


PROTECTOR

05|2019
Ausgabe Mai
47. Jahrgang

 ASW Bundesverband –
Allianz für Sicherheit in der Wirtschaft e.V.

schlütersche
www.sicherheit.info



Gemeinsam
Gas geben
Wie Hekatron die Digitalisierung im Brandschutz

Bitte neutral

2020 MEDIA DATA

sicherheit.info

schlütersche

1 Brief description

PROTECTOR is a leading magazine for the security industry in the German-speaking countries. The regular contents in the field of security technology include industry segments like access control, hazard detection technology, burglary protection, perimeter protection, video surveillance, fire protection and mechanical security. In the field of economic protection, the main topics are among others security services, armored vehicles, insurance, risk management, measures against industrial espionage and the protection of critical infrastructures. All main topics concerning security technology and economic protection are also part of the homepage hosted by PROTECTOR: sicherheit.info.

2 Frequency 12 issues including 2 special editions

3 Volume 48. volume 2020

4 Web-address (URL) <https://www.sicherheit.info>

5 Membership –

6 Organ ASW Bundesverband

7 Publisher Schlütersche Verlagsgesellschaft mbH & Co. KG, Hannover

8 Publishing house Schlütersche Verlagsgesellschaft mbH & Co. KG
 Office address Gögginger Straße 105a, 86199 Augsburg
 Phone +49(0)821 319880-0
 Fax +49(0)821 319880-80
 E-Mail vg-augsburg@schluetersche.de
 Internet sicherheit.info

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10 Advertising sales Karoline Lohner (Vice Advertising Sales Manager), lohner@schluetersche.de
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11 Distribution department

Phone +49(0)511 8550-2638
 Fax +49(0)511 8550-2405
 E-Mail vertrieb@schluetersche.de

12 Subscription price (including shipping costs)

Annual subscription:	€ 163.00
abroad	€ 170.50
Single retail price (plus shipping costs)	€ 18.00

13 ISSN 0256-4319

14 Volume analysis 2018 = 10 issues + 2 special editions

Magazine formatDIN A4
Total content 1 040 pages = 100.0 %
Editorial content 912 pages = 86.7 %
Advertising content 128 pages = 13.3 %
Loose inserts8 pieces

15 Editorial content analysis 2018 = 912 pages

Industry-News	32 pages = 3.5 %
Companies & markets	28 pages = 3.1 %
Cover topics	49 pages = 5.4 %
Security technology	260 pages = 26.6 %
Market surveys	27 pages = 3.0 %
Products/Trade Show reports	142 pages = 15.6 %
Security management/ASW	146 pages = 16.0 %
Topic, Editorial, Content, Preview, Credits	58 pages = 6.4 %
Fire-Prevention-Special, Access-Special, Video-Special	170 pages = 18.6 %
	<hr/>
	912 pages = 100 %

16 Circulation control



Audit Bureau of Circulation

17 Circulation analysis

Copies per issue on average July 1st 2018 thru June 30th 2019	
Print run	10 596
Actually distributed circulation (tvA)	10 509
Sold circulation	2 927
– subscriptions	2 787
– sale by retail	–
– other sale	303
Free samples	7 419
Rest-, archive- and specimen copies	87

thereof abroad	1 223
thereof abroad	440
thereof abroad	2 218

18 Geographic distribution analysis

Economic area	percent of actually distributed	
	%	copies
Germany:	88.4	9 286
Abroad:	11.6	1 223
Actually distributed circulation:	100.0	10 509

18.1 Distribution German according to Nielsen areas

	%	copies
Nielsen 1: (Hamburg, Bremen, Schleswig-Holstein, Lower Saxony)	13.97	1 297
Nielsen 2: (North Rhine-Westphalia)	23.57	2 189
Nielsen 3a: (Hessen, Rhineland-Palatinate, Saarland)	15.51	1 440
Nielsen 3b: (Baden-Wuerttemberg)	14.13	1 312
Nielsen 4: (Bavaria)	18.02	1 674
Nielsen 5 – 7: (Berlin and Eastern Federal States)	14.79	1 374
tvA Germany	100	9 392

