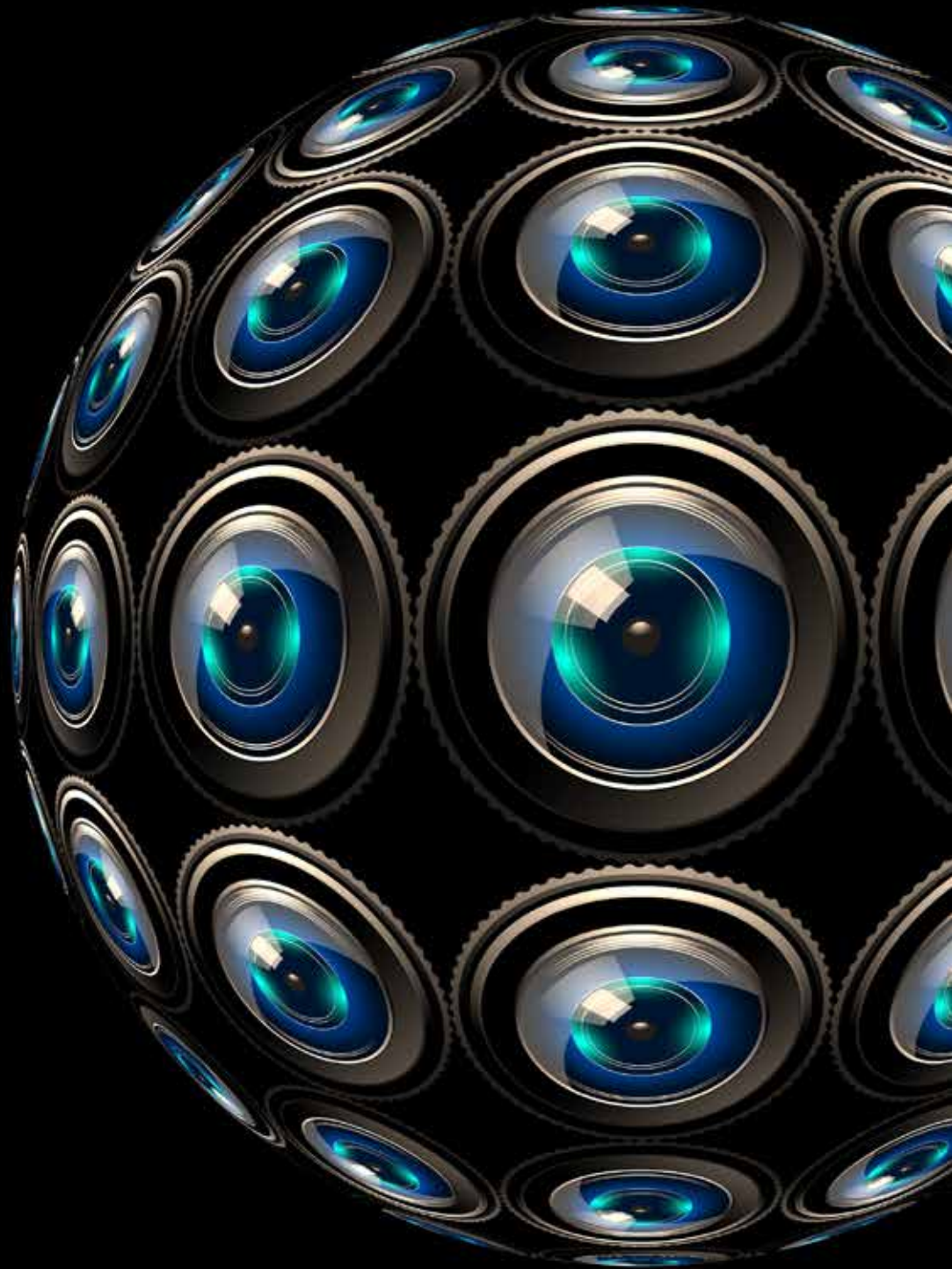# smart
security solutions

Intelligent insights into a high-risk digitally transforming world

2025
Media Kit

Print, Online and Digital
Email News Briefs
Conferences

www.securitysa.com

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 4 000 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 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 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

27 000+ pageviews per month

17 500+ users per month

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 19 000+ 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 19 000+ opt-in subscribers every six weeks.
- Includes exclusive content generated by the editor, and focused on the latest trends, technologies and industry news.

