

**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.**

**2024 Media Pack**

**SECURITY**  
MIDDLE EAST

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

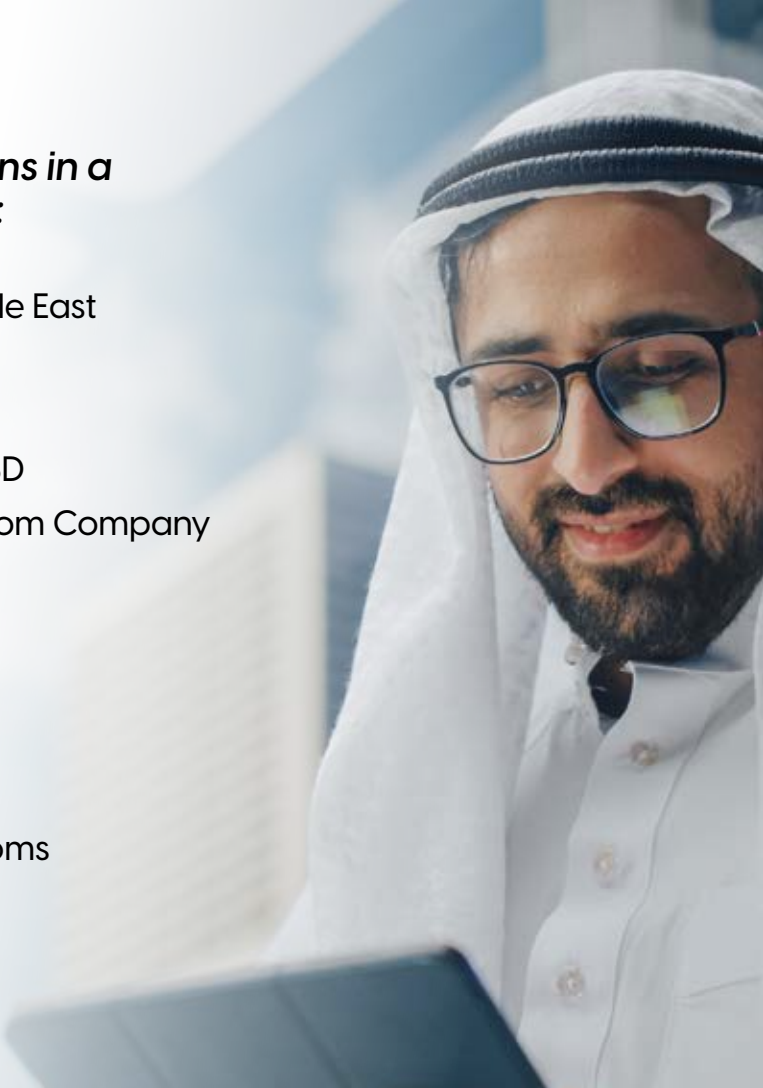
10,000+  
Social reach

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

43%	UAE
32%	Saudi Arabia
5.2%	North Africa
4.3%	Oman
4.3%	Qatar
2.6%	Bahrain
2.3%	Kuwait
2.0%	Iran
1.4%	Jordan
1.1%	Lebanon
1.1%	Turkey
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.

