



CCTV Image is the official publication of the UK's CCTV User Group (UG); the UG represents over 500 distinct organisations and 750 key individuals across the country. CCTV Image has been delivering industry news and information for over ten years and is the only UK title that is read by every major end user of CCTV security systems in the UK.

Distributed to subscribers only, CCTV Image is read by both private and public area security professionals including local authority town centre managers, security managers of over 800 retail centres, government and military installations, airports, ports, police, banking, education facilities and blue chip companies. Published by CCTV Media, CCTV Image is the premier media platform in the security market, with a circulation of 7500 (and rising) CCTV Image is published four times a year and you can be sure that we will reach your target audience.

### *CCTV Image - Key Facts*

- CCTV Image is the only publication to represent the CCTV User Group in the UK.
- CCTV Image is a strong and genuine end user title unlike other publications that claim to be end user focused that in fact have a mixed trade / end user readership.
- Circulation is currently 7500 and growing.
- CCTV Image is distributed four times a year.
- Clear and focused editorial content.

### *Editorial Integrity and Commitment*

As the official publication of the CCTV User Group, CCTV Image reflects industry concerns and features discussion and debate in each issue. With years of industry experience Tom Reeve heads up the editorial team for CCTV Image, Tom brings with him a journalistic approach to the magazine and assures top quality features whilst maintaining the high standards you would expect. CCTV Images' focus is its editorial content; each issue of the magazine parallels the evolving CCTV market place and addresses the industry with a clear vision to disseminate information. The team at CCTV Image understand how dynamic the CCTV market is and will endeavour to continuously evolve the magazine in line with our reader's expectations.

### *CCTV Image Advertising Offer*

4 X Full pages @ £1000 each £4,000 Total  
1 X Directory of member companies' inclusion £425 per annum  
4 x Industry News inclusions £350(usually £95 each)

**Total Cost: £4,775**



SecurityMiddleEast.com is a community you can join that offers tangible benefits. We circulate commercial security information via electronic delivery and online partner relations that includes news and product data that really counts. The resources help users

understand the many issues and options that exist in the business of providing public, private and country wide security systems and solutions.

It is our intention to assist individuals, organisations and Governments that are protecting public, private and commercial sites from those that would cause them harm. By sharing information, experience and opportunities, portal users can gain a deeper understanding of the latest thinking and how this is being successfully deployed to achieve a safer environment.

From reporting your news and product information, to informing you of trade and end user opportunities and contracts, [SecurityMiddleEast.com](http://SecurityMiddleEast.com) is the only dedicated online resource you will need to gain the edge you require to stand out in a crowded market place.

## *Elements of Package:*

- Directory, expanded version £695
- Banner advert homepage £300 pcm or £200 for 3 or more months
- 12 x E-newsletter inclusions £150 each or 6 for £780
- All news, PR and case studies uploaded to site at no cost
- All partners, distributors, installers and reseller links to be added to country specific tabs at no cost
- Any videos we produce on your behalf to be uploaded to homepage for 3 months and archived for a pre agreed time.
- Eblast £1500
- Microsite for 12 months £1500

## **VIDEO PRODUCTION SERVICES**

Video provides a unique opportunity to promote your products and services to your target audience in an innovative and informative manner. We believe that by opening this new division we are delivering a cutting edge service to the market at a time when the need for originality in marketing techniques has never been greater.

As internet video takes off, companies are increasingly turning to web video to promote their products and services. Until now the cost of a professional video production has been prohibitively high but with our experienced team of expert producers we can deliver cutting edge video footage to you at a very competitive price.

A well produced video will give your company a competitive edge when communicating vital information to your target market; the following are examples of how you can use video to your advantage:

- Demonstrate new products or services.
- Deliver key messages.
- Promote your brand to the market.
- Gain exposure for key personnel.

## *How Does It Work*

Our aim is to make the whole process as simple as possible; we can do this because we have an experienced team of professionals who have many years of experience working in the film and television industry.

Once you have decided what you want to showcase in the video a member of our team will contact you and ask you some key questions:

- Which product, service or message are you looking to showcase?
- Can you provide us with relevant marketing materials and supporting information?
- Can you provide us with a spokesperson that is comfortable in front of the camera?
- When and where do we need to be?

We do the rest including:

- Shooting the video.
- Editing it within 48 hours.
- Delivering it to you in multiple formats (Standard formats include a DVD plus a CD containing Windows Media Player and AVI compatible files).
- Broadcast of the video for one month on SecurityNewsDesk.com
- Announcement on a SecurityNewsDesk eNewsletter.

## *Return On Investment*

Clearly we are moving into a new and exciting market with video production and we believe that by 'cross platforming' your video and showcasing it through our online platforms at a reasonable rate, we are well positioned to deliver a return on your investment.

The long term benefits that you receive by having a promotional video produced are numerous, below you will see a breakdown of some of the ways you can maximise your video and guarantee a return on your initial investment:

- 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 or laptops for customer presentations.
- Invaluable exposure on [www.securitynewsdesk.com](http://www.securitynewsdesk.com)

## *Cost*

We can tailor a bespoke package for you that meets your specifications, requirements and budget availability, please call a member of our experienced team who are available for consultation at any time on:

Tel: +44 (0) 1543 250456

e-mail: [sales@securitymediapublishing.com](mailto:sales@securitymediapublishing.com)

## *Examples*

Please select any of the links below to view an example of our work.

[Product Demo](#)

[Case Study](#)

[Corporate Video](#)