

www.securitysa.com



SMART
SECURITY solutions

Intelligent insights into a high-risk digitally transforming world

2024 Media Kit

**Print, Online and Digital
Email News Briefs
Conferences
Online Events**



ABOUT

Sustainable solutions for intelligent, converged security in the digital age.

***SMART Security Solutions* provides relevant insights into security and risk issues, technologies and processes: physical, digital and converged.**

- Access control
- Surveillance
- Perimeter security
- Alarm & intrusion detection
- System integration
- IT infrastructure
- Identity management
- Fire & safety
- Building & facilities management
- Risk management
- Security services
- Cybersecurity
- Managed services
- X as a service

Our readers

- Physical, cybersecurity, IT installers and system integration professionals, consultants and specifiers who recommend, design or install sophisticated security systems and solutions.
- Suppliers of security services and solutions.
- Manufacturers, developers and distributors of security products.
- Security, risk, operations and IT decision-makers responsible for protecting their organisation's people, assets and profits across the following sectors:

- Commercial
- Healthcare
- Education
- Industrial & mining
- Entertainment & hospitality
- Residential & golf estates
- Transport
- Financial
- Warehousing & logistics
- Retail
- Government & parastatals
- Agriculture & rural

ABC certified circulation, reaching in excess of 3 800 specialist readers (excluding pass-along readership)
Detailed demographics available on request.

PRINT MEDIA/HANDBOOKS



SMART Access & Identity Handbook

- South Africa's only publication providing in-depth editorial coverage of physical and logical access control and identity management trends, opinions, best practices, case studies, and products.
- Including a directory of access and identity management suppliers and service providers.
- Includes the SMART Biometrics Selection Guide and the SMART Access Selection Guide.

SMART Mining Security Handbook

- Provides insight into the security challenges, both cyber, physical and converged, that must be overcome in the digital transformation efforts of mines in Africa.
- Covers the integration of traditional physical security solutions and their integration with digital solutions and services.
- Includes a directory of system integrators focused on security integration and operational convergence in the mining sector.

SMART Surveillance Handbook

- South Africa's most comprehensive source of in-depth editorial coverage on intelligent surveillance and related technology trends, opinions, best practices, case studies, and products.
- Including a listing of surveillance and related technology manufacturers, suppliers and service providers.
- Including the SMART Camera Selection Guide, the SMART Storage Selection Guide, and the SMART Analytics and AI Selection Guide.

SMART Estate Security Handbook

- Provides those responsible for securing estates, complexes, retirement villages and more with relevant, credible information regarding security services, technology and processes for today's high-crime environment.
- Including a directory of residential estate security suppliers and service providers.

SMART Perimeter and Intruder Detection Handbook

- A resource focusing on the latest products and integrated solutions in the perimeter, alarm and intrusion detection markets, from residential to commercial and industrial solutions.
- Including a listing of alarm, intruder and perimeter technology manufacturers, suppliers and service providers.
- Including the SMART Perimeter Selection Guide and the SMART Alarms & Intrusion Detection Selection Guide.

SMART Fire & Safety Handbook

- A guide to the latest standards, products and integrated solutions in the fire & safety market, as well as trends, opinions, best practices and case studies focused on fire & safety across all industries.
- Including a listing of fire and related technology manufacturers, suppliers and service providers.
- Including the SMART Fire & Safety Selection Guide.

SMART Security Business Directory (SSBD)

- South Africa's most comprehensive directory of security and security-related manufacturers, suppliers and service providers.
- Plus, product and services tables covering the full spectrum of the security industry.



DIGITAL MEDIA

www.securitysa.com

- All editorial is published on the website in logical, easy-to-navigate categories.
- The website includes all the content from the print publications, plus additional, exclusive online content.
- All content and advertising is accessible and easy to read no matter when, where or how it is accessed.
- Latest issue published online: HTML, PDF and e-Book format.

News Briefs

- Over 16 000+ decision-makers have requested to receive our news brief emails.
- News briefs are sent out every Tuesday, which keeps readers up to date with the most relevant opinions, news, products, trends and developments.

Editor's Choice News Brief

- Sent to 16 000+ opt-in subscribers every 6 weeks, starting 8 February 2024.
- Includes exclusive content generated by the editor and focused on the latest trends, technologies and industry news.

Electronic Direct Mail Marketing (EDM)

- 14 000+ readers have requested specialist security information directly from suppliers.
- A branded electronic mailer will be sent on your behalf to these readers.

www.sbd.africa

- South Africa's most comprehensive directory of security and security-related companies.
- Products and services covering the full spectrum of the security industry.
- The ideal place for professionals to begin their search for products and services.

