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

www.securitymiddleeastmag.com
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. 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.

- 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
- Riyad Bank
- Ooredoo
- AD Ports
- Air Arabia
- Saudi Customs
- SIRA
- SAFE
- Tahakom

1998 Security Middle East magazine launched by Channels Exhibitions

1999 Launch of Intersec Dubai exhibition

2004 Publication International buys Security Middle East magazine

2008 50th issue printed

2012 www.securitymiddleeastmag.com launches

2014 Security Middle East magazine joins social media

2020 Security Middle East webinar launch

2021 First in-person event

2021 SME hosts its first online virtual exhibition during the height of the covid pandemic

2023 Security Middle East Conference in Riyadh

Security Middle East Conference 14th May 2024
### Reader Statistics

<table>
<thead>
<tr>
<th>Job Role</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Installer</td>
<td>12.8%</td>
</tr>
<tr>
<td>System Integrator</td>
<td>12.3%</td>
</tr>
<tr>
<td>Project Manager</td>
<td>12.1%</td>
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<tr>
<td>Security Engineer</td>
<td>8.8%</td>
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<tr>
<td>Analyst</td>
<td>7.9%</td>
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<tr>
<td>Security Officer</td>
<td>7.7%</td>
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<tr>
<td>CISO</td>
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<tr>
<td>Security Risk Consultant</td>
<td>6.2%</td>
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<tr>
<td>Director of Operations</td>
<td>6.2%</td>
</tr>
<tr>
<td>CEO</td>
<td>6.1%</td>
</tr>
<tr>
<td>Purchasing Manager</td>
<td>4.3%</td>
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<tr>
<td>Field Service Engineer</td>
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<tr>
<td>CTO</td>
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</tr>
<tr>
<td>CEO</td>
<td>3.1%</td>
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<tr>
<td>Unspecified</td>
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### Location

<table>
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<th>Region</th>
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<td>UAE</td>
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<td>Saudi Arabia</td>
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<td>North Africa</td>
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<tr>
<td>Oman</td>
<td>4.3%</td>
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<tr>
<td>Qatar</td>
<td>4.3%</td>
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<tr>
<td>Bahrain</td>
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<tr>
<td>Kuwait</td>
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<tr>
<td>Iran</td>
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<tr>
<td>Jordan</td>
<td>1.4%</td>
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<tr>
<td>Lebanon</td>
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<td>Turkey</td>
<td>1.1%</td>
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<tr>
<td>Iraq</td>
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<tr>
<td>North Africa</td>
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<td>Oman</td>
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<td>Turkey</td>
<td>1.1%</td>
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<tr>
<td>Iraq</td>
<td>0.5%</td>
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### 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
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.

Sathish Arya, General Manager – WatchNET

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.
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.”
By Philip Ingram, MBE

Not even a global pandemic can stand in the way of Dubai originally started on its journey to Smart City development, ensuring the changes to urban infrastructure is central to Smart City projects through green stimulus packages and strategies that are being incentivised to companies to provide credible services as important data breaches.

So, what is a Smart City? "A smart city is a city made up of individuals and the institution safe from serious and organised crime and terrorism, where once installed it must be prepared to monitor the drivers to know whether the registered persons are performing the objectives and using the tech tools, as advanced in both identifying their confidential credentials and where grave geostrategic and innovation meets research application, the idea is to educate the community on how certain types of data can be identifiable data, in huge quantities. 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.

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.

With new and emerging cyber threats being very much a part of our readers' remit you'll find multiple features in each issue of Security Middle East that focus on cybersecurity.

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

We count leading industry experts and global voices of authority as part of our editorial team. 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.

Our editorial team is always keen to hear from industry figures who would like to propose new topics to cover or who would like to put forward feature ideas in order to create dynamic thought leadership content to engage with influencers in the Middle East.

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.

Editorial Focus 2024

Editorial Support

Market Monitor

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

Cyber Monitor

With new and emerging cyber threats being very much a part of our readers' remit you'll find multiple features in each issue of Security Middle East that focus on cybersecurity.