Electronic Direct Mail Marketing (EDM)
- 15 000+ readers have requested specialist security information directly from suppliers.
- A branded electronic mailer will be sent on your behalf to these readers.

www.ssbd.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 2025

Dynamic Insights in Print and Online

Month	Deadline	Issue	Topics	Conference
January	8 January	**SMART Access & Identity Handbook** The Handbook covers access and identity, from physical card access to biometrics. It also covers integrating access and solutions using access information and technologies, as well as digital access and the security of sensitive information.	• Access control • Identity management • Time & attendance • Visitor management • Perimeter security • Digital access & identity • Biometrics • Integration • Cybersecurity	
February Issue 1	3 February	**SMART Security Solutions** How does security benefit from the latest intelligent automation opportunities provided by integrating devices across the security, building and facilities management, and IoT markets?	• AI • Automation • IoT • AIoT • Data analytics • Video analytics • Integration	**SMART ESTATE SECURITY CONFERENCE** CAPE TOWN
March Issue 2	3 March	**SMART Security Solutions** This issue examines local innovation in the South and southern African security (physical and digital), facilities management, and building management markets. SMART Security Solutions also focuses on cybersecurity and data protection for small- and medium-sized companies in a time when hacking and breaches are a daily occurrence.	• Local innovation • Cybersecurity • Data protection	
April	28 March	**SMART Surveillance Handbook** The SMART Surveillance Handbook is the premier users' guide to best practices in the surveillance market. The SMART Surveillance Handbook 2025 will cover the entire market and explore the latest hardware and software technologies that impact it. It will delve into single-camera solutions, multi-camera and multi-site enterprise projects, servers and storage, video analytics, business intelligence, body-worn cameras, drones, management software, remote control room operations, artificial intelligence and deep learning.	• Trends & technologies • Analytics • AI • Thermal technology • Cloud surveillance • Integration • Facilities & building management Securex Preview (online/digital)	
May Issue 3	29 April	**SMART Security Solutions** This issue focuses on smart cities, smart campuses and smart buildings. How is security technology improving the security and operations in these verticals? Which companies are creating and/or integrating technologies to deliver innovative solutions?	• Smart campus management • Smart building management • Smart facilities management	**SMART ESTATE SECURITY CONFERENCE** KZN
June Issue 4	26 May	**SMART Security Solutions** The transportation and logistics markets in South Africa face significant pressure from various sources, with few viable solutions available to address the widespread criminal activity that occurs daily. The risks are numerous, whether in warehousing, transportation, cash-in-transit, collection, or delivery. This issue focuses on the industry's efforts to combat rampant criminality.	• Transportation • Logistics • Warehouse monitoring • Monitoring vehicles on the move • Driver monitoring • Intelligence analysis • Private security collaboration	**SECUREX 2025**

