

# SECURITY

## MIDDLE EAST

THE MAGAZINE FOR SECURITY AND SAFETY PROFESSIONALS

ISSUE 105 NOV/DEC 18

### SECURITY MIDDLE EAST

THE MAGAZINE FOR SECURITY AND SAFETY PROFESSIONALS

**Banking & Finance**  
Contactless payments: are they secure?  
PAGE 52

**CCTV**  
Which surveillance technologies will make their mark in 2019?  
PAGE 74

**Intersec 2019**  
Your guide to the region's biggest security event  
PAGE 79



## Looking to the future

Taking on the digital challenges with scalable solutions from ABUS PAGE 80

ISSUE 107 MAR/APR 19

### SECURITY MIDDLE EAST

THE MAGAZINE FOR SECURITY AND SAFETY PROFESSIONALS

**Is anyone listening?**  
Why voice alarms seem to carry more weight  
PAGE 40

**Cyber security**  
IoT vulnerabilities from DDoS attacks  
PAGE 47

**Demystifying OSDP**  
Moving to the next protocol  
PAGE 51



## Reaching for the cloud

The challenges facing cloud-based access control PAGE 25


ISSUE 108 MAY/JUN 19

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## HELP YOURSELF

Is the trend for self-service check-outs creating a security issue for retailers?  
PAGE 40



**Caught on camera**  
The new technologies powering today's security cameras  
PAGE 20

**Sensors of purpose**  
Optex celebrates 40 years in intruder detection  
PAGE 22

**Beyond shrinkage**  
Using surveillance for more than loss prevention  
PAGE 48

## ADVERTISING MEDIA PACK 2020

PRINT + ONLINE + INTERACTIVE

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# Reach over 42,000 security and safety



## the magazine

### Security Middle East magazine – the Middle East’s first choice for security technology news

Security Middle East magazine is the market leading publication for the security industry in the Middle East. This bi-monthly magazine is read by over 42,000 security professionals across the GCC and the Middle East and has a circulation of 14,000. We are an official media partner of all the leading trade shows and conferences in the region.

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

Security Middle East magazine also regularly focuses on specific installation areas such as banking, retail and airport security, analysing the key challenges facing security stakeholders involved in the protection of people and assets.

A regular new products section brings the reader vital, up-to-date information on the latest technology and solutions available to the regional market. Each issue also carries regional and international installation stories

offering best practice advice and clear examples of the latest technology in action.

The commercial security, safety and fire markets of the Middle East are all now at an exciting growth stage, with specialist local integrators working closely with equipment suppliers from overseas.

Integrators and installers are key to this market. It is their growing expertise through working with experienced international suppliers that is underpinning the development of both the security and safety sectors across the region.

It is also recognised that fire safety as a discipline has much development work ahead of it in most of the Middle East – which is why consultancy and training services are in strong demand. This is the reason why in 2008 we launched a sister publication called Fire Middle East to address this demand. With these two titles you will get a comprehensive picture of security developments across the region.

For more information visit our website at [www.securitymiddleeastmagazine.com](http://www.securitymiddleeastmagazine.com)

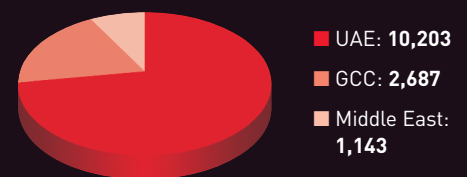
## the readers

Security Middle East Magazine has a circulation of 14,000 and a readership of over 42,000 (pass-on rate of 3 per issue). Our readers are based in the UAE, GCC and Middle East countries and work in a variety of sectors from banking and finance, through to retail, property management, the power industry and airport/ port security. We also reach security professionals in the military, civil defence, police, fire and safety sectors.

The magazine’s circulation was independently audited by the ABC (Audit Bureau of Circulations) in 2006 and is the only publication in the region’s security sector to have had an ABC certificate. This certificate verifies the circulation figures we quote giving you assurance that your advertising is reaching the right people. For more information visit the website at [www.abc.org.uk](http://www.abc.org.uk)

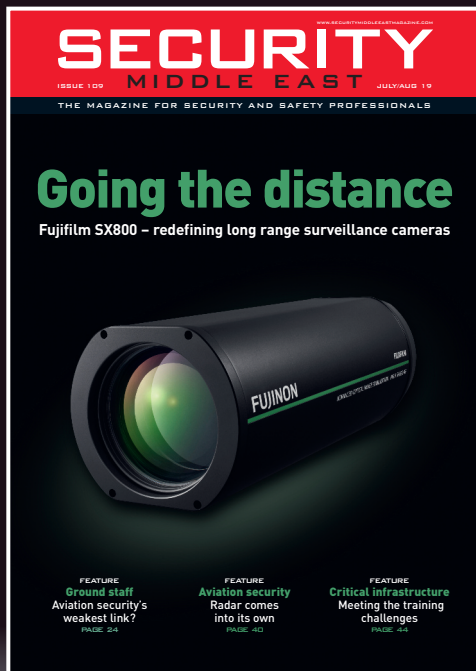
### circulation breakdown

Total circulation: 14,033



For further information and to view the latest issue visit: [www.securitymiddleeastmagazine.com](http://www.securitymiddleeastmagazine.com)

# Security professionals in the Middle East



## the website

Since the re-launch in January 2016 of [www.securitymiddleeastmagazine.com](http://www.securitymiddleeastmagazine.com) the magazine and website combined has firmly established itself as the most successfully integrated media platform in the GCC and Middle East region for security, safety and fire professionals.

