



**2024
MEDIA
KIT**

200
a&S ADRIA
The Professional Magazine Providing Total Security Solutions

MEDIA PLATFORM FOR CONNECTING



a&s Group - Messe Frankfurt	4
About Us	5
a&s Adria Magazine	6
Editorial Opportunities	8
Editorial Calendar	9
asadria.com	12
Whitepaper	13
Newsletter	14
Social Networks & Viber Community	15
Price List	16
Yearly Package Pricing	17
References	18



a&s Group, member of Messe Frankfurt

- Global media network for security and IoT
- Part of Messe Frankfurt, the Europe's largest trade fair, congress and event organiser.
The Group employs almost 2,200 people at 28 locations
- Six a&s magazines (cca 450,000 copies annually)
- asmag.com (average monthly visitors: 108,000; page views: 2,190,000;
security and IoT subscribers: 24,500)
- Organises a series of high visible exhibitions and hundreds of seminars



About Us

- a&s Adria monthly magazine provides market analysis, in-depth reports, updated vertical applications, and market trends to industry leaders.
- Adria Security Summit powered by Intersec is the largest security and IoT exhibition and conference in the Adriatic region. In total, its eight editions in six countries gathered more than 10,000 professionals.
- a&s Adria Webinar, as an online event, reflects the current trends in security and related industries. It hosts several representatives from expert companies in the specific field being discussed. Webinars are live and streamed to both, the webinar platform and LinkedIn, and available as recordings.

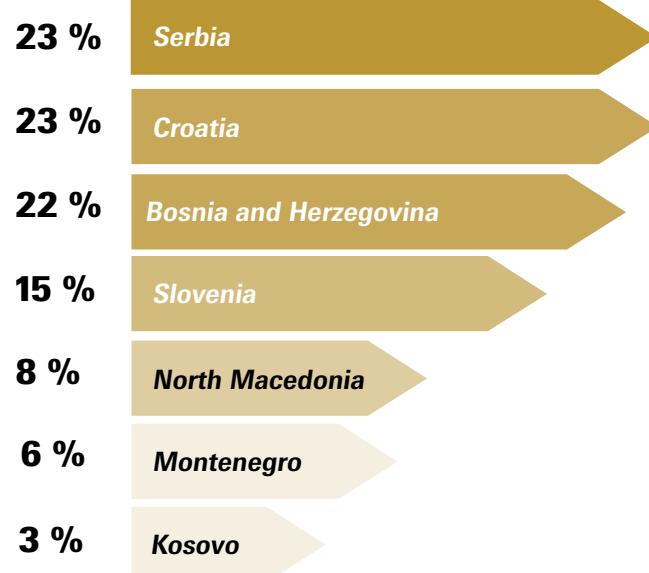


a&s Adria Magazine

- Professional magazine providing total security, cyber security and IoT solutions
- Covers seven countries of the Adriatic region (Southeast Europe): Bosnia and Herzegovina, Croatia, Kosovo, Montenegro, North Macedonia, Serbia, Slovenia
- Annual subscription: [Print €60](#)

Publishing frequency: 11 issues annually (double issue for July/August)
Print-run: 2,500 copies per month, 27,500 copies annually
Pages: 64–92
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.

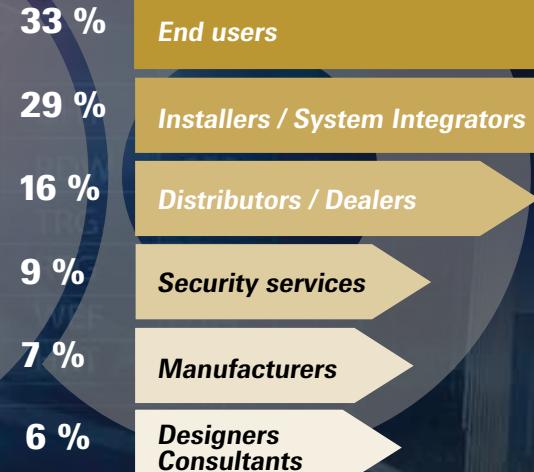
Regional coverage



Content by topics



Business orientation



a&s Adria 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 Adriatic region professional channel players.

