



## The Journal for Security, Operations & Risk Management

**Hi-Tech Security Solutions** is a monthly publication addressing all aspects of security, operations and risk management in the modern world of constantly advancing technology.

**Hi-Tech Security Solutions** covers security and fire technologies, products, solutions and best practices, as well as the accelerating convergence between the security and IT worlds. Hi-Tech Security Solutions is the premier source of information for traditional security technologies, the emerging field of risk management and the evolving network-centric application of IP-based video as well as identity and data management. Hi-Tech Security Solutions provides business executives and security professionals with a roadmap for the changing business and technology trends that affect enterprise security and risk.

Supporting the Hi-Tech Security Solutions print magazine are e-zines which are published bi-monthly. All content is also published on the Web with search engine functionality that can search through the magazine's content over the past 12 years.

### Handbooks

In addition to the 11 monthly issues, **Hi-Tech Security Solutions** produces two annual handbooks: The **Access & Identity Management Handbook** and the **CCTV Handbook** (a users guide to the best practice in surveillance).

### Integrated Marketing Solutions

**Hi-Tech Security Solutions** is a business-to-business publication offering marketers an integrated, solutions-orientated marketing platform.

Using any or all of our media outlets – print, on-line or e-zines – the Hi-Tech Security Solutions Team will work with you to develop a customised integrated campaign that suits your marketing requirements and budget.

#### Print

Hi-Tech Security Solutions (11 monthly issues)  
The Access & Identity Management Handbook (Annual)  
The CCTV Handbook (Annual)  
Hi-Tech Security Business Directory (Annual)

#### Online

www.securitysa.com  
Monthly e-zines (11 444)  
3rd party mailers  
www.hsbd.co.za

#### Below the Line

Conferences  
Round-Tables  
Webinars

### Hi-Tech Security Solutions Audience

#### Reader Breakdown

#### Security Industry – 42%

Comprises installers and system integration professionals, consultants and specifiers, who recommend, design and install sophisticated security solutions. Suppliers and manufacturers of security products, services and solutions.

#### End Users – 58%

Comprises key decision makers in the following sectors:

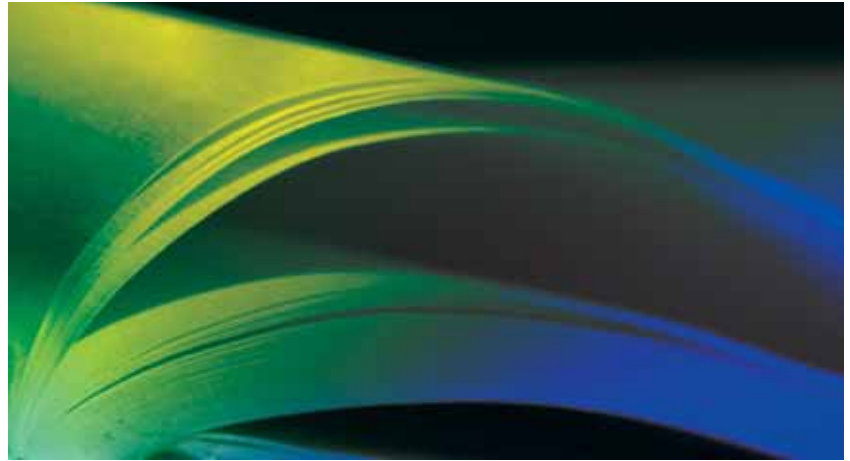
Commercial	Healthcare	Education
Industrial & Mining	Entertainment & Hospitality	Residential & Golf Estates
Financial	Retail	Government & Parastatal
Transport & Logistics		

All of whom have a requirement for hi-tech security and business solutions, be it in asset and property protection, access control, CCTV surveillance, fire protection or personal protection.