SMART CONTENT 2024

Dynamic Insights in Print and Online

DATE	ISSUE	EDITOR'S CHOICE NEWS BRIEF
January	SMART Access & Identity A guide to access control and identity management in the digital world.	The Year Ahead
February		Transport & Logistics & Warehousing
March Deadline: 26 February	SMART Mining Security A guide to protecting and managing people and assets in digitally transforming mines. <ul style="list-style-type: none"> • OHS • Perimeter • Open Areas • Underground Security & Communications 	Smart/Safe City
April	News Briefs: Securex Preview	Financial
May Deadline: 15 April	SMART Surveillance A guide to intelligent surveillance solutions for security and operational efficiency.	Local Innovation
June		Industrial & Manufacturing
July Deadline: 10 June	SMART Estate Security A guide to the latest in estate security and operational self-sufficiency. <ul style="list-style-type: none"> • Estates • Complexes • Golf/Specialist Estates • Gated Communities • Boomed Areas • Plots & Smallholdings 	Commercial
August		Cyber Resilience
September Deadline: 12 August	SMART Alarms, Intruder Detection and Perimeter A guide to the latest in alarm, intruder detection and perimeter solutions.	Agricultural & Rural
October Deadline: 6 September	SMART Security Business Directory (SSBD) Plus the SMART Security Annual Year Planner	Retail
November Deadline: 14 October	SMART Fire and Safety A guide to the latest standards, products and integrated solutions in the fire & safety market as the world moves to digital solutions.	SMART Home Automation & Security

CONFERENCES AND EVENTS 2024



DATE	CONFERENCE	ONLINE EVENT
January		Surveillance & AI Webinar/Round Table
February	SMART Estate Security Conference Cape Town 22 February 2024	The Future of Distribution in South Africa Round Table
March		Mining Webinar/Round Table
April	SMART Surveillance Conference 10 April 2024	
May		Convergence Webinar/Round Table Securex Seminar Theatre Programme
June	SMART Mining Conference 25 June 2024	
July		Estate Security Webinar/Round Table Alarms, Perimeter & Intrusion Detection Webinar/Round Table
August	SMART Security Convergence Conference 22 August 2024	
September		Fire & Safety Webinar/Round Table
October	SMART Estate Security Conference Johannesburg 24 October 2024	
November		SMART Access & Identity Round Table

PRINT RATES 2024

Advertising rates and sizes (excluding VAT)

Full colour	Insertions			
	Size	Casual	2+	5+
	1/4 A4	R18 700	R18 000	R16 900
	1/3 A4	R22 600	R21 600	R19 100
	1/2 A4	R26 100	R24 900	R22 800
	A4	R38 200	R36 100	R32 600

Special positions	Loose inserts
Outside Front Cover *R52 100	1 page (2 sides) R23 200
Inside Front Cover Rate on request	2 pages (4 sides)..... R30 100
Inside Back Cover Rate on request	per page thereafter..... R 3 000
Outside Back Cover..... Rate on request	

*Includes production, 50-word cover story, A4 lead page, LinkedIn post, four banners on the weekly news brief. Design must comply with Technews' design policy. The graphic must be exclusive to Technews Publishing.

Sponsored content

Sponsored content on www.securitysa.com

- All supplied content will be edited to Technews style and will be marked as **Sponsored Content**.
- Eight supplied editorials in a 12-month period (maximum 1000 words per editorial piece, two high-resolution images, plus logo).
- Eight 450 x 75 middle banners on news brief, one per month to run with article.
- The articles will be placed in a relevant category on the website and will also be included in a news brief.

Cost: R38 600 excl. VAT

DIGITAL RATES 2024

Digital/Online Advertising Rates

The SMART Security Solutions (www.securitysa.com) website, SSBD (www.ssbdafrica.com) website, news briefs and electronic direct mailers can effectively communicate your message to our niche audiences in a highly cost-effective and measurable fashion.

Sponsorships

Our online advertising works in terms of sponsorships, designed to position the advertiser as a leading player in their particular sectors. We have several sponsorships available.

