

**a&S** Middle East  
Professional media for complete security solutions

2024  
MEDIA  
KIT

MEDIA | PLATFORM  
FOR | CONNECTING



1

Video Surveillance

2

Smart Solutions

3

Fire Alarm

4

IoT

**a&s** Middle East

Professional media  
for complete security  
solutions

Acces Control

5

Cyber Security

6

IT/ICT

7

Public Audio &  
Voice Alarm

8

## a&S Media Group

- Global media network for commercial security, cyber security, IoT, ICT, smart solutions, automation and mobility
- Part of Messe Frankfurt, the owner and organizer of Intersec and Secutech
- Six a&S magazines (cca. 450 000 copies annually)



## About Us



**PRIVUS**  
A G E N C Y

- Privus Agency represents a team of professionals with 18 years of experience in the fields of marketing, event management, and consulting, being an integral part of a&s Group, which is established in 1991.
- a&s Middle East bi-monthly magazine provides market analysis, in-depth reports, updated vertical applications, and market trends to industry leaders.
- Connect2B is a unique industry professional network with customized company profiles, direct networking, effective market place, and virtual events, with over 5,700 registered professionals from 111 countries.

**a&s** Middle East  
Professional media for complete security solutions

 **CONNECT2B**  
MAXIMIZED MATCHMAKING CONNECTIVITY

## a&S Middle East Magazine

- Professional bi-monthly magazine on complete solutions for commercial security, cyber security, IoT, ICT, smart solutions, automation and mobility
- Encompasses the industry insights and trends for the Middle East market.
- Annual subscription:

[Print](#)  
[Digital](#)

Publishing frequency: 6 issues annually  
Pages: 64–76  
Technical profile: Paper: matte, 115 g (inside block), 200 g for cover page  
Print: 4/4 C; binding: glued; format: 210 x 282  
Cover page: laminated paper.

### TECHNICAL SPECIFICATIONS

- Magazine is published with 6 issues per year.
- 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, 2024.
- 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).



**a&s Middle East** offers latest news and insights on video surveillance, access control, intrusion detection, fire alarm, mechanical protection, man guarding, cyber security, artificial intelligence, IoT, big data, smart homes and buildings, industrial automation, information, and communication technology to Middle East region professional channel players.

## SOCIAL MEDIA DEMOGRAPHICS

### Business Nature

<b>System integrators</b>	<b>26%</b>
<b>Distributors / Dealers</b>	<b>23%</b>
<b>End users</b>	<b>18%</b>
<b>Installers</b>	<b>14%</b>
<b>Reseller</b>	<b>11%</b>
<b>Designers</b>	<b>8%</b>

### Job Function

<b>Sales</b>	<b>22%</b>
<b>Business Development</b>	<b>20%</b>
<b>Marketing</b>	<b>12%</b>
<b>Operations</b>	<b>9%</b>
<b>Engineering</b>	<b>5%</b>
<b>Information Technology</b>	<b>5%</b>
<b>Program and Project Management</b>	<b>4%</b>
<b>Product Management</b>	<b>3%</b>
<b>Others</b>	<b>20%</b>

### Country

<b>Saudi Arabia</b>	<b>31%</b>
<b>UAE</b>	<b>23%</b>
<b>Bahrein, Oman</b>	<b>21%</b>
<b>Qatar</b>	<b>11%</b>
<b>Kuwait</b>	<b>11%</b>
<b>Others</b>	<b>3%</b>

### Industry

<b>Security and Investigation</b>	<b>19%</b>
<b>IT Services and IT Consulting</b>	<b>16%</b>
<b>Appliances, Electrical and Electronics Manufacturing</b>	<b>15%</b>
<b>Software Development</b>	<b>12%</b>
<b>Telecommunications</b>	<b>9%</b>
<b>Marketing Services</b>	<b>8%</b>
<b>Others</b>	<b>21%</b>

# Editorial Opportunities

- Interviews
- Reports
- Markets
- Case Studies
- Product & Systems
- Corporate News
- Product News