#### Reader Demographics

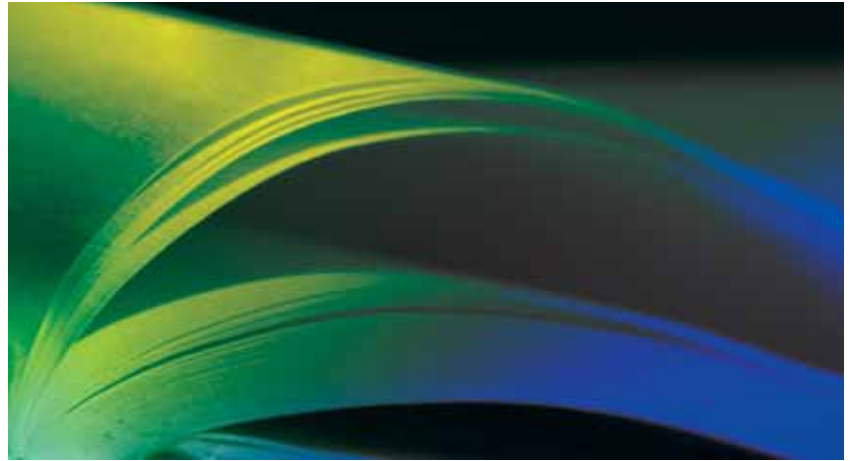
<b>Circulation (April – June 2011)</b>	<b>5 293</b>	<b>Paid/Requested Readers</b>	<b>2 274</b>
<b>Total circulation</b>	<b>5 800</b>		





## The Journal for Security, Operations & Risk Management

<b>News &amp; Events</b>	Hi-Tech Security Solutions covers the latest happenings in the security industry.
<b>Calendar of Events</b>	Our calendar of events is a reader service aimed at highlighting as many of the security-related events in and around Southern Africa as possible. Send in any information on conferences, exhibitions, training or road shows that are open to the industry and we will list as many as we can fit on our events page.
<b>African Security Perspective</b>	It's easy to think the South African market is where it's at, but there are enormous opportunities in the security sphere in the rest of Africa. Hi-Tech Security Solutions will focus on security projects and successes in this fast growing region.
<b>Access Control, ID Management, Smart Cards</b>	Identity in all its definitions is more important than ever and Hi-Tech Security Solutions covers all aspects of defining, creating and maintaining identity in organisations. From punch clocks to biometric readers to RFID tags to global directories, Hi-Tech Security Solutions covers the latest in products and solutions designed to control access to physical and logical environments.
<b>Alarms &amp; Intrusion</b>	It's no use raising the alarm when the intruders are gone. Hi-Tech Security Solutions covers the latest in products and solutions designed to proactively protect premises and people and raise the alarm before an event.
<b>Fire Prevention, Detection &amp; Suppression</b>	Hi-Tech Security Solutions keeps its eye on the burning issues in fire prevention, detection and suppression.
<b>Perimeter Security</b>	Keeping controlled access and scoundrels out is the first step in security. Hi-Tech Security Solutions covers the latest in local and international perimeter security solutions.
<b>Surveillance</b>	Analogue, IP, hybrid and anything else related to surveillance, Hi-Tech Security Solutions covers it all. Regular case studies demonstrate best practices as they are implemented around the globe.
<b>Enterprise Solutions</b>	Large companies are today more inclined to look at integrated solutions that incorporate security, facilities management and various other aspects of building and HR systems. Hi-Tech Security Solutions covers enterprise solutions, from local and international best practice case studies through to the latest in enterprise software.
<b>Convergence</b>	Convergence has been an industry on its own for far too long. Hi-Tech Security Solutions examines the inexorable trend that will see traditional security operations and IT converge and cooperate to form a far stronger security front to protect organisations and their people.
<b>IP Communications &amp; Network Technology</b>	While IP will be ubiquitous, today's corporate security infrastructure still consists of the latest in IT technologies and networks, as well as traditional analogue communication systems. Hi-Tech Security Systems is leading the pack with best practices, insight and advice.
<b>Information Security</b>	You can't leave IT out of any security solution. Hi-Tech Security Solutions focuses on how to ensure your IT systems and your corporate data are as secure as your premises.
<b>Risk Management</b>	In the high-crime society we live in, the issue of physical guarding and security management services is a crucial part of risk management and we focus intently on trends, issues and companies in this field. Corporate governance is also a phrase that brings immediate pain to executives and boards due to regulations like the new Companies Act and best practices such as King III. Hi-Tech Security Solutions will focus on these and other risk management issues companies face today.
<b>Product Update</b>	Got a new security product? Hi-Tech Security Solutions wants to introduce it to the world.



