

#### Company Profile Bonus

All half page or larger advertisers in BOTH July/August and September/October 2021 will receive a Company Profile of the same size as ad in July/August 2021 issue.

#### Editorial Webinar

August 18

### SEP/OCT

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Ad close: 8/31/21

Materials due: 9/1/21

#### 2021 New Product of the Year Entries

#### Specialty Publication

*GovSec*

#### Features

- Deep Learning
- Cloud Security
- Multi-campus Security
- Emergency Communicatons
- IP Cameras
- IT Security
- Identity Management
- Internet of Things
- Remote Monitoring
- DIY Security
- Banking Security
- Border Protection
- Intelligent Video/Analytics
- City Surveillance

#### Company Profile Bonus

All half page or larger advertisers in BOTH July/August and September/October 2021 will receive a Company Profile of the same size as ad in July/August 2021 issue.

#### Editorial Webinar

October 13

#### Show Coverage/Bonus Distribution\*

- GSX, Orlando, FL, September 27-29
- ISC East, New York, NY, November 17-18

### NOV/DEC

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Ad close: 10/26/21

Materials due: 10/27/21

#### 2021 New Product of the Year Winners

#### Features

- Trends and Growth for 2022
- Product Analysis for 2021
- Access Control
- Retail Security
- Utility Security
- Cybersecurity

#### Editorial Webinar

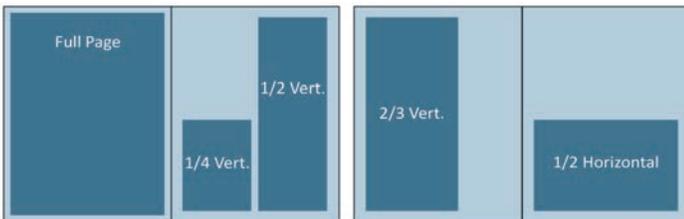
December 15

## Magazine Ad Specs

**Magazine Trim Size:** 8 x 10 3/4 (all sizes are in inches)

	<b>Non-Bleed</b>	<b>Bleed</b>
<b>Full Page</b>	7 x 10	8 1/4 x 11
<b>Spread</b>	15 x 10	16 1/4 x 11
<b>1/2 Horizontal Spread</b>	15 x 4 5/8	16 1/4 x 5 5/8
<b>2/3 Vertical</b>	4 1/2 x 10	5 3/16 x 11
<b>1/2 Island</b>	4 1/2 x 7 1/2	5 3/16 x 8 3/8
<b>1/2 Vertical</b>	3 3/8 x 10	4 x 11
<b>1/2 Horizontal</b>	7 x 4 5/8	8 1/4 x 5 5/8
<b>1/3 Vertical</b>	2 1/8 x 10	2 7/8 x 11
<b>1/3 Square</b>	4 1/2 x 4 5/8	5 3/16 x 5 1/2
<b>1/4 Vertical</b>	3 3/8 x 4 5/8	4 x 5 1/2

Cover snipe and cover ad box also available. Contact us for specs.



For bleed ads, keep live copy 1/4" from trim. For spreads, we recommend keeping live copy 1/4" from the gutter on each side.

### Acceptable File Formats

PDFs are strongly encouraged. Hi-res Illustrator EPS files are also accepted. Ads requiring work to be done by us will incur an additional charge. Ad materials are stored for one year and then deleted.

### Preparing native files for printable PDFs

Multiple pages need to be submitted as single page files. Artwork must be CMYK, minimum 300 dpi. Files must be flattened (no layers or transparencies). Set bleeds 1/8" beyond trim. DO NOT use stylized fonts. Embed all fonts. Overall density of CMYK colors cannot exceed 300%. Set trim marks with a 12-point offset so the marks don't overlap the bleed.

### Preparing native files for printable Illustrator EPS

Artwork must be CMYK, minimum 300 dpi. Files must be flattened (no layers). Set bleeds 1/8" beyond trim. Fonts must be embedded or converted to outlines. Overall density of CMYK colors cannot exceed 300%. Set trim marks so they don't overlap the bleed.

### Submitting Digital Files

Use file names that include the magazine title, issue date, and project name. Ads can be submitted via FTP, a file-sharing service such as Dropbox, or an email to the Production Coordinator.

### Uploading to FTP

It's important that the file is placed in the proper directory. All uploads should be followed by a confirmation phone call or email to the Production Coordinator.

**Host:** ftp://ads.1105media.com

**User ID:** 1105user

**Password:** 1105pass

**Directory:** /1105external/production/[magazine title]

**Tip:** You'll need file-sharing software to upload to FTP. One of the most user-friendly free programs for Mac and PC is FileZilla:

### FileZilla Instructions

1. To install, go to <https://filezilla-project.org> and click on Download FileZilla Client.
2. Open FileZilla and enter Host, User Name, Password, and Port 21.
3. Click on the Quick Connect button at upper right.
4. In the Local Site window on the left, locate and click on the source folder containing the file to be uploaded. Your file will appear in the Filename window below.
5. In the window on the right, click on the 1105external folder, click on the production folder, and locate the folder for the magazine.
6. Select your file in the Filename window on the left, and drag it to the magazine folder on the right.

### Proofs

If a proof is provided, it must be a SWOP proof created from the supplied digital file. A laserprint is not SWOP-quality and is not color-accurate. If a SWOP proof is not supplied, we are not responsible for variances between the digital file and final reproduction. Send proofs to:

Production Coordinator

OH&S, [issue date]

1105 Media, Inc.

6300 Canoga Avenue, Suite 1150

Woodland Hills, CA 91367

### Additional Advertising Resources

<https://1105media.com/pages/ad-specs>

## Government Security News in Print, Digital, and E-news Formats

### Magazine - May/June and September/October 2021

Each issue of *GovSec* and our monthly *GovSec* e-newsletter examine how government entities across the nation are using physical security solutions to meet their needs as well as delivering pertinent information on upcoming events and online conferences. The magazine is distributed to 45,000\* government security purchasers from *Security Today* and IT security purchasers from *FCW* and *GCN*. The e-newsletter is distributed to over 20,000\* industry professionals.