19 Industry sector/Recipient structure

Recipient structure	divisions *	quote of adresen in %	number of recipients
Authorities	Offices, municipal facilities, transport companies, waste disposal companies, police etc.	5.68	4 644
Services	Security services, hotels, consulting, engineering offices and planners, chambers, etc.	12.95	10 600
Wholesale and retail trade	shopping centres, petrol stations, consumer markets, etc.	6.78	5 547
Health care	Hospitals, medical practices, residential care homes, ambulance services, etc.	4.30	3 520
Property and real estate administration	Real estate management, housing associations, etc.	0.26	211
Handcraft	on-site-installers, electricians, other craftsmen	8.37	6 849
Industry	Construction industry, chemistry, metal industry, energy industry, IT and software, security technology etc.	45.61	37 322
Banking and insurance industry	banks, credit institutions, insurance companies, etc.	4.15	3 398
Agriculture and forestry	Agricultural enterprises, forestry enterprises, etc.	0.03	23
Logistic	public transport, aviation and shipping, forwarding agencies, logistics service providers, etc.	3.65	2 987
Media	Publishing houses, printers, radio, film and television companies, etc.	0.45	368
Public facilities	jails, airports, schools and universities, museums, leisure facilities etc.	3.57	2 920
other receivers		4.20	3 443
total adresses		100	81 832

* details on divisions on demand

20 Size of economic unit

Number of employees	percent of actually distributed circulation	
	%	copies
1–49	0.9	100
50–99	12.2	1 287
100–199	22.8	2 390
200–499	8.2	863
> 500	7.9	828
Others	36.4	3 818
Germany	88.4	9 286
Switzerland, Austria and Benelux-Countries, foreign countries	11.6	1 223
Acually distributed circulation:	100	10 509

20.1 Job characteristic: Areas of responsibility: not collected

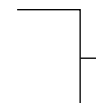
21.2 Job characteristic: Position in the company

Function / Position	Percentage of circulation actually distributed	
	%	copies
Security	9.0	943
Management	64.3	6 761
Technical management	2.8	290
Development, research, design management	1.7	177
IT-/organisation management	1.6	170
Authorized signatory, department and branch management	1.3	135
Commercial management	2.7	286
Purchasing	1.6	172
Others	15.0	1 575
Actually distributed circulation:	100	10 509

22 Education

23 Age

24 Local size classes



Details were not requested because the useful value of this journal is not dependent on this.

1 Circulation

(according to AMF schema 2, number 17)

Print run 10 650 copies
Actually distributed circulation:..... 10 600 copies

2 Magazine format 210 mm wide, 297 mm high, DIN A4
Type area 175 mm wide, 248 mm high
Number of columns 4 columns = column width 40 mm

3 Printing and binding, print documents

Offset printing; adhesive binding. Delivery of digital print documents is required (see information „digital print documents“).

Cost prices will be charged for files that are not accurate in size and for the generation of color ads.

4 Dates

Frequency 10 issues per year plus 2 specials
Date of publication refer to date and editorial calendar
Advertising deadline refer to date and editorial calendar

5 Publishing company Schlütersche Verlagsgesellschaft mbH & Co. KG Augsburg

Office address Gögginger Straße 105a, 86199 Augsburg
Advertising department
Phone +49(0)821 319880-0
Fax +49(0)821 319880-80
E-Mail..... vg-augsburg@schluetersche.de

6 Terms of payment

On payment within 8 days after invoice date 2 % discount, but 30 days after invoice date without deduction.

Bank collection procedure is possible. VAT no. DE 115 697 748

Bank details

For advertising and sales invoices:

Commerzbank Hannover (BLZ 250 800 20), account no. 111 118 800
IBAN no: DE 84 2508 0020 0111 1188 00, BIC: DRESDEFF250

8.2 Positioning

Across spine add 10 % to b/w basic price

9 List of supply entries* print and online and on-site-installers

(see page 18)
per line 15.00 €
Logo per entry 39.00 €

* Supply entries are only bookable as annual order = 12 issues, are not discountable and will be extended for one year at a time until revoked.

10 Special forms of advertising / advertorials – on request

11 Discounts (when purchasing within one insertion year)

Series discounts

3 ads	5 %
6 ads	10 %
12 ads	15 %

12 Combinations

Larger acquisitions and multiple year orders on request.
Also advertise in further publications of our publishing company.
You can achieve a high market penetration and get discount advantages.

