The magazine

Read by over 42,000 security professionals across the GCC and the Middle East, Security Middle East Magazine is the market-leading publication for the Middle East’s security industry.

Published bi-monthly, the magazine covers all the key areas relevant to those working in the security business today, with regular features on CCTV & IP-based security networks, access control, biometrics, cyber security, explosives detection, health & safety, homeland security and alarm systems.

Security Middle East Magazine regularly focuses on specific installation areas such as banking, retail and airport security, analysing the key challenges facing security stakeholders involved in the protection of people and assets.

The magazine is also officially partnered with all the key trade shows and conferences in the region, additional circulations at shows such as INTERSEC Dubai & Saudi Arabia, OFSEC Oman and MILIPOL Qatar ensures the greatest level of engagement with decision-makers in the region.

Regional and international news, press releases and case studies are a vital part of the individuality of Security Middle East Magazine so please send them to the editor, Claire Mahoney, Claire welcomes generic articles and application stories for consideration, please call +44 7812 106992 or email your submissions to sme@dovetailcomms.co.uk.

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FORWARD FEATURES 2021

ISSUE 118
January/February
• Smart cities
• Access management
• Storage

ISSUE 119
March/April
• Identity management
• Recording devices
• Health & safety

ISSUE 120
May/June
• Camera technology
• Banking and finance
• Data protection

ISSUE 121
July/August
• Intersec Saudi Arabia 2021 preview
  (extra distribution of 4000 copies at show)
• Cloud computing
• Transport security
• Cyber security

ISSUE 122
September/October
• Perimeter protection
• Aviation security
• Alarms

ISSUE 123
November/December
• Intersec Dubai 2022 preview
  (extra distribution of 8000 copies at show)
• Critical infrastructure
• Retail security

To contact the magazine please email:
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Advertising: barry@pubint.co.uk

www.securitymiddleeastmagazine.com
In a post-Covid world, sectors such as IT, data security and touchless biometrics are experiencing unprecedented growth in spending; the Middle East market continues to grow with several ongoing projects that include: the construction of large-scale economic cities, medical cities, hotels, and offices.

The region therefore offers outstanding commercial opportunities for companies engaged in designing and supplying security systems, solutions and technologies. With specialist local integrators working closely with equipment suppliers from overseas, it is their growing expertise that underpins the development of both the security and safety sectors across the region.

As the #1 voice for the Middle East’s security industry, Security Middle East Magazine is the only independent publication that serves the wider regional community, and provides a uniquely efficient and comprehensive route to our loyal readers. Working in a variety of sectors from banking and finance, through to retail, property management, the power industry, airport/port security; as well as high-ranking members in the military, civil defence and police.

It is this extensive readership in one of the world’s most buoyant markets that positions Security Middle East at the forefront of the industry.

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**Job roles**

- CISO: 7.5%
- System Integrator: 12.1%
- Security Engineer: 8.8%
- Project Manager: 12.1%
- Security Officer: 7.7%
- Purchasing Manager: 4.1%
- Director of Operations: 6.2%
- Field Service Engineer: 3.5%
- Analyst: 7.9%
- Security Risk Consultant: 6.2%
- CEO: 6.1%
- CTO: 3.1%
- Purchasing Manager: 4.1%
- System Integrator: 12.3%
- Installer: 12.3%
- Security Officer: 7.7%
- Project Manager: 12.1%
- Field Service Engineer: 3.5%
- Project Manager: 12.1%
- Security Risk Consultant: 6.2%
- Analyst: 7.9%
- Security Officer: 7.7%
- Director of Operations: 6.2%
- Field Service Engineer: 3.5%

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**Our readers**

- UAE: 58%
- Saudi Arabia: 15%
- Jordan: 1.1%
- Qatar: 5%
- Bahrain: 3.1%
- Oman: 2%
- Iran: 1.4%
- Kuwait: 1.4%
- Iraq: 6.5%
- North Africa: 10.5%

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securitymiddleeastmag.com
Reaching every corner of our readership is made easy via our multi-channel print and online media options. Mix and match your platforms to ensure a successful campaign over a sustained period of time. A three-pronged attack of print, online and direct email will guarantee your message is seen by the widest possible audience in the Middle East’s security industry.

Key Numbers

**Online**
- 12,000 average users
- 28,000 monthly page views
- 3.2 pages per session
- 2+ minutes average time spent on page

**Monthly Newsletter**
- Updated daily with breaking industry news securitymiddleeastmag.com is no.1 on all major search engines. Our website has its own online following and proves that our readers value online content as much as print.

