

Mönch

Media 2009



Safety & Security

PUBLISHED
BIMONTHLY
IN ENGLISH

INTERNATIONAL

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Germany

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Safety & Security

INTERNATIONAL

- Is the bimonthly magazine covering all aspects of modern security technology, requirements, procurements, programmes.
- Is the media platform for providing access to and influence within security establishments worldwide.
- Is the international platform for personal interaction with senior Politicians, Industrialists and Security Specialists.
- Is a unique strategic and tactical level resource to inform political, industrial and security decision-makers.

Distribution Analysis

11 %	Ministries * (Interior; Foreign Affairs; Justice; Transport; Environment; Trade; Finance; Health Care; Science; Defence)
24 %	Civil Security and Disaster Management Organisations and Authorities* incl. Emergency Services, First Responders, NGOs
22 %	Law Enforcement * incl. Police; Border Police, Customs, Special Forces
18 %	Public Transport *(Air, Land, Sea); Public Facilities
22 %	Industry incl. Associations; Organisations
3 %	Research and Development

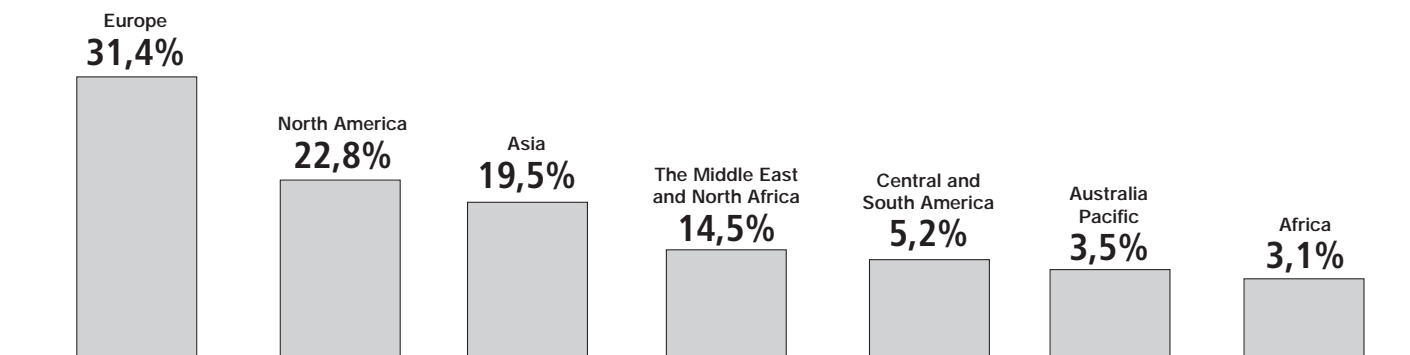
* incl. Procurement Organisations and Authorities

Readership Analysis

Leadership Level	6 %	Ministers, Secretaries of State, Head of Departments;
	8 %	CEOs, CFOs, CTOs, Presidents, Chairmen, Members of the Board;
	5 %	Commanders, Senior Officers resp. Officials, Decision Makers and Budget Authorities.
Leadership Medium Level	18 %	Head of Administration, Research and Development; Section Leaders, Project and Program Managers;
	12 %	Experts for IT, Technique/Engineering, Production, Operations;
	16 %	Head of Marketing, Sales, Services, Business Development;
	7 %	Merchants, Engineers;
Leadership Working Level	10 %	Commanding and Operations Officers resp. their civil or non governmental equivalents.
	8 %	Managers for Products, Services, Marketing, Sales, Development, Procurement and Administration;
	6 %	Operators, Technicians;
	4 %	Platoon Commanders resp. their civil or non governmental equivalents.

Geographical Breakdown of distribution by Regions

Grand Total 12.847 copies = 100%



Magazine Size: 285mm high by 210 mm wide
Type Area: 256 mm high by 185 mm wide
 Full bleed page
 291 mm high by 213 mm wide incl. space
 Double bleed page for cutting
 291 mm high by 426 mm wide
 Double page spread
 256 mm high by 396 mm wide
 Two half pages across gutter
 126 mm high by 396 mm wide

Advertisement Sizes:

