

a&s Middle East
Professional media for complete security solutions

2024
MEDIA
KIT

MEDIA | PLATFORM
FOR | CONNECTING



a&S Media Group	4
About Us	5
a&S Middle East Magazine	6
Editorial Opportunities	8
Editorial Calendar	9
Advertisement in the print edition	10
asmideast.com	11
Whitepaper	12
Newsletter	13
Price List	14
Digital Marketing Packages	15
Multimedia Marketing Packages	18



a&s Media Group

- Global media network for commercial security, cyber security, IoT, ICT, smart solutions, automation and mobility
- Part of Messe Frankfurt, the owner and organizer of Intersec and Secutech
- Six a&s magazines (cca. 450 000 copies annually)



About Us



PRIVUS
A G E N C Y

- Privus Agency represents a team of professionals with 18 years of experience in the fields of marketing, event management, and consulting, being an integral part of a&s Group, which is established in 1991.
- a&s Middle East bi-monthly magazine provides market analysis, in-depth reports, updated vertical applications, and market trends to industry leaders.
- Connect2B is a unique industry professional network with customized company profiles, direct networking, effective market place, and virtual events, with over 5,700 registered professionals from 111 countries.

a&s Middle East
Professional media for complete security solutions

 **CONNECT2B**
MAXIMIZED MATCHMAKING CONNECTIVITY

a&S Middle East Magazine

- Professional bi-monthly magazine on complete solutions for commercial security, cyber security, IoT, ICT, smart solutions, automation and mobility
- Encompasses the industry insights and trends for the Middle East market.
- Annual subscription:

[Print](#)
[Digital](#)

Publishing frequency: 6 issues annually
Pages: 64–76
Technical profile: Paper: matte, 115 g (inside block), 200 g for cover page
Print: 4/4 C; binding: glued; format: 210 x 282
Cover page: laminated paper.

TECHNICAL SPECIFICATIONS

- Magazine is published with 6 issues per year.
- Exact choice of ad position within a page increases the price by 10%.
- The price does not include the ad creation and graphic design.
- The price list relates to period 1st Jan – 31st Dec, 2024.
- Deadline for submitting advertisement material is the 20th of a month.
- Advertisement must comply with magazine visual identity.
- The materials should be submitted in the Press Quality” (CMYK, raster - 300 dpi, vector format - no fonts, bleed min. 3 mm).



By business nature

<i>System integrators</i>	26%
<i>Distributors / Dealers</i>	23%
<i>End users</i>	18%
<i>Installers</i>	14%
<i>Reseller</i>	11%
<i>Designers</i>	8%

By country

<i>Saudi Arabia</i>	31%
<i>UAE</i>	23%
<i>Bahrein, Oman</i>	21%
<i>Qatar</i>	11%
<i>Kuwait</i>	11%
<i>Others</i>	3%

a&s Middle East offers latest news and insights on video surveillance, access control, intrusion detection, fire alarm, mechanical protection, man guarding, cyber security, artificial intelligence, IoT, big data, smart homes and buildings, industrial automation, information, and communication technology to Middle East region professional channel players.

2024 Editorial Calendar

January/February 2024	Issue No. 7
Cover story	Burglar Alarm Technologies
Vertical markets	False Alarms Reduction
Products & systems	Intrusion Detection and WiFi
Other topics	Body-worn Cameras
March/April 2024	Issue No. 8
Cover story	Video Surveillance
Vertical markets	ANPR
Products & systems	Storage (Servers and Hard Drives)
Other topics	Access Control, Cloud, Personal Data Protection
May/June 2024	Issue No. 9
Cover story	Public Address & Voice Alarm
Vertical markets	Intercoms
Products & systems	Perimeter Protection
Other topics	Fence and Buried Sensors, Drones

July/August 2024	Issue No. 10
Cover story	Fire Detection and Suppresion
Vertical markets	Video-based Fire Detection
Products & systems	Legislation and Standards
Other related topics	
September/Octobeer 2024	Issue No. 11
Cover Story	Smart Home
Vertical markets	Lighting
Products & systems	Cyber Security
Other topics	Mechanical Protection, PSIM and VMS, Money and Valuables Transport
November/December 2024	Issue No. 12
Cover Story	Security 50 Research
Vertical markets	Biometrics
Products & systems	Privacy Protection
Other topics	Electronic Article Surveillance, Man Guarding

ALL THEMES ARE SUBJECT TO CHANGE

Note: Not all themes will have a dedicated cover feature; however, all themes will at least have a roofline promo.

