

SAFETY & SECURITY

PROMOTING A SAFE AND SECURE AFRICA

REVIEW AFRICA

2020 Media Opportunities

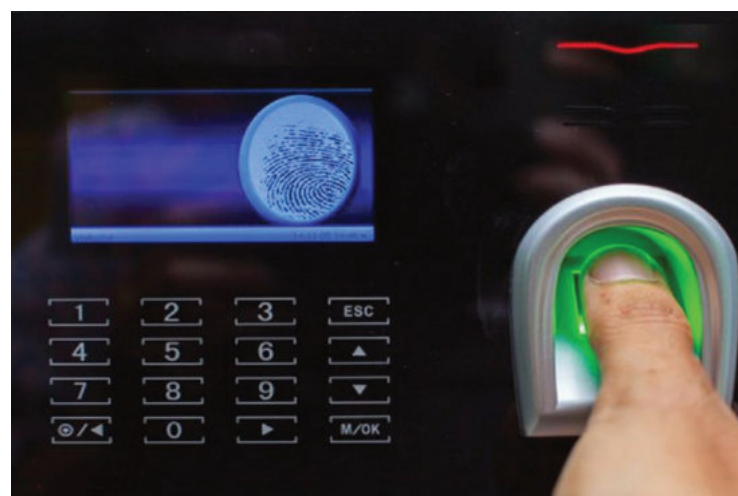


About Us

The Safety and Security Review Africa is a quarterly publication which brings your brand to the world of safety and security.

Our magazine is a source of insightful information on safety and security markets, and developments in Africa. Whether you want to increase brand awareness, deliver a complex message or launch a new product, Safety and Security Review Africa provides a creative media to communicate competently and effectively with your audience.

Our main readers are key decision makers across Africa. Our publication serves as a knowledge, news and information sharing platform which drives up-liftment and sustainable development across the safety and security sector in Africa, hence the magazine is recognized as the industry's thought leadership, innovation and strategic business content leader.





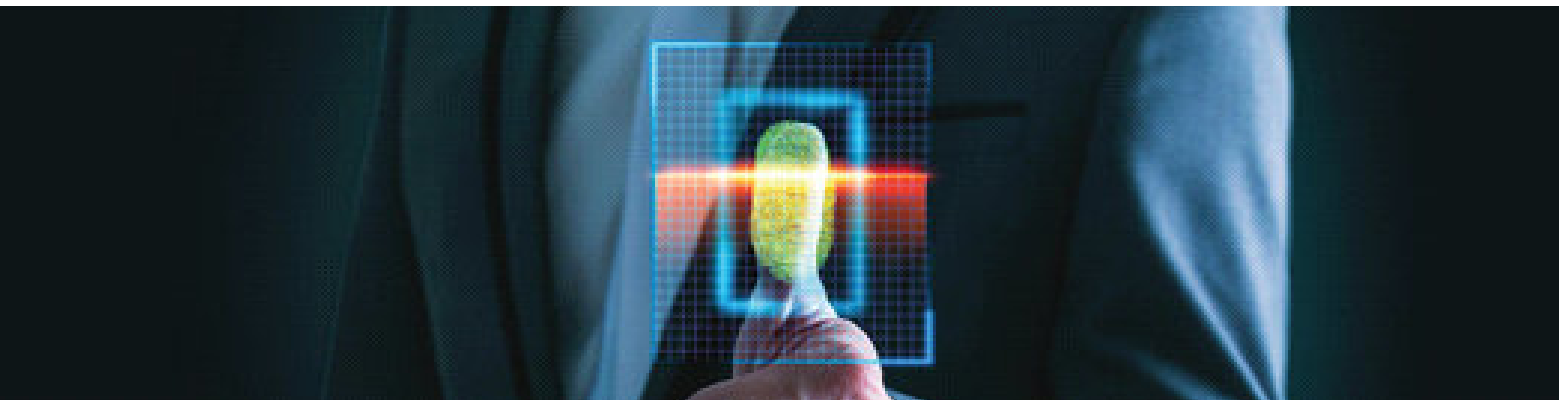
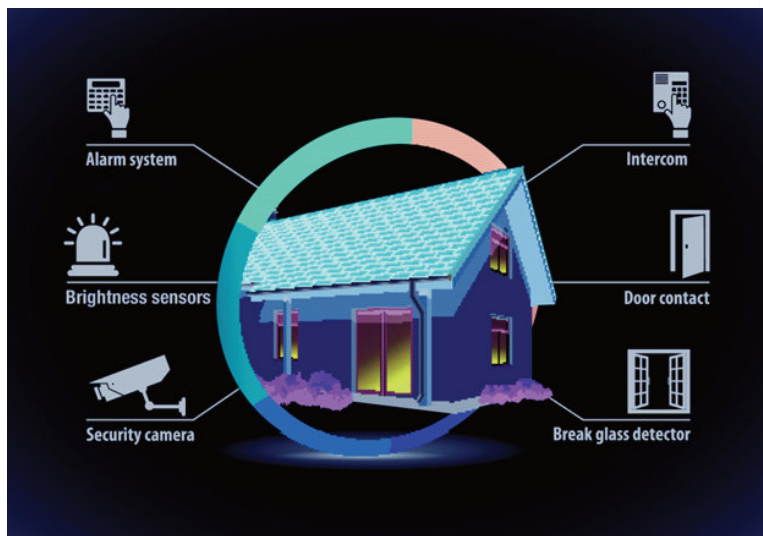
Your Complete Integrated Media Platform