**50**  
TRENDS, CHALLENGES, AND THE CHANGING LANDSCAPE IN 2022

## SECURITY 50: A SECURITY INDUSTRY RESHUFFLING IN THE CARDS?

In 2022, global security witnessed economic shifts, geopolitical tensions, and a profound impact on the security industry, which is anticipated to continue its growth trajectory

**Source:** [www.asiafire.com](https://www.asiafire.com)  
**Published:** [www.asiamiddleeast.com](https://www.asiamiddleeast.com)

**Keynote:** Security in 2022: Trends, Challenges, and the Changing Landscape in 2022

**Impact on security**

So how did these factors affect the security industry? The impact was significant. In 2022, the global security market is expected to grow by 11.8 percent, with the Asia-Pacific region leading the way. This growth is driven by several factors, including the increasing demand for cybersecurity, the expansion of the smart city market, and the growing focus on physical security. The security industry is also expected to see significant investment in research and development, particularly in areas such as artificial intelligence, machine learning, and cloud-based security solutions.

**The Future of Security**

The past couple of years have seen a lot of change in the security industry. From the rise of cloud-based security to the increasing focus on physical security, the industry is constantly evolving. In 2022, we expect to see continued growth in the security industry, with a particular focus on cybersecurity and physical security. The industry is also expected to see significant investment in research and development, particularly in areas such as artificial intelligence, machine learning, and cloud-based security solutions.

**14** **WISN Middle East**  
www.asiamiddleeast.com

**The security market is expected to see growth in 2023 and 2024, with video surveillance equipment predicted to grow by 11.8 percent and 10.2 percent, respectively.**

### INTERVIEW

## PLANNING SECURITY, REGULATION AND INNOVATION WILL ENHANCE CYBER RESILIENCE IN THE MIDDLE EAST

**Dr. Mohamed Elmaghrabi, Director of Cyber Security at the National Cyber Security Centre, discusses the challenges and opportunities in the region.**

**Current Trends**  
**THREAT AND RISK LANDSCAPES ARE EVOLVING**  
Criminals adapt quickly and so must the security industry, we all need to focus on anticipating future threats

**By:** [thomas@asiamiddleeast.com](mailto:thomas@asiamiddleeast.com)

In the past the security industry has been largely reactive, but now it is becoming more proactive. This is due to the increasing number of cyber attacks and the growing awareness of the risks associated with cyber security. The industry is also becoming more innovative, with the development of new technologies and solutions that can help to protect against cyber threats. This is a positive trend, as it shows that the industry is taking steps to stay ahead of the threat landscape.

**Dr. Mohamed Elmaghrabi**  
Director of Cyber Security at the National Cyber Security Centre

**In this digital world, crime now has no geographical boundaries and we all must start thinking outside the box and look further into the future for the protection of critical infrastructure, assets, and data**

**Ideal platform for security professionals**  
The security industry is constantly evolving, and security professionals need to stay up-to-date with the latest trends and technologies. This is where a platform like ASIA Middle East can be helpful. It provides a comprehensive overview of the security industry, including news, analysis, and insights. It is a valuable resource for security professionals who want to stay informed and ahead of the curve.

### INTERVIEW

## PLANNING SECURITY, REGULATION AND INNOVATION WILL ENHANCE CYBER RESILIENCE IN THE MIDDLE EAST

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### PRODUCTS & SYSTEMS

## ASSA ABLOY

**ASSA ABLOY**

**A CLIQ GO KEY SYSTEM SIMPLIFIES ACCESS CONTROL FOR SMALL BUSINESSES**

**CLIQ Go key-operated access management is built to make security easier for small and medium-sized businesses (SMBs). It also offers a new way for locksmiths and business managers to work together for mutual benefit.**

**By:** [thomas@asiamiddleeast.com](mailto:thomas@asiamiddleeast.com)

In a digital world, the biggest risk we face is a security breach. This is why it is so important to have a secure system in place. CLIQ Go is a key-operated access management system that is designed to be easy to use and install. It is a great solution for small and medium-sized businesses that need a secure access control system. CLIQ Go is also a great solution for locksmiths who want to offer a new service to their customers.

