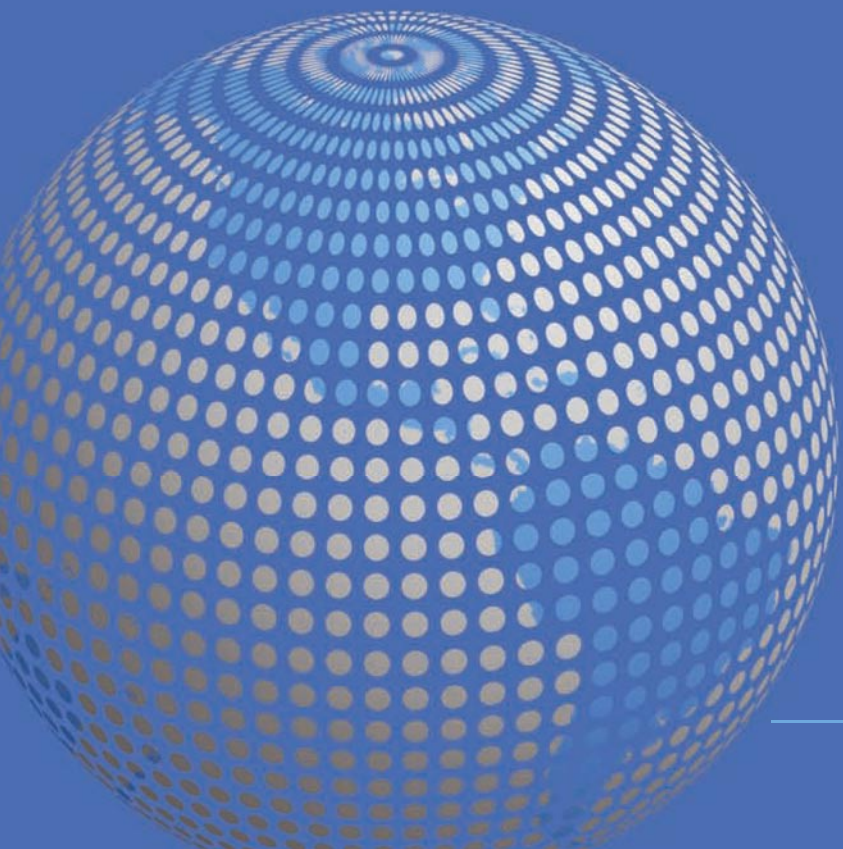


SECURITY **MEDIA** PUBLISHING

Media Portfolio

Media **Solutions** for the Global Security Market



SECURITY NEWS
DESK

CCTVImage

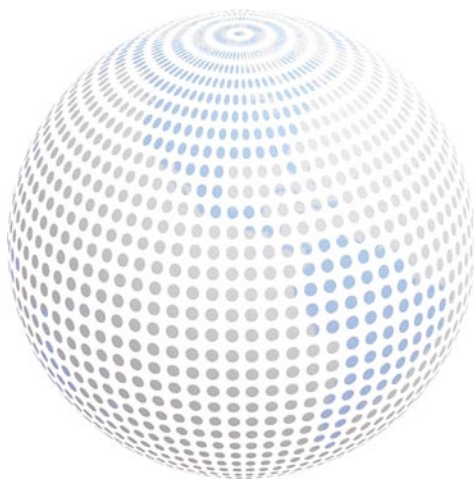
securitymiddleeast.com

Contact Us: info@securitymediapublishing.com

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About Security Media Publishing



Security Media Publishing is a leading provider of specialised business-to-business magazines and new media platforms for the global security industry. We pride ourselves on having assembled a world-class team of editors, journalists and designers to maintain our reputation as a premier media provider working in the security sector today.

We are continually evolving our media portfolio to address the needs of our clients in an ever-changing and challenging global security environment. We offer an unrivalled selection of high quality media platforms targeted at security professionals across all market sectors, enabling you to reach decision makers in multiple sectors with a coordinated campaign.

Our dedicated and experienced team has an unparalleled knowledge of the security market and are committed to providing the best media solutions available. Whether that is through our print media or new media solutions, you can be sure that we will deliver to your requirements and beyond.

