

MEDIA KIT 2020



Publication specialized in private and electronic security, protection of heritage, surveillance services, development of electronic systems, legal counsel for weapons and ammunition, training and production of materials for armor and weapons, among other products and services.

EDIÇÃO			AD DELIVERY	
jan/feb	185	FOCUS ON PRODUCTS*	INFORMATION SECURITY SOFTWARE	13 dec 2019
		HIGHLIGHT SECTOR*	CARGO TRANSPORT	
		SPECIAL SECTION	MAGNUM SHOW NEWS	
mar/apr	186	FOCUS ON PRODUCTS*	TRACKING AND MONITORING DEVICES FOR VEHICLES + PREVIEW EXPOSEC	14 feb 2020 23 rd EXPOSEC Distribution
		HIGHLIGHT SECTOR*	MALL SECURITY	
		SPECIAL SECTION	MAGNUM SHOW NEWS	
may/jun	187	FOCUS ON PRODUCTS*	COVERAGE EXPOSEC	17 apr 2020 23 rd EXPOSEC Coverage
		HIGHLIGHT SECTOR*	EQUITY SECURITY OF PUBLIC INTEREST	
		SPECIAL SECTION	MAGNUM SHOW NEWS	
jul/aug	188	FOCUS ON PRODUCTS*	ACCESS CONTROL	19 jun 2020
		HIGHLIGHT SECTOR*	SECURITY IN PRIVATE SCHOOLS	
		SPECIAL SECTION	MAGNUM SHOW NEWS	
sep/oct	189	FOCUS ON PRODUCTS*	DIGITAL TECHNOLOGIES APPLIED TO SECURITY	21 aug 2020
		HIGHLIGHT SECTOR*	BANKING SECURITY	
		SPECIAL SECTION	MAGNUM SHOW NEWS	
nov/dec	190	FOCUS ON PRODUCTS*	SENSORS APPLIED TO SECURITY	20 oct 2020
		HIGHLIGHT SECTOR*	IMPACTS OF MUNICIPAL GUARDS IN PRIVATE SECURITY	
		SPECIAL SECTION	MAGNUM SHOW NEWS	
jan/feb	191	FOCUS ON PRODUCTS*	CAMERAS COUPLED IN UNIFORM	10 dec 2020
		HIGHLIGHT SECTOR*	TRAINING OF PERSONAL SECURITY OFFICERS	
		SPECIAL SECTION	MAGNUM SHOW NEWS	

*Not necessarily the cover story

READERS

- Businessmen
- Company Directors
- Consultants
- Corporate Security Managers
- Distributors
- Equipment Manufacturers
- Importers
- Installers
- Integrators
- Private Security Chiefs
- Private Security Managers
- Private Security Supervisors
- Police
- Retailers
- Security Analysts
- Security Managers

WHY READ?

The magazine provides technical content for the activities and actions of private security. Updates, technical articles, reports, interviews, new technologies, industry news, trends and standards, among others, are part of this publication created to promote the security sector.

DISTRIBUTION

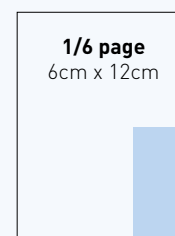
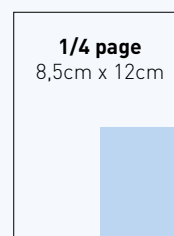
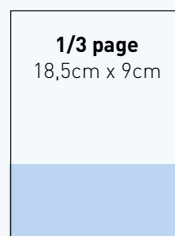
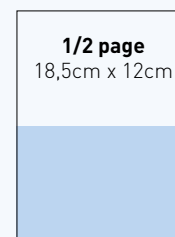
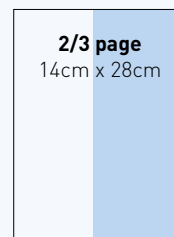
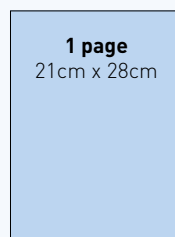


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- South 12,45%
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- Northeast 6,20%
- North 3,19%
- Other Countries 16,79%

PRICE LIST

AD SIZE	US\$
Outer Back Cover	2200,00
Inner Back Cover	2050,00
Inner Front Cover	2000,00
Single Page	1800,00
2/3 page	1350,00
1/2 page	1035,00
1/3 page	705,00
1/4 page	550,00
1/6 page	390,00
2 inserts	4%
4 inserts	8%
6 inserts	12%

SIZE



INFORMATION

- **Size:** 21cm x 28cm
- **Circulation:** 7,000 copies
- **Periodicity:** Monthly
- **Production:** 4x4 colors
- **Cover Page:** gloss coated 150g/m² with UV coating
- **Inner Pages:** matte coated 90g/m²

SPECIFICATIONS

All ads must be output to PDF with 300dpi and 5mm bleed on all sides.

Files should be sent to:

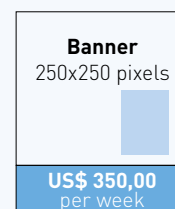
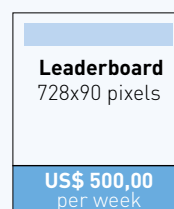
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APP

App for tablet and smartphone (iOS and Android)

MEDIA INSERTION IN YOUR AD	US\$
Photo gallery	1500,00
Videos (off or online)	1500,00

SITE



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