**ASSA ABLOY**

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# 2024 Editorial Calendar

<b>January/February 2024</b>	<b>Issue No. 7</b>
Cover story	Burglar Alarm Technologies
Vertical markets	False Alarms Reduction
Products & systems	Intrusion Detection and WiFi
Other topics	Body-worn Cameras
<b>March/April 2024</b>	<b>Issue No. 8</b>
Cover story	Video Surveillance
Vertical markets	ANPR
Products & systems	Storage (Servers and Hard Drives)
Other topics	Access Control, Cloud, Personal Data Protection
<b>May/June 2024</b>	<b>Issue No. 9</b>
Cover story	Public Address & Voice Alarm
Vertical markets	Intercoms
Products & systems	Perimeter Protection
Other topics	Fence and Buried Sensors, Drones

<b>July/August 2024</b>	<b>Issue No. 10</b>
Cover story	Fire Detection and Suppresion
Vertical markets	Video-based Fire Detection
Products & systems	Legislation and Standards
Other related topics	
<b>September/October 2024</b>	<b>Issue No. 11</b>
Cover Story	Smart Home
Vertical markets	Lighting
Products & systems	Cyber Security
Other topics	Mechanical Protection, PSIM and VMS, Money and Valuables Transport
<b>November/December 2024</b>	<b>Issue No. 12</b>
Cover Story	Security 50 Research
Vertical markets	Biometrics
Products & systems	Privacy Protection
Other topics	Electronic Article Surveillance, Man Guarding

## ALL THEMES ARE SUBJECT TO CHANGE

Note: Not all themes will have a dedicated cover feature; however, all themes will at least have a roofline promo.

### INNER PAGES

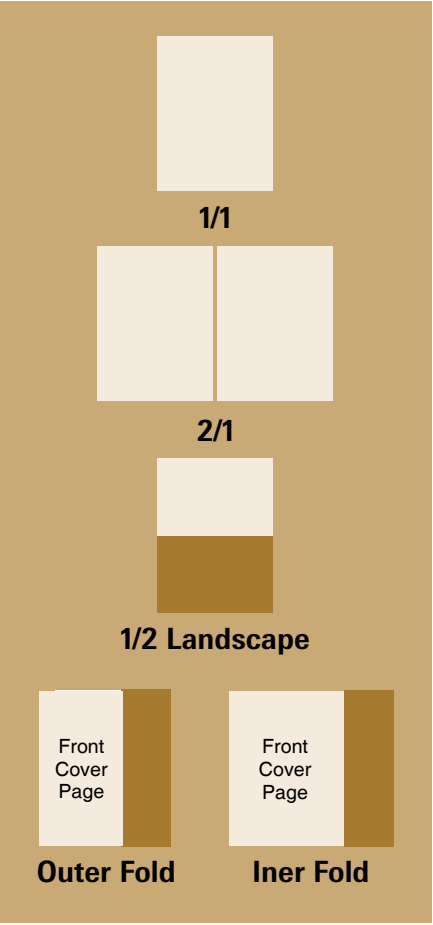
Format	Dimensions (mm)	Prices per issue (USD)
2/1 (Double page)	420×282	4 500
1/1 (Full page)	210×282	2 500
1/2 (Half page)	210×141	1 500

### SPECIAL POSITIONS

Position	Dimensions (mm)	Prices per issue (USD)
Front cover	210×282	On demand
Fold on the front cover page	90×282	4 000
Pages 2-18	210×282	3 000
Pages 2-18 (double page)	420×282	4 500
Back cover	210×282	4 000
Insert Add - Ons, without production	100 g max.	1 500
Insert Add - Ons, with production	100 g max.	On demand

### MARKET AND CONTACTS

Vignette	Dimensions (mm)	Yearly price (USD)
6 issues	42/50	2 000



**www.asmiddleeast.com** is designed to meet the needs of professionals in the field of security and it offers a variety of options for getting in touch with the international audience and market.