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Portfolio Products and Services

Print Media

- CCTV Image magazine

Online Media

- www.SecurityNewsDesk.com
- www.SecurityMiddleEast.com

Email Marketing

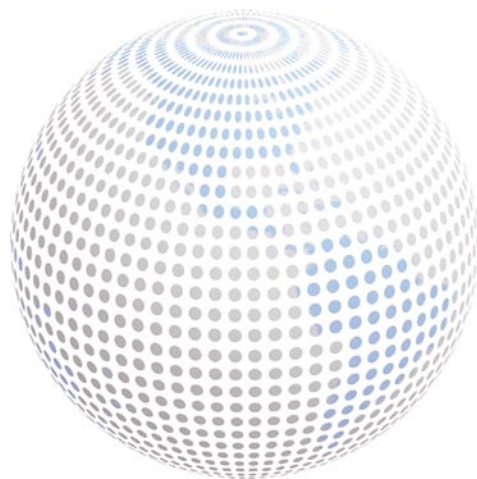
- E-blasts
- E-news

Video Production

- Corporate DVDs
- Product demonstrations
- Event, seminar and conference filming
- Case studies

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Now in its 12th year, the CCTV User Group is the premiere body representing CCTV managers and operators in the UK, and CCTV Image is proud to be the official magazine of the User Group.

Every issue of CCTV Image features in-depth interviews with members of the User Group, all of whom are operating at the coal face in a cutting edge industry. Dealing with a unique blend of technology, manpower and managerial issues, the managers and operators of these systems must address a range of social problems including crime and disorder.

CCTV Image puts the readers first, delivering what they need and want to read. Our aim is to broaden the perspective of readers through the sharing of best practice and case studies.

Every feature is thoroughly researched and often includes a site visit to enable us to develop an unrivalled understanding of the industry from the ground up.

We have also cultivated some of the leading lights in the CCTV industry to write a regular series of columns for us. Currently we feature Prof. Martin Gill of the Perpetuity Group and Colin Greene, a leading CCTV consultant.

Return on Investment / Market Reach

CCTV Image, with its unique focus on end users, offers a premier media platform that reaches out to your target audience.

Informative and sharp editorial focus coupled with an unrivalled readership base means that CCTV Image is the perfect media platform with which to address the UK and European security markets.

With over 10 years experience in the UK security industry, we guarantee that we will deliver your message effectively and competently helping to achieve your marketing goals and give you a return on your investment.

Key Facts

- CCTV Image is the only magazine that represents the CCTV User Group in the UK.
- Members of the CCTV User Group are responsible for an estimated 85% of public area CCTV in the UK.
- Strong and genuine end user title unlike others that claim to be end user focussed that have a mixed trade/end user readership.
- The CCTV User Group represents over 500 local authority CCTV schemes across the UK.

Readership Profile

CCTV Image is released 4 times a year to 7500 security professionals.

- Managing Directors and Business Owners • Security Managers
- Town Centre scheme managers • Control Room Managers
- Distributors • Manufacturers • Integrators and Installers • Local Authorities • Government and State Institutions • The Construction Industry • Education Establishments • Healthcare Facilities and Hospitals • Retail Parks and Retailers • Police • Ports and Airports • Terminals • Training organisations.

Release schedule

- CI-46 - Winter 2012**
 - Deadline 10 February
 - Publication date 29 February
- CI-47 - Spring 2012**
 - Deadline 8 April
 - Publication date 27 April
- CI-48 - Summer 2012**
 - Deadline 8 July
 - Publication date 27 July
- CI-49 - Autumn 2012**
 - Deadline 7 October
 - Publication date 26 October

* Talk to us about our early-bird payment option and save money.

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SECURITY NEWS DESK

Overview

SecurityNewsDesk.com is a news and product information portal for the entire security industry. The site covers everything from company news and products to legislation, regulation and best practice. We are known for our case studies and our video and audio reports and the site has a number of innovative features for advertisers. The site has been developed with the latest search engine optimisation (SEO) technology and it shows in the site rankings which quickly caught up with the more established sites in the market.

Features

Site banners

There are numerous opportunities to display your banner ads on SecurityNewsDesk.com, all at attractive rates with detailed performance analytics available including impressions and click tracking.

E-newsletters

We release an e-news letter every week which is made up of six press releases and delivered to our opt-in subscriber database of 12,500 security professionals. If you have a marketing campaign that you would like us to manage please contact one of our team for more information. Please submit all PR to editor@SecurityNewsDesk.com.

Company NewsDesk

Sign up for a free directory entry on SecurityNewsDesk.com and you get an additional benefit: a page dedicated to your company. Called Company NewsDesk, it's your space on our website for posting your latest news releases, product news, white papers, case studies, spec sheets, videos and more. You can customise the page with your company logo, description of products and services and even a featured video.

