

*Engage with the
Middle East's
Leading Security
Influencers*

The #1 Multi-channel Platform For Security Professionals Across The Middle East Region

In a crowded security media market,
the Security Middle East brand is trusted,
engaging and impactful.

Media Pack 22/23

SECURITY
MIDDLE EAST

www.securitymiddleeastmag.com



Our Vision and Direction ...

“... to continue to be the most respected title and voice for the industry”

25 Years of Security Middle East

The Exclusive Regional Media Partner of Intersec Dubai for 20+ years.

Security Middle East Magazine, and its digital platforms, is the most established and market-leading 360-degree channel for the Middle East's security industry. Published bi-monthly we have a readership of over 42,000 security professionals across the GCC and the Middle East region. 2023 marks the 25th anniversary of the launch of our print publication and we remain the voice of the industry, bringing our readers content that is engaging, influential and authoritative.

We are proud to have the longest-established media relationship with Intersec Dubai. When the event first launched in 1999 we were announced as the exclusive Regional Media Partner of the show – a relationship which has continued ever since.

No other similar title can boast such a long and successful history of delivering inspiring content to the nation's security professionals. For over 25 years we have carved out a reputation as a trusted source of information and continue to evolve along with our readers.

This evolution has seen us launch video content to engage time-poor readers, fill social media feeds with relevant information for today's tech-savvy audience and to launch our own security-focused conference to facilitate knowledge sharing and the networking of security professionals.

We cover all of the key areas that are relevant to security professionals including CCTV; IP-based security networks; access control; biometrics; cybersecurity; explosives detection; homeland security; and alarm systems.

We regularly focus on specific installation areas including banking and finance; retail; and airport security, analysing the key challenges facing security stakeholders involved in the protection of people and assets.

42,000+

READ BY OVER 42,000 SECURITY PROFESSIONALS

The magazine is partnered with all the key trade shows and conferences in the region. This provides additional circulations at shows such as INTERSEC Dubai and Saudi Arabia; World Police summit; OFSEC Oman; and MILIPOL Qatar ensuring the highest level of engagement with decision-makers in the region.



Our Readers

Security Middle East Magazine is the longest-standing print title dedicated to security professionals working in the Middle East.

Our readers are high-level security professionals who are tasked with keeping people, buildings and assets safe. They are actively seeking advice, knowledge and best practice examples and so are engaged with our expert content. They demand high-quality, educational articles that truly tackle the challenges they face.

We count budget holders, C-level decision makers, key stakeholders, influencers and installers as our target audience, as well as those working within a number of verticals including airport security, healthcare security and cybersecurity.

14,000+
Print Circulation

28,000+
Website monthly page views

7,000+
Social reach

12,500+
Email subscribers:

Readers are based across the Middle East region including the United Arab Emirates, Saudi Arabia, and GCC countries such as Qatar, Oman, Bahrain and Kuwait.

Our readers hold high-level positions in a number of organisations including:

- ADNOC
- Saudi Aramco
- Dubai Police
- Saudi Arabia Ministry of Interior
- UAE Ministry of Interior
- NEOM
- Emirates Security Group
- Emaar
- Damac Properties
- Etisalat
- Dubai RTA
- WSP
- Etihad Airways
- Atkins Middle East
- SABIC
- QNB Group
- Emirates NBD
- Saudi Telecom Company
- DEWA
- Riyadh Bank
- Ooredoo
- AD Ports
- Air Arabia
- Saudi Customs
- SIRA
- SAFE
- Tahakom



Reader Statistics

Job Role

12.8%	Installer
12.3%	System Integrator
12.1%	Project Manager
8.8%	Security Engineer
7.9%	Analyst
7.7%	Security Officer
7.5%	CISO
6.2%	Security Risk Consultant
6.2%	Director of Operations
6.1%	CEO
4.1%	Purchasing Manager
3.5%	Field Service Engineer
3.1%	CTO
1.7%	Unspecified

Location

58%	UAE
15%	Saudi Arabia
7.0%	Qatar
6.5%	North Africa
5%	Bahrain
3.1%	Oman
2.0%	Iran
1.4%	Kuwait
1.4%	Jordan
1.1%	Turkey
1.1%	Lebanon
0.5%	Iraq

Strategic Alliances

Security Middle East has a number of strategic alliances in place including:

Messe Frankfurt – Intersec official regional media partners
 DMG - World Police summit
 The Security Institute
 SPA - Security Professionals' Association
 SIRA
 ISNR - International Exhibition for National Security and Resilience
 ISF - Information Security Forum
 GITEX Global
 OFSEC Oman
 Milipol Qatar
 LEAP



SECURITY

MIDDLE EAST

READ BY OVER 42,000
SECURITY PROFESSIONALS

CCTV
IP-Based Security Networks
Access Control
Biometrics
Cyber Security
Explosives Detection
Health & Safety
Homeland Security
Alarm Systems



About Us

Our Content

Security Middle East magazine and digital platforms aim to inspire and inform our readers. We work with leading lights and voices of authority to create content that is engaging, trustworthy, assertive and valuable.