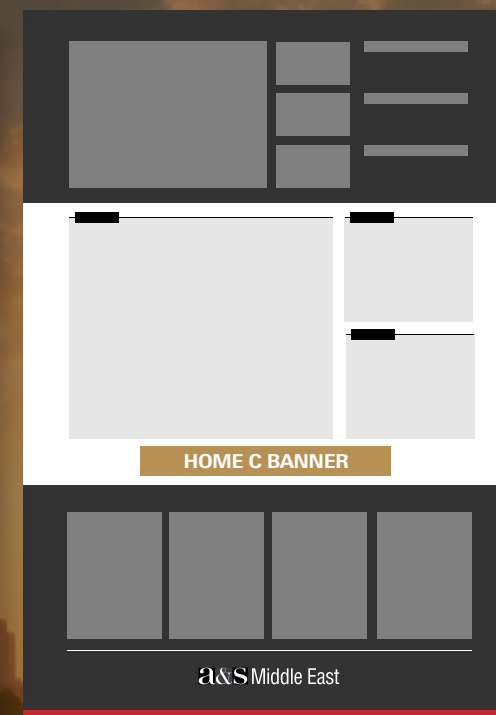
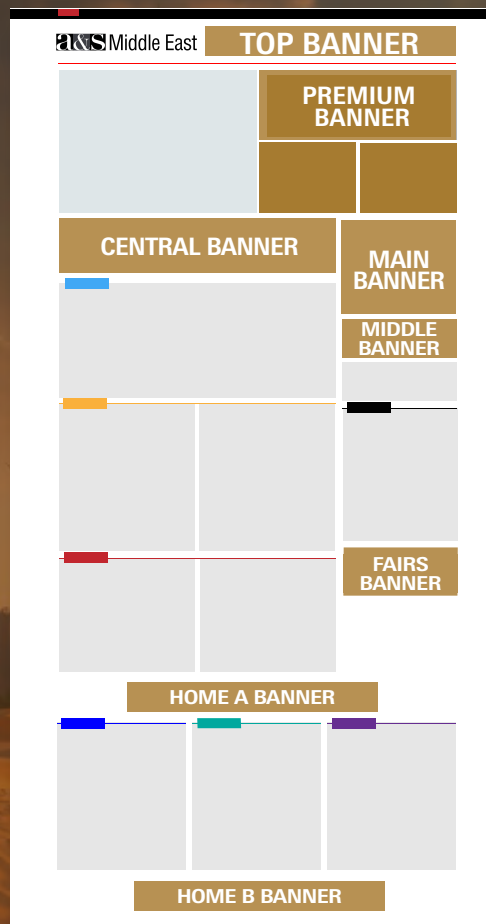
### Banner Positioning on Page (USD)

Banner	Size (px)	monthly
Top	729x90	750
Central	729x150	700
Main	300x250	500
Middle	300x100	350
Fairs	300x150	Available only for events.
Home A	729x90	525
Home B	729x90	500
Home C	729x90	475
Pop-up	600x400	1 200
Premium	457x280	Available only for sponsored articles.

### SPONSORED ARTICLES

Sponsored article is a PR text consistent with the topics and format of a&s Middle East’s editorial content. It includes illustrations and a link to the web site of an advertiser.

