

a&S ADRIA

The Professional Magazine Providing Total Security Solutions
Stručni magazin za kompletna sigurnosna rješenja

Media Data 2012

a&S
We Promote Security

www.asadria.com



Messe Frankfurt New Era Bussines Media is the leading integrated promoter for the world's security industry. The company was formed in 2009 when global trade show organiser Messe Frankfurt acquired a&s Group, a well established company in the security sector. The result is an integrated communications platform for the security industry offering quality industry publications, a

dynamic website, international trade shows and regional trade events covering the security industry as well as the Electronic Security, Information Security and Fire and Safety sectors. With these powerful resources, we can get your message to a vast marketplace as well as keeping you updated with the latest market intelligence, products and technology developments.

The company Global security d.o.o. started its activities in 2006. The magazine has, with reliable informing and in depth understanding of issues in the security industry, soon become a respectable information source for security professionals. With a clear vision of development and comprehensive reporting, the magazine established itself as the key bind between users and suppliers of security products.

Milestones

1991

Establishment of a&s Group and the launch of a&s Taiwan



1997

a&s begins international media and online services by launching a&s International and ASMAG.COM



2001

a&s begins event and online services for info security and fire&safety



2003

a&s publishes Info Security Taiwan and the first security management book in Taiwan



2007

a&s publishes new publications: China Best Buys and a&s Japan



2008

a&s launches Secutech Vietnam and a&s Turkey



2009



1994

a&s starts a&s China



2002

a&s launches Fire&Safety Taiwan, Fire&Safety Taipei, and Info Security Taipei



Fire & Safety Taipei
Info Security Taipei

2004

a&s organizes Global Digital Surveillance Forum and refines a&s China; also publishes a&s Installer



2010



a&s Adria - professional security magazine for providing of total security solutions is a monthly circulating publication and a licenced representative of Messe Frankfurt New Era Business Media for Adriatic region, consists of following countries: Bosnia and Herzegovina, Croatia, Kosovo, Montenegro, FYR Macedonia, Slovenia and Serbia.

The portfolio of a&s Magazine, published by Messe Frankfurt New Era Business Media (formerly known as a&s Group), includes: a&s International, a&s China Best Buys, a&s Asia (above published in English), a&s China, A&S Installer, a&s Solution, a&s Taiwan, Fire & Safety and Info Security (above published in Chinese). a&s Turkiye, a&s Adria, a&s Italy, a&s India and a&s Japan are licenced editions.



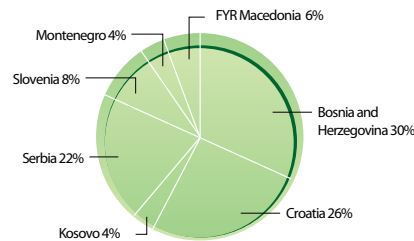
Magazine a&s Adria

The Professional Magazine Providing Total Security Solutions
 Publishing frequency: monthly, 11 issues annually,
 July and August issue is shared. (each first week in the month)
 Printing: 2.500 copies monthly, 25,500 copies annually.
 Magazine Technical Profile:
 Pages: 108 - 116
 Paper: 90 g matte, glossy (inside block), 200 g for cover page
 Leaf usage: 4/4 C
 Binding: Glued
 Format: 210 x 282
 Outer Cover: Laminated

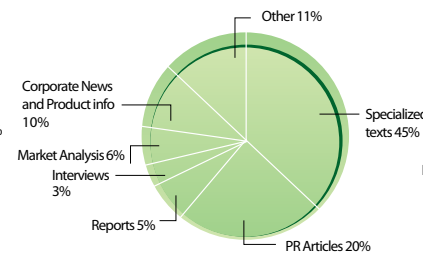
Target audience & Business Nature

a&s Adria magazine is a monthly publication in the area of Security and Protection, with a primary goal of informag, educating, connecting and uniting the protection market in the region of Southeastern Europe. The managers of security companies, working primarily with technical and phisical protection, installation, and distribution of technical security equipment. Thanks to clear development vision that recognised market needs, our magazine established itself as a necessary and trustworthy well of information and safe connection between the producer and the buyer. It is intended for all professionals working in security agencies, or persons that have a general connection with area of Security and Protection on a personal and/or professional level, as well as managers of companies daily exposed to variety of increasing risks.

