SICHERHEIT. Das Fachmagazin offers you attractive and varied advertising options. Use our reach, reputation and creativity for your marketing and distribution purposes. Please contact us!
SICHERHEIT. DAS FACHMAGAZIN.

offers small and medium-sized enterprises, public authorities and organisations important and practical information on the topics:
- Business protection
- Security precautions
- Crisis and emergency management
- Security awareness
- Travel security

With specific step-by-step instructions, individually adaptable specimen documents and forms, practical recommendations for action as well as innovative tools, SICHERHEIT. Das Fachmagazin promises you unique added value.

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UNIQUE SELLING POINT
SICHERHEIT. Das Fachmagazin is available free of charge as an ePaper which gives it a unique market position among professional (safety and security) journals in the German-speaking area. Take new (distribution) routes together with us and place your advertising message in an innovative and promising market environment. Please contact us!

USER NUMBERS
Subscribers ePaper.............12,863
Online access ePaper.........approx. 25,000 monthly
Online access website.........approx. 45,000 monthly

GOOGLE-RANKING

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Place</th>
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<tbody>
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<td>Sicherheitszeitschrift</td>
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<tr>
<td>Sicherheitsfachzeitschrift</td>
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<td>Sicherheitsmagazin</td>
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</tr>
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<td>Sicherheitsfachmagazin</td>
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<tr>
<td>Sicherheitsmessen</td>
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<tr>
<td>Sicherheitsmessen 2019</td>
<td>1</td>
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<tr>
<td>Sicherheitsmessen 2020</td>
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<tr>
<td>Sicherheitsmessen Deutschland</td>
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<tr>
<td>Sicherheitsmessen Österreich</td>
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<td>Sicherheitsmessen Schweiz</td>
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<tr>
<td>Sicherheitsliteratur</td>
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<td>Sicherheitspodcasts</td>
<td>2</td>
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<tr>
<td>Sicherheitsshop</td>
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According to the current study “B2B Decision-Maker Analysis” conducted by the Deutsche Fachpresse e.V., 96% of decision-makers use specialised media as the source of information for future purchase decisions.

5.3 million professional decision-makers said:
“Specialised media are reliable which means that information is neutral and serious.”

5.1 million professional decision-makers said:
“Specialised media inform me of a provider’s current products and offers.”

4.9 million professional decision-makers said:
“Specialised media inform me of the experiences others have had with the products and solutions.”
ADVERTISING SPACES IN THE EPAPER

A. 1/1 page (full page).......................................................... €2,490*
B. 1/2 page (half page)......................................................... €1,790*
C. 1/4 page (quarter page).................................................. €1,250*

GRADUATED PRICE

Annual advertising package (4 advertisements): 25% discount
Two-year advertising package (8 advertisements): 35% discount

(* price per advertising space and edition plus VAT)
EXCLUSIVE ONLINE ADVERTISING SPACE

We can offer you attractive placements for your online advertising on www.sicherheit-das-fachmagazin.de. We will always find the suitable advertising context for your marketing and distribution purposes. Please observe the technical data on page 8.

Exclusive advertising space in the download area of an edition.................................................................€2,490*1

(*1 price per advertising space and edition plus VAT)

SAY YES TO ADVERTISING! BUT HOW?

We will support you to design your individual advertising in SICHERHEIT. Das Fachmagazin. Our marketing experts will advise you on content, take on the design and create for you the perfect advertising presence.

The complete package we offer you includes:
Initial consultation, 3 designs, 2 correction runs, final artwork and data delivery.
Complete package for advertising banners*2............free of charge

*2 one format
SICHERHEIT. Das Fachmagazin. is an official media partner to the following exhibitions, events and trade associations...

- secIT • www.sec-it.heise.de
- VfS-Kongress • www.vfs-hh.de
- VdS-BrandSchutzTage • https://bst.vds.de
- SicherheitsExpo • www.sicherheitsexpo.de
- Security Essen (Weltleitmesse für zivile Sicherheit) • www.security-essen.de
- FLORIAN (Fachmesse für Feuerwehr, Zivil- und Katastrophenschutz) • www.messe-florian.de
- protekt (Fachausstellung für den Schutz kritischer Infrastrukturen) • www.protekt.de
- Bayerischer Verband für Sicherheit in der Wirtschaft e. V. • www.bvsw.de
- Katastrophenschutzkongress • www.katastrophenschutzkongress.de
- Perimeter Protection • www.perimeter-protection.de
- Dialog Öffentliche Sicherheit • www.wegweiser.de
- AERO Friedrichshafen • www.aero-expo.com
- Luftsicherheitstage • www.bdls.aero

ADVERTISING IN SICHERHEIT. DAS FACHMAGAZIN. MEANS READING ONLINE AND EXPERIENCING ON-SITE!
DATA DELIVERY
Please send details of the advertising space you have booked to the following email address kontakt@sicherheit-das-fachmagazin.de. Please ensure that the message accompanying your data delivery includes the following information:
- Target link (URL)
- Contact partner for enquiries

DELIVERY DEADLINE
5 days before the campaign starts.

EPAPER – FORMAT
210mm width x 297mm height, A4

ADVERTISING FORMATS

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<thead>
<tr>
<th>Format</th>
<th>Dimensions</th>
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<tr>
<td>ePaper advertising banner</td>
<td>1/1 page</td>
</tr>
<tr>
<td>Size</td>
<td>210 x 297mm</td>
</tr>
<tr>
<td>1/2 page landscape format</td>
<td>210 x 145mm</td>
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<tr>
<td>1/2 page portrait format</td>
<td>103 x 297mm</td>
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<tr>
<td>1/4 page</td>
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<td>Resolution</td>
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<tr>
<td>Colour mode</td>
<td>RGB</td>
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<tr>
<td>File</td>
<td>JPG, PNG</td>
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</tbody>
</table>

Online advertising banner
size…………………….970 x 250px
Resolution……………………300dpi
Colour mode…………………..RGB
File………………………PNG, JPG
“Security is a dynamic process not a static condition.”