13 Bound inserts

Special formats on request. When an order is placed a sample has to be submitted. Please deliver bound inserts in an untrimmed format of 216 mm width x 303 mm height (adhesive binding), multiple-page bound inserts folded.

Paper weight	130 g	170 g	over 170 g
2 pages	3 275.– €	3 610.– €	3 960.– €
4 pages	4 910.– €	5 410.– €	5 940.– €
8 pages	7 365.– €	8 110.– €	8 920.– €

Different paper weights on request

7 Advertising formats and prices

Colour prices include standard colours in accordance with Euroscale.

Format	basic price in 4c €
1/1 page	4 180.–
Juniorpage	2 910.–
1/2 page horizontal 1/2 page upright	2 690.–
1/3 page horizontal 1/3 page upright	2 170.–
1/4 page horizontal 1/4 page upright 1/4 page 2 columns	1 720.–
1/8 page horizontal 1/8 page 2 columns	955.–

Preferred positions	2nd cover, 4c	4 885.– €
	3rd cover, 4c	4 755.– €
	4th back cover 4c cover, 4c	4 885.– € on request

Type setting and litho costs

Technical costs for typesetting and corrections are charged at cost price and are not discountable.

8 Surcharges

8.1 Colour surcharges

Metallic colours, special colours (for example HKS) and colour surcharges on request.

14 Loose inserts

total circulation	price p. thousand	total circulation	price p. thousand
up to 25 g	300.– €	up to 40 g	381.– €
up to 30 g	327.– €	up to 45 g	408.– €
up to 35 g	354.– €	up to 50 g	435.– €

Heavier inserts, partial inserts and possible postage on request.
Maximum format 205 x 290 mm.

15 Tip-ins

Postcards in combination with an ad or bound insert.

Insert charge for DIN A6 format with a weight up to 5 g	750.– €
plus glueing costs per thousand	on request
plus distribution costs	on request

Samples/CDs/booklets

Prices and glueing costs on request along with submission of a binding sample.

Supply quantity for inserts and postcards and so on is 11 000 copies.
The publisher reserves the right to increase the circulation on special occasions.

16 Delivery address for positions 13 to 15

Dierichs Druck+Media GmbH & Co. KG
receiving department / gate 2, Frankfurter Straße 168,
D-34121 Kassel

Acceptance times: Monday to Friday, 7:00 am to 6:00 pm
or by special arrangement.

receiving department, Phone +49(0)561 60280-362

Delivery note: trade magazine PROTECTOR, issue ...

Delivery free printer. Delivery at least 10 days before publication.

You can find our general terms and conditions on our homepage:
<http://schluetersche.de/AGB>

Magazine format: A4 (210 x 297 mm)


Cover
 S: 194 x 220 mm
 A: –



1/1 page
 S: –
 A: 216 x 303 mm



Juniorpage
 S: 115 x 165 mm
 A: 138 x 193 mm



1/2 page horizontal
 S: 175 x 121 mm
 A: 216 x 154 mm



1/2 page upright
 S: 85 x 248 mm
 A: 106 x 303 mm



1/3 page horizontal
 S: 175 x 79 mm
 A: 216 x 108 mm



1/3 page upright
 S: 55 x 248 mm
 A: 74 x 303 mm



1/4 page horizontal
 S: 175 x 58 mm
 A: 216 x 85 mm



1/4 page upright
 S: 40 x 248 mm
 A: 58 x 303 mm



1/4 page 2 columns
 S: 85 x 121 mm
 A: 106 x 154 mm



1/8 page horizontal
 S: 175 x 26 mm
 A: 216 x 51 mm



1/8 page 2 columns
 S: 85 x 58 mm
 A: 106 x 85 mm

S = type area
A = bleed size incl. 3 mm trim each side

Digital print documents

The following conditions have to be met for a correct processing of digital print documents:

Preferred data format

Printable PDF or X-3 files (with embedded fonts and image files).

Please save to trimmed size without trim and register marks, etc.

When delivering open files (incl. fonts and high-resolution images) as well as files from programs such as WORD, EXCEL, PowerPoint, Pagemaker or CorelDraw, we cannot take responsibility for the quality of the advertisements. Extra costs are charged according to effort for these formats.