This allows us to ensure we are covering the topics that matter to our readers, that they need to know about and which ensures they're equipped with accurate information to support their job roles.

Through key partnerships we also have regular content from world-class experts including those from the Security Institute, the ISF and SPA.

Our Mission

Our vision for the future is simple – to continue to be the most respected title and voice for the security industry.

To do this we will innovate and evolve to ensure we are meeting our audience's needs in the medium they want. We are at the forefront of the security landscape and we're actively helping to shape the future of the industry.

"I have worked closely with the Security Middle East team for over 10 years and they consistently provide the most effective marketing campaigns in the region. We advertise across all of their platforms to ensure our business continues to go from strength to strength. I couldn't recommend the publication highly enough, they are a must have partner for companies looking to grow in the market"

Sathish Arya, General Manager – WatchNET

360° Marketing

A Multi-platform Approach

Engage, Educate, Interact.

Security Middle East provides clients with a fully-integrated range of marketing solutions, which enable high quality engagement with top influencers and decision-makers in the region.

Using our dedicated digital, print and social media platforms to achieve your marketing goals in this buoyant region has never been so easy thanks to our 360° approach.

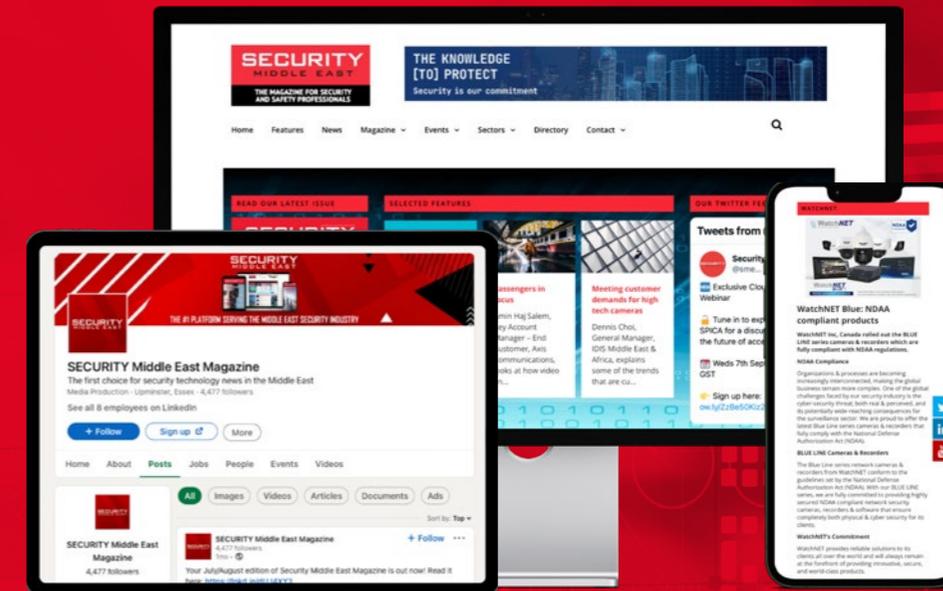
Jamil Al Asfar, IDIS:

"Security Middle East Magazine has proved to be a great media partner over the years. They have consistently helped IDIS to deliver high impact campaigns, and they've supported us with topical editorial content that really connects with our integration partners and customers across the region."



Vanessa Galvez, Milipol Qatar

"As press partner, Security Middle East Magazine is part of the event's success thanks to the professionalism and the quality of its readers."



Our Flagship Print Magazine Is Brought Together By Multiple Channels:

- A Mix Of Daily Updates
- Weekly Bulletins, Interviews, Product Reviews And Market Updates
- Monthly Webinars, HTMLs To Our Subscribers
- Bi-Monthly Print Magazines
- Quarterly Events

1 Million+
Social Media Impressions Per Year

40,000+
Audience Across All Platforms

3,000+
Event Attendees

200,000+
Unique Website Visits Per Year

Industry Monitor

Reflecting the influential nature of Security Middle East magazine we have a number of partnerships with leading industry bodies:

Information Security Forum (ISF)

The ISF is a leading authority on information and risk management. Dan Norman, Senior Solutions Analyst at ISF, writes for the magazine every issue covering the topics that matter to our readers and sharing the insight gained by the ISF.