If you have the product or service made for the safety and security industry, the Safety and Security Review Africa will help you reach thousands/millions of these high earning prospects – easily, directly and economically. It's called targeted, direct distribution and it's the best way to ensure that your marketing message is reaching its intended audience. Safety and Security Review Africa reaches the heart of Africa, and takes your message to the key people – people with buying and decision-making power.

Every month, the Safety and Security Review Africa reaches an audience of over 42 800 influential safety and security authorities and key decision makers through a variety of channels, including an interactive website and print distribution at all major safety and security exhibitions, trade shows and conferences in Africa and across the globe.

The Safety and Security Review Africa is distributed to professionals who are involved in the safety and security industry, international business, and investment in Africa and around the world. These professionals are always looking for new ideas, products and services. With a print run of 22,500 copies per issue, our magazine is printed quarterly and is distributed in both hard copy and electronic version (E-Magazine). 35% distribution is done through corporate and individual subscription, 20% through retail outlets, the rest through safety and security trade shows, expos and events as well as through strategic safety and security unions and associations. Electronic copies are sent via email to our data base of 28 ,500 active online subscribers. Our E-Magazines can also be accessed via our website.

The target audience for the Safety and Safety Review Africa are key decision makers such as safety and security CEOs and Directors, property owners, real estate managers, civil engineers, electrical contractors, risk management directors, security executives, fire fighters, Government departments, Procurement Managers, manufacturing companies, civil defence directors, personnel in charge of security, occupational safety and fire safety at companies, organizations and institutions as well as many other professionals within the safety and security sector in the African region.



Distribution Statistics

With a large distribution database of both print and PDF version throughout Africa and beyond when it comes to brand and product exposure, the Safety and Security Review Africa Print and Online platforms are great tools in terms of reaching your targeted audience. Below are the available advert sizes and rates in our hard copy publication.



GEOGRAPHICAL ANALYSIS

Southern Africa 35%
East Africa 25%
West Africa 22%
North Africa 18%

Business Classification



- Governments (17%)
- Property Owners (14%)
- Security Firms (12%)
- Tech Firms (13%)
- Industrial Companies (15%)
- End Users, Mines (8%)
- Software Developers (5%)
- Other (16%)