With an average of over **28,000 hits per month** in the last nine months\* the website has generated well over **1.2 million page impressions** – confirming that not only do readers value our magazine but that the website is an equally integral resource for security professionals in the region.

As well as being able to read an online version of the magazine, visitors can keep up-to-date with the latest news stories as well as access and contact key security product suppliers and distributors.

**Ranked No: 1 on Google** the website is well optimised and provides a range of branding and interactive services including – homepage web banner and buttons, monthly group and solus ezines as well as our online directory and product showcase.

To ensure Security Middle East magazine stays interactive with its readers, every month we email an ezine/ newsletter to our **'opt in' database of over 40,000** senior buyers, installers, integrators and end-users. This service allows advertisers to promote their latest products and services. All news, reviews & features are also posted on the website for a further month to increase visibility.

Whatever your online needs – Security Middle East magazine online has the solution. Contact one of the online team to discuss your requirements.

\*Statistics taken from January to September 2018.

## the interactive magazine

SME and FME's fully interactive magazine, in association with Intersec, enables you to showcase your products and services directly to our readers in a totally new format. If you have a new product you want to demonstrate, showcase, promote or if you simply want to educate the market about an event you're attending then this platform enables you to do just that. Plus all web traffic is channelled directly back to your own site allowing them to get even further information about what your company has to offer.

## the editorial

Published bi-monthly, the magazine offers a wide range of promotional and marketing opportunities for all businesses selling into, and trading in the region.

Every issue includes: news; products & services updates; company profiles; articles from leading experts on a range of topical issues; **plus** case studies, product and technology features on key industry areas.

If you would like to submit a press release, news story, or article for consideration please contact the editor:

**Claire Mahoney**

T: +44 7812 106992

E: [sme@dovetailcomms.co.uk](mailto:sme@dovetailcomms.co.uk)

🐦 @smemag

## what our readers say

**"I found this magazine very attractive. It is packed with the latest advances and technology news. Thanks to all the team for this publication. It's great."**

Mohammad Azeem Aziz, project sales engineer (Abu Dhabi & Al Ain), security & L.V. systems division, Al Futtaim Engineering

**"Very informative and useful magazine for security & safety professionals, excellent magazine."**

Anil Issac John, technical manager, IT & security division, FirstTrading & Contracting Group, Kuwait

## 2020 features list

### January/February (Issue 112)

**INTERSEC SAUDI ARABIA 2020 ISSUE**  
(extra distribution of 4,000 copies at show)

- Intersec Saudi Arabia 2020 preview
- Biometrics
- Storage

### March/April (Issue 113)

- Access control
- Cyber security
- Healthcare and hospitality sector

### May/June (Issue 114)

- DVR and NVR recorders
- Perimeter protection
- Aviation sector security

### July/August (Issue 115)

- Cameras and domes
- Critical infrastructure
- Banking and financial security

### September/October (Issue 116)

- ID cards
- Retail sector security
- Detection technologies

### November/December (Issue 117)

**INTERSEC DUBAI 2021 ISSUE**  
(extra distribution of 8,000 copies at show)

- Intersec Dubai 2021 preview
- Smart technology
- Data protection

# SECURITY

## MIDDLE EAST

THE MAGAZINE FOR SECURITY AND SAFETY PROFESSIONALS

### advertising rates

#### Special Positions\*:

- Front cover: **US\$ 6,000**  
(plus two pages inside)
- Outside back cover: **US\$ 3,600**
- Inside front cover: **US\$ 3,400**
- Inside back cover: **US\$ 3,400**

#### Space requirements:

- Double page spread: **US\$ 5,000**
- Full page: **US\$ 3,000**
- Half page: **US\$ 1,700**

#### Series bookings:

- **5%** discount for two issues
- **10%** discount for three issues
- **15%** discount for four issues
- **20%** discount for six issues

\* Loose inserts and bellybands available upon request

### mechanical data

#### Double page spread (DPS)

- Bleed **303mm (h) x 426mm (w)**
- Trim **297mm (h) x 420mm (w)**

#### Full page

- Bleed **303mm (h) x 216mm (w)**
- Trim **297mm (h) x 210mm (w)**
- Type area **277mm (h) x 190mm (w)**

#### Half page

- Horizontal **126mm (h) x 185mm (w)**
- Vertical **260mm (h) x 90mm (w)**

#### Digital artwork requirements

- **Print-ready PDF**  
(300dpi, CMYK, fonts embedded)
- **QuarkXPress 2015 document**  
(+ fonts & images supplied)
- **Adobe InDesign document**  
(+ fonts & images supplied)
- **Adobe Illustrator EPS**  
(fonts outlined, images embedded)
- **Jpeg or Tiff image formats**  
(300dpi, CMYK)

Files can be sent on CD-ROM or via email. Please call your local sales representative for further details.

### online advertising

#### Top banner: homepage

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

#### Top banner: any other page

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

#### Large button: homepage

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

#### Large button: any other page

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

#### Large rotating button: homepage

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

#### Large rotating button: any other page

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

**Solus emails** **US\$ 1440**

**Group ezine** **US\$ 720**

**Directory listing** **US\$ 790**

for 12 month profile. Includes text, 3 images & links to your website.

### interactive magazine rates

#### Special positions:

- Interactive showcase: **\$1330**
- Full page advertisement: **\$890**
- Video page: **\$560**
- Front cover image: **\$1430**

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