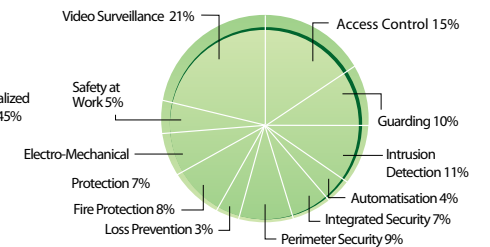
By Regional Coverage



By Content Structure



By Advertiser Portion



Given its' in depth understanding of the concerns of security-equipment manufacturers and distributors, every month a&s Adria highlights groundbreaking products and technologies, reveal market dynamics and explores product demands of vertical applications offering the best solutions.





EDITORIAL CALENDAR 2012

January, 2012	(Issue no. 64)	Security events
Product News / Corporate News Security management Business talk Product Exploration Product in focus Vertical Market Special Feature Fire, Health & Safety Issue no. 64 closing date:	News from partner companies Risk Assessment Interview with security professional New product Exploration - Video Analytics RFID readers Residential automation&security systems Loss Prevention Technology Trends Radio Communication Systems & Natural Disaster Events for written articles - Dec., 10th 2011; for ADs - Dec., 15th 2011	Intersec Dubai 2012
February, 2012	(Issue no. 65)	Security events
Product News / Corporate News Security management Business talk Vertical Market Product Exploration Security Integrator Corner Special Feature Fire, Health & Safety Issue no. 65 closing date:	News from partner companies High risk security operations Interview with security professional Security in the Health care Sector Secure Fence & Perimeter protection system Analog vs. Digital & Vice Versa Critical infrastructure safety & security Residential Fire Safety Legislative for written articles - Jan., 10th 2012; for ADs - Jan., 15th 2012	Safety & Security Sofia 2012
March, 2012	(Issue no. 66)	Security events
Product News / Corporate News Security Events Product Exploration Vertical Market Special Feature Security Integrator Corner Product in focus Fire, Health & Safety Issue no. 66 closing date:	News from partner companies Announcement & Security even reports New product Exploration - HDcctv Surveillance & Traffic Safety Baggage, Cargo and Body screening security Scene Coverage Quality Issues Baggage, Cargo and Body screening Equipment New trends in fire protection for written articles - Feb., 10th 2012; for ADs - Feb., 15th 2012	Secutech India 2012
April, 2012	(Issue no. 67)	Security events
Product News / Corporate News Security management Company in focus Vertical Market Tech corner Special Feature Product in focus Fire, Health & Safety Issue no. 67 closing date:	News from partner companies Close Protection Issues Rapid success corporate presentation / interview Shopping Centers / Malls Burglar Alarm Systems Access Controls and Identity Management Solutions Wireless Burglar Alarm Product Exploration Fire Safety at Airport for written articles - Mar., 10th 2012; for ADs - Mar., 15th 2012	Secutech Expo 2012, Taiwan
May, 2012	(Issue no. 68)	Security events
Product News / Corporate News Product Exploration Business talk Vertical Market Research & analyses Special Feature Rescue & Protection Fire, Health & Safety Issue no. 68 closing date:	News from partner companies New product Exploration - Biometrics Interview with security Professional Intelligent Warehousing & Transportation Security Market Monitoring Report - Adriatic Region Face Detection System Applications Developments in Crisis Communications Injured Persons Locating Systems for written articles - Apr., 10th 2012; for ADs - Apr., 15th 2012	IFSEC 2012, NEC Birmingham