Security Professionals Association (SPA):

The SPA was the first security association established in the Middle East. It is a platform for knowledge exchange, connecting with other security professionals and career development. Every issue, an SPA member writes on their specialist area of knowledge.

The Security Institute:

The UK's largest professional membership body for security professionals. Since 2000 the Security Institute has been working to promote the highest possible standards of integrity and professional competence within the industry.

INDUSTRY MONITOR

What's next for ransomware?

Dan Norman considers what the future of ransomware holds for companies in the Middle East

Companies across the Middle East are acknowledging ransomware as a key threat and cross-border law enforcement are challenging threat actors more proactively... However, attackers will slowly but surely be forced to overcome these challenges. For example, recently the Lockbit ransomware gang has developed a malicious bug bounty programme, taking a community-led approach to identifying flaws and improving attack vectors for nefarious means.

So what about the next three to five years? Where next for ransomware? As ransomware becomes more popular and well-known, attackers will have to adapt their techniques, leading to triple-pronged attacks with greater levels of extortion, exfiltration of data, encryption and threatening their targets into submission. The future of ransomware will be bleak, far more surreptitious, discerning and dangerous.

The current landscape

Ransomware, in its current format, is considered a double attack technique: attackers can 1) encrypt the data and 2) extort the target at the same time. Ransomware has been incredibly successful throughout recent history, especially in the past decade or so.

In 2013 a wave of screen locking ransomware hit organisations across Europe and the US; in 2013 Cryptolocker became one of the first modern-day

industrialised ransomware campaigns; in 2017 WannaCry became the first nation-state sponsored ransomware campaign; and now cases like Maze, REvil, Conti and others perform double extortion – slowly exfiltrating data from the network and encrypting files, making the response for organisations a real challenge – pay the ransom and hope the attacker returns the stolen files or decrypts them... or face the damage.

Shifting sands

Trend analysis suggests that attackers will shift their business models to expand into triple extortion techniques: exfiltrate the data, encrypt the files, then threaten the targets into submission.

Attackers will take a more progressive and persistent attack approach, entering corporate networks, stealing data slowly and staying under the radar, encrypting selectively. Attack methods are expected to shift away from easier-to-detect, widely dispersed techniques to a more crafted, bespoke model.

Targets will typically be selected based on factors such as strength of defence, levels of insurance cover and likely appetite for paying as well as their profile and permeability. The extortionists will likely focus on intimidating the subjects of stolen data privately and publicly, as well as the victim organisation, with the intention of applying direct and indirect pressures upon both groups to pay.

They will likely threaten – and not hesitate – to auction intellectual property to the highest bidder. They will also continue to leak small fragments of sensitive information into the public domain to create further tension and angst in the wider community, making the response incredibly challenging.

The challenge for security practitioners

Many security practitioners believe that their ability to effectively respond will become more complex and challenging over the next few years, especially when regulators force organisations to immediately disclose attacks.

Moreover, nations states that impose sanctions that actually inhibit the payments of ransoms to certain actors mean if corporate devices or data is encrypted, they cannot actually respond with any conviction. Over the last few years organisations have focused on taking out cyber or ransomware insurance to protect against this threat, but another trend is suggesting that insurance providers are leading payment coverage, making it even harder to mitigate the risk.

About the author

Dan Norman is a CI Senior Solutions Analyst. The ISF is a leading authority on cyber, information security and risk management. Its members comprise some of the world's leading organisations featured on the Fortune 500 and Forbes 2000 lists. For more information visit www.isforum.org

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2023

EDITORIAL TOPICS

JAN/FEB: ISSUE 130

- Storage
- Video Surveillance
- IP Surveillance
- Smart Cities
- Access Management

JUL/AUG: ISSUE 133

- Intersec Saudi Arabia 2023 Preview
- Facial Recognition
- Smart Cities
- Cloud Computing
- Transport Security

MAR/APR: ISSUE 131

- Identity Management
- Recording Devices
- Lighting
- Artificial Intelligence & Machine Learning
- Biometrics

