



The Smart Surveillance Handbook is the only publication dedicated to the effective and optimal use of surveillance and associated technologies to improve safety and security while optimising business processes.

The Handbook includes a wide range of editorial, covering best practices in surveillance, expert opinion, technology trends, system integration and case studies, plus the Camera, Storage and Video Analytics/AI Guides. It also includes a comprehensive Directory of surveillance product, solution and service suppliers.

## Distribution:

Print edition **4 000**

Smart Surveillance Handbook news briefs **17 000** recipients

## Advertising rates

Print edition		Print advertiser added value	
1/4 A4	R15 700	Marketers who place a display advert qualify for the following added-value exposure at no charge: A4 advert                      3 Selection Guide entries and a Directory listing 1/2 A4 advert                2 Selection Guide entries and a Directory listing 1/3 A4 advert                1 Selection Guide entry and a Directory listing	
1/3 A4	R20 000		
1/2 A4	R23 100		
A4	R33 500		

Selection Guides/Directory listings		Banner adverts on the Smart Surveillance handbook news briefs	
Camera Selection Guide	R6 100 per entry	Top leaderboard advert (600 x 100)	R12 000
Storage Selection Guide	R6 100 per entry	Middle banners (450 x 75)	R7 900 per entry
Video Analytics Selection Guide	R6 100 per entry	Bottom banner (600 x 100)	R8 300 per entry
Listing in the Directory product, solution and service providers	R4 600 per entry	Note: The above costs are for an advert on all news briefs.	

**Note: All rates exclude VAT**

**Deadline: 29 May 2022**

Please ask your media consultant for the detailed editorial brief and the link to the templates for the Selection Guides and Directory listing

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