### Magazine Deadline

**May/June Ad close:** 4/15/21  
**Materials due:** 4/16/21

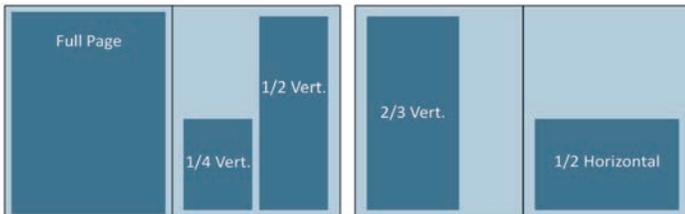
**September/October Ad close:** 8/17/21  
**Materials due:** 8/18/21

### Magazine Ad Specs

**Magazine Trim Size:** 8 x 10 3/4 (all sizes are in inches)

	Live	Trim	Bleed
<b>Full Page</b>	7 1/2 x 10 1/4	8 x 10 3/4	8 1/4 x 11
<b>Spread</b>	15 1/2 x 10 1/4	16 x 10 3/4	16 1/4 x 11
<b>1/2 Horizontal</b>	n/a	6 1/2 x 4 1/2	n/a
<b>1/2 Island</b>	n/a	4 1/4 x 6 1/2	n/a
<b>1/2 Vertical</b>	n/a	3 1/4 x 9 1/2	n/a

Cover snipe and cover ad box also available. Contact us for specs.



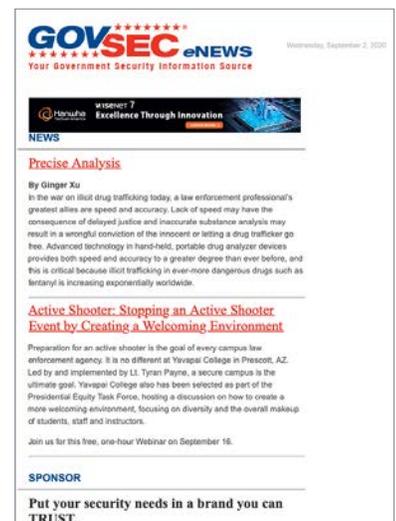
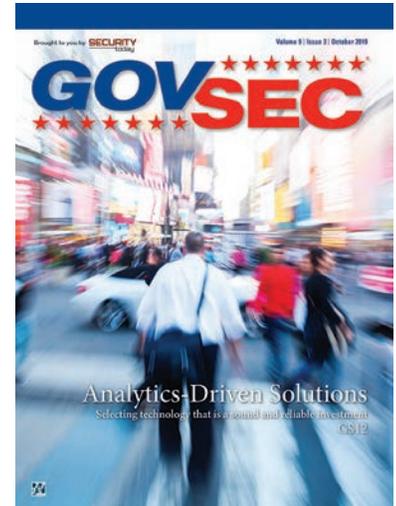
Ad sizes are to scale. All bleeds are 1/8" beyond trim. For bleed ads, keep live copy 1/4" from trim. For spreads, we recommend keeping live copy 1/4" from the gutter on each side.

### Monthly e-news

- 468x60 or 468x90 Top or Bottom Banner
- Sponsor Spot
- 160x600 Skyscraper
- New Product Spot
- Sole Sponsorship\*\*

\*Media Owner's Own Data

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



## Be Part of our Mobile-Responsive Website

This comprehensive website offers information and tools that security product decision makers can use to achieve the best results. Relevant industry news, timely features, and a mobile-responsive design makes it simple for security professionals to find all the information they need in one place.

**Take advantage of our 73,085\* average monthly visits with 117,429\* average pageviews at securitytoday.com.**

### Banners

See next page for options. Contact us for rates.

### Custom Media Offerings

*Security Today* provides a comprehensive portfolio of cost-effective custom media programs to enhance integrated marketing strategies. Our staff works closely with clients to produce dynamic, customized products that reach and impact targeted decision makers.

### Home Page Info Center

*Security Today* Home Page Info Centers allow marketers to deliver valuable information and engage buyers looking for security products, information and solutions at the moment they enter the *Security Today* Home Page. The Home Page Info Center accomplishes the three most important online marketing goals in one complete tool—branding, lead generation and premiere leadership positioning..

### White Papers

Make your white papers available to thousands of unique visitors to our website each month. We post information about your white papers to best gain the attention of your prospects. Listing includes white paper title, company name, brief abstract, link to your white paper and unlimited downloads.

### Video Hosting

Stand out from the crowd by allowing us to host your rich media/video on our website. Expand the reach of your video presentation and take advantage of the *Security Today* brand by placing your video on our site, thus reaching thousands of potential buyers for your products and services.

### Best of the Web & Digital Awards Competition Finalist

*Security Today* was named one of five finalists in min's Best of the Web Digital Awards competition in the Online Community/Social Networking category. Other finalists in this category were Billboard, Luckymag.com, Sports Illustrated, and Travel + Leisure.

\*Media Owner's Own Data



**Like us on Facebook:**

[facebook.com/SecurToday](https://facebook.com/SecurToday)

**Follow us on Twitter:**

[twitter.com/SecurToday](https://twitter.com/SecurToday)

**Also look for us on LinkedIn:**

[linkedin.com/company/security-today](https://linkedin.com/company/security-today)



## Online/Social Positions

This comprehensive website offers information and tools that security product decision makers can use to achieve the best results. Relevant industry news, timely features, and a mobile-responsive design makes it simple for security professionals to find all the information they need in one place.

Take advantage of our 73,085\* average monthly visits with 117,429\* average pageviews at securitytoday.com.