INNER PAGES

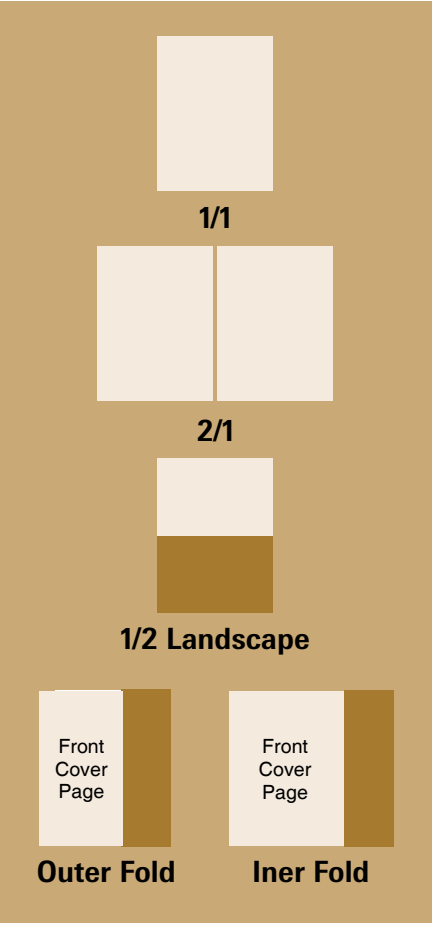
Format	Dimensions (mm)	Prices per issue (USD)
2/1 (Double page)	420×282	4 500
1/1 (Full page)	210×282	2 500
1/2 (Half page)	210×141	1 500

SPECIAL POSITIONS

Position	Dimensions (mm)	Prices per issue (USD)
Front cover	210×282	On demand
Fold on the front cover page	90×282	4 000
Pages 2-18	210×282	3 000
Pages 2-18 (double page)	420×282	4 500
Back cover	210×282	4 000
Insert Add - Ons, without production	100 g max.	1 500
Insert Add - Ons, with production	100 g max.	On demand

MARKET AND CONTACTS

Vignette	Dimensions (mm)	Yearly price (USD)
6 issues	42/50	2 000



www.asmiddleeast.com is designed to meet the needs of professionals in the field of security and it offers a variety of options for getting in touch with the international audience and market.

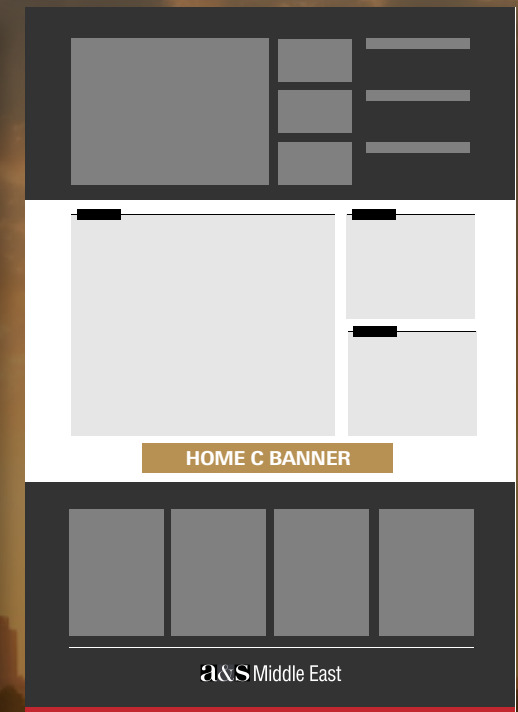
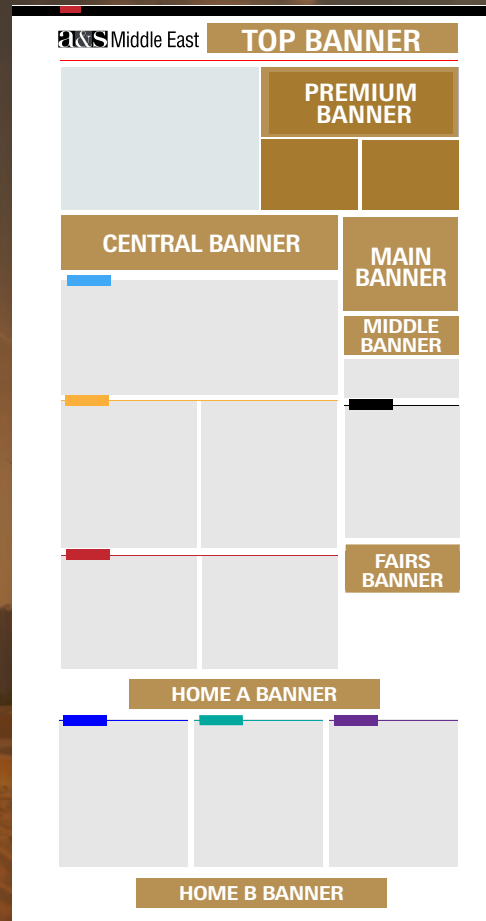
Banner Positioning on Page (USD)