Images files

Resolution of colour or grey scale images at least 300 dpi

Line drawing at least 600 dpi

Colour

CMYK, no RGB or special colours

Print method

Web offset printing, adhesive binding

Data transfer

Email: anzeigendaten-pro@schluetersche.de

In case of larger data volumes delivery via NextCloud. Please ask in advance.

File information

Please state magazine_issue_advertiser when sending the data and send exact order data as well as an authoritative printed version of your advertisement.

Colour advertisements also require a proof that corresponds to the recommendations by FOGRA or ECI for web-offset printing. Type of proof and paper category on request.

The publisher assumes no responsibility for colour deviations and text positions in the advertisement, if files were not saved in the formats specified above and no colour-reference proofs were sent.

Technical costs

Work costs will be charged for designing/producing advertisements and changing templates that do not correspond to size as well as handling all templates that do not correspond to the printing method.

Technical requests/contact

E-Mail to: anzeigendaten-pro@schluetersche.de

Phone +49(0)511 8550-2522

PROTECTOR Specials – Essentials for decision-making:

- expert forums and comments on current topics and trends
- detailed articles on technologies, regulations and standards
- product news related to all relevant security systems and their components

PROTECTOR Special Video Surveillance



Publishing date:
30 April 2020

Advertising deadline:
8 April 2020

Target groups for advertisers:
Manufacturers and vendors of video surveillance technology and software (IP-basing, HD-SDI, analog), storage media, system integrators.

PROTECTOR 6/2019 Special Fire Prevention



Publishing date:
15 June 2020

Advertising deadline:
25 May 2020

Target groups for advertisers:
Manufacturers and vendors of fire detecting systems, emergency exit systems, voice alarm systems, fire extinguishing systems, alarm management systems.

PROTECTOR Special Access Control



Publishing date:
2 July 2020

Advertising deadline:
12 June 2020

Target groups for advertisers:
Manufacturers and vendors of access control equipment (electronic, mechatronic, mechanical), identity cards, biometric solutions, one-by-one passage systems.

Topics / Issues 2020	1-2	3	4	Video Special	5	6	Access Control Special	7-8	9	10	11	12
Date of publication	07.02.	25.02.	09.04.	30.04.	19.05.	15.06.	02.07.	20.08.	09.09.	15.10.	09.11.	01.12.
Deadline for advertising / printing documents	20.01.	05.02.	20.03.	08.04.	28.04.	25.05.	12.06.	31.07.	20.08.	25.09.	20.10.	11.11.
Editorial deadline	14.01.	30.01.	16.03.	31.03.	20.04.	19.05.	08.06.	21.07.	14.08.	18.09.	13.10.	10.11.
Trade shows	Perimeter Protection (N) 14.–16.01.	Light + Building (F) 08.–13.03. Fensterbau/ Frontale (N) 18.–21.03.	Hannover Messe (H) 20.–24.04.		Ifsec (L) 19.–21.05.	Sicherheits-Expo (M) 24.–25.06. Feuertrutz (N) 24.–25.06.		Security (E) 22.–25.09. Vorbericht	Security (E) 22.–25.09. Ausstellerberichte	it-sa (N) Security (E) 25.–28.09. Nachbericht	Protekt (L) Sicurezza (IT) SPS (N) 24.–26.11.	
Events			Einreichungsphase PROTECTOR Award 17.02.–13.03.		Abstimmungsphase PROTECTOR Award 01.04–08.06.	Verleihung PROTECTOR Award 24.06. Sicherheits-Expo						
Focus topic	Industry, Retail	Banks, Data Centres	Public Institutions, Schools, Museums	Expert forum, basic knowledge, technology trends and products and systems for video surveillance, SD network cameras, HD network cameras, encoders, digital storage systems, video management software, monitors.	Public Transportation, Airports, Train stations	Critical Infrastructure, Public Security	Expert forum, basic knowledge, technology trends and products and systems for access control (electronic, mechatronic and mechanical access control systems, card personalization, biometrics, key management, personal separation), access control centers, readers, stand-alone terminals, ID card personalization, biometrics.	Events, Sport arenas	SECURITY SPECIAL	Office Buildings and Public Areas	Traffic Monitoring, Parking, Tunnels	Hotels, Hospitals
Video Surveillance Analogue, HD-SDI and IP-based video systems, CCTV and network cameras, codecs, switches, storage systems, transmission, monitors, IP intercom, accessories, video management software (VMS), cloud services, video content analysis, artificial intelligence (AI), IoT applications, smart home security solutions and many more.	✓	✓	✓		✓✓	✓		✓✓		✓	✓✓	✓
Electronic & Mechanical Access Control Networked and stand-alone access control systems as well as components, ID cards, ID management, identification technologies, readers, biometrics, mechanical, mechatronic and electronic locking systems, cloud applications, Bluetooth Low Energy (BLE), NFC, elevators, key management, locks, smart home security solutions and many more.	✓	✓	✓✓		✓	✓		✓		✓	✓	✓✓
									Trade fair guide with service information for visitors. Includes hall plans, exhibitor lists, and product highlights. Also featuring articles on all major trends and technologies shown at Security 2020.			