Sponsored article + Premium banner: **1 200 USD / month**



### WEB STATISTIC

- Visits: 180 000
- Impressions: 960 000
- Engagement rate: 52,74%

*\*Data reflects metrics for 2023.*

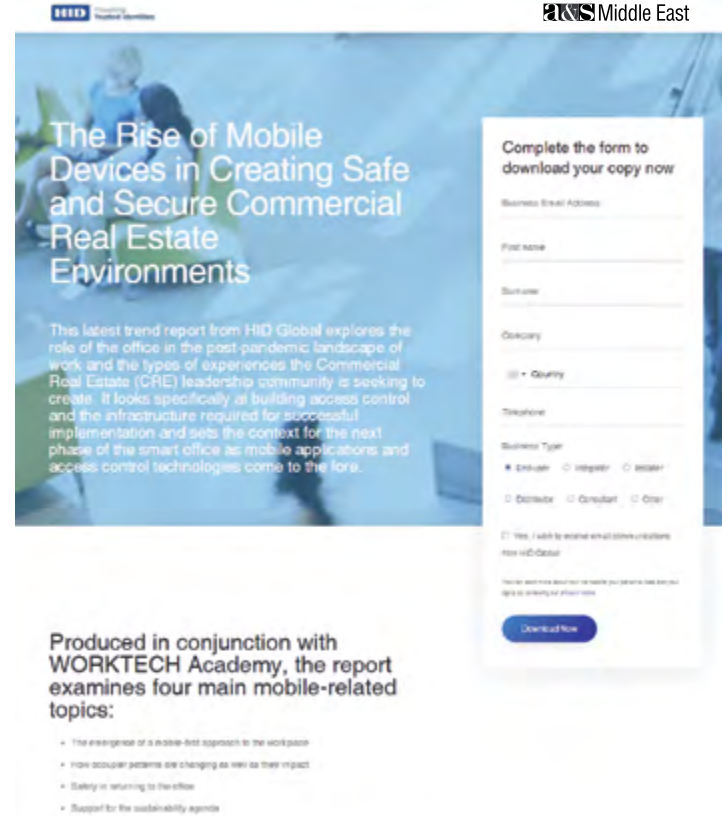
## Whitepaper

The whitepaper is a persuasive, authoritative, and in-depth report on a specific topic which discusses a particular problem with a feasible solution.

The goal is to educate on a particular issue as well as to explain and promote methodologies, products, and solutions.

- Setting up the tailor-made landing page and uploading the different content including but not limited to video, article, and the mandatory white paper. **A form to collect data on downloads of the white paper is set up accordingly, too.**
- Setting up a web banner on asadria.com (Pop-up banner position) as a primary promotional gateway to the landing page.
- Executing targeted promotional campaigns:
  - a. Dedicated newsletter to our database inviting readers to check the content
  - b. Written and published article on asadria.com homepage (Premium banner position)

**Price: 1 800 USD / month**



# Newsletter

We send our newsletter to thousands of our subscribers of industry professionals.

## Featured:

- creating and emailing an HTML newsletter
- banner ads in the newsletter
- linked textual and multimedia content promotion

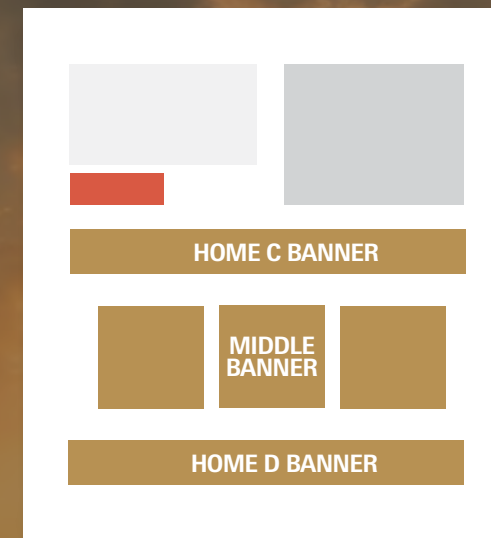
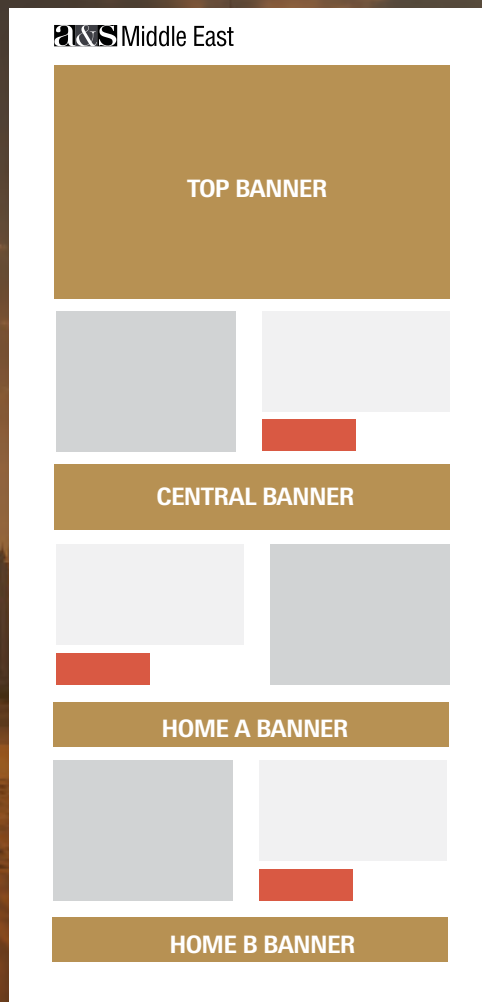
## Price per sending: 1 000 USD