NEW FOR 2012!

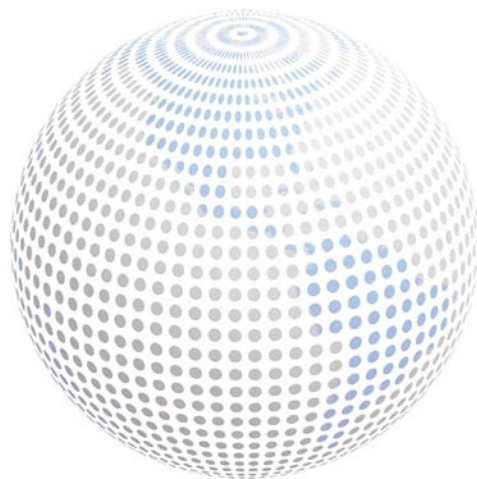
For a small cost, you can upgrade your Company NewsDesk and stand out from the crowd. Being featured gets you a prime position on the homepage for one month, removes other advertisers from your NewsDesk, allows up to five videos, discounts on selected products plus account management, meaning we'll take care of the uploading and maintenance of your Featured Company NewsDesk! Want longer than a month on the homepage? Ask us about the options.

Points mean prizes

In addition to your free Company NewsDesk, we are offering you the opportunity to earn points toward free and reduced-price marketing services. Simply by posting press releases and other material to SecurityNewsDesk.com, we will give you points which can be redeemed for free enews insertions and discounts toward advertising and video production.

Video NewsDesk

This section of SecurityNewsDesk.com is populated by videos showcasing products, events, demos or indeed anything you may wish to promote. We are able to provide you with a filming facility if you require at an agreed cost. Please contact the team for further details on this offering.



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securitymiddleeast.com

Overview

SecurityMiddleEast.com is the definitive mechanism for reaching security professionals and end users in the Middle East region. We deliver news and practical information, information that gives commercial users a measurable return on advertising investment across the fourteen countries that we profile and information that encourages regular repeat visits from our end-user community.

Features

Site sponsor

We have a key position on the home page where you can place a flash advert or streaming video on a monthly basis. The space can be utilised in any way you choose and is ideal for supporting new product launches, promoting corporate videos and advertising your presence at trade shows. Give our production team a brief and we'll produce an advert for you if you don't have the resource available in house.

E-newsletters

With a database of over 41,000 covering the entire region, our e-newsletter ensures your latest press release is delivered to senior managers and business owners across the region. If you have a marketing campaign that you would like us to manage, please contact one of our team for more information. Please submit all PR to editor@SecurityMiddleEast.com.

EDM/e-blast

A dedicated e-blast – customised to deliver ONLY your message – is the ideal way to promote your company, product or service. With a guaranteed delivery to over 41,000 recipients, you can have confidence that your message will land on the right desk. In addition we also provide full analytics to measure the success of your release – open rate / clickthru rates / bounce backs and geographical data are amongst some of the quantitative tools we can provide for you.

Online banner advertising

Place a banner that links to your company web site on a monthly basis and encourage our online community to learn more about your products and services. The banner appears around the site at random to ensure all companies gain the same 'eyeball' time.

Directory

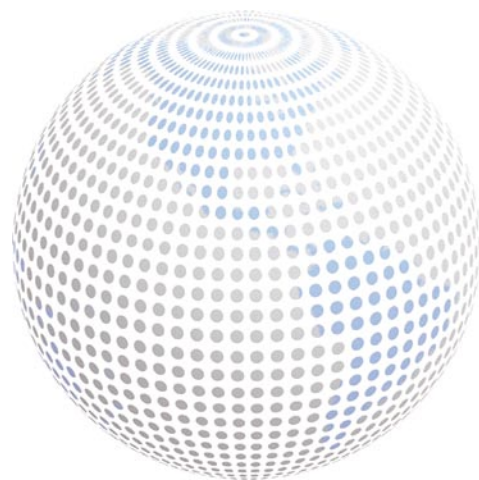
This area of the site gives commercial providers an opportunity to build a wider presence on the site. It is growing rapidly and is a cost effective method of reaching out to the market. Think classified advertising and you'll maximize this cost effective opportunity.

Microsites

SecurityMiddleEast.com offers you an opportunity to feature direct links to your products. You can influence the many buyers that rely on SecurityMiddleEast.com to assist with their purchasing decisions. A micro site is an in-depth look at your products and services, which is sure to drive traffic to your own corporate web presence. If you're looking for back links or promoting documents or video, you can be sure you'll capitalize on your advertising investment with this unique online interface.