The Journal for Security, Operations & Risk Management

Issue	Feature
January	<b>HSBD 2012</b>
<b>February</b> Ad/Edit deadline: 13 Jan	<i>Sector focus:</i> <b>CBD/City surveillance</b> <i>Product focus:</i> <b>Fire detection, prevention &amp; suppression products</b> <i>Feature &amp; Round-table/Webinar:</i> <b>Security trends for 2012</b> <i>Feature:</i> <b>Compliance &amp; recovery (GRC):</b> Business continuity, disaster recovery and compliance
<b>March</b> Ad/Edit deadline: 10 Feb	<i>Sector focus:</i> <b>Commercial:</b> Facility security, office parks, buildings, multi-national corporations etc. <i>Investigation:</i> <b>Guarding and risk management services as key aspect of effective security</b> <i>Feature:</i> <b>Fraud prevention in the workplace</b> <i>Network-centric security:</i> <i>Feature:</i> <b>Security management platforms</b> <i>Product focus:</i> <b>DVR selection guide</b>
<b>April</b> Ad/Edit deadline: 9 March	<i>Sector focus:</i> <b>Entertainment, hospitality:</b> Casinos, stadiums, theme parks, hotels, stadium security, public events etc. <i>Feature:</i> <b>Intruder detection &amp; alarm monitoring</b> <i>Product focus:</i> <b>Alarms &amp; perimeter alert systems</b> <i>Network-centric security:</i> <i>Feature &amp; Product focus:</i> <b>Securing your IT infrastructure</b> <i>Round-table/Webinar:</i> <b>Data security</b> <i>Investigation:</i> <b>The evolution of identity management</b>
<b>May</b> Ad/Edit deadline: 4 April	<i>Sector focus:</i> <b>Government:</b> parastatals, national key points, power stations, courts, prisons etc. <i>Feature:</i> <b>Asset &amp; people tracking</b> through RFID and other technologies <i>Product focus:</i> <b>Physical security products</b> <i>Investigation:</i> <b>Local manufacturers</b> <i>Round-table/Webinar:</i> <b>Surveillance trends &amp; issues</b> <b>IFSEC preview</b>
	<i>Handbook:</i> <b>CCTV Handbook 2012</b>
<b>June</b> Ad/Edit deadline: 4 May	<i>Sector focus:</i> <b>Mining:</b> Mining, heavy industrial plants etc. <i>Sector focus:</i> <b>Education</b> <i>Security skills:</i> <b>Professional security education &amp; training.</b> Standards, courses, value-add to the end-customer <i>Round-table/Webinar:</i> <b>Integrated security solutions, marketing hype or reality?</b> <i>Product focus:</i> <b>Biometric selection guide</b>
	<i>Handbook:</i> <b>IFSEC SA Visitor Guide</b>



“Hi-Tech Security Solutions’ unsurpassed circulation, trusted editorial and versatile marketing opportunities create the most powerful advertising medium.”

Issue	Feature
<b>July</b> Ad/Edit deadline: 15 June	<p><i>Sector focus:</i> <b>Retail:</b> Shopping malls and centres, convenience stores, distribution warehouses etc.</p> <p><i>Feature &amp; Round-table/Webinar:</i> <b>Remote monitoring</b></p> <p><i>Network-centric security:</i></p> <p><i>Infrastructure:</i> <b>Network infrastructure, technologies &amp; security</b></p> <p><i>Security/risk management:</i> <b>A business approach to security</b> – how security technology and data can be utilised for business (non-security) operations</p> <p><i>Product focus:</i> Thermal cameras</p>
<b>August</b> Ad/Edit deadline: 20 July	<p><i>Sector focus:</i> <b>Healthcare:</b> Hospitals, clinics, pharmacies, laboratories etc.</p> <p><b>FIRE:</b></p> <p><i>Investigation:</i> <b>Fire safety evaluations, technology &amp; training</b></p> <p><i>Feature:</i> <b>Fire prevention, detection &amp; suppression</b></p> <p><i>Round-table/Webinar:</i> <b>Changing role of the security manager</b></p> <p><i>Security/risk management:</i> <b>The integrator paradigm</b> – from vendor to strategic partner</p> <p><i>Network-centric security:</i></p> <p><i>Feature &amp; Product focus:</i> <b>Storage &amp; server solutions for security</b></p>
<b>September</b> Ad/Edit deadline: 23 August	<p><i>Sector focus:</i> <b>Industrial:</b> Industrial, manufacturing and processing</p> <p><i>Product focus:</i> <b>Cameras:</b> IP/CCTV, low lux, high definition, high resolution network cameras</p> <p><i>Network-centric security:</i></p> <p><i>Feature:</i> <b>Convergent identity technologies</b></p> <p><i>Investigation:</i> <b>Wireless security</b></p> <p><i>Round-table/Webinar:</i> <b>Discussion for Access Control/Identity Management Handbook 2012 on identity management</b> – topic to be confirmed.</p>
	<p><i>Handbook:</i> <b>Access Control/Identity Management Handbook 2012</b></p>
<b>October</b> Ad/Edit deadline: 20 Sept	<p><i>Sector focus:</i> <b>Financial:</b> Banking and financial institutions</p> <p><i>Feature:</i> <b>Convergence of physical &amp; logical security</b></p> <p><i>Security/risk management:</i> <b>Global standards. The status of PSIA &amp; ONVIF</b></p> <p><b>Investigation:</b> <b>Effective maintenance of security equipment</b></p> <p><b>Financing in the security market</b></p>
<b>November</b> Ad/Edit deadline: 18 October	<p><i>Sector focus:</i> <b>Transportation:</b> Airport, rail, road and port security. Freight protection, vehicle and transport personnel security</p> <p><i>State of the market:</i> <b>Video analytics</b></p> <p><i>Network-centric security:</i></p> <p><i>Product focus:</i> <b>Backup &amp; archiving products</b></p> <p><b>The 2013 Hi-Tech Security Solutions Year Planner</b></p>
<b>January 2013</b>	<p><i>Sector focus:</i> <b>Residential / Estate security / Home automation</b></p> <p><b>HSBD 2013</b> Further features to be advised</p>