Size	Height	by	Width mm
2/1 pages	256 mm	by	396 mm
full page	256 mm	by	185 mm
3/4 page	256 mm	by	138 mm/ 192 by 185
2/3 page	256 mm	by	122 mm/ 170 by 185
junior page	185 mm	by	126 mm
1/2 page	256 mm	by	90 mm/ 126 by 185
2/2 page	126 mm	by	396 mm
1/3 page	256 mm	by	62 mm/ 85 by 185
1/4 page	126 mm	by	90 mm/ 62 by 185
1/8 page	62 mm	by	90 mm/ 43 by 126/ 29 by 185

Rate Card No.: 2

Effective January 2009

Circulation 12,847

Covers:
 2nd cover € 8.650
 3rd cover € 8.250
 4th cover € 9.000

Surcharges:
 Special Color: € 2,000
 Special Size: € 400
 Special Position: € 400
 Box Fee: € 15

Discounts:

These are applicable to individual companies for individual titles, not to companies grouped under a single representative, or across multiple titles.

(2009 calendar year only)
 2 ads 3%
 4 ads or 3 pages 7%
 6 ads or 5 pages 10%

Employment advertising: 10%

Size:	b/w	2-c	3-c	4-c
2/1		€		
1/1		€		
3/4		€		
2/3		€		
Junior / Island		€		
1/2		€		
2/2		€		
1/3		€		
1/4		€		
1/8		€		

Subject: Security technologies, requirements, procurements and programmes in the field of international security

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E-Mail: advert@moench-group.com
Frequency: 6 issues per year

Closing date for reservations: See editorial schedule

Terms of payment: 30 days after invoice date, no discount.
Bank account: Deutsche Bank Bonn acc. 326 659000
 (BLZ / Sort Code 380 700 59)
 BIC: DEUTDEDK380
 IBAN: DE55 3807 0059 0326 6590 00
 Sparkasse Bonn acc. 310 13667
 (BLZ / Sort Code 380 500 00)
 BIC/SWIFT: BONSDE33
 IBAN: DE60 3805 0000 0031 0136 67

Special Conditions: 1. A one-off charge of € 250 will be applied for minor amendments to advertising copy (e.g. Exhibition "flashes", spelling corrections)

Basic type:

Printing specifications:

Color:

Printing material:

2. Any advertisement across the gutter smaller than 2/2 in size will attract a 30% surcharge.

Garamond 8/8

Offset to 120 screen for b/w ads

Offset to 150 screen for color ads

European Scale, otherwise special color surcharge

Please observe the details provided on the attached sheet DATA FORMATS, DATA CARRIER, ISDN TRANSFER. For colour advertisements proof scales are required - otherwise the publisher cannot be held responsible for the publishing results based on copy material supplied in electronic form. Proof sheets will not be provided.

Miscellaneous:

The Mönch Publishing Group reserves in principle the right to accept advertisements, alter text, publish and change advertisements. Competitors cannot be excluded. Color, as well as b/w films produced upon order of the client and translations will be invoiced at production costs.

We cannot accept liability for errors in translation as we provide this only as a special service to the client.

Advertisements may be cancelled up to the closing date for reservations, colour advertisements until 14 days before closing date for reservations.

Cover pages may not be cancelled.

Competency: City of Bonn (Federal Republic of Germany)
 Sales tax will be additionally billed.



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Editorial Programme 2009



Safety & Security

INTERNATIONAL

AD = Advertising Reservation Deadline
AC = Advertising Copy Deadline
PD = Publication Date

Safety & Security International Preview 2009

Depending on progress Safety & Security International will include latest developments in the security market and procurement. Thus this schedule is subject to change. Contributions and suggestions from our readers are very welcome.

Issue 1/2009

AD: 13 February 2009
AC: 16 February 2009
PD: 03 March 2009

- Security in the Far East – Examples from Singapore and Malaysia
- Case of Emergency – The State of Preparedness for large-scale Disasters in Europe
- Institute for Security and Civil Protection, Joint Research Centre
- Civil Emergency Planning in NATO
- Interpol – The Worldwide Fight against Crime
- Border Security
- Securing Public Sector Buildings
- Oil Platforms/Refineries
- Interoperability in C4I for Security Organisations
- Biometric Based Documents – Control and Assessment Equipment
- Vancouver 2010 – Olympic Winter Games
- Robotics

Special: National Security Architecture Singapore

Bonus Distribution:

- Global Security Asia, Singapore
- LAAD 2009, Rio de Janeiro, Brazil
- IDEF, Istanbul, Turkey
- Monte Carlo World Security and Safety Market 2009

