

# **Safety & Security** Review Africa

# **2021**

## **MEDIA KIT**







# LET US DELIVER VALUE

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.

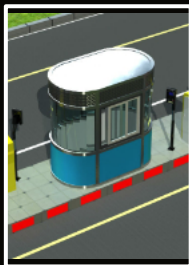
Our main readers are key decision makers across Africa. Our publication serves as a knowledge, news and information sharing platform which drives up-liftment and sustainable development across the safety and security sector in Africa, hence the magazine is recognized as the industry's thought leadership,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

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.





 **Readership** AVERAGE CIRCULATION  
**55 260**

INDUSTRIAL COMPANIES

**15%**

END USERS

**8%**

SOFTWARE DEVELOPERS

**5%**

OTHERS

**16%**

SECURITY FIRMS

**12%**

GOVERNMENTS

**17%**

PROPERTY OWNERS

**14%**

TECH FIRMS

**13%**

**Circulation** AVERAGE PRINT RUN  
**17 500**



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

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.



“The opposite of security is insecurity, and the only way to overcome insecurity is to take risks.”

Theodore Forstmann

# Feature Schedule

## January-March Issue

Fire Detection Products and Systems, Vehicle Access Control, Security Wire and Fences, Fire Fighting Equipment, Vehicle Tracking System, Airport and Aviation Safety, Industrial Safety Systems, Fire Protection, Products and Systems, Boundary Access Control, Visual Surveillance Technology, Alarm Signalling Systems, Industrial Fire Protection Systems, CCTV and Surveillance Equipment, Fire and Security Cables, Physical Security – locks, safes and containers, Fire Resistant and Security Doors, Security Shutters, Metal Detectors, Security Equipment, IT Security and infrastructure, Building Management, Perimeter Security, Personal Protective Equipment, Alarm Systems -sensors, Panels and Systems

**Material Deadline: 24/January/20**

## April-June Issue

Passive Fire Protection, Identity Management Access Control, Border Management, Communications Equipment, Asset Management, Door Entry Systems, Home automation, Remote Surveillance, Smart Buildings, Ip Access Control, VoIP, Card Readers, Visitor Management, Turnstiles, Smartphone Control Intrusion Systems, RFID, Locks and keys, Face Detection, Electric Bolts, Time and Attendance, Biometrics, It and Cyber Security, Data Network Security, Data Storage Solutions, Internet Security Secure Communications, Fire Emergency Vehicles

**Material Deadline: 24/ April/20**

## July-September issue

Integrated Security, Intruder Detection, Security Smoke Systems, Security Alarms, Fire Alarms, Security Enclosures, Anti-riot Equipment, Drone/UAVs, Security Gates, Physical Security, Counter/ Anti-terrorism Barriers and Bollards, Fibre Optics, Thermal Imaging, Security Screens,

Security Motors, Security Cameras, Fire Blankets, Fire Curtain, Fire Extinguishers, Fire Radio, Fire Emergency Vehicles Smoke Vents, Fire Valves, Fire Suppression Systems, Fire Resistant Storage, Fire exit Devices, Passive Fire Protection

**Material Deadline: 24 / June /20**

## October-December Issue

Emergency Lighting, Height Safety, Safety Belts, Global Travel Security Extreme Working Conditions Clothing, Vehicle Safety Systems, Traffic control, Harbor & Maritime Security, Security Seals, Fire Suppression Systems, Fire Panel, Fire Cement, Fall Arrest, Hazardous Chemical Safety



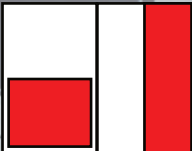
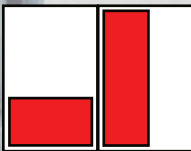
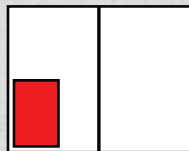
Specialized Mining Safety Equipment, Head & Face Protection, Cash in Transit Vehicles & Accessories, Farm Safety-animal Tracking, Respiratory Protection; Drug Testing, Drug Testing & Breathalyzers, Safety and Security Training, Bio-metrics, Time and Attendance Systems Personal Protective Equipment