Topics / Issues 2020	1-2	3	4	Video Special	5	6	Access Control Special	7-8	9	10	11	12
Fire Prevention Structural, technical and organisational fire protection, fire detectors, fire alarm systems, extinguishing systems, smoke and heat extraction systems (SHEVS), voice alarms, escape route systems, parking systems, elevators, ventilation, building information modeling (BIM), planning and much more.			✓			Fire Prevention Special					✓	✓
Perimeter Protection Fences, barriers, sirens, drones, detection systems, motion detectors, dialling devices, software, infrared technology, light barriers, fogging systems, magnetic contacts, accessories, planning and many others.	✓✓				✓			✓			✓	
Alarm Systems Burglar alarm systems, alarming, control centre equipment, IP intercom, risk management systems, motion detectors, personal emergency call systems, location systems, operational radio, planning and much more.	✓✓		✓							✓✓		✓
Mechanical Security Fittings, doors, windows, foils, safes, burglary protection, locks, glass, windows, locking elements, grilles, shelters, smart home security solutions, key management, barriers and much more.		✓								✓		✓
IT-Security Data centers, physical IT security, IT fire protection, IT security management, data carrier storage and destruction, encryption, UPS, artificial intelligence, IOT applications managed and digital lab services and much more.		✓✓				✓				✓		
Security Management Risk and disaster management, security concepts, industrial espionage and crime, corruption, compliance, money and value transports, armoured vehicles, security consulting and planning, security services and equipment	✓	✓	✓		✓	✓✓		✓✓		✓	✓	✓

1 **Web-address (URL)**

<https://www.sicherheit.info>

2 **Brief characterization**

You will find a large number of high-quality specialist articles, interviews, news and product news about security technology, services and economic protection on our portal. In addition to classic banner formats, sicherheit.info also attracts readers' attention with billboard ads and text ads. The offer is supplemented by a weekly newsletter and a stand-alone newsletter to over 3,300 subscribers.

3 **Target groups**

Specialists and executives from companies - decision-makers from the security and IT sectors as well as installers, planners and system houses and security-conscious private users.

4 **Publishing house / contact partners in editorial and sales**

Schlütersche Verlagsgesellschaft mbH & Co.KG

Editorial contact:	Andreas Albrecht	+49(0)821 319880-70
Advertising contact:	Karoline Lohner	+49(0)821 319880-78
Advertising contact:	David Holliday	+49(0)821 319880-66
Content Management:	Miriam Lenz	+49(0)821 319880-53

User statistics:

on request (source: Google Analytics)



The portal
of the security industry
sicherheit.info

1 Advertising formats and prices

Advertising form	Standard form	Price per week	Price per month
Billboard-Ad	970 x 250 px	1 020.–	3 880.–
Skyscraper	120 x 600 px	480.–	1 870.–
Wide Skyscraper	160 x 600 px	510.–	1 940.–
Super Skyscraper	200 x 600 px	580.–	2 200.–
Wallpaper	728 x 90 px / 160 x 600 px	1 650.–	6 270.–
Fireplace-Ad	1 125 x 270 px / twice 160 x 600 px	2 100.–	7 980.–
Advertising form	Content		Price per month
Display-Ad			1 710.–
Advertorial			3 100.–
Sponsored Post			4 370.–