June, 2012	(Issue no. 69)	Security events
Product News / Corporate News Security management Business talk Research & analyses Vertical Market Business talk Special Feature Fire, Health & Safety Issue no. 69 closing date:	News from partner companies Outsourcing Risks Interview with security professional Security Market Monitoring Report - Global Security Market Educational Institutions Interview with security professional Video / Audio Intelligent Analytics Fire & Security Integrations for written articles - May., 10th 2012; for ADs - May., 15th 2012	Secutech Thailand 2012
July/August, 2012	(Issue no. 70)	Security events
Product News / Corporate News Security management Product Exploration Special Feature Company in focus Security Integrator Corner Vertical Market Fire, Health & Safety Issue no. 70 closing date:	News from partner companies Manned Guarding Services Planning&Organization New product Exploration - Perimeter Security Security Technologies for the Future Rapid success corporate presentation / interview Local Storage vs. Cloud Storing Concept Security Concept for Financial Institutions Evacuation & Voice Systems for written articles - Jun., 10th 2012; for ADs - Jun., 15th 2012	Secutech Vietnam 2012
September, 2012	(Issue no. 71)	Security events
Product News / Corporate News Research & analyses Business talk Product in focus Vertical Market Special Feature Security Integrator Corner Fire, Health & Safety Issue no. 71 closing date:	News from partner companies Security market insight Interview with security Professional Security Guarding Equipment Media and Entertainment Critical infrastructure - Airport & Post Mall Security Off-Site video monitoring Occupational Safety and Health in the European Union for written articles - Aug., 10th 2012; for ADs - Aug., 15th 2012	ISAF 2012, Istanbul Security Essen 2012
October, 2012	(Issue no. 72)	Security events
Product News / Corporate News Security Events Product Exploration Company in focus Vertical Market Tech Corner Security Integrator Corner Fire, Health & Safety Issue no. 72 closing date:	News from partner companies Announcement & Security even reports New product Exploration - NVR Rapid success corporate presentation / interview Multi-Megapixel Technology Access control systems Network centric Security A focus on Sprinkler Systems for written articles - Sep., 10th 2012; for ADs - Sep., 15th 2012	ISS Expo 2012, London
November, 2012	(Issue no. 73)	Security events
Product News / Corporate News Security management Business talk Product Exploration Vertical Market Special Feature Security Integrator Corner Fire, Health & Safety Issue no. 73 closing date:	News from partner companies Money in transit Interview with security Professional Scene Lightning & IR Products Industrial & Manufacturing Incident Management Software Solutions Scene Light & Coverage Issues Automatic Fire Detection for written articles - Oct., 10th 2012; for ADs - Oct., 15th 2012	Sicurezza 2012, Milano iSEC 2012, Belgrade
December, 2012	(Issue no. 74)	Security events
Product News / Corporate News Security management Company in focus Product Exploration Vertical Market Special Feature Tech Corner Fire, Health & Safety Issue no. 74 closing date:	News from partner companies High risk security operations Rapid success corporate presentation / interview New product Exploration - Fire Detection Surveillance in Loss Prevention Applications Critical Infrastructure Safety Video standardization Combating Rapid Fire Spreading for written articles - Nov., 10th 2012; for ADs - Nov., 15th 2012	Expo Protection Fire, Paris



ONLINE MARKETING - www.asadria.com

asadria.com is designed for security professionals and offers various chances to made desired connections with international audience and market.

We are in position to offer you services as follows:

- Banner
- Newsletter
- Event preview
- News
- Product news

Banner place is reserved for three different banners, continously rotating in 10 sec. intervals.

For futher information on online marketing and advertisement activities please contact Mr. Adis Hodžić.
Phone: +387 33 710 560.
marketing@asadria.com

Banners price list (euros)

Banner	Dimens.	6 months	12months
TOP	300x250	1500	3000
MID	90x200	750	1500
BOTTOM	120x60	300	600
POP UP	Request	2100	4200

Newsletter banners price list

Banner	Dimens.	6 months	12 months
SIDE	120x600	600	1200
BOTTOM	120x60	300	600



Technical information

Please, send us your files by email and we will take care for all further steps.

For articles and text please submit the photos and corporate logo in resolution of 300 dpi, JPG, PNG or TIFF file format.

For static banners please provide us with exact URL, internet address where your banner should be linked to. For SWF banners link must be embedded. Animation should be 10 seconds maximum.

For Newsletter only static banners are allowed, no GIF or Flash.

TOP BANNER

Dimensions: (width x height) 300 x 250 pix
Price: 250 Euro
Period: One Month
Type: JPG or SWF animated, 10 sec max.