**Social**
- 2,100+ Twitter followers
- 1,200+ LinkedIn followers
- 300,000 Social Media impressions in 2020

**Interactive Magazine**
- The perfect digital platform that integrates multimedia content. Hosted online and emailed to our partner databases of 90,000+ – this unique platform gives you creative freedom to catch the eye of our online audience.

**Direct E-mail**
- over 12,000 contacts
- 18.5% avg. open rate

**Print Magazine**
- Unrivalled as the #1 Security industry publication in the Middle East region. Put your message, brand and products directly on the desks of our loyal readers.

**Key Numbers**

- 14,000+ copies
- 42,000+ readers
- 1,000+ new followers in 2020
- 1,200+ LinkedIn followers
- 2,100+ Twitter followers
- 300,000 Social Media impressions in 2020
- 3.2 pages per session
- 2+ minutes average time spent on page
- 18.5% avg. open rate
- over 12,000 contacts

**Important Statistics**

- Securitymiddleeastmag.com is no.1 on all major search engines.
- Our website has its own online following.
- Our readers value online content as much as print.
- A three-pronged attack of print, online and direct email will guarantee your message is seen by the widest possible audience in the Middle East’s security industry.

**Interactive**

- Direct E-mail
- Monthly Newsletter
- Online
- Print Magazine

**ABC audited**

- 18.5% avg. open rate
- over 12,000 contacts
- 1,000+ new followers in 2020
- 1,200+ LinkedIn followers
- 2,100+ Twitter followers
- 300,000 Social Media impressions in 2020
- 3.2 pages per session
- 2+ minutes average time spent on page
Webinars

If you are looking to share your industry expertise with your target audience, Security Middle East’s sponsored webinar platform can provide you with an unrivalled platform to communicate with some of the Middle East’s most senior and influential fire industry professionals.

The first of its kind in the Middle East fire industry, Security Middle East continues to lead the way for this ever-changing market.

Sponsored Webinar

Host a sponsored webinar at a key time of the year for your organisation.

- Engage directly with some of the region’s leading buyers and decision-makers
- Share your expert industry knowledge, insights and trends
- Position your company at the forefront of our growing community
- Present your innovative products and technology
- Deliver a return on investment and achieve your marketing goals

Choice of date and topic (subject to availability)

Pre-event branding and marketing across all platforms

Deliver your own live 45–60 minute interactive webinar

Post-event exposure hosted online and across all Security Middle East platform

Editorial support in the print magazine

Archived for on-demand viewing

Details of all attendees captured

Webinar Package

Digital Fireside Chat / Interview

This a 20 minute, editorially led talking heads style discussion. This session is aimed at positioning the sponsor as a thought provoking leader in the selected topic of discussion.
## 2021 Rates

### Online Advertising

<table>
<thead>
<tr>
<th>Top banner: homepage</th>
<th>1 month</th>
<th>US$ 600</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3 months</td>
<td>US$ 1,530</td>
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<td>6 months</td>
<td>US$ 2,520</td>
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<td></td>
<td>12 months</td>
<td>US$ 3,960</td>
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<tr>
<td>Top banner: any other page</td>
<td>1 month</td>
<td>US$ 300</td>
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<td></td>
<td>3 months</td>
<td>US$ 765</td>
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<td>12 months</td>
<td>US$ 1,980</td>
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<td>Large button: homepage</td>
<td>1 month</td>
<td>US$ 1,200</td>
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<td>6 months</td>
<td>US$ 1,450</td>
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<tr>
<td></td>
<td>12 months</td>
<td>US$ 2,275</td>
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</tbody>
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### Social Media

#### Social Media Campaign

- **Weekly Posts on all platforms**
  - 1 month: US$ 1,400
  - 2 months: US$ 2,400
  - 3 months: US$ 3,000

### Interactive Magazine

- **Interactive product showcase**: US$ 1,330
- **Full page advertisement**: US$ 900
- **Video page**: US$ 560
- **Cover image**: US$ 1,450

### Webinars

- **Complete Webinar Campaign** (3-month marketing campaign with live webinar delivery)
  - 1 webinar: US$ 8,200
  - 2 webinars: US$ 13,700
  - 3 webinars: US$ 19,100

### Discounts

- *Discounts for multiple bookings. Sponsorship opportunities, product launches, video hosting & priority positions are available upon request.*

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**Is your brand active in Africa as well?**

Speak to a member of the team about our newly re-designed and re-branded online news portal serving the African fire and security industries!

With a rapidly growing audience in an exciting emerging market, this is the perfect platform to reach deeper into the African continent.