2024 Editorial Calendar

January 2024

Cover story
Vertical markets
Products & systems
Other topics

Issue No. 196

Burglar Alarm Technologies
Residential Buildings
False Alarms Reduction
Intrusion Detection and WiFi

February 2024

Cover story
Vertical markets
Products & systems
Other topics

Issue No. 197

Adria Security Market
Warehouses
Body-worn Cameras
Supply Chain

March 2024

Cover story
Vertical markets
Products & systems
Other topics

Issue No. 198

Video Surveillance
Transport
ANPR
Storage (Servers and Hard Drives)

April 2024

Cover story
Vertical markets
Products & systems
Other topics

Issue No. 199

Access Control
SMBs
Cloud
Personal Data Protection

May 2024

Cover story
Vertical markets
Products & systems
Other topics

Issue No. 200

Public Address & Voice Alarm
Railway and Bus Stations
Intercoms
Integration Profiles

June 2024

Cover story
Vertical markets
Products & systems
Other topics

Issue No. 201

Perimeter Protection
Critical Infrastructure
Fence and Buried Sensors
Drones

July/August 2024

Cover story
Vertical markets
Products & systems
Other related topics

Issue No. 202

Fire Detection and Suppression
Hospitality
Video-based Fire Detection
Legislation and Standards

September 2024

Cover Story
Vertical markets
Products & systems
Other topics

Issue No. 203

Smart Home
Education
Lighting
Cyber Security

October 2024

Cover Story
Vertical markets
Products & systems
Other topics

Issue No. 204

Mechanical Protection
Banking
PSIM and VMS
Money and Valuables Transport

November 2024

Cover Story
Vertical markets
Products & systems
Other topics

Issue No. 205

Adria Security Summit Report
Healthcare
Biometrics
Privacy Protection

December 2024

Cover Story
Vertical markets
Products & systems
Other topics

Issue No. 206

Security 50 Research
Retail
Electronic Article Surveillance
Man Guarding

ALL THEMES ARE SUBJECT TO CHANGE

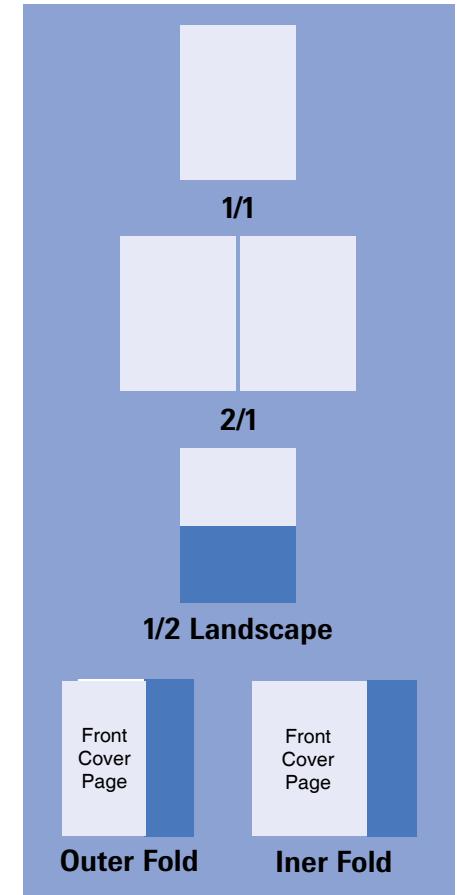
Note: Not all themes will have a dedicated cover feature; however, all themes will at least have a rooftop promo.

INNER PAGES

Format	Dimensions (mm)	Prices per issue (EUR)
2/1 (Double page)	420x282	1300
1/1 (Full page)	210x282	860
1/2 (Half page)	210x141	480

SPECIAL POSITIONS

Position	Dimensions (mm)	Prices per issue (EUR)
Front cover	210x282	on demand
Fold on the front cover page	90x282	1275
Pages 2-18	210x282	900
Pages 2-18 (double page)	420x282	1460
Back cover	210x282	1250
Insert Add - Ons, without production	100 g max.	460
Insert Add - Ons, with production	100 g max.	on demand



MARKET AND CONTACTS

Vignette	Dimensions (mm)	Yearly price (EUR)
12 months	42/50	650

TECHNICAL SPECIFICATIONS

- Magazine is published with 11 issues per year (July/August double issue), first week in a month.
- 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 2022.
- 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).

www.asadria.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.