Document storage and retrieval

If your business has white papers, product data sheets and case studies mail them to editor@SecurityMediaPublishing.com. Our aim is to help you educate and share practical knowledge that assists our users in their efforts to gain a greater depth of all aspects of the security market. Please contact us with your press information, success stories, comments and opinions: editor@SecurityMiddleEast.com



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Video Production

Overview

Video provides a unique opportunity to promote your products, services, road shows, seminars and events. Security Media Publishing has created a division to deliver cutting edge footage that assists business as they endeavour to present their products to market in the best possible manner.

- Professionally produced promotional videos
- Broadcasting on SecurityNewsDesk.com
- Announcement on SecurityNewsDesk.com newsletter

As internet video takes off, companies are turning to web video to promote themselves. Until now, the cost of a high-quality video production has been prohibitively high, but with our team of professional producers, we can capture your story in pictures for a very reasonable price.

A well produced video is the chance to tell the security community about your products, services and company.

- Demonstrate new products
- Deliver key messages
- Promote your brand
- Gain exposure for key personnel

All you have to do is:

- Tell us which products and messages you want to showcase
- Provide us with supporting information
- Nominate a spokesperson

We do the rest including:

- Shooting the video
- Editing within agreed schedules

- Delivering it to you in multiple formats (Standard formats include a DVD plus a CD containing Windows Media Player and AVI compatible files. Talk to us about other formats)

Then you can:

- Copy the DVD and send it to customers
- Upload it to YouTube and other video sharing websites
- Host it on your company website at no additional cost
- Email links to clients and prospective customers
- Upload it to your company mobile phones and laptops for customer presentations
- All that plus invaluable exposure on our market-leading online media

Click to see our recent video reports:



Honeywell - Dubai Aluminium case study



30 SMP videos to view online at SecurityNewsDesk.com

- *Unless otherwise noted, all prices are exclusive of VAT. Terms and conditions apply. Copyright to finished video packages is assigned to the client but Security Media Publishing retains the right to repurpose and reuse footage. Talk to us about options and pricing for other video formats.*

Price on application.

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Pricing

CCTV Image magazine		SecurityNewsDesk.com		SecurityMiddleEast.com	
Full page	£1,800	Banner Advert (monthly)	from £300	Banner Advert (monthly)	from £300
Half page	£1,100	E-blast	£1250	Site sponsor banner (monthly)	£900
Quarter page	£700	E-news sponsor banner	£250	E-blast	£1500
Directory of members	£425	1 x E-news	£95	E-news sponsor banner	£250
Industry news	£95	Package of 6 E-news (6 x £75)	£450	1 x E-news	£150
Sponsorship	£7500	Page curl (monthly)	£1350	Package of 6 E-news (6 x £130)	£780
Page advertorial	£1800	Video hosting (annual)	£120	Video hosting (annual)	£120
Insert - 10g	£1125	Company NewsDesk	Free	Micro-site	£1500
Insert - 20g	£1312	Featured NewsDesk (monthly)	£60		
Insert - 30g	£1500				

Mechanical Data

Dimensions (sizes in mm)

Advert sizes – CCTV Image	Type Area	Trim	Bleed
DPS	266x400	297x420	303x426
Full page	266x190	297x210	303x216
Half page (h)	130x190	143x210	151x216
Half page (v)	266x92	297x100	303x103
Quarter Page	130x92	N/A	N/A

All advertisement copy must be in electronic format. Acceptable formats include print-ready PDF (please ensure all fonts are embedded and images are rendered at 300dpi) or TIFF (save with LZW compression at 300 dpi). These can be supplied on CD-rom, email or FTP (FTP details available on request). Please enquire about other formats or delivery methods before sending.

Advert sizes – Electronic media (in pixels)

SecurityNewsDesk.com

Letterbox banners	478 x 90
Tower banners	178 x 400
E-news sponsor banner	135 x 300

SecurityMiddleEast.com

Online banner advert	178 x 50
Site sponsor banner	160 x 275
E-news sponsor banner	135 x 300

Our production designers are available to develop your advertising or to adapt your advertising to meet this specification.

Please email production@securitymediapublishing.com or call +44 (0) 1543 250456

Formats for web banners: JPEG, GIF, PNG or Flash (please enquire about other formats), max file size 150kb. Formats for enews: JPEG, GIF or PNG (no flash – please enquire about other formats), max file size 40kb.