### Banners

728x90 Leaderboard	8 sponsors
468x60 Banner (Middle and Bottom home page only)	8 sponsors
300x600 Super Skyscraper	8 sponsors
300x250 or 300x300	8 sponsors
300x90 Button	8 sponsors

### Home Page Info Center

1 sponsor

### Dog Ear / Peel Back

1 sponsor

### Wallpaper

4 sponsors

### Pushdown

1 sponsor

### Product Guide Sole Sponsorship

468x60 on Topic Main Page

### Exclusive Product Category Road Block Sponsorship

Includes top 728x90, top and bottom 468x60, right 300x90, 300x600, and 300x300

### Market Sections

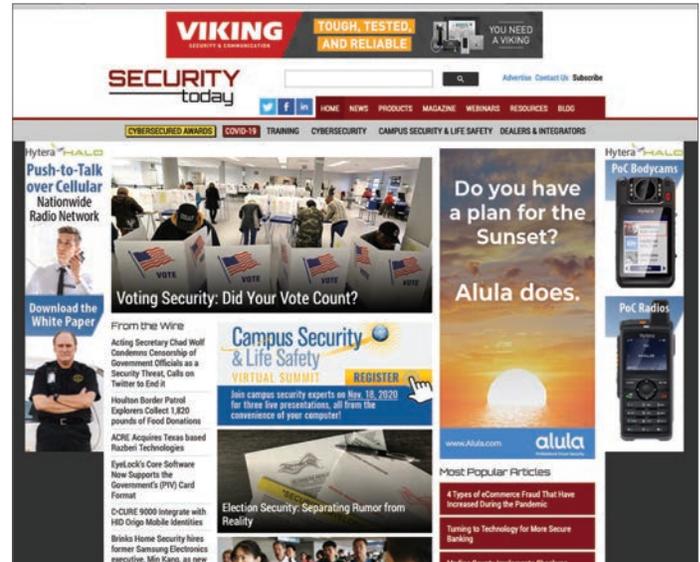
300x90  
300x600  
300x250 or 300x300  
468x60  
728x90  
Dogear  
Info Center (300x300 banner + 5 links)

### White Paper Hosting

Listing includes: white paper title, company name, brief abstract, link to white paper, unlimited downloads

### Video Hosting

Live Show Site Video - Contact your Integrated Media Consultant for rates and information.



### Vendor Webinar

Editorial Webinar co-sponsor

### DemoCast Sponsorship

15-minute including video & Q&A  
5-minute video only

### Vendor Podcast Sponsorship

Topical Podcast Sponsorship

### Live From Sponsorship

Package of 10 Sponsored Social Media Posts

## Contact us for rates:

### Brian Rendine

brendine@1105media.com  
972-687-6761

### Sam Baird

China, Europe, Israel  
sam@whitehillmedia.com  
+44 1883 715 697

## Powerful Website Options

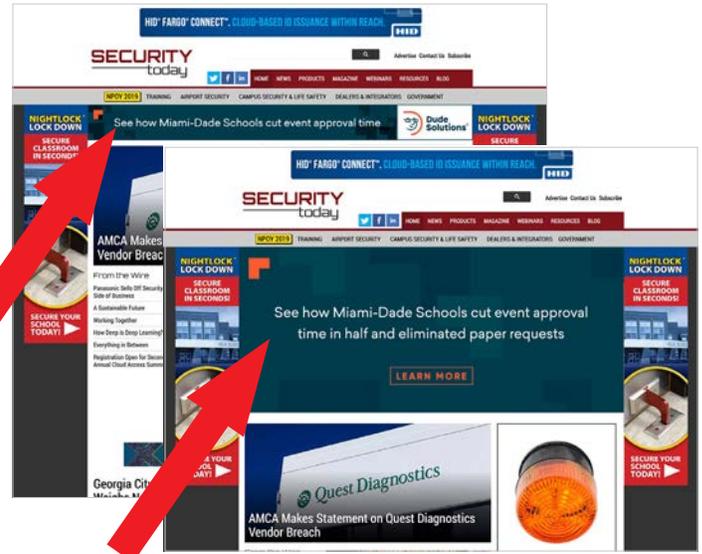
### Pushdown Ad

Get viewers to take a second look with our new pushdown banner position. Located directly below the securitytoday.com homepage, the ad expands when viewers hover over it, increasing visibility and capturing attention.

Dimensions: 970x90 (max file size 50K)

Hover Over Expansion Dimensions: 970x415 (max file size 200K)

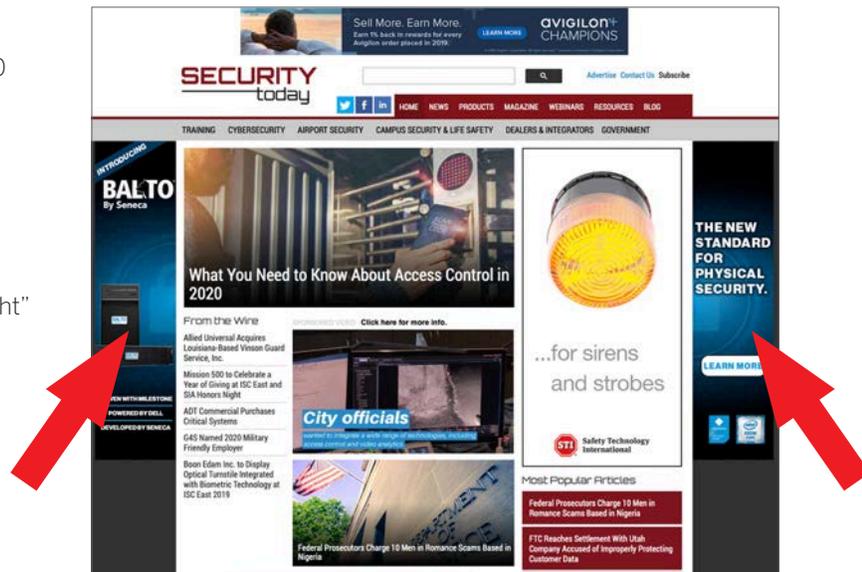
Advertisers have the option to provide a 300x50 ad to serve on smaller mobile devices.



### Wallpaper

Take command of the screen with wallpaper—a pair of 152x600 banners positioned on the left and right sides of the *Security Today* website. The banners move down the screen as viewers scroll, for continuous impact. Repeat the same image on both sides, or submit two different banners with a cohesive look.

