

## MEDIA KIT 2018



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.

ISSUE			AD DELIVERY	
jan/feb	173	PRODUCTS FOCUSED*	MONITORING AND TRACKING SOFTWARE	10   dec   2017
		FEATURED SECTOR*	TELEPHONE ENCRYPTION	
mar/apr	174	PRODUCTS FOCUSED*	VIRTUAL RECEPTION	26   feb   2018
		FEATURED SECTOR*	BANKS	
may/jun	175	PRODUCTS FOCUSED*	PERIMETER SECURITY	27   apr   2018 21 <sup>st</sup> EXPOSEC Distribution
		FEATURED SECTOR*	MAJOR EVENTS	
ju/aug	176	PRODUCTS FOCUSED*	ACCESS CONTROL	25   jun   2018 21 <sup>st</sup> EXPOSEC Coverage
		FEATURED SECTOR*	SECURITY-FOCUSED LIGHTING	
sep/oct	177	PRODUCTS FOCUSED*	CAMERAS AND SENSORS	27   aug   2018
		FEATURED SECTOR*	INFORMATION SECURITY (IT)	
nov/dec	178	PRODUCTS FOCUSED*	TECHNOLOGIES FOR AUTOMATION OF DOORS AND GATES	22   oct   2018
		FEATURED SECTOR*	TRANSPORT OF ITEMS OF HIGH ADDED VALUE	
jan/feb	179	PRODUCTS FOCUSED*	DRONES	17   dec   2018
		FEATURED SECTOR*	SMART CITIES	

\*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

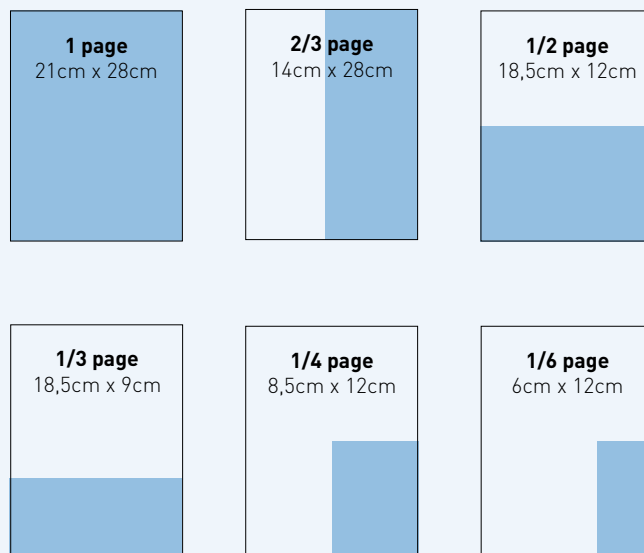


- Southeast 56,04%
- South 12,45%
- Midwest 5,33%
- Northeast 6,20%
- North 3,19%
- Other Countries 16,79%

## 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/m<sup>2</sup> with UV coating
- **Inner Pages:** matte coated 90g/m<sup>2</sup>

## SPECIFICATIONS

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

Files should be sent to:

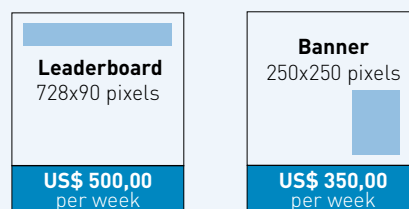
roberto.silva@fieramilano.com.br

## 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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