SEPT/OCT: ISSUE 134

- Perimeter Protection
- Alarms
- Ransomware
- Lighting
- Camera Infrastructure

MAY/JUN: ISSUE 132

- Data Protection
- Analytics and Data
- Cybersecurity
- Banking & Finance
- Vehicle Surveillance

NOV/DEC: ISSUE 135

- Intersec Dubai 2023 Preview
- Aviation Security
- Data Access Security
- Retail Security
- Critical Infrastructure

Security Middle East In-Person Events

**Pioneers of today
shaping tomorrow**

The SecurMiddleEast events series was first launched in 2021 and is delivered in line with key sponsors: ISS, Intel, Dell Technologies and BCD at regular dates throughout the year. The series brings together world-leading experts from across the globe to share best practice, discuss innovation in enterprise security and embrace the future market trends as the region develops.

Visionary and influential keynote speakers debate some of the most pressing issues facing sectors such as: smart cities, critical installations, city surveillance and intelligent traffic solutions.



DEVELOP YOUR PRESENCE IN THE MIDDLE EAST

If your company is looking to develop its presence in the Middle East region, sponsorship of the SME events programme offers an excellent opportunity to present, participate and position your organisation in the centre of these decision makers who are shaping the security landscape of tomorrow.

**Contact our team
today to begin building
your campaign:**

ryan@securitymiddleeastonline.com | +44 737 814 9664

sandra@securitymiddleeastonline.com | +971 558 767 246

Security Middle East Conference 2023

**Security Middle East
Conference: Pioneers of Today
Shaping Tomorrow**

Security Middle East Magazine is launching a ground-breaking conference in Riyadh on **9th May 2023**, where key practitioners and world-leading experts will share their knowledge and discuss the future of security in Saudi Arabia.

Trillions of dollars of investment into gigaprojects has pushed Saudi Arabia to the forefront of development, best practice and innovation; with this comes major security installations and initiatives as the Kingdom strives to become a world leader in developing its security ecosystem.

The theme and stakeholders of our conference will be perfectly aligned with the Saudi Vision and we recognise Saudi Arabia as a new global frontrunner in security technology.

Security
Middle East
Conference

9th May 2023

Saudi Arabia

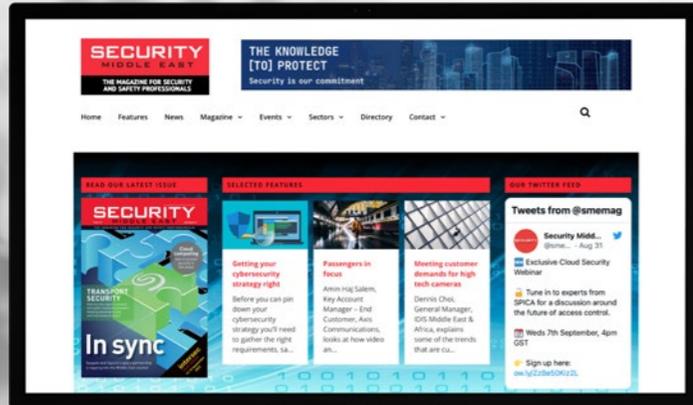
Online

Reaching every corner of our readership is made easy via our multi-channel online platforms.

With complete flexibility we can create bespoke campaigns based on your own timelines, target regions and budgets.

Using a 360-degree approach via our website, html emails, social networks and e-newsletters, we will guarantee your message is seen by the widest possible audience across the Middle East and sales leads are channelled directly back to you.

With all online products complete transparency is provided ensuring we can analyse the ROI in great detail.



TARGET
12,500+
READERS

in our member-only audience:



- Average open rate of **19%**
- Choice of **group or solus emails** including Intersec visitor database
- Email campaigns include **detailed digital reporting**
- Calculate your exact ROI with **analysis tools**
- Group e-newsletters: **£560**
- Dedicated solus e-newsletters: **£1,120**
- Discounts available for series booking

Website

Updated daily with breaking industry news securitymiddleeastmag.com is No.1 on all major search engines.

Providing industry news, product information, interviews, events and much more our website has become the go-to information source for security professionals.

Videos

Video content has become a key tool to engage and educate.

Short videos can be used across our entire digital, email and social platforms while longer videos can be hosted directly on our website for all to see.

Email Direct Marketing

Being the longest established security title in the region, we have built up a dedicated member community over the last 24 years.

With over 12,500+ opt in contacts, our html email service offers you a chance to directly reach this audience who are actively seeking the latest technological developments in the industry.

E-Newsletters

Our monthly newsletters provide a platform to engage with our member audience with the latest product information, market trends and insights.