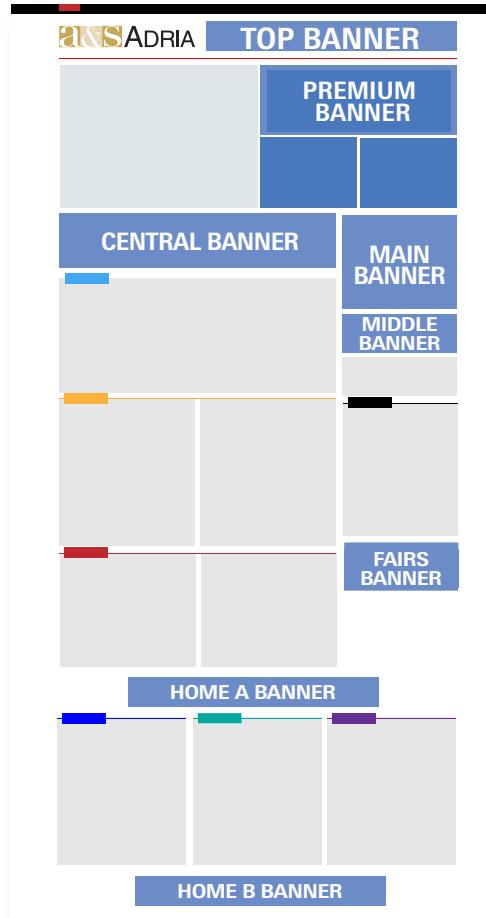
Banner Positioning on Page (EUR)

Banner	Size (px)	monthly
Top	729x90	250
Central	729x150	235
Main	300x250	165
Middle	300x100	115
Fairs	300x150	Available only for events.
Home A	729x90	175
Home B	729x90	165
Home C	729x90	155
Pop-up		400
Premium	457x280	Available only for sponsored articles.

SPONSORED ARTICLES

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

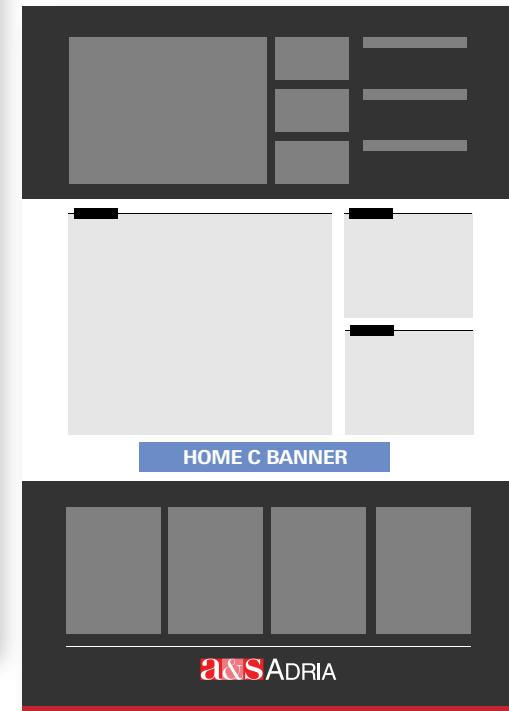
Sponsored article + Premium banner: **€ 400 / month**



WEB STATISTIC

- Visits: 18 000 monthly
- Impressions: 95 000
- Engagement rate: 53,88%

*Data reflects metrics for 2023.



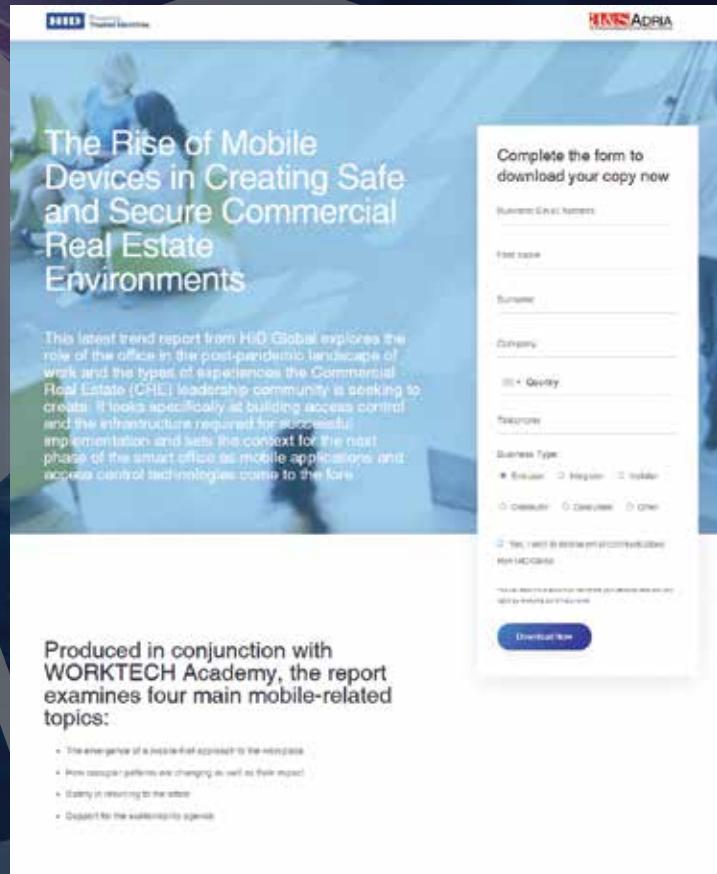
Whitepaper

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: € 600 / 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