SMART CONTENT 2025

Dynamic Insights in Print and Online

Month	Deadline	Issue	Topics	Conference
July	30 June	**SMART Fire Safety Handbook** The Fire Safety Handbook will cover the latest products and solutions in the fire safety market, as well as the standards organisations and individuals need to adhere to, in order to ensure maximum safety and efficiency for their installations.	• Fire, smoke, gas detectors • Best practices and standards • Training and certifications • AI and ML • Integration with video surveillance • Facilities management • Private fire services	
August Issue 5	4 August	**SMART Security Solutions** Industrial organisations have a mix of old and new systems (operational technology, or OT) and the latest information technology systems (IT). OT systems were not designed for the era of digitisation and exploited vulnerabilities that can bring these organisations to a halt. This issue focuses on securing OT and integrated IT to keep the factories working and furnaces burning. Commercial organisations also use OT, but they are somewhat more modern and able to handle today's cyberthreats. However, vulnerabilities are common when integrating security and operational technologies for improved efficiency and reduced costs, especially when relying on cloud services. Issue 5 also looks at integrated commercial security.	• Industrial security • Commercial security • Integrated OT/IT solutions • Building efficiency • Facilities management • ESG requirements • Cybersecurity • Cloud vulnerabilities	**SMART MINING SECURITY AND SURVEILLANCE CONFERENCE** JOHANNESBURG
September	1 September	**SMART Estate Security Handbook** The SMART Estate Security Handbook will include trends, opinions, best practices, case studies, and product showcase sections covering all aspects of estate security. The handbook assists those responsible for securing estates, complexes, retirement villages and more in making informed decisions concerning the appropriate security services, technology, and processes required to secure estates in today's high-crime environment. The mix of editorials will empower readers to understand the benefits of technical security solutions and risk management best practices, as well as how to extract optimal performance from these solutions for the long term.	• Perimeter security • Access control and visitor management • Surveillance, internal and external • Intrusion and alarms • Cloud services • Control room optimisation • Management platforms and integration • Integrating operational and security systems	
October	1 September	**SSBD**		**SMART ESTATE SECURITY CONFERENCE** JOHANNESBURG
November Issue 6	6 October	**SMART Security Solutions** Alarms and intrusion solutions are common in South Africa In this issue we focus on alarm, intrusion and perimeter solutions, the platforms that manage them, and the components that make them work. SMART Security Solutions also looks at the growing market for smart home automation, which incorporates alarms, intrusion and perimeter, but goes so much further.	• Alarms • Intrusion • Perimeter • Smart home automation • Home security • Private home security services	

CONFERENCES AND EVENTS 2025

DATE	CONFERENCE
January	
February	**SMART Estate Security** Conference Cape Town
March	
April	
May	**SMART Estate Security** Conference KZN
June	**Securex 2025**
July	
August	**SMART Mining Security and Surveillance** Conference Johannesburg
September	
October	**SMART Estate Security** Conference Johannesburg
November	

PRINT RATES 2025

Advertising rates and sizes (excluding VAT)

Full colour	Insertions			
Size	Casual	4 – 5	6 – 9	10+
$^1/_4$ A4	R 22 500	R 20 000	R 19 200	R 18 100
$^1/_3$ A4	R 26 800	R 24 200	R 23 100	R 20 400
$^1/_2$ A4	R 31 800	R 27 500	R 26 200	R 23 900
A4	R 42 500	R 38 200	R 36 100	R 32 600

Special positions	Loose inserts
Outside Front Cover *R55 700	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 and the graphic must be exclusive to *Technews*.

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: R 41 300 excl. VAT

PRINT RATES 2025

- Published October 2025
- Also published online – www.ssbd.africa

Size	Full colour
A4	R33 500
½ A4	R28 100
⅓ A4	R20 000
¼ A4	R16 700

Special positions: Availability and rates on request

All rates quoted exclude VAT.

SMART Business Directory 2026

South Africa's most comprehensive directory of:
- Security and security-related product and solution manufacturers, suppliers and service providers.
- International manufacturers and brand names.
- Product and service tables covering the full spectrum of the security industry.

Reach the heart of the security industry
- **Targeted audience:** Promote your brand to manufacturers, suppliers, and service providers within the security and security-related sectors, as well as international brands.
- **Comprehensive coverage:** Showcase your products and services in South Africa's most thoroughly researched security reference source, featuring over 50 product and service categories, with dozens of sub-categories.
- **User-friendly design:** Our directory is crafted for ease of use, guiding potential clients directly to the specific product or service they need.
- **Digital presence:** Leverage the power of online exposure with a directory that's published and accessible 24/7, offering a highly effective marketing platform.
- **Extensive reach:** Your advert will be sent directly to 3000 *SMART Security Solutions* readers and gain wide visibility throughout the year at www.ssbd.africa.
- **Year-round impact:** Enjoy 12 months of advertising exposure with just one ad.