- Newsletter design: 500 USD
- Textual content promotion: 300 USD
- Multimedia content promotion: 300 USD

## Newsletter statistic

- Subscribers: 2 769
- Open rate: 15,17%
- Click through rate: 4,91%

***\*Data reflects metrics for 2023.***



## Services Banner ad publishing (USD)

Top	700x487	900
Central	700x144	525
Home A	700x105	475
Home B	700x105	450
Home C	600x82	425
Middle	225x188	300
Home D	600x82	300

## Price List (USD)

### Subscription (yearly)\*

Print	99
Online	Free

### Magazine (per issue)

Advertisement (inner pages)	
2/1	4 500
1/1	2 500
1/2	1 500

### Special positions

Front cover page	On demand
Fold on the front cover page	4 000
Pages 2-18	3 500
Pages 2-18 (double page)	4 500
Back cover	3500
Insert Add - Ons, without production	1 500
Insert Add - Ons, with production	On demand

### Markets and Contacts

Vignette (yearly)*	2 000
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### Web (per month)

<b>Banner</b>	
Pop-up	1 200
Top	750
Central	700
Main	500
Middle	350
Fairs - Available only for events.	
Home A	525
Home B	500
Home C	475

Premium - Available only for sponsored articles.

### Newsletter (per sending)

Featured	1 000
----------	-------

### Banner

Top	700x487	900
Central	700x144	525
Home A	700x105	475
Home B	700x105	450
Home C	600x82	425
Middle	225x188	300
Home D	600x82	300

### DISCOUNT SCHEME (# of times)

3x	5%
6x	10%
9x	15%
12x	20%

\*Discount Scheme is not applicable.

## Digital Marketing Packages

		Silver	Gold	Platinum
Social Media Marketing Management with graphic design and posting per month	Posts per month	15	18	21
	Stories per month	6	8	8
	Number of social media platforms	3	3	4
	Google My Business posts	X	18	8
Existing Website Maintenance	Web Enhancement Hours Per Month	5	8	21
	Response Time	72	48	24
	Graphic Designing	✓	✓	✓
	Social Media Integration	✓	✓	✓
	Speed Optimization	✓	✓	✓
	Improving UX/UI	✓	✓	✓
	Plugins Upgrades	✓	✓	✓
	Security Enhancement	✓	✓	✓
	Spam Cleanup	✓	✓	✓
	Website Backup	✓	✓	✓