- Images can be in .jpg, .gif or .png format.
- If supplying two different images, please include “left” and “right” in file names. The images must have a cohesive look..



### Increase your Impact with these Positions

Purchase both the Pushdown Ad and the Wallpaper for maximum impact. Contact us for rates.

## Native Advertising on securitytoday.com

### Put your Sponsored Content in Front of Thousands of Security Professionals

Now you can draw more attention to your brand by running sponsored content embedded in must-read securitytoday.com articles and on the home page.

Security professionals rely on securitytoday.com to keep up with important industry news and trends. The *Security Today* website has a monthly average of 117,429\* pageviews.

Your Sponsored Content box on the home page will link to your provided article PLUS a 728x90 leaderboard and 300x250 banner ad. Your sponsored content will also be included in e-newsletters sent during the time period of the Native Campaign.

A maximum of two positions are available, and topics are exclusive. Make sure one or both spots are yours.

Contact us for rates.

### Native Ad Requirements:

- 1000-2000 word article
- High resolution article image greater than 1025px wide.
- 728X90 Banner image with link
- 300X250 Banner ad image with link

Due dates are 5 business days or one week before live date.

### Increase your Impact

Ask about adding additional banner ads on our site or in our e-newsletters for even more impact.

The screenshot shows the securitytoday.com website interface. At the top, there is a search bar and navigation links for 'Advertise', 'Contact Us', and 'Subscribe'. Below the navigation, there are social media icons and a menu with categories like 'HOME', 'NEWS', 'PRODUCTS', 'MAGAZINE', 'WEBINARS', 'RESOURCES', and 'BLOG'. A main image shows a street scene with a person and a car, both highlighted with bounding boxes and labeled 'Person' and 'Car'. A security camera icon is visible in the top right corner of the image. Below the image is a 'SPONSORED' section with the article title 'AI Beyond the Hype' by Ray Cooke, dated Oct 01, 2019. The article text discusses AI and deep learning-based analytics. To the right of the article is a 300x300 banner ad. At the bottom of the article, there are navigation buttons for '1', '2', '3', '4', and 'NEXT'. Below the article is a call to action: 'If you like what you see, get more delivered to your inbox weekly. Click here to subscribe to our free premium content.' At the very bottom, there are links for 'Printable Format' and 'E-Mail this page'.

\*Media Owner's Own Data

## Live From ISC West & GSX

### Team up with *Security Today*

Reach out to people who cannot attend these events, and let prospects know what is going on at your booth. Get your news and information out continuously before, during, and after ISC West and GSX.

Our social zone features aggregated content about and from the respective shows and our Live From sponsors.

#### Live From Sponsor package includes\*:

- 728x90 leaderboard
- Wallpaper: (2) 152x600 banners in cohesive design
- Social media feeds featuring your posts, posts from *Security Today* editors, show posts, and more
- Promotion of social zone in *Security Today* e-news and on securitytoday.com
- Use of Live From logo to promote sponsorship
- Booth sign promoting your sponsorship
- Posts from *Security Today* editors about your company, products and booth, including in-booth video and posts during the shows

#### Live From Dates:

- Live From ISC West 2021 will be live on securitytoday.com July 5 through August 2, 2021.
- Live From GSX 2020 will be live on securitytoday.com September 13 through October 11, 2021.

#### Also available: Sponsored Post Package

Up to 10 sponsored posts — while Live From page is live or during your preferred timeframe

**Live From is a winner of the Folio: Marketing Awards competition in the Use of Social Media category.** These awards recognize the year's best in pioneering, inventive, and ultimately successful projects undertaken by the media industry's most innovative marketing professionals.

**Limited sponsor packages available.**

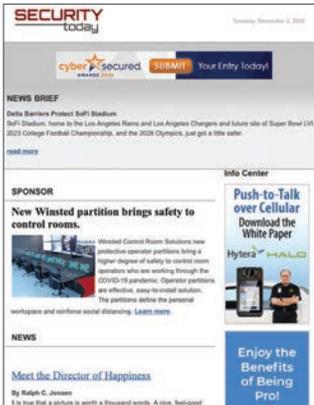


[securitytoday.com/live](https://securitytoday.com/live)



\*Content may vary if events are virtual.

## E-newsletters



### Security Today e-news

Delivered twice weekly, this newsletter is sent to more than 45,000\* potential security buyers. Each issue provides essential industry news and product information to these important decision makers.

#### Sizes:

- E-news Info Center
- 180x300 Banner
- Sponsor Spot
- 468x60 or 468x90 Banner
- 160x600 Skyscraper
- New Product Spot
- Sponsored Text Link
- Sole Sponsorship\*\*



### Security C-Suite e-news

Reach more than 20,000\* end users with executive or general management job functions with this highly-targeted e-newsletter, which highlights some of most important news affecting the ever-changing security industry. The newsletter provides special insight into the industry, breaking industry news, tips, features from *Security Today* magazine, and much more.

#### Sizes:

- 468x60 or 468x90 banner
- 160x120 Button
- 160x600 Skyscraper
- New Product Spot
- Sponsored Text Link
- Sole Sponsorship\*\*



### Dealer Strategies e-news

This business solutions newsletter is sent to more than 25,000\* security systems integrators, installers and dealers. Delivered twice per month, each issue features business solutions, sales and marketing tips, installation tips, manufacturer new product and technology updates, dealer opportunities and hot market niches, plus much more.

#### Sizes:

- 468x60 or 468x90 banner (Top or Bottom)
- 160x120 Button
- 160x600 Skyscraper
- New Product Spot
- Sponsored Text Link
- Sole Sponsorship\*\*



### GovSec e-news

This monthly e-newsletter examines how government entities across the nation are using physical security to meet their needs as well as delivering pertinent information on upcoming events and online conferences. Distribution is 20,000.\*

#### Sizes:

- 468x60 or 468x90 banner
- 180x300 Info Box
- 150x150 Sponsor Spot
- 160x600 Skyscraper
- Sole Sponsorship\*\*

All scheduled e-newsletters are available as Sole Sponsored.

