

hi-tech
SECURITY
solutions

The authoritative resource for physical and converged security

PRINT **ONLINE** NEWS BRIEFS

2021
MEDIA KIT

ABOUT

Hi-Tech Security Solutions provides relevant insights into all major security issues, technologies and processes

- Access control
- Surveillance
- Perimeter security
- Alarm & intrusion detection
- System integration
- IT infrastructure for security
- Identity management
- Fire technology
- Building management
- Risk management
- Security services
- Cybersecurity

Our readers

- Security and 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 and distributors of security products. **52%**
- Security, risk, operations and IT decision-makers responsible for protecting their organisation's people, property and profits across the following sectors:
 - Commercial
 - Healthcare
 - Education
 - Industrial & mining
 - Entertainment & hospitality
 - Residential & golf estates
 - Transport
 - Financial
 - Warehousing & logistics
 - Retail
 - Government & parastatals **48%**

Detailed demographics available on request

PRINT

The monthly magazine

- 9 monthly issues
- Reaching in excess of 4200 specialist readers (excluding pass-along readership)
- ABC certified circulation

Annuals

Hi-Tech Security Business Directory (HSBD)

- 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.

CCTV Handbook

- South Africa's most comprehensive source of in-depth editorial coverage on 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.

Access & Identity Management Handbook (AIM)

- 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.

Residential 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 estate suppliers and service providers.

SPECIALIST READERS

4200+

ELECTRONIC MEDIA

www.securitysa.com

- All editorial published in the monthly prints issues and handbooks is published on the website in logical easy-to-navigate categories
- The website is designed so that each page automatically adjusts to fit the reader's screen, whether it's a smartphone, tablet, laptop or PC
- All content and advertising is accessible and easy to read no matter when, where or how it is being accessed

17 000+

NEWS BRIEF SUBSCRIBERS

News briefs

- Over 17 000+ decision makers have requested to receive our news brief emails
- News briefs are sent out every Tuesday and Thursday which keeps readers up to date with the most relevant opinions, news, products, trends and developments

Digital publications

- All print issues and handbooks are available in digital format (e-book or pdf)
- All advertising and editorial in the print issue appears in our digital magazine

Direct mailers

- 9000+ readers who have requested specialist security information direct from suppliers
- We will send your branded mailer to these readers on your behalf

www.hsbd.co.za

- South Africa's most comprehensive directory of over 500 security and security-related companies
- Product and services covering the full spectrum of the security industry

9000+

DIRECT MAILERS

2021 FEATURES

Issue	Dates	Vertical focus	Looking ahead	Product Focus	SI Focus	Technology Focus
January Deadline: 9 Dec 2020		2021 Access & Identity Management Handbook				
1	February Deadline: 25 Jan	Retail: shopping malls & centres, convenience stores, garage forecourts, restaurants	Security trends 2021	Cash handling services & solutions	YouTube makes everybody an installer – what differentiates the SI of today?	Cybersecurity product & solution showcase
March Deadline: 1 March		2021 Residential Security Handbook – Smart Estate Living				
2	April Deadline: 29 March	Healthcare: hospitals, clinics, laboratories, pharmacies etc. Education: schools, universities, student residences etc.	Securing remote healthcare & educational services	Fire & safety Power management	Smart campus automation	Living on the edge
April		Residential Estate Security Event				
3	May Deadline: 26 April	Financial: banking & financial institutions	Secure identification & authentication technologies & solutions	Entrance control technologies Key management, electronic locks	Workforce management	Disaster recovery & business continuity
June Deadline: 24 May		2021 CCTV Handbook				
June		Cyber Conference				
4	July Deadline: 28 June	Commercial sector: facility security, office parks, multinational corporations etc	Local manufacturing and innovation	Alarms & perimeter alert systems	Cybersecuring industrial automation systems & processes	Secure by design
July Deadline: xxxxx		IT/Cyber Security Supplement				
August Deadline: 19 July		2021 Residential Security Handbook – Secure Living				
5	August Deadline: 2 August	Mining: mining & mineral processing Agriculture, farms, small holdings, local communities	Drone surveillance and response	Guarding & guard support services & products Thermal & multi-sensor cameras	X-ray scanning, body & asset scanning	2-way radios and associated communications equipment
6	September Deadline: 30 August	Transport: airports, rail & ports Logistics: Warehousing & freight security	People-free warehouses and trucks	Fire & safety	Asset & people tracking	Server & storage solutions
September/ October		Residential Estate Security Event				
October Deadline: 3 Sept		2022 Hi-Tech Security Business Directory				
7	October Deadline: 27 Sept	Entertainment & data centre	Renewable Energy	People management: Analytics and AI	State of distribution	Dealing with the people risk factor
8	November Deadline: 1 Nov	Safe/smart city Government: parastatals, national key points, power stations, courts, prisons etc.	City, provincial and national communications options Personal security	2021 product highlights	Control room staffing & vetting	Server solutions
		2022 Year Planner				
January 2022 Deadline: 9 Dec		2022 Access & Identity Management Handbook				