DIGITAL RATES 2025

Digital/Online Advertising Rates

The SMART Security Solutions (**www.securitysa.com**) website, SSBD (**www.ssbd.africa**) 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				R11 200
Skyscraper	R 10 600	R 9 500	R 8 700	R 7 100
Buttons	R 13 600	R 12 300	R 9 800	R 6 800
180 x 150	R 6 400	R 5 000	R 4 500	R 3 700

Categories Sponsorships	Cost per month			
	Casual	3-5	6-11	12
Leaderboard	R 9 800	R 9 200	R 8 000	R 6 700
Skyscraper	R 7 700	R 6 900	R 6 600	R 5 000
180 x 150	R 5 200	R 4 800	R 3 900	R 3 100

Weekly News Briefs (Sent every Tuesday)	Cost per week			
	Casual	3-5	6-11	12
Leaderboard	R 8 300	R 7 700	R 6 600	R 4 800
450 x 75 middle banner	R 5 500	R 4 900	R 4 700	R 3 500
600 x 100 bottom banner	R 6 500	R 5 300	R 4 800	R 3 500

Editor's Choice News Briefs (Sent every six weeks, on a Thursday)	Cost per news brief		
	Casual	3+	6+
450 x 75 middle banner	R 6 900	R 5 600	R 6 000
600 x 100 bottom banner (sponsorship)	R 8 900	R 7 200	R 6 800

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 @ R59 300 ex VAT

This sponsorship package includes:
- Four people from your company to attend the conference. Additional delegates will be charged for.
- Display area: Platinum: 5m x 2m, includes: trestle tables, chairs, table cloth.
- Two pull-up banners or a single, larger banner strategically positioned within your designated display area. (Sponsors requesting banners outside their designated display area may incur an additional charge.)
- 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.
- 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 @ R46 500 ex VAT each

This sponsorship package includes:
- Three people from your company to attend the conference. Additional delegates will be charged for.
- Display area: Gold: 4m x 2m, includes: trestle tables, chairs, table cloth.
- Two pull-up banners or a single, larger banner strategically positioned within your designated display area. (Sponsors requesting banners outside their designated display area may incur an additional charge.)
- 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.

Silver sponsorship packages @ R37 200 ex VAT each

This sponsorship package includes:
- Two people from your company to attend the conference. Additional delegates will be charged for.
- Display area: Silver: 3m x 2m includes: trestle tables, chairs, table cloth.
- Two pull-up banners or a single, larger banner strategically positioned within your designated display area. (Sponsors requesting banners outside their designated display area may incur an additional charge.)
- 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.

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.

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.

SMART security solutions

SMARTpod

PRODUCT LAUNCH

Launch Your Product
to the security market with
a new 15-minute Podcast

SMART Security Solutions is excited to introduce a powerful new way
to launch your product to the security industry:
*SMART Security Solutions' **SMARTpod Product Launch Podcast.***
In just 15 minutes, you can engage directly with a targeted audience
of decision-makers and professionals in the security sector.

What's Included – R15 000 (excl. VAT):
• A professionally hosted **15-minute podcast** featuring your product.
• A **product editorial in the latest issue** of *SMART Security Solutions.*
• A **banner ad on three SMART Security News Briefs, linked to the podcast,**
  reaching over 16 000 subscribers.

Why Podcast?
Podcasts are personal, engaging, and highly shareable,
making them the perfect platform to showcase your innovation
and brand personality.

Let your product speak for itself – **literally.**

Brought to you by SMART
security solutions

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