With an opt-in readership of over 12,500+ and a wider database including Intersec visitors of 40,000, our established e-newsletter offers a very cost-effective way to interact with the market.

Webinars | Fireside Chats Interviews | EXPO Live

Webinars

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 security industry professionals. This exciting opportunity affords your organisation the chance to share your industry expertise directly with your target audience.

Services Include:

- Choice of date and topic
- Pre-event branding and marketing across all SME platforms
- Participation in a live 45-minute interactive webinar
- Post-event exposure hosted online and across the SME platforms
- Presentations available for on-demand viewing
- Details of all delegates captured

www.securitymiddleeastmag.com

- Engage directly with 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
- Gain an average 100+ registrations per session
- In 2022 over \$1m + of contracts were converted through a Security Middle East webinar

Sponsor Cost

1 Webinar	£6,000
2 Webinars	£10,000
3 Webinars	£14,000

EXPO Live @intersec

Ensure your investment and exposure to the Middle East market is maximised with a fully integrated package, with the launch of Security Middle East's EXPO Live.

This new initiative enables you to capture live content from your company's own thought leaders during Intersec Dubai and have them streamed across our 360-degree platform in the days, weeks and months after the exhibition.

Editorial Support:

Editorial support will help create impactful content showcasing your company's brand, products and people.

With call to actions and lead generation tools, EXPO Live will position your organisation at the heart of Intersec Dubai 2023 and promote it directly to decision-makers across the Middle East.

Contact our team today to begin building your campaign:

sandra@securitymiddleeastonline.com
+971 558 767 246

ryan@securitymiddleeastonline.com
+44 737 814 9664

Shared with our audience of 40,000+ leading decision-makers in the region via:

- Vox Pop videos live from your stand
- 10-minute interview with your chosen executive, filmed in the SME studio
- Product demonstrations filmed on your stand
- All captured video content will be edited and delivered across our multi-channel platform during and after the event.
- Fireside chat hosted on our homepage for 1 month
- 1x Direct email promoting your fireside chat and product clips
- 4x Vox Pops shared on social media throughout February & March
- Full page advert in the Jan/Feb print magazine immediately after Intersec Dubai
- 3-month inclusion on our monthly e-newsletters with links to your coverage
- All content hosted on a dedicated EXPO Live webpage and on our YouTube channel

Fully Integrated Package

Cost £4,500

Social Media

The importance of including social media in your business's marketing mix has never been more important.

With billions of active users for potential advertising audiences, social media platforms like LinkedIn and Twitter can significantly improve traffic to your website, enhance lead generation, give you access to decision makers, progress your organisation's visibility, facilitate interaction with industry communities and offer a place to spark thought provoking conversations amongst our online community.



4,500+ LinkedIn Followers in the Middle East



2,300+ Twitter Followers



SME Website: 28k Page Impressions a Month



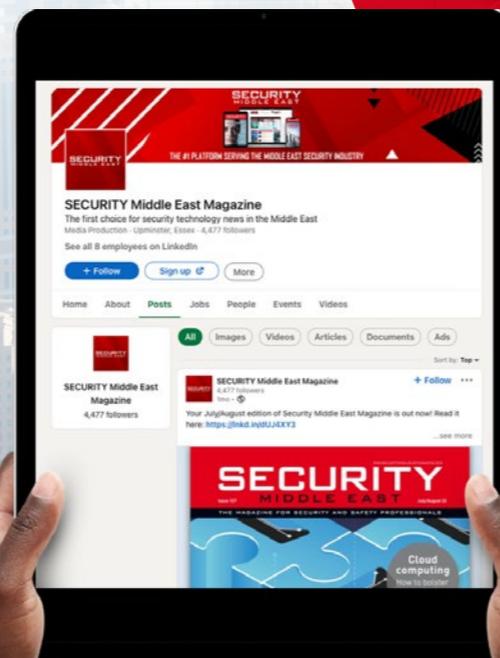
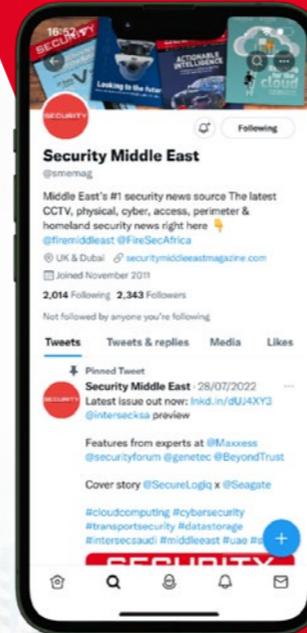
1,000,000+ Social Media Impressions in 2022



12,500+ Email Subscribers



245+ Hours of Educational Content Watched on YouTube in 2022



According to Statista ...