## The Journal for Security, Operations & Risk Management

### Full-Colour Rates

Size	Casual	4	6	11
A4	R19 500	R17 600	R16 800	R15 100
1/2 A4	R13 500	R12 100	R11 600	R10 600
1/3 A4	R11 600	R10 500	R10 000	R8 900
1/4 A4	R9 700	R8 700	R8 300	R7 900

### Special positions

Outside Front Cover Package R27 600

- Design to Technews style
- Cover story brief on contents page
- A4 full colour advert in publication
- Framed A1 poster of the OFC

Inside Front Cover R20 800

Inside Back Cover R18 300

Outside Back Cover R22 000

Page Opposite Editor's Column R19 400

### Loose inserts

1 page (2 sides) R13 800

2 page (4 sides) R17 600

Per page thereafter R1 700

**Annual Handbooks – CCTV, Access & Identity Management, IFSECSA Showcase,  
Hi-Tech Security Business Directory – Rates available on request**

### IMPLEMENT AN INTEGRATED MARKETING SOLUTION IN YOUR CAMPAIGN

Including: Print, Online, Round-table, \*Webinars, Conferences

*Rates and details available on request  
\*10+ print ads entitles you to a 50% discount on a webinar*



**“Hi-Tech Security Solutions’ unsurpassed circulation, trusted editorial and versatile marketing opportunities create the most powerful advertising medium.”**

**Dates**

Publication	Ad / Edit Deadlines	Postage
February	13 January	9 February
March	10 February	8 March
April	9 March	5 April
May + CCTV Handbook	4 April	4 May
June	4 May	5 June
July	15 June	12 July
August	20 July	16 August
September + Access and Identity Management Handbook	23 August	19 September
October	20 September	17 October
November	18 October	14 November
January 2013	8 November	4 January 2013

Notes:

- All rates exclude VAT
- Rates quoted are per insertion
- Discounts are determined by the number of insertions placed within a 12 month period
- Agency commission: MPSA accredited advertising agencies receive 16.5% commission on payment made within 45 days
- 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

**Editor**

Andrew Seldon  
Tel: +27 (0)11 543 5815  
Cell: +27 (0)82 884 3885  
andrew@technews.co.za

**Business Manager**

Vivienne Dorrington  
Tel: +27 (0)11 543 5804  
Cell: +27 (0)82 375 0833  
vivienne@technews.co.za

**Sales Executive**

Tracy Karam  
Tel: +27 (0)11 543 5811  
Cell: +27 (0)82 331 2440  
tracy@technews.co.za

**Sales Executive**

Laura Dorrington  
Tel: +27 (0)11 543 5806  
Cell: +27 (0)72 602 4259  
laura@technews.co.za

**Sales Executive**

Angie Crew  
Tel: +27 (0)11 543 5816  
Cell: +27 (0)82 612 6088  
angie@technews.co.za