



PRESS KIT

SECURITY

BRASIL

REFERENCE IN SECURITY!

For more than 20 years, **Security** has been considered the only technical vehicle dedicated especially to professionals in the field of security: private, electronic, property, personal, public and business security.

It is the main portal of the sector and it addresses technology, market, companies, solutions, news related to products and services, contributing to the training, specialization and updating of professionals working in the Brazilian security market.



OFFICIAL MEDIA OF

EXPOSEC

INTERNATIONAL SECURITY FAIR

The **Security** Portal is the official media of **Exposec | International Security Fair**, the only event in Brazil to bring together the latest technologies, products and services for the **SECURITY** sector, in addition to attracting buyers, national and international, from the entire production chain.



USERS' PROFILE

Target Audience

- Security analysts
- Heads of private security
- Consultants
- Directors of companies
- Distributors
- Business executives
- Equipment manufacturers
- Corporate security managers
- Installers
- Importers
- Civil, Military and Federal Police
- Private security supervisors
- Retailers



86%

Are professionals in the area of Electronic, Private, Personal, Public, Property and Business security.



94%

Are loyal users and are extremely satisfied



76%

Consider the portal essential to check releases and trends in the sector.



71%

Are between 25 and 59 years old.

PORTAL

Following the digital growth, **Security** presents the new version of its Portal, completely revamped, with intuitive layout, interactive design and the most important news about the Electronic, Private, Personal, Public, Property and Business security sector, with daily updates.



USER PROFILE

(ANNUAL DATA)



PAGE
VIEWS

47.830



BASE
NEWSLETTER

300.000



NAVIGATION

00:01:43



USERS

28.638



DEMOGRAPHIC
DATA

Male: 59,7%
Female: 40,3%



INTERNATIONAL
ACCESS

130 Countries

TOP 10 COUNTRY
Brazil • USA • China
UK • Japan • France
Netherlands • Ireland
India • Finland



AGE GROUP

18-24 22,30%
25-34 30,77%
35-44 23,17%
45-54 12,59%
55-64 6,58%
65+ 4,60%



DEVICE

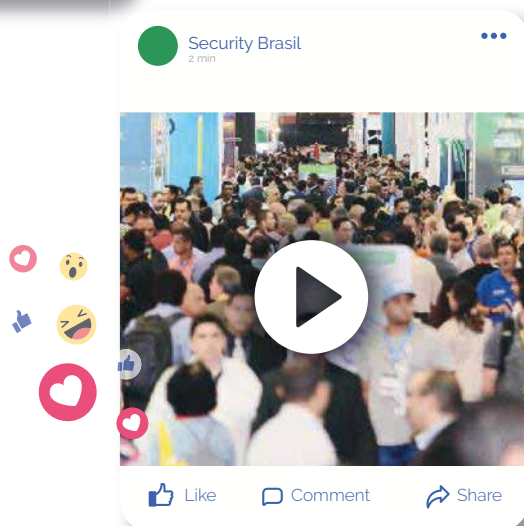
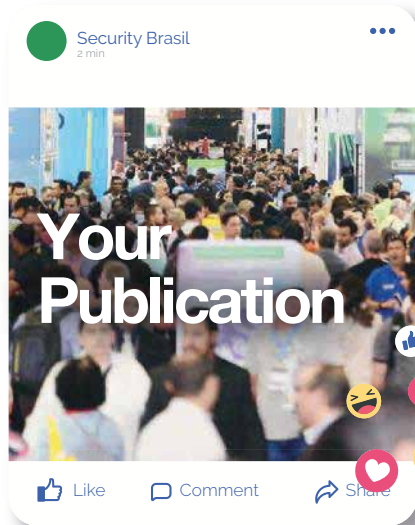
Mobile – 76,82%
Desktop – 22,72%
Tablet – 0,46%

SOCIAL NETWORK



POSTS ON SOCIAL NETWORKS

DSEC - POSTMS - IT 7 - MÊS



Reach and impact users by boosting the post about your company or product on the social networks of Security (Facebook / LinkedIn / Instagram).


Increase interaction between target audience and brand.