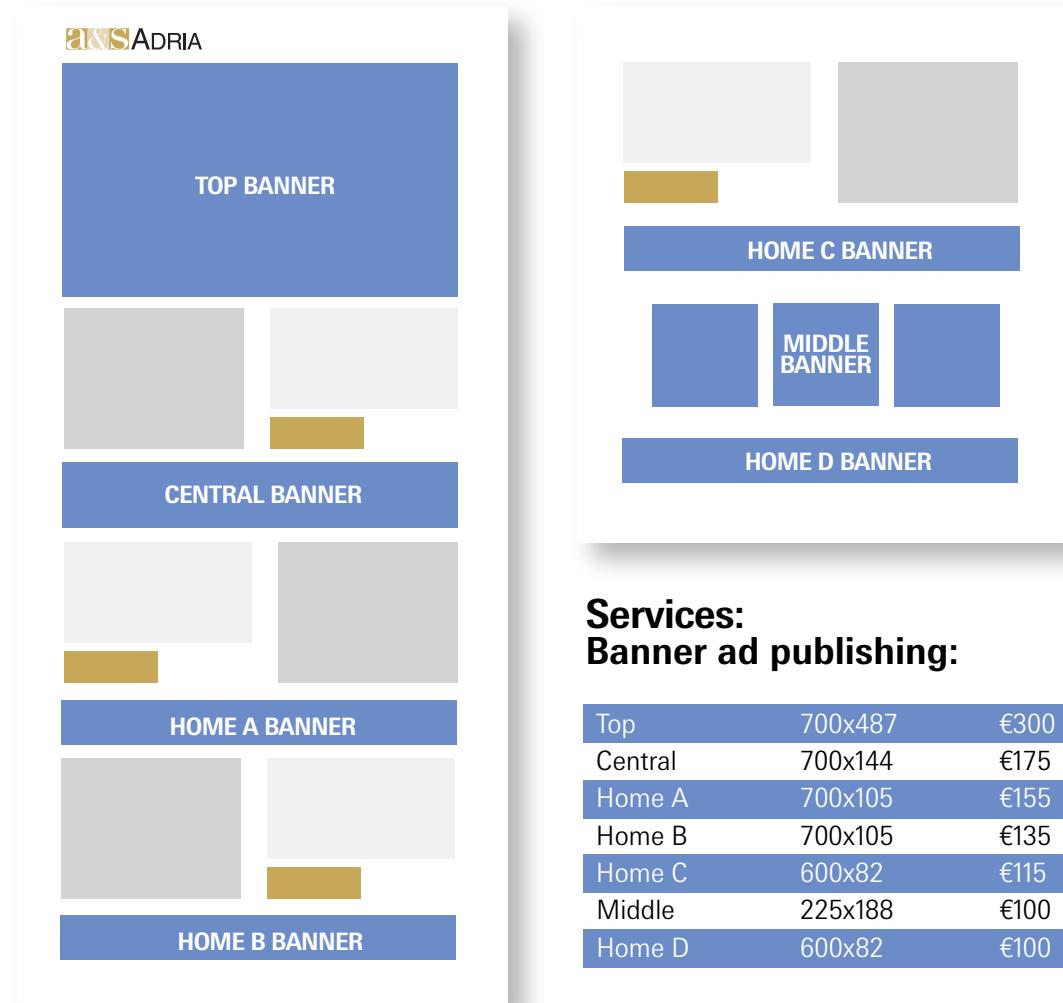
Price per sending: €350

- Newsletter design: € 150
- Textual content promotion: € 100
- Multimedia content promotion: € 100