\*Media Owner's Own Data

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

## E-newsletters



### Controlled Access e-news

Distributed monthly, this e-newsletter reaches 20,000\* security professionals with buying responsibility for: Access Control, Integrated Systems, Intrusion Alarm & Monitoring, Security Guard Services, Security Consultants, IT/Network Security, Biometrics, Card Reader Systems, Identification Products/ID Badges, Wireless Technologies, and Cloud Storage.

#### Sizes:

- 468x60 or 468x90 banner
- 160x120 Button
- 160x600 Skyscraper
- New Product Spot
- Sponsored Text Link
- Sole Sponsorship\*\*



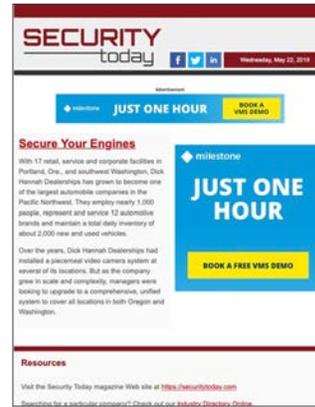
### Security Today Solutions e-news

This monthly e-newsletter focuses on specific products and services for the security industry. Distribution: 45,000\*

#### Sizes:

- Top Banner (includes 1 product spot)
- Product/Service Spot (150x150 + 40-60 words of text)

#### Multiple spot discount



### Security Today E-View

Send out your published Security Today article 2-3 weeks before it comes out in the magazine to generate early buzz and capture the attention of the industry. Or increase views of your own whitepaper with this extra way to promote it. Delivered to more than 45,000\* potential security buyers. Includes 468x60 top and bottom banners and a 300x300 banner.



### CyberSecured e-news

This informative monthly e-newsletter focuses on Internet of Things, Artificial Intelligence, Cloud Storage and more. Reach 30,000\* buyers, including 10,000\* IT professionals.

#### Sizes:

- E-news Info Center
- 180x300 Banner
- Sponsor Spot
- 468x60 or 468x90 Banner
- 160x600 Skyscraper
- New Product Spot
- Sponsored Text Link
- Sole Sponsorship\*\*

All scheduled e-newsletters are available as Sole Sponsored.

\*Media Owner's Own Data

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## Event E-newsletters

### 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 e-newsletter 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 events by securing your position in one or more of our Event Updates e-newsletters: ISC West - *Security Today* version (distributed to 45,000\* security professionals), ISC West - Dealer Strategies version (distributed to 25,000\* security systems integrators, installers, and dealers), and GSX (distributed to 45,000\* security professionals).

**Limited space available** — Each newsletter is limited to 5 sponsors. Each sponsor will receive a selected ad size and location based on availability and preference. E-newsletters will be delivered one week before the event, three days during the event and one week after the event.

For extra exposure, add Pre-Event and Post-Event Spotlight E-newsletters to your ISC West and GSX campaigns. The product-focused e-newsletter will be sent approximately one week before and one week after the events.

### Event Updates E-newsletter Dates

#### ISC West 2021

(*Security Today* and Dealer Strategies versions)

- July 12
- July 19
- July 20
- July 21
- July 26

#### GSX 2021

- September 20
- September 27
- September 28
- September 29
- October 4

### Event Spotlight E-newsletters

#### ISC West 2021

- Pre-Event Spotlight - July 11
- Post-Event Spotlight - July 25

#### GSX 2021

- Pre-Event Spotlight - September 12
- Post-Event Spotlight - October 10

### Event Show Spotlight E-newsletter 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 e-newsletters have ad messaging from one sponsor, content created by *Security Today*.



### Banner Sizes (Sold per show)

- Top Banner — 468x60 or 468x90
- Left Hand Box — 125x261
- Large Right Hand Box — 215x61
- Left Hand Box — 125x120
- Right Hand Box — 215x120
- Bottom Banner — 468x60 or 468x90

BONUS: Each sponsor also gets a New Product spot. Single Issue Sole Sponsorship\*\*

## E-news 2021 Editorial Calendar

EDITION	SPECIAL FOCUS
<b>JANUARY</b>	
January 4	CyberSecured
January 5	Security Today
January 6	GovSec
January 11	Security Today Solutions
January 12	Security Today
January 13	Dealer Strategies
January 14	Security Today
January 19	Security Today
January 21	Security Today
January 25	Security C-Suite, Controlled Access
January 26	Security Today
January 27	Dealer Strategies
January 28	Security Today
<b>FEBRUARY</b>	
February 1	CyberSecured
February 2	Security Today
February 3	GovSec
February 4	Security Today
February 8	Security Today Solutions
February 9	Security Today
February 10	Dealer Strategies
February 11	Security Today
February 16	Security Today
February 18	Security Today
February 22	Security C-Suite, Controlled Access
February 23	Security Today
February 24	Dealer Strategies
February 25	Security Today
<b>MARCH</b>	
March 1	CyberSecured
March 2	Security Today
March 3	GovSec
March 4	Security Today
March 8	Security Today Solutions
March 9	Security Today
March 10	Dealer Strategies
March 11	Security Today
March 16	Security Today
March 18	Security Today
March 22	Security C-Suite
March 29	Controlled Access
March 23	Security Today
March 24	Dealer Strategies
March 25	Security Today
March 30	Security Today