**Material Deadline: 25/ October /20**





# 2021 Advertising Rates

	Double Page	Full Page	Half Page	1/3 Page	Quarter Page
					
	Trim 425x297mm Bleed 10mm Gutter 15mm Type Area 180 x 267mm	Trim 210 x 297mm Bleed 10mm Type Area 180 x 267mm	Horizontal: 185 x 135 mm or Vertical: 91 x 273 mm Bleed 10 mm	Advert size 185 x 90 mm Advert size 65 x 273 mm	Advert size 91 x 135 mm
<b>1 Edition</b>	R 26 000 US\$ 2 200	R 16 400 US\$ 1 200	R 10 500 US \$810	R 7 200 US\$ 640	R 6 000 US\$ 490
<b>2 editions</b>	R 20 600 US\$ 1 700	R 13 100 US\$ 960	R 8 400 US\$ 630	R 5 700 US\$ 500	R 4 800 US\$ 380
<b>3-4 editions</b>	R 19 500 US\$ 1 650	R 12 200 US\$ 900	R 7 800 US\$ 570	R 5 400 US\$ 480	R 4 400 US\$ 360

## Prime positions / Special Packages



### Front Page (Magazine Face) – US\$ 1 800 / R 25 000

- Full Page advert
- Full page Editorial
- Three months web banner
- Three months video

### Full Page advert US\$ 1 400 / R 18 500

- Full page Editorial
- Three months web banner
- Three months video

### Front, Inside Page– US\$ 1 600 / R 22 400

- Full page Editorial
- Three months web banner
- Three months video

### Back outside Cover – US\$ 1 500 / R 20 200

- Full page Editorial
- Three months web banner
- Three months video



## MATERIAL REQUIREMENTS:

High resolution files in PDF, JPG or TIF format must be supplied and the resolution should be no lower than 300dpi. All graphics should be CMYK.

## FREE ADVERT DESIGN IS AVAILABLE:

Requirements: High resolution logo, high resolution images and contact information in editable Word format.

**NB: The price is quoted at the most current exchange rate and does not include VAT and does not include agents commission.**



# E-NEWSLETTER

## E-Newsletter2020 Stats



**OPEN  
RATES 69%**  
AVERAGE

**55260**  
DATABASE NUMBERS



**.50%CTR**  
AVERAGE  
ADVERTISING



Sent every fortnight on Fridays to databases of our print and digital magazine subscribers plus anyone who has registered online. The e-newsletters contain latest industry news, articles from recent magazines and occasionally extra content such as videos or podcasts.

### LEADERBOARDOR BOX POSITIONS

Choose the Leaderboard or Box and your brand/product messaging will be included in all e-newsletters sent in the calendar month.

**Price: \$1490/month/position.**

### SPONSORED CONTENT POSITIONS

Available to purchase on an per email basis - pick any week of the month to suit your business marketing needs or a specific product launch. Limited to one sponsored content message per email.

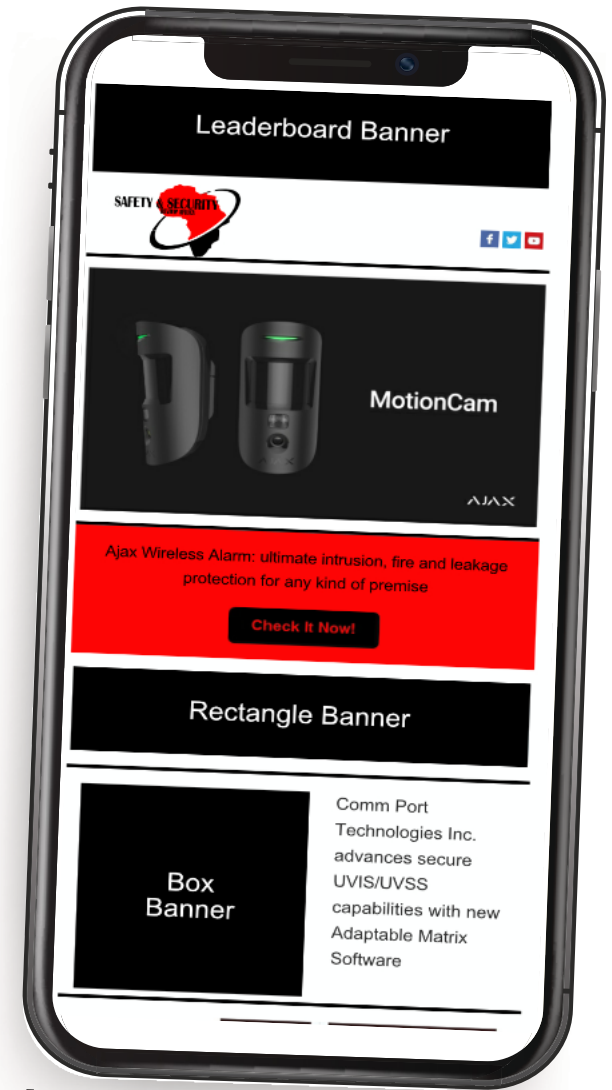
**Price per insertion \$875**

- All positions are subject to availability. Booking deadline is the Wednesday of the fortnight prior. Material deadline is the Thursday of the Fortnight prior. All rates include full colour, are not commission-bearing and exclude VAT.