Newsletter statistic

- Subscribers: 10 757
- Open rate: 12,34%
- Click through rate: 1,84%

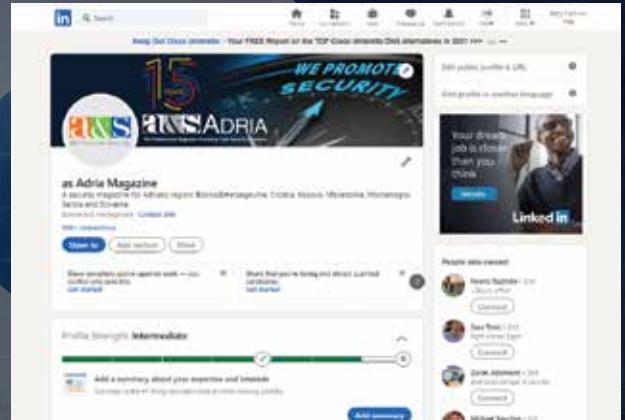
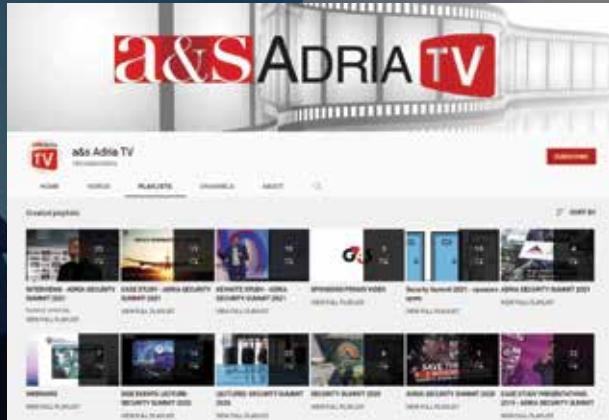
**Data reflects metrics for 2023.*



Services: Banner ad publishing:

Top	700x487	€300
Central	700x144	€175
Home A	700x105	€155
Home B	700x105	€135
Home C	600x82	€115
Middle	225x188	€100
Home D	600x82	€100

a&s Adria TV, Social Networks & Viber Community



Daily posting across all social networks.

- a&s Adria TV + all social networks € 350
- LinkedIn + Facebook + Instagram + Twitter € 250

Price List

Subscription (yearly)*

Print	€ 60,00
Online	Free

Magazine (per issue)

Advertisement (inner pages)	
2/1	€ 1.300,00
1/1	€ 860,00
1/2	€ 480,00

Special positions

Front cover page	on demand
Fold on the front cover page	€ 1.275,00
Pages 2-18	€ 900,00
Pages 2-18 (double page)	€ 1.460,00
Back cover	€ 1.250,00
Insert Add - Ons, without production	€ 460,00
Insert Add - Ons, with production	on demand

Markets and Contacts

Vignette (yearly)*	€ 650,00
--------------------	----------

Web (per month)

Banner

Pop-up	€ 400,00
Top	€ 250,00
Central	€ 235,00
Main	€ 165,00
Middle	€ 115,00

Fairs - Available only for events.

Home A	€ 175,00
Home B	€ 165,00
Home C	€ 155,00

Premium - Available only for sponsored articles.

Newsletter (per sending)

Featured	€ 350,00
----------	----------

Banner

Top	600x400	€ 300,00
Central	600x150	€ 175,00
Home A	600x90	€ 155,00
Home B	486x60	€ 135,00
Home C	486x60	€ 115,00
Middle	180x150	€ 100,00

Digital marketing (per post)

Facebook + Instagram + Twitter + Viber Community	€ 250,00
YouTube + all social networks + Viber Community	€ 350,00

Whitepaper (per month)

€ 600

DISCOUNT SCHEME (# of times)

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

*Discount Scheme is not applicable.

Yearly Package Pricing

		DIAMOND € 12.000	PLATINUM € 8.000	GOLD € 5.000	SILVER € 3.000	BRONZE € 1.000
Magazine Ad	Full Page	11	11	6	3	
	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 9	Central 6	Home A 3	Home B 3	Home C 3
	Sponsored Article	14	11	7	5	1
	Whitepaper (# of months)	3	3	1	1	
Newsletter (50 issues per year)	Article	14	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 Adria 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 Insertion (optional)	2	1			
	Event Report**	3	2	1		

* 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.





SECTOR SECURITY
Preduzeće za fizičko i tehničko obezbeđenje i zaštitu
www.sectorsecurity.org





200

a&S ADRIA

The Professional Magazine Providing Total Security Solutions

Global Security Ltd.

Hasiba Brankovića 3, 71000 Sarajevo, Bosnia and Herzegovina

Tel. +387 33 788 985; Fax +387 33 788 986; Mob: +387 61 147 148

marketing@asadria.com; www.asadria.com

a&SADRIA

a&SJAPAN

a&SPOLSKA

a&STAIWAN

a&SVIETNAM