EDITION	SPECIAL FOCUS
<b>APRIL</b>	
April 5	CyberSecured
April 6	Security Today
April 7	GovSec
April 8	Security Today
April 12	Security Today Solutions
April 13	Security Today
April 14	Dealer Strategies
April 15	Security Today
April 19	Security C-Suite
April 20	Security Today
April 22	Security Today
April 26	Controlled Access
April 27	Security Today
April 28	Dealer Strategies
April 29	Security Today
<b>MAY</b>	
May 3	CyberSecured
May 4	Security Today
May 5	GovSec
May 7	Security Today
May 10	Security Today Solutions
May 11	Security Today
May 12	Dealer Strategies
May 13	Security Today
May 18	Security Today
May 20	Security Today
May 24	Security C-Suite, Controlled Access
May 25	Security Today
May 26	Dealer Strategies
May 27	Security Today
<b>JUNE</b>	
June 1	Security Today
June 2	GovSec
June 3	Security Today
June 7	CyberSecured
June 8	Security Today
June 9	Dealer Strategies
June 10	Security Today
June 14	Security Today Solutions
June 15	Security Today
June 17	Security Today
June 21	Security C-Suite
June 22	Security Today
June 23	Dealer Strategies
June 24	Security Today
June 28	Controlled Access
June 29	Security Today

## E-news 2021 Editorial Calendar

EDITION	SPECIAL FOCUS
<b>JULY</b>	
July 5	CyberSecured
July 6	Security Today
July 7	GovSec
July 8	Security Today
July 12	Security Today Solutions
July 13	Security Today
July 14	Dealer Strategies
July 15	Security Today
July 19	Security C-Suite
July 20	Security Today
July 22	Security Today
July 26	Controlled Access
July 27	Security Today
July 28	Dealer Strategies
July 29	Security Today
<b>AUGUST</b>	
August 2	CyberSecured
August 3	Security Today
August 4	GovSec
August 5	Security Today
August 9	Security Today Solutions
August 10	Security Today
August 11	Dealer Strategies
August 12	Security Today
August 17	Security Today
August 19	Security Today
August 23	Security C-Suite
August 24	Security Today
August 25	Dealer Strategies
August 26	Security Today
August 30	Controlled Access
August 31	Security Today
<b>SEPTEMBER</b>	
Sept. 1	GovSec
Sept. 2	Security Today
Sept. 7	Security Today
Sept. 8	Dealer Strategies
Sept. 9	Security Today
Sept. 13	CyberSecured, Security Today Solutions
Sept. 14	Security Today
Sept. 16	Security Today
Sept. 20	Security C-Suite
Sept. 21	Security Today
Sept. 22	Dealer Strategies
Sept. 23	Security Today
Sept. 27	Controlled Access
Sept. 28	Security Today
Sept. 30	Security Today

EDITION	SPECIAL FOCUS
<b>OCTOBER</b>	
October 1	GovSec
October 4	CyberSecured
October 5	Security Today
October 7	Security Today
October 11	Security Today Solutions
October 12	Security Today
October 13	Dealer Strategies
October 14	Security Today
October 18	Security C-Suite
October 19	Security Today
October 21	Security Today
October 25	Controlled Access
October 26	Security Today
October 27	Dealer Strategies
October 28	Security Today
<b>NOVEMBER</b>	
November 1	CyberSecured
November 2	Security Today
November 3	GovSec, Dealer Strategies
November 4	Security Today
November 8	Security Today Solutions
November 12	Security Today
November 15	Security C-Suite
November 16	Security Today
November 17	Dealer Strategies
November 18	Security Today
November 23	Security Today
November 29	Controlled Access
November 30	Security Today
<b>DECEMBER</b>	
December 1	GovSec, Dealer Strategies
December 2	Security Today
December 6	CyberSecured
December 7	Security Today
December 9	Security Today
December 13	Security Today Solutions
December 14	Security Today
December 15	Dealer Strategies
December 16	Security Today
December 20	Security C-Suite, Controlled Access
December 21	Security Today
December 23	Security Today

## Custom Sponsored e-newsletters\*

Get your message out to a targeted audience by sponsoring a custom *Security Today* e-newsletter. This opportunity is very popular with our advertisers due to the high number of leads generated. You provide banner ads and contribute content to add to our e-newsletter. We create the e-newsletter and send it to our list of targeted subscribers. Contact your Integrated Media Consultant for pricing and availability.



The screenshot shows an e-newsletter layout with several sponsored sections:

- Top Banner:** A wide banner at the top with the text "Match security entrances with your specific industry" and a "Download Now" button. It features a Boon Edam logo and a small image of a whitepaper.
- SPONSOR Section:** A section titled "Which security entrance is the right one for you?" with an image of a modern security entrance and a "Learn more" link.
- Info Center:** A vertical sidebar on the right containing:
  - 180x300 Banner:** A vertical banner for "ISC EAST" with the text "Attending ISC East? Let's talk solutions!" and the Boon Edam logo.
  - Featured Product Spot:** A vertical banner for Boon Edam with the text "Match security entrances with your specific industry" and a "Schedule a demo today!" button.
  - 160x600 Skyscraper:** A tall, narrow vertical banner on the far right with the text "Match security entrances with your specific industry".

### Features

- Ad messaging from one sponsor
- Topic focus chosen by sponsor
- A section for content provided by sponsor
- Sent to your choice of targeted subscribers from:
  - *Security Today*
  - *Dealer Strategies*
  - *GovSec*
  - *CyberSecured*
  - *Campus Security & Life Safety*
  - *Security C-Suite*
- All leads delivered to sponsor

\*Custom sponsored e-newsletters are created by 1105 Media and use the *Security Today* e-newsletter template and ad specifications. Not all content can be provided by the sponsor.

## Webinars

### Your Powerful Tool for Generating Quality Sales Leads

Budget constraints and increasingly hectic work schedules can often prohibit today's security decision makers from physically attending seminars, conferences and expositions. Instead, it is important that today's security product and service vendors seek innovative and cost-effective ways to disseminate information and engage prospects and clients in a timely manner to spotlight new technologies, product launches, strategic partnerships and more.

That's why we offer a turnkey webinar solution that allows security products marketers to tap into our expertise and expansive market reach and drive valuable customer leads.

### Vendor Webinars

The unique presentation of a webinar forum allows clients to deliver information and engage participants in a timely, cost-effective manner. Whether at home or on the road, participants can view presentations through their web browsers while simultaneously listening to the audio. Discussions can take place in real time, and your audience of security buyers are encouraged to ask presenters questions. You provide the speaker, the topic, and the presentation and collect all the leads.