2 Discounts

6 months	5 %
12 months	10 %

3 Data formats

PNG, GIF, JPG (max. 40 kB), HTML5 (max. 400 kB)
Please note with HTML5 banners: Deliver elements in a zip file, integrate a fallback solution for non-compatible browsers

4 Delivery address

Please send your advertising material for your campaign by E-Mail to:
anzeigendaten-pro@schluetersche.de

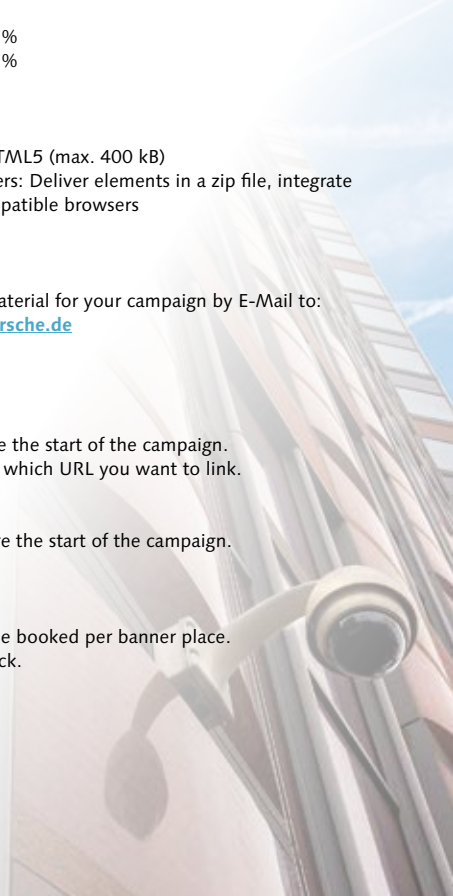
5 Term of delivery

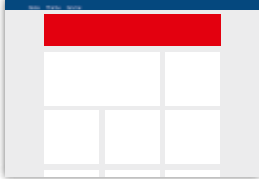
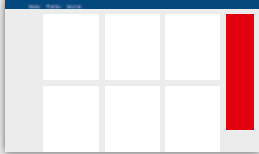
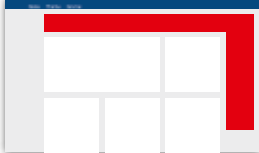
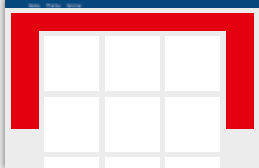
Banner:
Delivery **7 working days** before the start of the campaign.
Please inform us on delivery to which URL you want to link.

Content advertising:
Delivery 14 working days before the start of the campaign.

6 Rotation

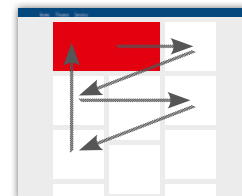
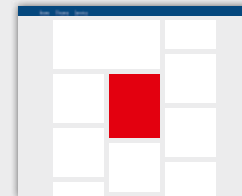
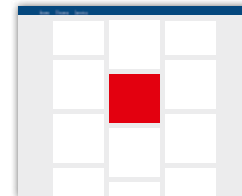
A maximum of 5 banners can be booked per banner place.
The rotation takes place per click.



Standard advertising	Formats	Placement	
Billboard-Ad	970 x 250 px	Below the horizontal navigation bar and above the first editorial tile; cross-page advertising format	
Skyscraper* Wide Skyscraper* Super Skyscraper*	120 x 600 px 160 x 600 px 200 x 600 px	To the right and left of the content; cross-page advertising format	
Wallpaper*	728 x 90 px, 160 x 600 px	Above and to the right of the content; cross-page advertising format	
Fireplace-Ad*	1 125 x 270 px, twice 160 x 600 px	Above, to the left and right of the content; cross-page advertising format	

* Banners are not delivered on all devices.

