

# SECURITY

## MIDDLE EAST

THE MAGAZINE FOR SECURITY AND SAFETY PROFESSIONALS

# 2022 Advertising Media Pack

PRINT + DIGITAL OPPORTUNITIES

[www.securitymiddleeastmag.com](http://www.securitymiddleeastmag.com)

# 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.

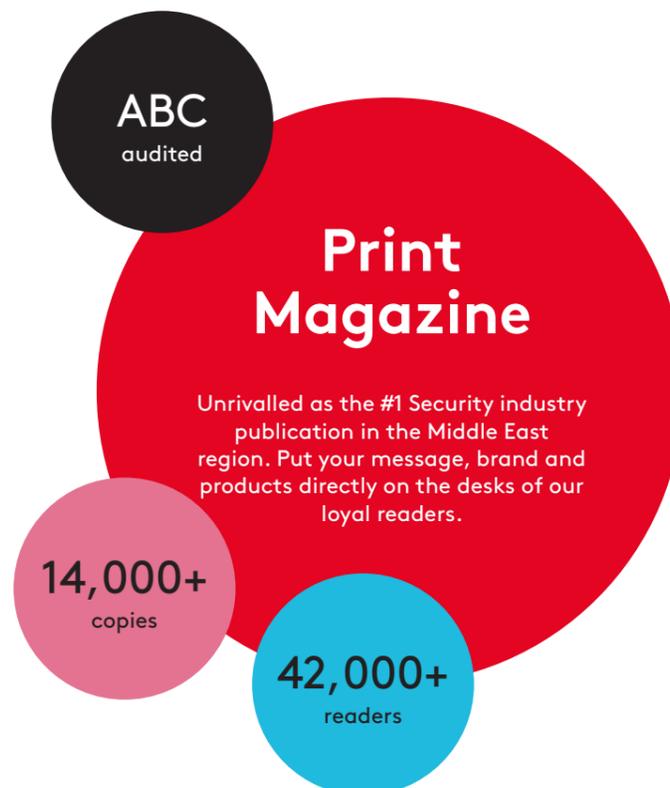
Published bi-monthly, the magazine covers all the key areas relevant to those working in the security business today, with regular features on CCTV & IP-based security networks, access control, biometrics, cyber security, explosives detection, health & safety, homeland security and alarm systems.

*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.

*Security Middle East* was independently audited in 2006, and is the only publication in the region's security sector to have had an ABC certificate. This certificate verifies the circulation figures, assuring you that your advertising is reaching the right people

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, Cora Lydon. Cora welcomes generic articles and application stories for consideration, please email your submissions to [cora.lydon@securitymiddleeastonline.com](mailto:cora.lydon@securitymiddleeastonline.com)



## New Strategic Regional Partners for 2022



## FORWARD FEATURES 2022

### ISSUE 124

#### January/February

- Smart cities
- Access management
- Storage

### ISSUE 125

#### March/April

- Identity management
- Recording devices
- Health & safety

### ISSUE 126

#### May/June

- Camera technology
- Banking and finance
- Data protection

### ISSUE 127

#### July/August

- Intersec Saudi Arabia 2022 preview  
(extra distribution of 4000 copies at show)
- Cloud computing
- Transport security
- Cyber security

### ISSUE 128

#### September/October

- Perimeter protection
- Aviation security
- Alarms

### ISSUE 129

#### November/December

- Intersec Dubai 2023 preview  
(extra distribution of 8000 copies at show)
- Critical infrastructure
- Retail security

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[www.securitymiddleeastmagazine.com](http://www.securitymiddleeastmagazine.com)

# The market

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.