Specifications:

Post with image or video

 Facebook: 1080x1080px

 Instagram: 1080x1080px

 LinkedIn: 1080x1080px

 Picture format: PNG

 Video format: MP4

\$ 500,000 (1 post)

COMPANY LOGO ON THE PORTAL

DSEC- LOGSITE - IT 9 - MÊS



Reach 100% of users with your company logo positioned in a strategic place on the portal home.

Information:

The customer must provide the logo in JPG or PDF and the link.

* Logo available only at the portal home

\$ 800,00 (insertion of 1 logo - monthly)

POPUP AT THE PORTAL HOME

DSEC - POPUPH - IT 11 - MÊS



Invest on the power of the popup impact. It will be present at the home page, where 100% of the portal accesses are.

Information:

The client must provide the banner art
Banner available only at the portal home.

 Banner format: 728 x 90 pixels (banner
 next to the magazine's logo) - estático

\$ 1.500,00 (per month)

SUPER BANNER AT THE HOME PAGE

DSEC - SBHOME - IT 1 - MÊS



Reach 100% of users with the super banner of your company or product positioned on the portal home.

Information:

The client must provide the banner art
Banner available only at the portal home.

 Banner format: 970 x 250 pixels (banner next to the magazine's logo)

 JPG, PNG or GIF file - estático

\$ 750,00 (per month)

HOME LATERAL BANNER

DSEC - BLHOME - IT 5 - MÊS



Reach 100% of users with the banner of your company or product positioned on the lateral section of the portal home.

Information:

The client must provide the banner art
Banner available only at the portal home.

 Banner format: 300x250 / 250x250 pixels.

 JPG, PNG or GIF file - estático

\$ 500,00 (per month)

BANNER AT THE BOTTOM SECTION OF THE PORTAL

DSEC - BIHOME - IT 6 - MÊS



Reach 100% of users with the banner of your company or product positioned on the bottom section of the portal

Information:

The client must provide the banner art
Banner available only at the portal home.

 Banner format: 728 x 90 pixels

 JPG, PNG or GIF file - estático

\$ 500,00 (per month)

SUPER BANNER ON THE NEWS PAGE

DSEC - SBPAGN - IT 3 - MÊS



Reach 100% of users with the banner of your company or product positioned on the news page of the portal.

Information:

The client must provide the banner art
Banner available only at the portal home.

 Banner format: 728 x 90 pixels

 JPG, PNG or GIF file - estático

\$ 625,00 (per month)

SUPER BANNER E-MAIL MARKETING


DSEC - SBEMKT - IT 2 - MÊS



Reach a qualified mailing list and communicate directly with magazine users.

The banner will be at the top of our email marketing and your brand or product will be impacted by an audience interested in this sector.

Specifications:

 Maximum width: 600 pixels x 80 pixels

 JPG, PNG or GIF file

Limited number of sendings

\$ 750,00 (1 sending)

E-MAIL MARKETING



DSEC - DPEMKT - IT 8 - MÊS



Reach a qualified mailing list and communicate directly with magazine users.

Use this direct marketing tool and improve your company's results. It can be a simple piece of information, sale or an electronic newsletter.

Specifications:

-  Maximum width: 600 pixels x 80 pixels
-  JPG, PNG or GIF file
- Limited number of sendings

\$ 1.500,00 (1 sending)

PODCAST

DSEC - PDCAST - IT 10 - MÊS



Attract potential customers anytime and anywhere with exclusive content about your company's products and services, through Podcasts. The material will be available on our portal free of charge to a highly qualified audience.

Specifications:

The material must be sent by the customer



Format: MP3

\$ 800,00 (each - monthly)

VIDEO

DSEC - VIDEOH - IT 12 - MÊS



Promote your brand on the magazine's portal by sending a video of your company or product. The promotion will also be made on social networks and on the sending of marketing emails.

Specifications:

The material must be sent by the customer



Video length: maximum 2 minutes



Format: MP4

\$ 1.500,00 (each - monthly)

BE PART OF THIS CONSOLIDATED MEDIUM

Talk to our sales team and check the
opportunities for your company!

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