Content	Description
<p>Display-Ad</p>	<p>Fixed placement in the upper message area of the start page at tile position 5 over the entire runtime.</p> <p>Landscape format picture 16:9, roof line (up to 30 characters*) must be supplied, headline (up to 55 characters*), teaser or explanatory text (up to 156 characters*) and link to a desired URL.</p>
<p>Advertorial</p>	<p>Fixed placement on tile position 5 over the runtime.</p> <p>Image, headline, title and teaser are played on the start page.</p> <p>Link to an article page.</p> <p>Material to be supplied: landscape format 16:9, roof line (up to 30 characters*), headline (up to 55 characters*), teaser (up to 156 characters*).</p> <p>For the linked article, send a text of up to 3,000 characters.</p>
<p>Sponsored Post</p>	<p>Placement: The Sponsored Post starts at position 1 and moves over the Runtime in the upper message area.</p> <p>Further advantages: Search engine optimization and findability via Google.</p> <p>Your tile will remain on our homepage even after the end of the term.</p> <p>A landscape format picture 16:9 is to be supplied.</p> <p>a text of up to 5,000 characters and up to 10 images.</p> <p>In addition, call-to-action variants such as surveys, competitions, videos or picture galleries can be integrated</p>



*characters incl. spaces

1 Name**Sicherheit.info-Newsletter****2 Brief characterization**

Once a week the editorial staff of PROTECTOR sends the free sicherheit.info-Newsletter with all important messages from the fields of safety engineering.

3 Target group

Specialists and executives from companies - decision-makers from the security and IT sectors, as well as installers, planners and system houses and security-conscious private users.

4 Frequency of publication

Once a week (Tuesday)

5 Publishing house/Contact persons in editorial and sales departments

Schlütersche Verlagsgesellschaft mbH & Co.KG

Editorial Contact:

Andreas Albrecht

+49(0)821 319880-70

Advertising contact:

Karoline Lohner

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Advertising contact:

David Holliday

+49(0)821 319880-66

Content Management:

Miriam Lenz

+49(0)821 319880-53



1 Prices and Advertising formats

Advertising form	Format	Price/sending in €
Premium-Banner	468 x 60 - 90 px	450.–
Fullbanner	468 x 60 px	270.–
Text-Ad	image, headline, text, link	410.–
Stand-alone- Newsletter		2 800.–

3 Data format

PNG, GIF, JPG (max. 40 kB), HTML5 (max. 400 kB)
Please note with HTML5 banners: Deliver elements in a zip file,
integrate a fallback solution for incompatible browsers.
Outlook cannot display animated ads.

4 Delivery address

Please send your advertising material for your campaign per
E-Mail to anzeigendaten-pro@schluetersche.de

5 Term of delivery

Delivery 7 working days before the start of the campaign.
Please inform us on delivery to which URL you want to link.



Premium-Banner

Placement: above the first article
Format: 468 x 60 - 90 px



Stand-alone-Newsletter

Content is provided by the customer and sent to the subscribers of the sicherheit.info newsletter.
Content, layout and design are adapted to the look and feel of the regular newsletter.
Further information on content and design options on request.

Fullbanner

Placement: in the content area
Format: 468 x 60 px

Text-Ad

Placement: in the content area
Material to be supplied: image (width 180 px),
Headline (max. 55 characters),
text (max. 300 characters incl. spaces)

Supply entries and entries in on-site-installers print and online

Present your company on sicherheit.info

Choose your category according to your individual need or marketing strategy and present it to the interested parties of industry, economy or other sectors.

You must not be missing in this directory under any circumstances.

Features Classified Directories	Premium
Complete contact details including email address and URL to your homepage	✓
Company logo including company profile with up to 1,500 characters (incl. spaces)	✓
Selection of the desired main category	✓
Price per year	600 €



Time Schedule

All important dates at a look.

From seminars to training courses, advanced training courses, roadshows to trade shows - here you will find all the important dates in the industry.



schedule for events	Premium
Appointment	✓
venue, discription and contact details of the event/ the organizer	✓
Classification into given categories	✓
max. of 2 links of someone's own choice	✓
File attachments as pdf possible (e.g. agenda of the event)	✓
Price per entry/month*	€ 290

*Price for multiple entries on request.

Lead Generation.....schlütersche

Why Lead Generation?

Your target group is looking for information on our websites. Offer a solution there and you will get contacts who already have a concrete interest in your topic or product.

DGSVO compliant

All contacts are generated strictly in accordance with EU-DSGVO and can be used without risk for your marketing and sales communication.

You will receive qualified contacts from us - professional-Campaign management and reporting included.