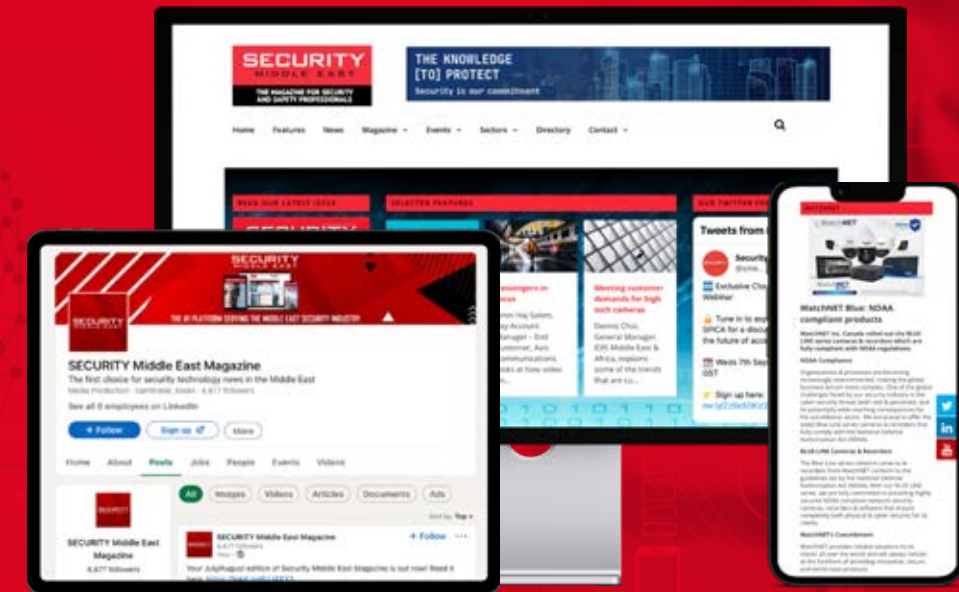
Using our dedicated digital, print and social media platforms to achieve your marketing goals in this buoyant region has never been so easy thanks to our 360° approach.

**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

**4,000+**  
Webinar Attendees

**200,000+**  
Unique Website Visits Per Year



**The most established title in the market that reaches the Middle East's leaders of today**

With their help, every issue of the magazine is packed with engaging, trustworthy and truly valuable content that covers the topics that are important to our readers.

Using contextual messaging within the editorial environment of the publication - and across our full 360-degree suite of digital and social media platforms - we can work with you to develop your idea, presentation and delivery of your message.

## Biometric security in 2022 and beyond

© 2022

States are expected to focus on activities in 2022 to build confidence and endorse the legality of electronic transactions and the

The Cyber Monitor section includes features written by leading industry experts that deliver insight and analysis, expert knowledge and practical solutions to ensure readers have up-to-date information to support their job function.

Covering product news and updates, our Market Monitor section keeps readers up-to-date with new product launches, updated services and company news.

- Thought Leadership Pieces
- Interviews
- How-To Content
- Analysis
- Trend Forecasting
- Knowledge Based Feature Articles

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## | 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.



# [2024]

## EDITORIAL TOPICS

### JAN/FEB: ISSUE 136

- Identity Management
- Sector Focus: Healthcare security
- Camera Technology

### JUL/AUG: ISSUE 139

- Facial Recognition
- Vehicle Surveillance
- Sector Focus: Hospitality

### MAR/APR: ISSUE 137

- Artificial Intelligence & Machine Learning
- Sector Focus: Critical Infrastructure
- Video Surveillance

### SEPT/OCT: ISSUE 140

- Intersec Saudi Arabia 2024
- Storage
- Identity Management
- Cloud Computing
- Sector Focus: Transport Security
- Smart Cities

### MAY/JUN: ISSUE 138

- Analytics & Data
- Sector Focus: Banking & Finance
- Access Management

### NOV/DEC: ISSUE 141

- Intersec Dubai 2025 Preview
- Data Access Security
- Sector Focus: Retail Security
- Perimeter Protection
- Alarms



# Security Middle East Conference 14<sup>th</sup> May 2024

*Become a pioneer  
of tomorrow, today*



## Attendees from:

- Public Investment Fund
- Red Sea Global
- NEOM
- National Security Services Company
- Royal Commission Alula
- Riyadh Airports
- FIFA World Cup
- Embassies of UK, Denmark and Belgium
- Tahakom
- British American Tobacco
- SAB Bank

The Security Middle East Conference features c-suite decision makers and industry influences from across the Security marketplace in the Middle East coming together to share best practices, take part in effective networking sessions and learn the critical information required to align their businesses with the multi-trillion dollar initiatives of the Saudi Vision 2030 initiative.