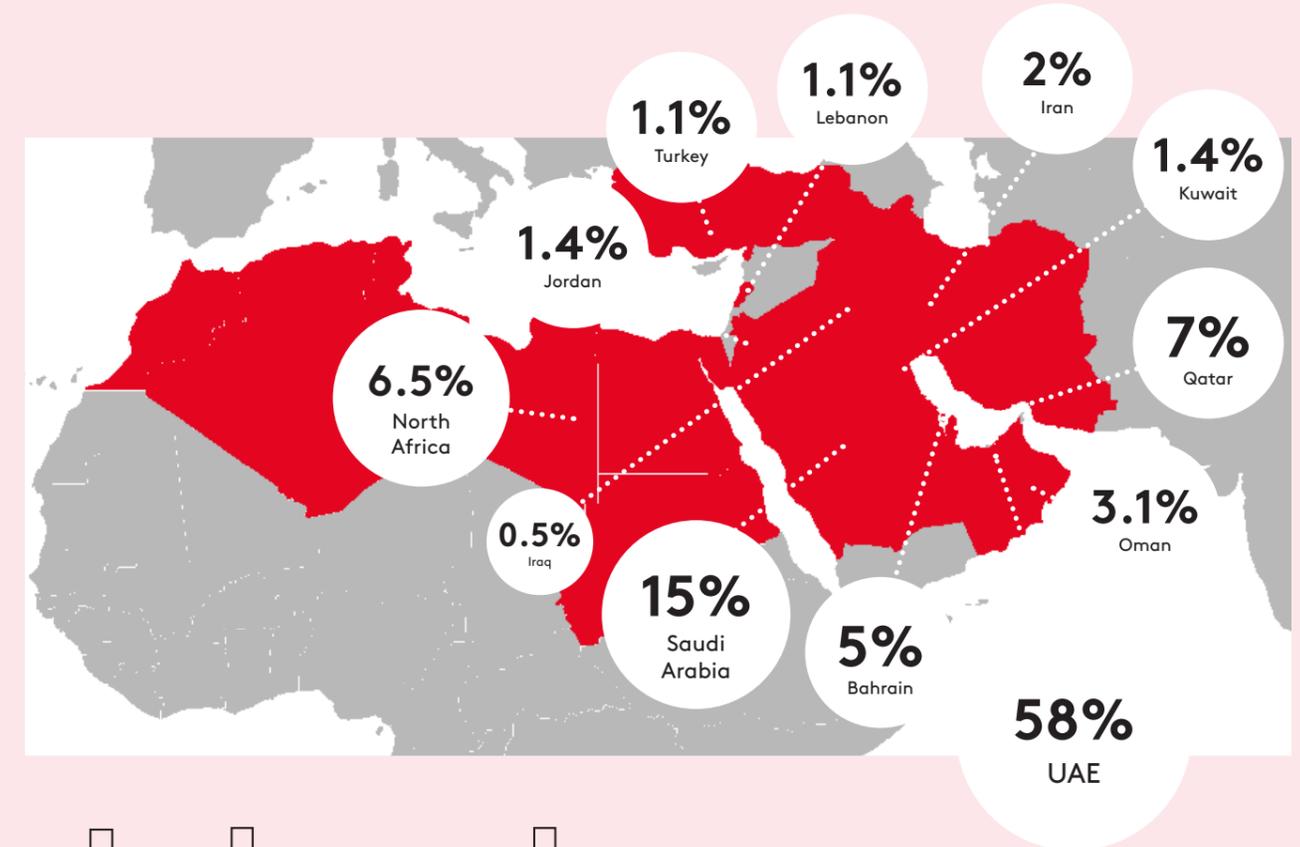
The region therefore offers outstanding commercial opportunities for companies engaged in designing and supplying security systems, solutions and technologies. With specialist local integrators working closely with equipment suppliers from overseas, it is their growing expertise that underpins the development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