Homepage	Cost per month			
	Casual	3-5	6-11	12
Leaderboard				R10 500
Skyscraper	R 9 900	R 8 900	R8 100	R 6 600
Buttons	R12 700	R11 500	R9 200	R 6 400
180 x 150	R 6 000	R 4 700	R4 200	R 3 500

Categories Sponsorships	Cost per month			
	Casual	3-5	6-11	12
Leaderboard	R9 900	R8 600	R7 500	R6 300
Skyscraper	R7 200	R6 500	R6 200	R4 700
180 x 150	R4 900	R4 500	R3 700	R2 900

Weekly News Briefs (Sent every Tuesday)	Cost per week			
	Casual	3+	12+	24+
Leaderboard	R7 900	R9 400	R8 100	R5 900
450 x 75 middle banner	R7 200	R6 000	R5 200	R4 300
600 x 100 bottom banner	R4 900	R6 500	R5 900	R4 500

Editor's Choice News Briefs (Sent every six weeks, on a Thursday)	Cost per month		
	Casual	3+	6+
450 x 75 middle banner	R7 900	R6 600	R6 000
600 x 100 bottom banner (sponsorship)	R9 900	R9 200	R7 800

Electronic direct mailers

- Rates on request.
- Mailer to be supplied as per Technews specifications.

Notes

- All rates exclusive of VAT.
- Rates quoted are cost per month.
- Online rates are exclusive of banner design, any custom integration of web interactivity and form design.
- Discounts are determined by the number of insertions placed within a 12-month period.
- Advertising placed by overseas advertisers is subject to a 5% service fee, to cover the costs of international money transfer and related bank and administrative charges.
- Online advertising is invoiced in the month prior to the month in which the adverts will be loaded.

EVENT SPONSORSHIPS

Each in-person event will offer the following sponsorship opportunities.

1 x Platinum sponsor @ R55 400 ex VAT

- This sponsorship package includes:
- Four people from your company to attend the conference.
 - Tabletop display space (4 m x 1 m) at the conference.
 - Two standard pull-up banners at your tabletop display.
 - Inclusion of one brochure in each delegate bag.
 - Branding recognition as a sponsor on the electronic delegate invitations.
 - Branding as a sponsor on the conference website.
 - Four dedicated social media posts leading up to the conference.
 - A4 full-colour advertisement and a 650-word editorial in the relevant handbook.
 - Banner (450 x 75) on two news briefs before and after the event.
 - Access to contact details of guests who opt-in to share their information.
 - Participation in the sponsor panel discussion (details below).
 - Publication of a conference review online featuring your company's logo.
 - Option to provide give-away/promotional gifts (optional).
 - Your chance to shine, with a 15-minute presentation – kindly note that the duration is not to exceed this time limit.

2 x Gold sponsorship packages @ R43 500 ex VAT each

- This sponsorship package includes:
- Three people from your company to attend the conference.
 - Tabletop display space (3 m x 1 m) at the conference.
 - Two standard pull-up banners at your tabletop display.
 - Inclusion of one brochure in each delegate bag.
 - Branding recognition as a sponsor on the electronic delegate invitations.
 - Branding as a sponsor on the conference website.
 - Two social media posts leading up to the conference.
 - 1/2 A4 full-colour advertisement and a 400-word editorial in the relevant handbook.
 - Access to contact details of guests who opt-in to share their information.
 - Participation in the sponsor panel discussion (details below).
 - Publication of a conference review online featuring your company's logo.
 - Option to provide give-away/promotional gifts (optional).

Silver sponsorship packages @ R34 800 ex VAT each

- This sponsorship package includes:
- Two people from your company to attend the conference.
 - Tabletop display space (2 m x 1 m) at the conference.
 - Two standard pull-up banners at your tabletop display.
 - Inclusion of one brochure in each delegate bag.
 - Branding recognition as a sponsor on the electronic delegate invitations.
 - Branding as a sponsor on the conference website.
 - Access to contact details of guests who opt-in to share their information.
 - Publication of a conference review online featuring your company's logo.
 - Option to provide give-away/promotional gifts (optional).

Sponsor panel discussion

The conference agenda will include an interesting panel discussion that focuses on the latest technologies and solutions. The conference host will moderate these discussions, providing sponsors with a chance to display their company's knowledge, technologies, and solutions. This is an excellent opportunity to educate the audience and promote your expertise and relevant experience in the field. Sponsors must ensure that their chosen representative for the panel discussion is knowledgeable about the topic/sector and comfortable with public speaking.

* Please note that sponsorships are booked on a first-come, first-serve basis.

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Booking terms and payment terms

To secure your sponsorship booking, please ensure it is confirmed in writing, and an initial payment of 50% of the package cost is made upfront. Bookings are not guaranteed until the 50% deposit is paid. The remaining balance of the sponsorship is to be settled no later than the Monday before the event.