### Editorial Webinars

In addition to single-sponsored customer-supplied webinars, *Security Today* offers the opportunity for companies to co-sponsor time-sensitive editorial topical webinars. This variation of the popular webinar medium allows a company to sponsor for a fraction of the cost of a sole-sponsored webinar. Plus, the webinar is promoted in the very same fashion as a sole-sponsored webinar.

### Planned 2021 editorial webinar topics include:

- Video Surveillance
- Access Control
- Cameras & Storage
- Mass Notification
- And more

\*Media Owner's Own Data



### Webinar Sponsorship includes:

- Registration development and collection
- Comprehensive event promotion on our websites and through social media
- Logo and sponsorship acknowledged in promotions to 50,000\* targeted *Security Today* e-news subscribers
- Reminder e-mails prior to webinar
- E-newsletter sponsorships (includes 150x150 image, linking URL and up to 80 words of promotional text)
- 30-day webinar registration link on securitytoday.com's home page
- Creation of custom-designed user interface
- Audio delivery and presentation coordination
- Q&A at the end of the presentation
- Post-event participant data and complete contact info
- Three-month online archiving for on-demand use

We've reached thousands of security professionals in the past year, including those with titles such as President, Director of Security, Safety & Security Manager, CEO COO, Electrical Engineer, Project Manager, Facilities Manager, and more.\*

**For more information on how to schedule or develop a webinar to meet your marketing needs, please contact us.**

## Podcast

### An Exciting New Way to Promote Your Business

SecurPod, the new *Security Today* podcast, creates a marketing experience for your company and offers an insider's view into the security industry. Each podcast features a 20- to 30-minute conversation with Editor Ralph C. Jensen and an industry expert on a specific topic.

Sponsors of the podcast are mentioned at the beginning and end of the podcast, and a brief company marketing message is included in the episode.

SecurPods are marketed to our *Security Today* database and are promoted on our website and social media platforms as well as featured on Apple Podcasts, Google Podcasts, Stitcher, and Spotify.

### Vendor Podcast Sponsorship

- Sole sponsorship of a podcast produced specifically for your company
- Sponsor named at beginning and end of podcast
- 30-second ad copy read in middle of podcast
- Inclusion on topic and direction of podcast episode
- Representative from your company heavily featured in podcast

### Topical Podcast Sponsorship

- Your company name mentioned at beginning and end of podcast
- 30-second ad copy read during the podcast

### Added Value for Podcast Sponsors

- Mention in article about podcast being sponsored
- Mention in social media promotions
- Inclusion in promotional eblast to our *Security Today* subscribers



### The *Security Today* Audience wants Podcasts

We reached out to our *Security Today* audience, and 94%\* of respondents said they would listen to a *Security Today* podcast. Of these respondents, 88%\* already listen to podcasts.

### Podcasts Are the Way People Are Learning Now

Based on research gathered by smallbizgenious, podcasts are very popular, and listeners are engaged.

- 74% of podcast users listen to podcasts to learn something new. (Edison Research)
- 55% of US podcast listeners pay attention to podcast ads, which is 10% more than those who pay attention on the radio. (Business Insider)
- 54% of podcast customers say they think about buying advertised products (Convince & Convert)
- Brands that advertise products and services during business podcasts have a 14% lift in purchase intent. (Music Oomph)

## Awards Programs — Earn Recognition for your Security Products

### *Security Today* New Product of the Year

For 13 successful years, this award program has been honoring the outstanding product development achievements of security technology and solutions manufacturers whose products are considered particularly noteworthy in their ability to improve security. Information on the 2021 program will be available at [securitytoday.com](http://securitytoday.com) in spring of 2021. Entries will be included in the September/October 2021 issue of *Security Today*. Winners will be highlighted online and in the November/December 2021 issue of *Security Today*.



### *Security Today* Govies Government Security Awards

The Govies have been honoring outstanding government security products in a variety of categories since 2009. Platinum and Gold awards are given in this prestigious contest. Information on the 2021 program will be available at [securitytoday.com](http://securitytoday.com) in late 2020. Entries will be included in the May/June 2021 issue of *GovSec*. Winners will be highlighted online and in the September/October 2021 issue of *GovSec*.



### CyberSecured Awards

Our newest awards program focuses on the network and other cybersecurity initiatives. Our goal is to bring to the forefront the numerous products that secure our world today. Information on the 2021 program will be available at [securitytoday.com](http://securitytoday.com) in Fall 2021. Winners will be highlighted on [securitytoday.com](http://securitytoday.com) and in CyberSecured e-news.



#### Winners of each award program will receive great benefits, such as:

- Award suitable for display
- Editorial coverage
- Recognition in magazine, website and e-news marketing and promotions
- Use of the award logo on all promotional materials related to winning product
- Inclusion in special winners section on website
- Special advertising rates and promotional opportunities

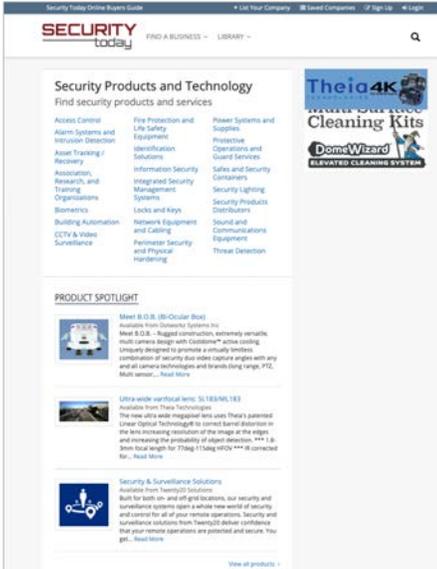
### Additional 1105 Media Awards Programs

1105 Media conducts several additional awards programs throughout the year, including the Secure Campus Awards, [campuslifesecurity.com](http://campuslifesecurity.com), and the Spaces4Learning New Product Awards, [spaces4learning.com](http://spaces4learning.com). Please visit these brands' websites for additional information.