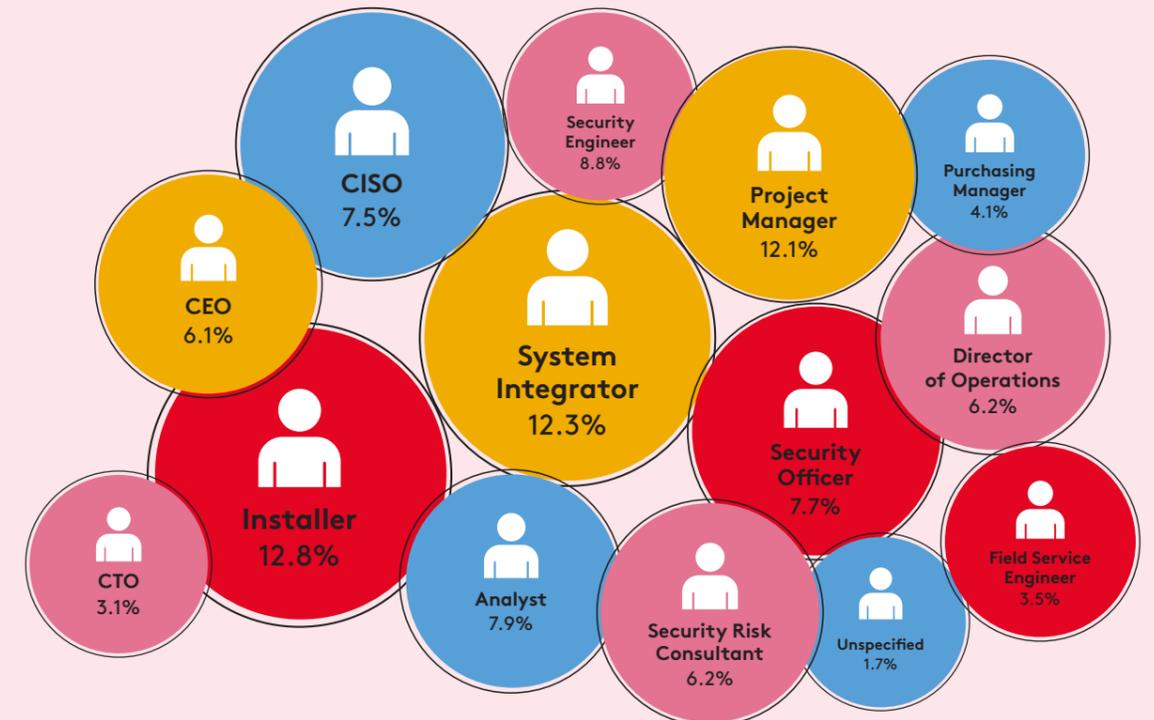
It is this extensive readership in one of the world's most buoyant markets that positions *Security Middle East* at the forefront of the industry.