ADVERTISING

Rates and sizes

Hi-Tech Security Solutions

Full colour	Insertions			
Size	Casual	4-5	6-9	10+
1/4 A4	R17 200	R15 400	R14 700	R13 900
1/3 A4	R20 500	R18 600	R17 600	R15 600
1/2 A4	R24 300	R21 300	R20 400	R18 700
A4	R34 700	R31 200	R29 500	R26 600

Special positions	Loose inserts
Outside Front Cover *R48 700	1 page (2 sides)..... R23 200
Inside Front Cover R36 400	2 pages (4 sides)..... R30 100
Inside Back Cover R32 300	per page thereafter..... R3 000
Outside Back Cover..... R38 700	

*Includes production, cover story, lead editorial and framed poster of the OFC. The design must comply with Technews' design policy. Graphic must be exclusive to Technews Publishing.

Hi-Tech Security Business Directory (HSBD) 2022

- Published October 2021 • Also published online – www.hsbd.co.za

Size	Full colour
A4	R28 500
1/2 A4	R20 400
1/3 A4	R17 400
1/4 A4	R14 300

Special positions: Availability and rates on request

Annual handbooks

- Access & Identity Management Handbook
- CCTV Handbook
- Residential Estate Security Handbook

Refer to the handbook pages for the handbook print and news briefs

- All rates exclude VAT
- Print rates quoted are cost per insertion
- 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
- If the issue is not published in print, digital rates will apply.

NOTES

ADVERTISING

Online advertising rates

The Hi-Tech Security Solutions (www.securitysa.com) website, HSBD (www.hsbd.co.za) website, the news briefs and direct mailers are able to deliver your message to our niche audiences in a highly cost-effective and measurable fashion.

Website: www.securitysa.com

Our online advertising works in terms of sponsorships, which are designed to position the advertiser as a leading player in their particular sectors.

Homepage	Cost per month			
	Casual	3-5	6-11	12
Leaderboard				R8 500
Skyscraper	R8 000	R7 200	R6 500	R5 400
Buttons <i>(serves throughout the site)</i>	R11 000	R10 000	R8 000	R5 600
180 x150 left hand banner (x 2)	R5 200	R4 100	R3 600	R3 100

Categories: CCTV, News, Products, Access Control				
Leaderboard	R8 300	R7 500	R6 700	R5 500
Skyscraper	R6 500	R5 800	R5 300	R4 900
180 x150 left hand banner (x 2)	R4 100	R3 600	R3 100	

Other categories				
Leaderboard	R7 400	R6 900	R6 000	R5 100
Skyscraper	R5 800	R5 300	R5 000	R3 800
180 x150 left hand banner (x 2)	R4 000	R3 600	R3 100	R2 300

Videos (cost per month)	
160 x 90.....	R2 900
180 x 150	R3 600

News Briefs

Sent to our readers' inbox every Tuesday and Thursday.

Category sponsorship	Cost per week (two news briefs per week)			
	Casual	3+	12+	24+
Leaderboard	R6 300	R5 800	R5 000	R3 600
450 x 75 middle banner	R4 200	R3 700	R3 500	R2 700
728 x 90 bottom banner	R4 900	R4 100	R3 600	R2 700

Direct mailers

• Rates on request.

Editor: **Andrew Seldon**, +27 11 543 5815, andrew@technews.co.za
 Deputy editor: **Brett van den Bosch**, +27 11 543 5817, brett@technews.co.za
 Media consultant: **Tracy Wolter**, +27 11 543 5811, tracy@technews.co.za
 Media consultant: **Laura van der Merwe**, +27 11 543 5806, laura@technews.co.za

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.

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