Banner	Size (px)	monthly
Top	729x90	750
Central	729x150	700
Main	300x250	500
Middle	300x100	350
Fairs	300x150	Available only for events.
Home A	729x90	525
Home B	729x90	500
Home C	729x90	475P
Pop-up		1 200
Premium	457x280	Available only for sponsored articles.

SPONSORED ARTICLES

Sponsored article is a PR text consistent with the topics and format of a&s Middle East’s editorial content. It includes illustrations and a link to the web site of an advertiser.

Sponsored article + Premium banner: **1 200 USD / month**



WEB STATISTIC

- Visits: 180 000
- Impressions: 960 000
- Engagement rate: 52,74%

**Data reflects metrics for 2023.*

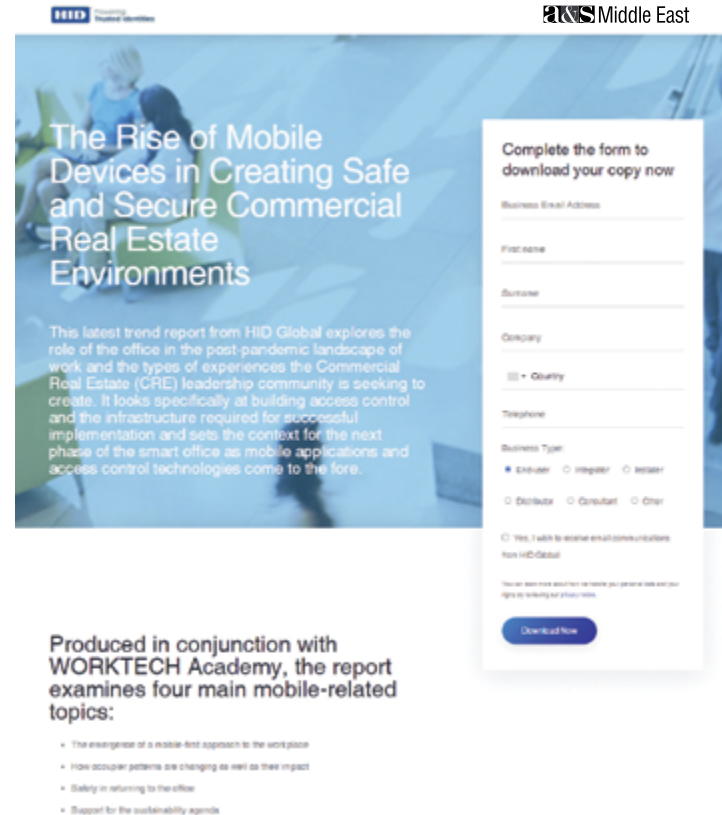
Whitepaper

The whitepaper is a persuasive, authoritative, and in-depth report on a specific topic which discusses a particular problem with a feasible solution.

The goal is to educate on a particular issue as well as to explain and promote methodologies, products, and solutions.

- Setting up the tailor-made landing page and uploading the different content including but not limited to video, article, and the mandatory white paper. **A form to collect data on downloads of the white paper is set up accordingly, too.**
- Setting up a web banner on asadria.com (Pop-up banner position) as a primary promotional gateway to the landing page.
- Executing targeted promotional campaigns:
 - a. Dedicated newsletter to our database inviting readers to check the content
 - b. Written and published article on asadria.com homepage (Premium banner position)

Price: 1 800 USD / month



Newsletter

We send our newsletter to thousands of our subscribers of industry professionals.