Issue 2/2009

AD: 17 April 2009
AC: 20 April 2009
PD: 05 May 2009

- Safety and Security in Spain – Contributions of selected Spanish Ministries
- Ready for Action against CBRNE-Threats
- Thailand Asian Disaster Preparedness Centre
- Security Aspects for Prisons
- Drug Trafficking and the Global War on Illegal Drugs
- Airports, Harbours, Train Stations, Government Buildings – New Technologies in Access Control
- Vulnerability of Crowded Places
- Advantages and Limits of CCTV
- Satellites for Homeland Security
- Passenger and Cargo Control – Procedures and Equipment
- Mobile Communication including Secure Networks and Crypto

Special: National Security Architecture Spain

Bonus Distribution:

- ITEC 2009, Brussels, Belgium
- IMDEX ASIA 2009, Singapore
- IFSEC 2009, Birmingham, United Kingdom
- Transac World, Amsterdam, Netherlands
- UDT Europe, Cannes, France
- Paris Air Show, Paris, France

Issue 3/2009

AD: 16 June 2009
AC: 18 June 2009
PD: 30 June 2009

- Aspects of Safety and Security in Finland
- Natural Disasters in South-East Asia – Lessons Learned
- Fire Fighting – Operation Support/Command and Control at Major Incidents
- The Prevention of Maritime Crime
- Europol
- Water Supply – A Special Critical Infrastructure
- IT Security in Public Transport
- EOD Services and Equipment
- Counter Terrorism – The British ARGUS Project
- Personal Equipment for Police
- Non-Lethal Weapons

Special: National Security Architecture Finland

Bonus Distribution:

- DSEI, London, United Kingdom

Issue 4/2009

AD: 21 August 2009
AC: 24 August 2009
PD: 04 September 2009

- Internal Security in UK – Challenges and Concepts
- Disaster and Risk Management – An International Approach
- Disaster Medicine – Challenges and Concepts
- Customs Control – A New Approach
- Border Police – Aviation Systems
- What about the Networks of Electric Power Supply and Distribution?
- Security of Air Cargo – The IATA Approach to Safety and Security
- London 2012 – Olympic Summer Games
- NATO Counter Terrorism Technology – Commercial of the Shelf and Non-Military Developments for NATO Requirements
- IT-Security

Special: National Security Architecture United Kingdom

Bonus Distribution:

- DSEI 2009, London, United Kingdom

Issue 5/2009

AD: 30 September 2009
AC: 01 October 2009
PD: 12 October 2009

- Safety and Security in the United States of America
- Epidemic/Pandemic – How to Prepare?
- National Public Safety Commission of Japan – An Inside View
- Security Forces
- Coast Guards and their Equipment
- Maritime Security – The International Maritime Organisation (IMO)
- Supply Chain Management
- Training-Installations and Technologies for Law Enforcement Organisations
- Bush Fire – Technological Approaches to an Annual Problem
- Command and Control Centres

Special: National Security Architecture United States of America

Bonus Distribution:

- Seoul International Aerospace, Defence & Security, Seoul, Korea
- Defence & Security, Bangkok, Thailand
- Dubai Airshow, Dubai, UAE
- Milipol 2009, Paris, France
- I/ITSEC, Orlando, USA
- Lima 2009, Langkawi, Malaysia
- 5th European Congress on Disaster Management, Bonn-Bad Godesberg, Germany

Issue 6/2009

AD: 26 November 2009
AC: 27 November 2009
PD: 11 December 2009

- Safety and Security in the Middle East
- Urban Security
- International Cooperation of Disaster Management Organisations
- Unified Border Force – A new Approach?
- Intelligent Services and their Collaboration with the Regular Police Forces
- Euro-Atlantic Disaster Response Coordination Centre
- Harbour-Security
- Information Security in the Public Sector
- Mobility for Police Forces
- Self Defence Systems for Commercial Aircraft and Helicopters
- Number Plate Recognition Systems

Special: National Security Architecture Saudi Arabia

Bonus Distribution:

- Dimdex 2010, Doha, Qatar
- ISNR 2010, Abu Dhabi, UAE
- Intersec 2010, Dubai, UAE
- Counter Terror Expo 2010, London, United Kingdom
- European Police Congress, Berlin, Germany

Right of alteration reserved



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