35.1%

of social media users, use social media platforms to stay abreast of the news

29.5%

use social media to see what's being talked about

26.3%

use social media when making buying decisions.

147 Minutes

As of 2022, the average daily social media usage for global users was 147 minutes a day – up from 145 minutes in 2021. (Statista)

79%

A July 2021 survey from Statista among B2B marketers, found that 79% agreed that LinkedIn produced the best marketing results.

74%

According to Renderforest, 74% of social media consumers share video content from brands.



Ad Rates

Our print and digital platforms are trusted by hundreds of advertisers

With a 25-year history in the region and an ever-evolving choice of platforms for reaching your target audience, our advertisers can take advantage of the reputation we've already established in the security industry.

> Online Advertising (GBP)

Directory Listing £620
Includes 3 images, text & links to your site

Top Banner: Homepage
1 month £ 470
3 months £ 1,190
6 months £ 1,960
12 months £ 3,080

Top Banner: Any Other Page
1 month £ 240
3 months £ 600
6 months £ 980
12 months £ 1,540

Large Button: Homepage
1 month £ 940
3 months £ 2,380
6 months £ 3,920
12 months £ 6,160

Large Button: Any Other Page
1 month £ 470
3 months £ 1,190
6 months £ 1,960
12 months £ 3,080

Large Rotating Button: Homepage
1 month £ 540
3 months £ 1,370
6 months £ 2,260
12 months £ 3,540

Large Rotating Button: Any Other Page
1 month £ 270
3 months £ 690
6 months £ 1,130
12 months £ 1,770

> Print Magazine (GBP)

Special Positions:
Front cover £ 4,670
(plus two pages inside)
Outside back cover £ 2,800
Inside front cover £ 2,640
Inside back cover £ 2,640

Space Requirements:
Double page spread £ 3,890
Full page £ 2,330
Half page £ 1,320

> Social Media (GBP)

Social Media Campaign
Weekly Posts on all platforms
1 month £ 1,000
2 months £ 1,750
3 months £ 2,200

> E-Mails (GBP)

Group ezine £560
Solus emails £1,200

> Webinars (GBP)

Complete Webinar Campaign
(3-month marketing campaign with live webinar delivery)
1 webinar £ 6,000
2 webinars £ 10,000
3 webinars £ 14,000
Digital Fireside £ 7,500
Chat/Interview

Ad Packages

Platinum Package

- x6 issues of SME print
- DPS editorial interview with your CEO
- Product review in x3 issues of SME print
- 12 months company profile online
- 12 month home page button
- EXPO Live package for intersec Dubai 2023
- x6 slot on our monthly e-newsletter
- 12 months social media coverage
- A Fire side chat webinar package
- x3 html direct emails

£19,000 (Rate card £32k)

Silver Package

- x4 issues of SME print
- Product review in x2 issues of SME print
- 12 months company profile online
- 6 months home page button
- EXPO Live package for intersec Dubai 2023
- x4 slot on our monthly e-newsletter
- 6 months social media coverage
- x2 html direct emails

£10,000 (Rate card £25k)

Gold Package

- x6 issues of SME print
- DPS editorial interview with your CEO
- Product review in x1 issues of SME print
- 12 months company profile online
- 9 month home page button
- EXPO Live package for intersec Dubai 2023
- x4 slot on our monthly e-newsletter
- 12 months social media coverage
- x2 html direct emails

£15,000 (Rate card £27k)

Digital Package

- 12 month home page button
- 12 month social media campaign
- Digital LIVE for intersec Dubai 2023
- x6 e-newsletters for product showcasing
- x1 Webinar
- x3 html direct email

£10,000 (Rate card £25k)

Hear from our Partners

“ Saudi Bell Group is delighted to be partnered with Security Middle East Magazine and we have successfully promoted our advanced integrated solutions to the market and further grow our network in the region. ”

Hend Halhamad
Marketing Manager, Saudi Bell Group

Saudi Bell
شركة مجموعة الجرس السعودي

 **LEONARDO**

“ At Leonardo, we have selected Security Middle East for promoting our global security solutions in the Middle East market, thanks to their wide range of platforms and tools. ”

Barbara Buzio
Communications Manager: Leonardo

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Middle East's
Leaders of Today**