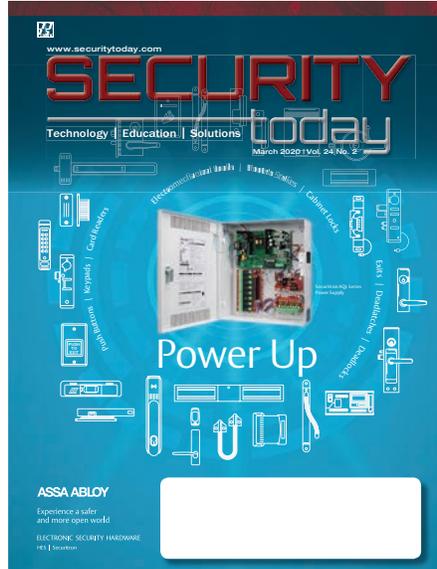
For more information on any 1105 Media awards program, please contact Susan May at [smay@1105media.com](mailto:smay@1105media.com).

## Integrated Marketing Services



### Industry Directories

Add your company to the *Security Today* Industry Directory at [buyersguide.securitytoday.com](http://buyersguide.securitytoday.com) or the *GovSec* Industry Directory at [governmentsecuritydirectory.com](http://governmentsecuritydirectory.com). For extra impact, upgrade with a Top Product listing, banner ad, and more.

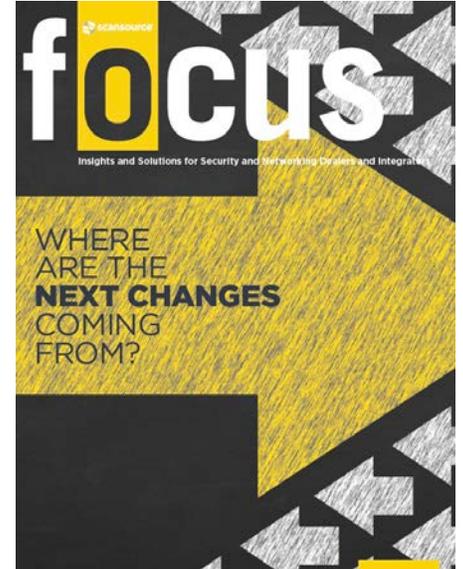


### Belly Bands/Cover Tips

Make your brand the the first thing *Security Today* readers see by advertising your brand on a belly band or cover tip. Double the impact and direct readers inside the magazine issue for more information on your brand.

### Reprints

Extend the shelf life of your message and generate additional interest through full-scale reproductions of articles and advertisements. For single article reprints (in minimum quantities of 250-500), e-prints, plaques and posters contact [parsintl.com/publisher/1105-media](http://parsintl.com/publisher/1105-media) or 212-221-9595.



### Inserts/Outserts

Inserts and outserts are powerful advertising tools. Increase your visibility by taking advantage of these cost-effective advertising plans that build brand awareness and purchase intent. *Security Today* will work with you to create a customized piece that informs subscribers about trends, case studies, and products and services within your market. The insert appears within the publication, and the outsert is polybagged with it. Overruns are provided for your organization.

### List Rental

Our subscriber mailing list is available for rental. To view our datacards, please visit [lists.meritdirect.com](http://lists.meritdirect.com). For more information, contact Azalia Allen at 914-368-1127 or [aallen@meritdirect.com](mailto:aallen@meritdirect.com).

## Website Banner Ad Specs

### 1105 Media Ad Serving Platform is Google Ad Manager 360

(formerly DFP Premium)

#### Standard Image Files

Acceptable files include PNG, JPG, GIF (includes animated GIF).  
Maximum file size 80K.

**Click-thru URL** advertisers are responsible for maintaining a working URL., which must be supplied with image file. Click rates are not guaranteed.

#### HTML5

Acceptable up to 100K

Ad design and development guidance can be found here: <https://www.iab.com/guidelines/html5-for-digital-advertising-guidance-for-ad-designers-creative-technologists/>

#### Third-party ad serving

We accept all third-party ad serving, but impressions are counted and invoices are issued based on our ad serving system, DoubleClick DFP. 15-20% impression tracking discrepancy may be expected. All formats will be considered and require extra processing time for testing and implementation. If possible, please submit a test third-party ad. When submitting third-party tags, please make sure they are secured (https).

#### Placement

Banners are run-of-site. Targeted ads are subject to availability. Contact your account representative for more information.

#### Special banner specifications

- Initial Load: The file size should be maximum 80.
- Subsequent Load: The file size should be between 70-80K
- Number of Subsequent Loads: 1-2 max
- In-banner Video: We can accommodate as long as it fits into
- Special Frame Requirements: None, but must follow our specs & file size
- Max Animation Time: 10-15 seconds
- FPS (frames per second): 20-25 (max 30)
- Max Number of Loops: 3-5 times (or more if it fits into max 80K file size)
- Max Uninitiated Video Length: None if it fits into max 80K file size
- Concurrent Video/Animation: 25-30 seconds
- Audio Initiation After Expansion: User controlled with click
- Expandable Hotspot Limitation: No limitations

## eNews Banner Ad Specs

#### Banner Sponsorship - 40K maximum file size

eNews Info Center - 300x250

Large Right Box - 300x250

Large Square - 300x300

Top - 468x60

Bottom - 468x60

Click-thru URL

#### New Product - 40K maximum file size

150x150 image (.jpg or .gif), Headline: 55 characters max,

Body text: 40-60 words, Click-thru URL

#### Headline

55 characters max, including spaces. If no headline is provided, the company name will show, as listed on the insertion order.

#### Click-thru URL

Advertisers are responsible for maintaining a working URL.

Click rates are not guaranteed.

URL should be limited to 250 characters.

#### Acceptable Files

Static GIF or JPG files

Please submit materials to Francisco Arreola at [farreola@1105media.com](mailto:farreola@1105media.com). Phone: 818-814-5389

**All website and eNews creative is due 5 business days prior to launch.**

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