Website Legal Forms	Drafting Privacy Policy		✓	✓
	Drafting Terms and conditions			✓
	Drafting Refund Policy			✓
	Drafting Cookie policy		✓	✓
	Drafting Disclaimer			✓
	GDPR Compliant subscription page		✓	✓
SEO	All pages Optimization		✓	✓
	Keyword research & selection			✓
	Keyword mapping to target pages			✓
	Title Tags & Meta descriptions			✓
	Header Tags Optimized			✓
	XML sitemap creation & submission			✓
	Image optimization		✓	✓
Multimedia Production	Up to 5 min video shooting storytelling and editing / year	1	2	4
	60 seconds video shooting and editing interviews / year		4	8
	30 seconds video shooting and editing   Customer testimonial / month		4	8
Live Stream Support (streaming to multiple platforms same time)	YouTube Live stream support		1	2
	Facebook Live stream support		1	2
Copywriting	Basic Website Pages Copywriting		✓	✓
	Up to 5 Blogs Copywriting			✓
	Social Media posts Copywriting captions	✓	✓	✓



Paid Ads Management	LinkedIn Sponsored Ads Management	✓	✓	✓
	FB & Instagram sponsored ads management	✓	✓	✓
	FB Pixel setup and management			✓
	Google Ads management	✓	✓	✓
Email Marketing Campaign	Monthly Newsletters		1	2
	E-mail tracking		✓	✓
Analytics	Google website analytics report		✓	✓
	Social media analytics reports	✓	✓	✓
Bonus	PODCAST annual interview	✓	✓	✓
Technical Support	On Call / WhatsApp technical support	10am - 17pm week-days	10am - 17pm week-days	10am - 22pm weekdays
Monthly Subscription price per month (USD)		1 200	1 900	3 000

## Multimedia Marketing Packages

		Basic	Advance	Pro
Social Media Video Production for Reels / TikTok and Shorts	Social Media 1 min Video Shooting & Editing (Single Session)	5	10	20
	Headshots studio Photoshoting Single session	10	15	20
	Teaser Video Slides with licensed music	1	2	4
		Basic	Advance	Pro
Social Media Video Production for single event	Social Media 1 min Booth / products Video Shooting & Editing	2	5	7
	Social Media 1 min Interview/testimonial Video Shooting & Editing	2	5	7
	Headshots studio Photoshoting Single session	10	15	20
	On Booth recorded podcast session up 45 min	1	1	1
	Teaser Video Slides with licensed music	1	2	2
Price per month (USD)		1 700	3 000	5 500

## Yearly Package Pricing (USD)

		DIAMOND 24 000	PLATINUM 14 000	GOLD 10 000	SILVER 7 000	BRONZE 1 500
<b>Magazine Ad</b>	Full Page	6	6	3	2	
	Double Page (optional)*	2	1			
	Market & Contacts (Vignette)	n	n	n	n	n
	# of delivered magazine print copies	4	3	2	2	2
<b>Magazine Editorial</b>	Report/ Markets	4	3	2	1	
	Case Study/ Product & Systems	4	3	2	1	1
	Corporate News/ Product News	6	5	4	3	1
<b>Web</b>	Banner (# of months)	Top 12	Central 9	Home A 6	Home B 3	Home C 3
	Sponsored Article	12	11	7	5	1
	Whitepaper (# of months)	3	3	1	1	
<b>Newsletter (12 issues per year)</b>	Article	12	11	7	5	1
	Banner (# of sendings)	Top 9	Central 6	Home A 3	Home B 3	Home C 3
<b>Digital Marketing (# of posts optional)</b>	a&s TV (YouTube)	6	4	2	1	
	LinkedIn	12	8	6	4	
	Facebook	12	8	6	4	
	Instagram	12	8	6	4	
	Twitter	12	8	6	4	
<b>Special Services</b>	Promotional Insertation (optional)	2	1			
	Event Report**	3	2	1		
<b>Connect2B Membership</b>	Registration & Messaging	Premium	Premium	Advanced	Advanced	Standard

\* Can be opted for instead of Full Page.

\*\* Complete event report includes video and photo production in addition to the summary article. Travel costs are not included.



**a&S Middle East**  
Professional media for complete security solutions

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