2020 Editorial Calendar

January/March Features	April/June Features	July/September Features	October/December Features
<p>Fire Detection Products and Systems Vehicle Access Control Security Wire and Fences Fire Fighting Equipment Vehicle Tracking System Airport and Aviation Safety</p> <p>Industrial Safety Systems Fire Protection Products and Systems Boundary Access Control Visual Surveillance Technology Alarm Signalling Systems Industrial Fire Protection Systems</p> <p>CCTV and Surveillance Equipment Fire and Security Cables Physical Security – locks, safes and containers Fire Resistant and Security Doors Security Shutters Metal Detectors</p> <p>Security Equipment IT Security and infrastructure Building Management Perimeter Security Personal Protective Equipment Alarm Systems -sensors, Panels and Systems</p>	<p>Passive Fire Protection Identity Management Access Control Border Management Communications Equipment Asset Management Door Entry Systems</p> <p>Home automation Remote Surveillance Smart Buildings Ip Access Control VoIP Card Readers Visitor Management</p> <p>Turnstiles Smartphone Control Intrusion Systems RFID Locks and keys Face Detection Electric Bolts Time and Attendance</p> <p>Biometrics It and Cyber Security Data Network Security Data Storage Solutions Internet Security Secure Communications Fire Emergency Vehicles</p>	<p>Integrated Security Intruder Detection Security Smoke Systems Security Alarms Fire Alarms Security Enclosures Antiriot Equipment</p> <p>Drone/UAVs Security Gates Physical Security Counter/ Antiterrorism Barriers and Bollards Fibre Optics Thermal Imaging</p> <p>Security Screens Security Motors Security Cameras Fire Blankets Fire Curtain Fire Extinguisher Fire Radio Fire Emergency Vehicles</p> <p>Smoke Vents Fire Valves Fire Suppression Systems Fire Resistant Storage Fire exit Devices Passive Fire Protection</p>	<p>Emergency Lighting Height Safety Safety Belts Global Travel Security Extreme Working Conditions Clothing Vehicle Safety Systems Traffic control</p> <p>Harbour & Maritime Security security Seals Fire Suppression Systems Fire Panel Fire Cement Fall Arrest Hazardous Chemical Safety</p> <p>Specialized Mining Safety Equipment Head & Face Protection Cash in Transit Vehicles & Accessories Farm Safety-animal Tracking Respiratory Protection; Drug Testing Drug Testing & Breathalysers Safety and Security Training Biometrics Time and Attendance Systems Personal Protective Equipment</p>

12

54

56

78

87

89

90

96

100



Promoting a Safe & Secure Africa

Advertising With Us

Rate

... Includes Production of Artworks
... Excludes VAT
... Excludes Agency Commissions

Pull out supplement

Available on Request

Publishing Deadlines

· Booking: 2 weeks prior to publishing date
· Artwork: 1 week prior to publishing date

Material Requirements

If we are designing your artwork we require a brief via email or Word document. Images and logos supplied must be 300dpi, CMYK, PDF, JPG. We cannot use images from Word or web sites for print. A proof for approval will be sent by email.

ADVERTISING TERMS AND CONDITIONS

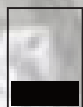
All booking instructions must be made in writing: A signed booking form, Order Authorisation or Copy Instruction will be accepted. All new designs include 2 Revisions thereafter artwork will be charged at our hourly rate. Cancellations will only be accepted in writing, a 40% fee will be applicable for any cancellation. Risk Management Insight (Publishers) will not be held responsible for slight variations in colour on printed advertisements as a result of the printing process.