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.

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

www.securitymiddleeastmag.com
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.

www.securitymiddleeastmag.com
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

Interested in sponsoring the conference? Email ryan@securitymiddleeastonline.com today!
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.

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 visitor database our established e-newsletter offers a very cost-effective way to interact with the market.

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
Webinars | Fireside Chats Interviews | EXPO Live

Sponsor Cost

<table>
<thead>
<tr>
<th>Webinars</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Webinar</td>
<td>£6,000</td>
</tr>
<tr>
<td>2 Webinars</td>
<td>£10,000</td>
</tr>
<tr>
<td>3 Webinars</td>
<td>£14,000</td>
</tr>
</tbody>
</table>

- 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 11m + of contracts were converted through a Security Middle East webinar

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

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 +44(0) 1752 265 802
Rahul@SecurityMiddleEastOnline.com +44(0) 1752 604 352
Kyle@SecurityMiddleEastOnline.com +44(0) 1400 223 167
Gareth@SecurityMiddleEastOnline.com +44(0) 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.

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)

<table>
<thead>
<tr>
<th>Service</th>
<th>1 Month</th>
<th>3 Months</th>
<th>6 Months</th>
<th>12 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Directory Listing</strong></td>
<td>£620</td>
<td>£1,860</td>
<td>£3,720</td>
<td>£6,120</td>
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<tr>
<td>Includes 3 images, text &amp; links to your site</td>
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<tr>
<td><strong>Top Banner: Homepage</strong></td>
<td>£470</td>
<td>£1,410</td>
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<td>£4,640</td>
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<tr>
<td>1 month</td>
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<td>3 months</td>
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<td>6 months</td>
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<tr>
<td>12 months</td>
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</tr>
<tr>
<td><strong>Top Banner: Any Other Page</strong></td>
<td>£240</td>
<td>£720</td>
<td>£1,440</td>
<td>£2,160</td>
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<td>1 month</td>
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<tr>
<td>12 months</td>
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<tr>
<td><strong>Large Button: Homepage</strong></td>
<td>£940</td>
<td>£2,820</td>
<td>£5,760</td>
<td>£9,240</td>
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<td>1 month</td>
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<td>3 months</td>
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<tr>
<td>12 months</td>
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<tr>
<td><strong>Large Button: Any Other Page</strong></td>
<td>£270</td>
<td>£810</td>
<td>£1,620</td>
<td>£2,580</td>
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<tr>
<td>1 month</td>
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<td>3 months</td>
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<td>12 months</td>
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### Social Media (GBP)

<table>
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<th>Service</th>
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<th>3 Months</th>
<th>6 Months</th>
<th>12 Months</th>
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<tbody>
<tr>
<td><strong>Social Media Campaign</strong></td>
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<td><strong>Weekly Posts on all platforms</strong></td>
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<tr>
<td>1 month</td>
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<td>£5,000</td>
<td>£7,000</td>
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<td>2 months</td>
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<td></td>
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<tr>
<td>3 months</td>
<td></td>
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<tr>
<td><strong>E-Mails (GBP)</strong></td>
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<tr>
<td>Group ezine</td>
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<td>£1,680</td>
<td>£3,360</td>
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<td>Salus emails</td>
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<td>£3,360</td>
<td>£6,720</td>
<td>£10,080</td>
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<td><strong>Webinars (GBP)</strong></td>
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<tr>
<td>Complete Webinar Campaign</td>
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<tr>
<td>(3-month marketing campaign with live webinar delivery)</td>
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</tr>
<tr>
<td>1 webinar</td>
<td>£6,000</td>
<td>£18,000</td>
<td>£30,000</td>
<td>£48,000</td>
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<tr>
<td>2 webinars</td>
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<td></td>
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<tr>
<td>3 webinars</td>
<td></td>
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</tr>
<tr>
<td>Digital Fireside</td>
<td>£7,500</td>
<td>£22,500</td>
<td>£37,500</td>
<td>£56,250</td>
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<tr>
<td>Chat/Interview</td>
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### 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

### 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 x3 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

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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