### MATERIAL FORMATTING

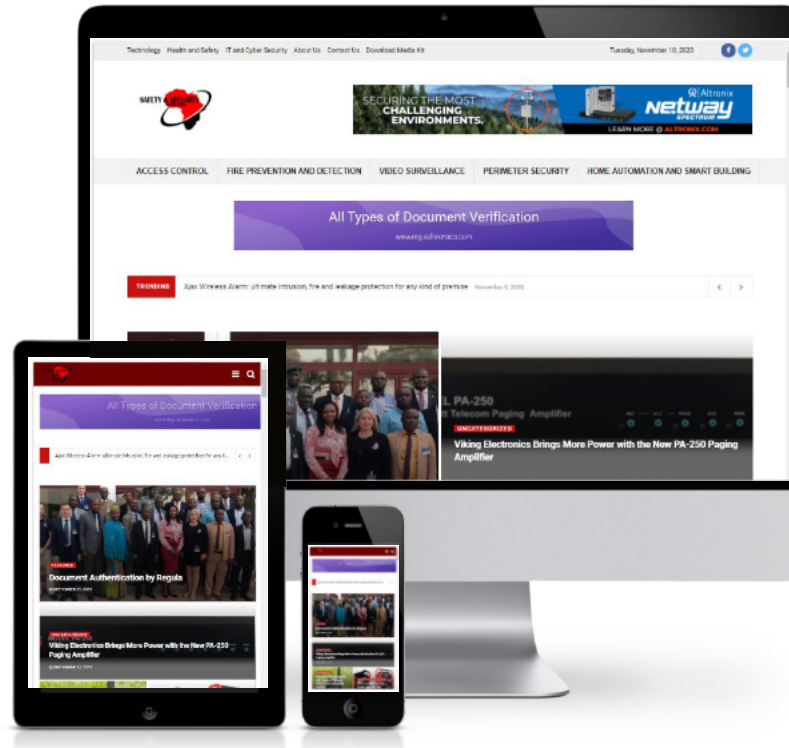
#### Specs:

- Banner: 760px x 120px
- Rectangle: 800px x 150
- Box: 300px x 250px
- Sponsored Content: Maximum 800px wide plus 150 words
- JPEG or GIF image or PNG format only
- No larger than 5mb
- Note: Not all email providers support .gif animations or video therefore ensure all important messaging appears on the first frame.



**Talk to your partnership manager  
for advertising opportunities in our  
e-Newsletters.**

**Supply material to:**  
[advertising@safetyandsecurityafrica.com](mailto:advertising@safetyandsecurityafrica.com)



# Our Online Rates

*Build your company brand and expose yourself to a growing global audience. A cost effective way of advertising an authoritative information exchange*

All Rates Exclude Vat and Agency Commission.

## TECHNICAL SPECIFICATIONS

Accepted Formats: GIF and JPEG, Animated, Flash Max File Size 1Mb Max 15 seconds animation or 3 loops 18 frames per second

Banner Size	Units in Pixels	3 months	6 months	9 months	12 months
<b>Leaderboard</b>	728 x 90	US\$ 680 / R 7 500	US\$ 1 000 / R 12 600	US\$ 1 630 / R 18 000	US\$ 2 000 / R 22 500
<b>Large Rectangle</b>	336 x 280	US\$ 610 / R 6 800	US\$ 950 / R 11 560	US\$ 1 460 / R 16 300	US\$ 1 830 / R 20 400
<b>Square Banner</b>	125 x 125	US\$ 550 / R 6 200	US\$ 920 / R 10 400	US\$ 1 320 / R 14 880	US\$ 1 650 / R 18 700
<b>Wide Skyscraper</b>	160 x 600	US\$ 660 / R 7 200	US\$ 1 140 / R 12 200	US\$ 1 580 / R 17 280	US\$ 1 980 / R 21 600
<b>Square Button</b>	250 x 250	US\$ 250 / R 3 800	US\$ 420 / R 6 400	US\$ 600 / R 9 100	US\$ 750 / R 11 400
<b>Pop-under</b>	720 x 300	US\$ 910 / R 10 500	US\$ 1 540 / R 17 800	US\$ 2 180 / R 25 200	US\$ 2 730 / R 31 500

## Contact Details:

info@safetyandsecurityafrica.com  
advertising@safetyandsecurityafrica.com

Cell: +27 61 656 7791 / +27 60 408 2917

Address:  
6976 Senegal Crescent  
Northriding  
2188,  
Gauteng,  
South Africa  
www.safetyandsecurityafrica.com