The revolutionary event began in 2023 and continues to see growth through impactful sponsorships and partnerships shaping the event, alongside an advisory board of influential thought-leaders from across the Kingdom of Saudi Arabia.

**Craig Ross - Senior Security Manager  
Diriyah Gate Development Project**

*"Events like the Security Middle East Conference are hugely important in developing our networks and sharing ideas on best practice."*

**Register your interest on  
[SecurityMiddleEastConference.com](https://SecurityMiddleEastConference.com)**

Interested in sponsoring the conference?  
Email [ryan@securitymiddleeastonline.com](mailto:ryan@securitymiddleeastonline.com) today!

**200+**  
Attendees

**14**  
Exclusive Sponsorship Packages

**20+**  
Countries

**106**  
Organisations Represented

**4**  
Networking Sessions



# 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

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- 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

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

This initiative enables us to capture live content from your company's own exhibition stand. Through interviews with your senior management, product demonstrations from your sales directors and fireside chats with you and your clients we can capture insightful information that can be 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 in front of key decision makers and organisations from across the Middle East region.

Contact our team today to begin building your campaign:

[Ryan@SecurityMiddleEastOnline.com](mailto:Ryan@SecurityMiddleEastOnline.com)  
+44(O) 1752 265 802

[Rahul@SecurityMiddleEastOnline.com](mailto:Rahul@SecurityMiddleEastOnline.com)  
+44(O) 1752 604 352

[Kyle@SecurityMiddleEastOnline.com](mailto:Kyle@SecurityMiddleEastOnline.com)  
+44(O) 1400 223 167

[Gareth@SecurityMiddleEastOnline.com](mailto:Gareth@SecurityMiddleEastOnline.com)  
+44(O) 1752 260 603

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.
- 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
- 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.



**7,000+** LinkedIn Followers in the Middle East



**2,500+** X Followers



**SME Website: 28k Page Impressions** a Month



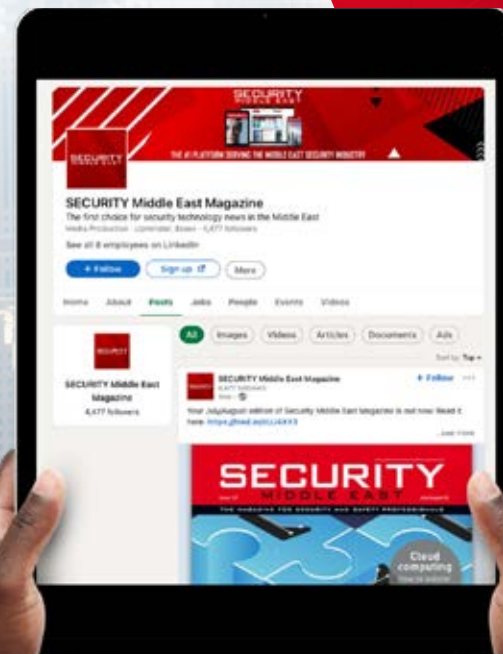
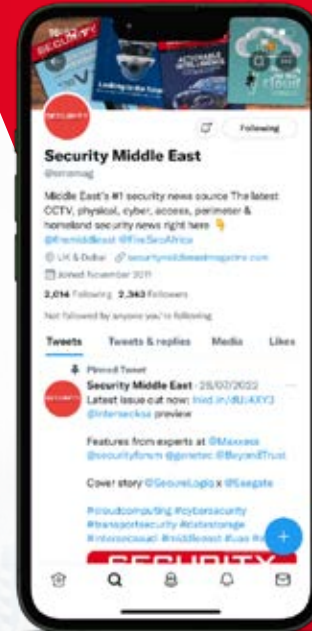
**1,000,000+** Social Media Impressions per year



**12,500+** Email Subscribers



**360+** Hours of Educational Content Watched on YouTube



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 £ 1770

## > 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 £ 1,120

**> 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 at an event of your choice
- 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 at an event of your choice
- 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 at an event of your choice
- 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
- Expo Live at an event of your choice
- 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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