- ✔ **Whitepaper or Webinar**
- ✔ **Promotion Package: Application at the Website and Newsletter**
- ✔ **Further qualification measures can be implemented individually**



Target group specific advertising campaigns..... schlütersche

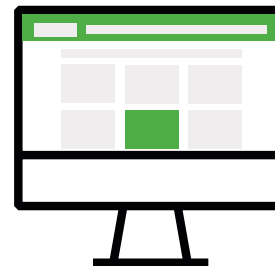
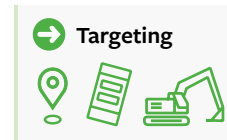
Take advantage of our high coverage advertising campaigns and reach your target group precisely by means of Programmatic Advertising.

You will receive qualified contacts from us - professional campaign management and reporting included.

Our experienced campaign management puts every advertising campaign into practice according to your individual specifications. Make use of our expertise and the rich possibilities.

- ✔ **Individual consultation and set-up of the campaign**
- ✔ **Advertising formats according to IAB standard for Desktop & Mobile**
- ✔ **Channels for playout individually selectable**
- ✔ **Detailed reporting at the end of the year of the campaign**
- ✔ **All around carefree: we create all advertising media for you (optional)**

Campaign
price
on request



Sponsored Post with reach campaign..... schlütersche

Even more visibility for your topic: Position yourself with a relevant article and achieve even more reach in your target group with a campaign

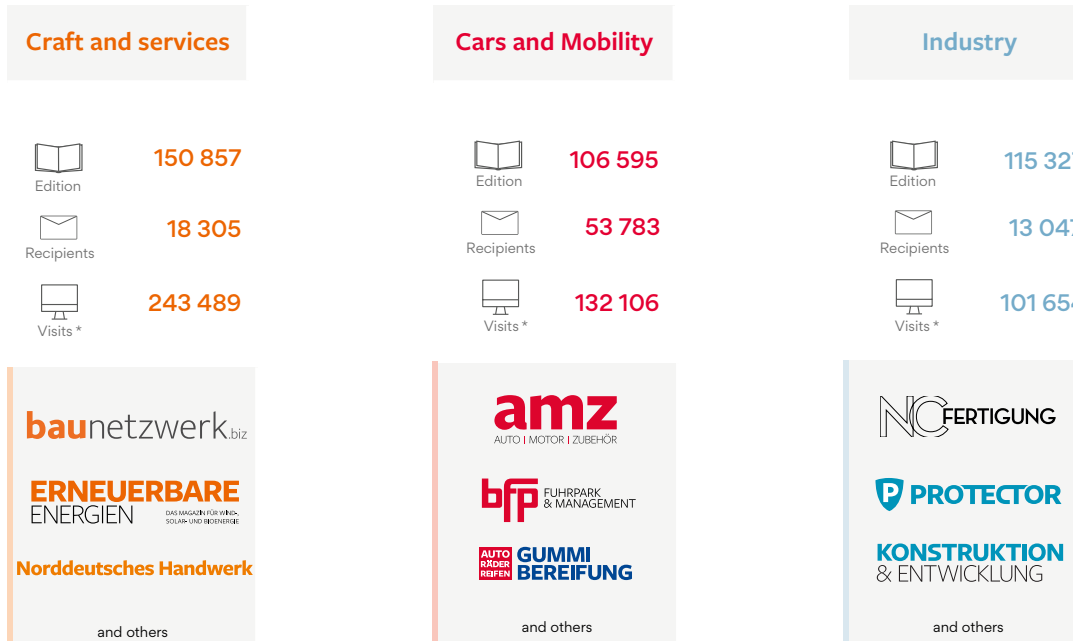
- ✓ **Sponsored Post in a high-quality environment**
- ✓ **Increased reach for your content across all relevant channels**

You will receive all the services of a Sponsored Post plus a reach campaign tailored to your needs.

- ✓ **Targeted campaign across all major advertising networks**
- ✓ **Google Ads incl. retargeting via our campaign management**
- ✓ **Text advertisement in the newsletter**
- ✓ **Social media posting through our channels**
- ✓ **Extension through our other, thematically appropriate publications & channels**



Channel marketing schlütersche



Schlütersche offers you **direct contact to decision-makers** in many industries. Take advantage of the full advertising potential through our channel marketing.

* Ø monthly





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