MID BANNER

Dimensions: (width x height) 90 x 200 pix
Price: 125 Euro
Period: One Month
Type: JPG or SWF animated, 10 sec max.

BOTTOM BANNER

Dimensions (width x height) 120 x 60 pix
Price: 50 Euro
Period: One Month
Type: JPG file format only



Magazine Advertisement

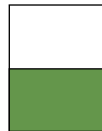
Ad Pricing		Price Based on Annual Publications (Euros)		
Ad Format	Dimens. W x H (mm)	1 - 2	3 - 6, 10% reduced	7 - 11, 20% reduced
1/1 Full Page	210 x 282	750	670	590
Double Page	420 x 282	1120	1010	900
1/2 Page	210 x 141 105 x 282	415	375	330
1/3 Page	70 x 282 210 x 94	300	270	235
1/4 Page	70 x 210 105 x 141	235	215	195



1/1



2/1



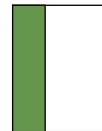
1/2
Horizontal



1/2
Vertical



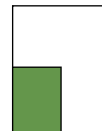
1/3
Horizontal



1/3
Vertical



1/4
Horizontal



1/4
Vertical

- Prices are in Euros (EUR).
- Magazine is published with 11 issues per year (July/August Double issue), first week in a month.
- Exact choice of ad position within a page increases the price by 10%.
- The price does not include the ad creation and graphic design.
- The price list relates to period 1st Jan – 31st Dec 2012.
- Deadline for submitting advertisement material is the 20th of a month.
- Advertisement must comply with magazine visual identity.
- The materials should be submitted in the "Press quality" (CMYK, raster - 300 dpi, vector format - no fonts, bleed min. 3 mm).
- Ad sizes relate to the full format of the magazine. We reserve the right to change the margins.

Insert Add-Ons

In each edition of our magazine it is possible to insert add-ons with maximum weight not more than 100 g.

The price for that kind of service is to be considered as a special offer issue.

Promotion at Regional Security Events

We are in position to support your market goals and activities, through distribution of your corporate, product, service or solution based promotion material, at any reputable security event in the Adriatic region, as well as by organizing the conferences, presentations, seminars, workshops, etc... Interprotex security fair in Zagreb/Croatia (biennial) and iSEC - security fair in Belgrade (annually), are two biggest, most visited and most important security events in Adriatic region. Distribution of your promotional CD's, catalogues or flyers is just small part of our possibilities to promote your brand in the best possible and professional manner. All of the services mentioned above, which are intended to fully support promotion of your company, brand, services or product portfolio is just part of our free of charge service which is at disposal to all companies that show interest for marketing cooperation with our magazine.

Subscription

International subscription: 12 months (11 issues) - 50,00 € including delivery costs
 Raiffeisen Bank 502012000-0003070; SWIFT RZBABA2S
 Billing with remark: "subscription for a&s Adria magazine"
 Contact: subscription@asadria.com

Payment Instructions

Payment should be affected as follows:
 Currency: EUR
 Beneficiary's Bank (Field 57): Raiffeisen bank dd BiH Sarajevo
 Swift code: RZBABA2S
 Address: Danijela Ozme 4 , Sarajevo, BiH
 Details of Beneficiary (Field 59)
 Account no of Beneficiary:
 IBAN CODE: BA391610600001308123
 Name of Beneficiary: GLOBAL SECURITY DOO SARAJEVO
 Address: Triglavska 7, Sarajevo, BiH
 NOTE: Payment instruction are valid for all currencies.

AFP • Alarm Automatika • Arecont Vision • Avigilon • Axis Communications • Bexing • Bosch • Connexit • Dahua • D-link • DSC • Eccos Inženjering • Enigma • EtherWAN • EuropaTrade • EverFocus • Financ • Fujinon • Geutebrueck • HID • GVD • Hikvision • JVC • Kamir • Koteks • Mercedes • Merit Lilin • Middle Point • Milestone • Panasonic • Pro Alarm • Protekt • Protekta • Samsung • Securitas BH • Siemens • Swarovski Optik • Tehnomobil • Tim System