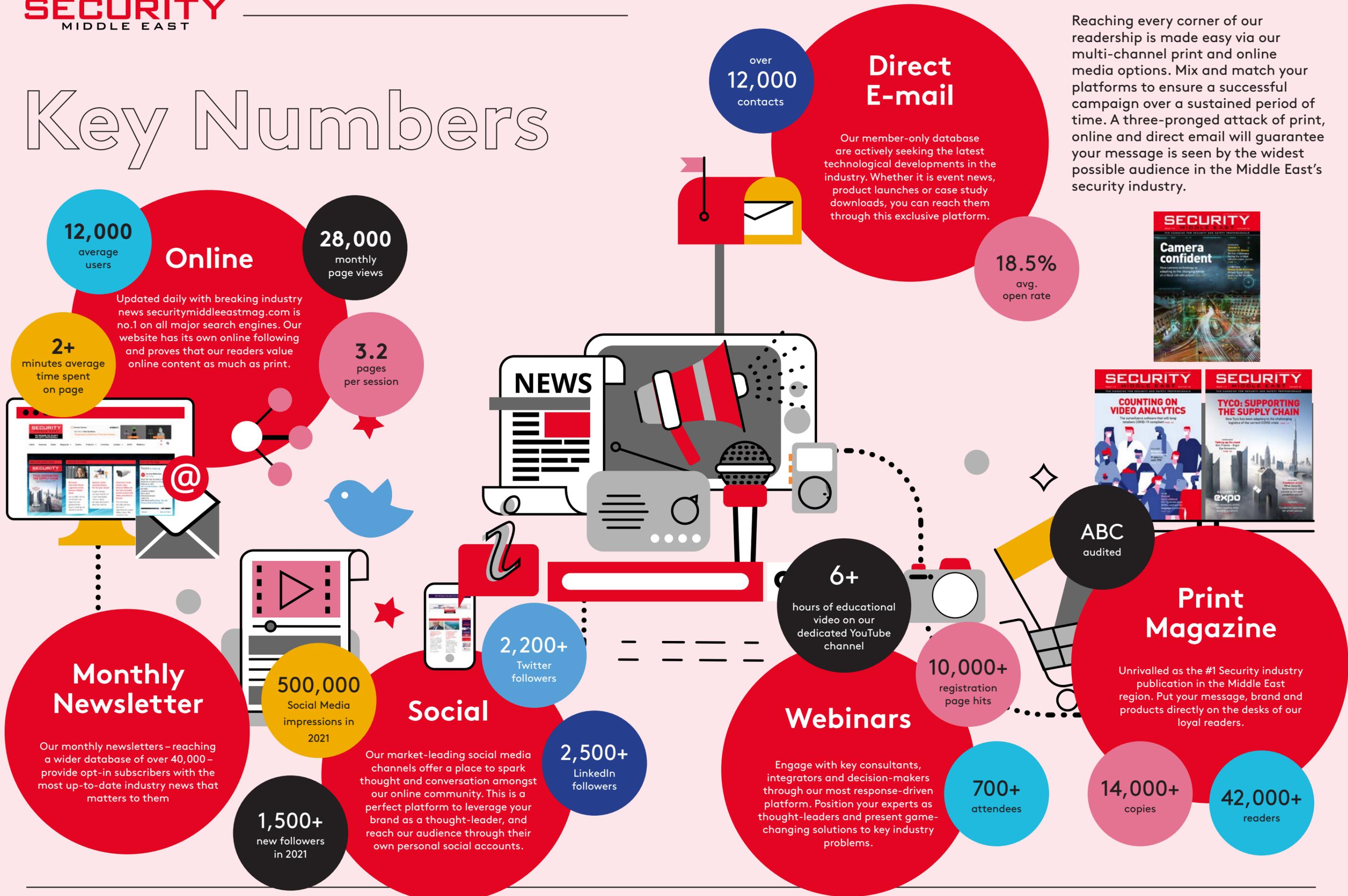
# Our readers



# Job roles



# Key Numbers



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.



# 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

## Webinar Package

- 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

## 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.

# 2022 Rates

## Online Advertising

### Top banner: homepage

1 month	US\$	600
3 months	US\$	1,530
6 months	US\$	2,520
12 months	US\$	3,960

### Top banner: any other page

1 month	US\$	300
3 months	US\$	765
6 months	US\$	1,260
12 months	US\$	1,980

### Large button: homepage

1 month	US\$	1,200
3 months	US\$	3,060
6 months	US\$	5,040
12 months	US\$	7,920

### Large button: any other page

1 month	US\$	600
3 months	US\$	1,530
6 months	US\$	2,520
12 months	US\$	3,960

### Large rotating button: homepage

1 month	US\$	690
3 months	US\$	1,760
6 months	US\$	2,900
12 months	US\$	4,555

### Large rotating button: any other page

1 month	US\$	345
3 months	US\$	880
6 months	US\$	1,450
12 months	US\$	2,275

Directory listing	US\$	790
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Includes 3 images, text & links to your site

## Print Magazine

### Special positions:

<b>Front cover</b> (plus two pages inside)	US\$	6,000
<b>Outside back cover</b>	US\$	3,600
<b>Inside front cover</b>	US\$	3,400
<b>Inside back cover</b>	US\$	3,400

### Space requirements:

<b>Double page spread</b>	US\$	5,000
<b>Full page</b>	US\$	3,000
<b>Half page</b>	US\$	1,700

## 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

## Emails

Group ezine	US\$	720
Solus emails	US\$	1440

## 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

<b>Digital Fireside Chat/Interview</b>	US\$	10,250
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\* Discounts for multiple bookings. Sponsorship opportunities, product launches, video hosting & priority positions are available upon request



## 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.



**SECURITY  
& FIRE  
AFRICA**



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