Featured:

- creating and emailing an HTML newsletter
- banner ads in the newsletter
- linked textual and multimedia content promotion

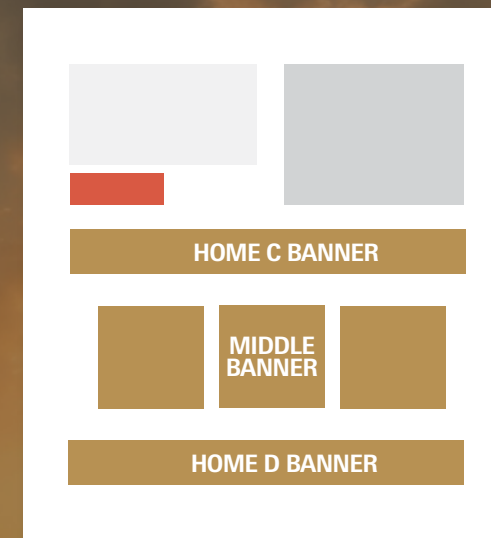
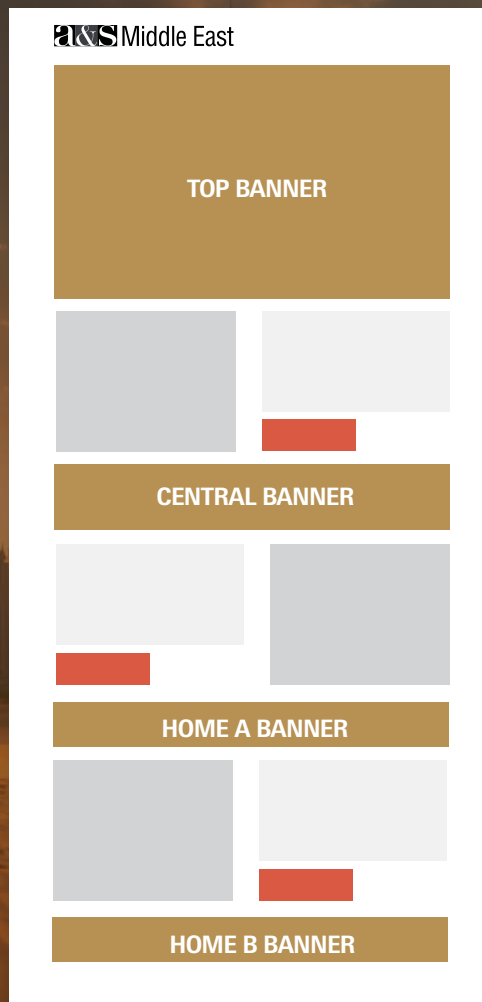
Price per sending: 1 000 USD

- Newsletter design: 500 USD
- Textual content promotion: 300 USD
- Multimedia content promotion: 300 USD

Newsletter statistic

- Subscribers: 2 769
- Open rate: 15,17%
- Click through rate: 4,91%

****Data reflects metrics for 2023.***



Services Banner ad publishing (USD)

Top	700x487	900
Central	700x144	525
Home A	700x105	475
Home B	700x105	450
Home C	600x82	425
Middle	225x188	300
Home D	600x82	300

Price List (USD)

Subscription (yearly)*

Print	99
Online	Free

Magazine (per issue)

Advertisement (inner pages)	
2/1	4 500
1/2	1 500

Special positions

Front cover page	On demand
Fold on the front cover page	4 000
Pages 2-18	3 500
Pages 2-18 (double page)	4 500
Back cover	3500
Insert Add - Ons, without production	1 500
Insert Add - Ons, with production	On demand

Markets and Contacts

Vignette (yearly)*	2 000
--------------------	-------

Web (per month)

Banner	
Pop-up	1 200
Top	750
Central	700
Main	500
Middle	350
Fairs - Available only for events.	
Home A	525
Home B	500
Home C	475

Premium - Available only for sponsored articles.

Newsletter (per sending)

Featured		1 000
Banner		
Top	700x487	900
Central	700x144	525
Home A	700x105	475
Home B	700x105	450
Home C	600x82	425
Middle	225x188	300
Home D	600x82	300

DISCOUNT SCHEME (# of times)

3x	5%
6x	10%
9x	15%
12x	20%

*Discount Scheme is not applicable.

Digital Marketing Packages

		Silver	Gold	Platinum
Social Media Marketing Management with graphic design and posting per month	Posts per month	15	18	21
	Stories per month	6	8	8
	Number of social media platforms	3	3	4
	Google My Business posts	X	18	8
Existing Website Maintenance	Web Enhancement Hours Per Month	5	8	21
	Response Time	72	48	24
	Graphic Designing	✓	✓	✓
	Social Media Integration	✓	✓	✓
	Speed Optimization	✓	✓	✓
	Improving UX/UI	✓	✓	✓
	Plugins Upgrades	✓	✓	✓
	Security Enhancement	✓	✓	✓
	Spam Cleanup	✓	✓	✓
	Website Backup	✓	✓	✓