Business listing

90 x 50mm

USD 180 / R 2,600



Strip Page Full Colour

180 x 50mm

USD 380 / R 4,800



or



Quarter Page Full Colour

180 x 65 mm or 90 x 130 mm

USD 490 / R 6,400



or



Third Page Full Colour

180 x 90 mm or 60 x 260 mm

USD 610 / R 7,600



or



Half Page Full Colour

180 x 130mm or 90 x 260mm

USD 780 / R 10,950



Full Page Full Colour

Trim-297 x 210 type area- 285 x 200

USD 1,400 / R 16,800



Double Page Spread Full Colour

Double Page Spread Full Colour

USD 1,800 / R 18,500



Front Cover

Trim-297 x 210 type area- 285 x 200

USD 2,250 / R 28,300



Inside Front Cover

Trim-297 x 210 type area- 285 x 200

USD 2,100 / R 26,400



Inside Back Cover

Trim-297 x 210 type area- 285 x 2

USD 1,310 / R 16,400



Back Cover

Trim-297 x 210 type area- 285 x 200

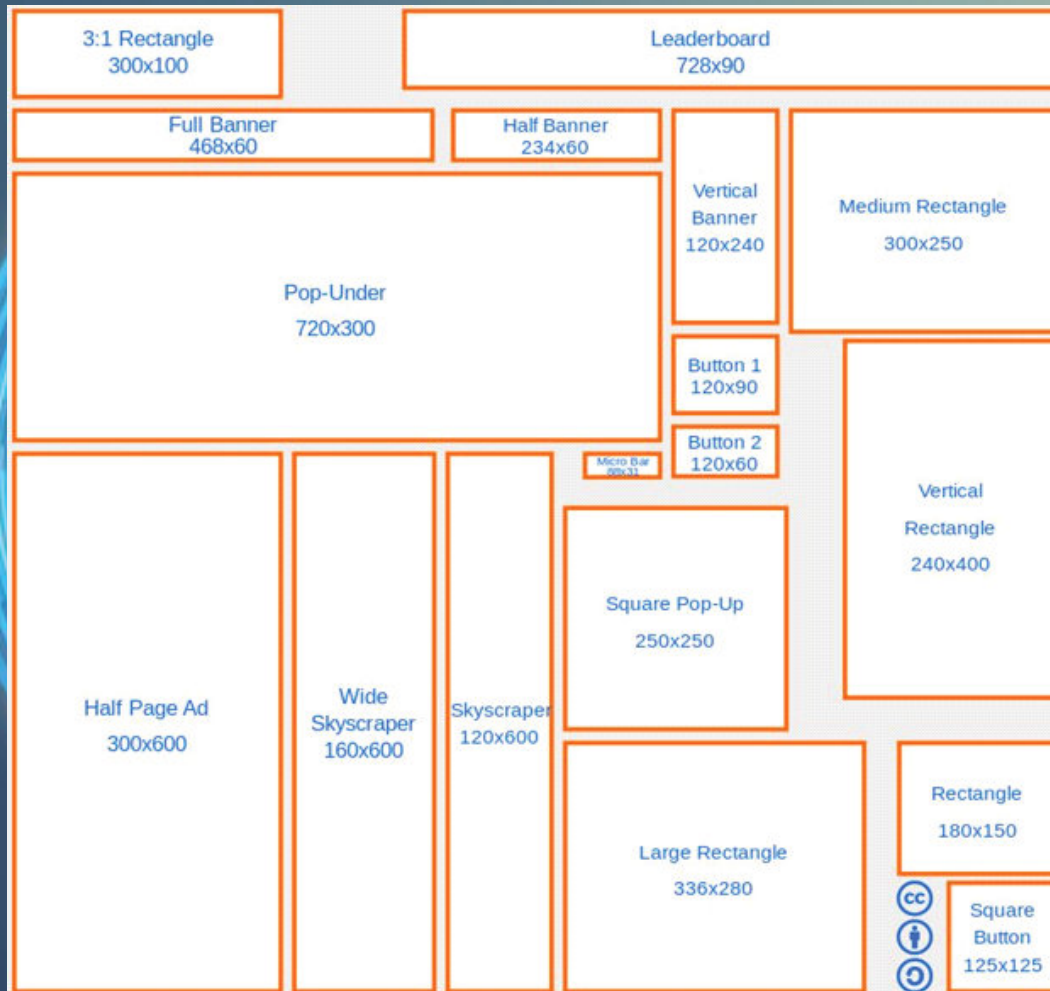
USD 1,600 / R 22,800

Bleed: Allow 5 mm on all sides of trim size for full page or spread adverts

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Online Rates



Banner Size	Units in pixels	1 Month	
		Rand	USD
Leaderboard	728 x 90	R7 500	\$680
Full Banner	468 x 60	R5 500	\$470
Square Banner	250 x 250	R6 200	\$550
WideSkyscraper	160 x 600	R7 200	\$660
Rectangle	180 x 150	R4 800	\$390
Pop-Under	720 x 300	R10 500	\$910
Large Rectangle	336 x 280	R6 800	\$610
Square Button	125 x 125	R3600	\$250
Vertical Banner	120 x 240	R4 000	\$320
Half Page	300 x 600	R8 500	\$700



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