Website Legal Forms	Drafting Privacy Policy		✓	✓
	Drafting Terms and conditions			✓
	Drafting Refund Policy			✓
	Drafting Cookie policy		✓	✓
	Drafting Disclaimer			✓
	GDPR Compliant subscription page		✓	✓
SEO	All pages Optimization		✓	✓
	Keyword research & selection			✓
	Keyword mapping to target pages			✓
	Title Tags & Meta descriptions			✓
	Header Tags Optimized			✓
	XML sitemap creation & submission			✓
	Image optimization		✓	✓
Multimedia Production	Up to 5 min video shooting storytelling and editing / year	1	2	4
	60 seconds video shooting and editing interviews / year		4	8
	30 seconds video shooting and editing Customer testimonial / month		4	8
Live Stream Support (streaming to multiple platforms same time)	YouTube Live stream support		1	2
	Facebook Live stream support		1	2
Copywriting	Basic Website Pages Copywriting		✓	✓
	Up to 5 Blogs Copywriting			✓
	Social Media posts Copywriting captions	✓	✓	✓

Paid Ads Management	LinkedIn Sponsored Ads Management	✓	✓	✓
	FB & Instagram sponsored ads management	✓	✓	✓
	FB Pixel setup and management			✓
	Google Ads management	✓	✓	✓
Email Marketing Campaign	Monthly Newsletters		1	2
	E-mail tracking		✓	✓
Analytics	Google website analytics report		✓	✓
	Social media analytics reports	✓	✓	✓
Bonus	PODCAST annual interview	✓	✓	✓
Technical Support	On Call / WhatsApp technical support	10am - 17pm week-days	10am - 17pm week-days	10am - 22pm weekdays
Monthly Subscription price per month (USD)		1 200	1 900	3 000

Multimedia Marketing Packages

		Basic	Advance	Pro
Social Media Video Production for Reels / TikTok and Shorts	Social Media 1 min Video Shooting & Editing (Single Session)	5	10	20
	Headshots studio Photoshoting Single session	10	15	20
	Teaser Video Slides with licensed music	1	2	4
		Basic	Advance	Pro
Social Media Video Production for single event	Social Media 1 min Booth / products Video Shooting & Editing	2	5	7
	Social Media 1 min Interview/testimonial Video Shooting & Editing	2	5	7
	Headshots studio Photoshoting Single session	10	15	20
	On Booth recorded podcast session up 45 min	1	1	1
	Teaser Video Slides with licensed music	1	2	2
Price per month (USD)		1 700	3 000	5 500

Yearly Package Pricing (USD)

		DIAMOND 24 000	PLATINUM 14 000	GOLD 10 000	SILVER 7 000	BRONZE 1 500
Magazine Ad	Full Page	6	6	3	2	
	Double Page (optional)*	2	1			
	Market & Contacts (Vignette)	n	n	n	n	n
	# of delivered magazine print copies	4	3	2	2	2
Magazine Editorial	Report/ Markets	4	3	2	1	
	Case Study/ Product & Systems	4	3	2	1	1
	Corporate News/ Product News	6	5	4	3	1
Web	Banner (# of months)	Top 12	Central 9	Home A 6	Home B 3	Home C 3
	Sponsored Article	12	11	7	5	1
	Whitepaper (# of months)	3	3	1	1	
Newsletter (12 issues per year)	Article	12	11	7	5	1
	Banner (# of sendings)	Top 9	Central 6	Home A 3	Home B 3	Home C 3
Digital Marketing (# of posts optional)	a&s TV (YouTube)	6	4	2	1	
	LinkedIn	12	8	6	4	
	Facebook	12	8	6	4	
	Instagram	12	8	6	4	
	Twitter	12	8	6	4	
Special Services	Promotional Insertation (optional)	2	1			
	Event Report**	3	2	1		
Connect2B Membership	Registration & Messaging	Premium	Premium	Advanced	Advanced	Standard

* Can be opted for instead of Full Page.

** Complete event report includes video and photo production in addition to the summary article. Travel costs are not included.



a&S Middle East
Professional media for complete security solutions

PRIVUS AGENCY FZ-LLC

JT010006, Compass Building, Al Shohad a Road
Al Hamra Industrial Zone-fz, Ras Al Khaimah, UAE

Mob: +971 58 983 4258

marketing@asmideast.com; www.asmideast.com

a&SADRIA

a&SJAPAN

a&SPOLSKA

a&STAIWAN

a&SVIETNAM