



security
WORLDMARKET.COM

2024
MEDIA KIT



The world-class security industry information source since 1998

ONLINE NEWS portal for the global security industry

Think about an online security trade publication:

- that received more than half a million visits from 229 countries from all over the world during 2023.
- that had more than a million page views during the year.
- where 75 % of the users are active in the EMEA area (Europe, Middle East, and Africa).
- where companies can be exposed to such an audience during a full year for less than 1000 Euros (Company Link Subscription).
- that has been one of the most important industry information sources since its inception in 1998*.

An EMEA market leader

SecurityWorldMarket.com is an online security industry news publication, founded in 1998. Already in 2005* SecurityWorldMarket.com was recognised as the most known and used online security trade publication among security professionals in the EMEA market by IMS Research.

The key to the success of the website was – and still is – the alert news reports and other industry specific content covering all these markets including important information on trends and developments within the security industry. SecurityWorldMarket.com has remained in that market leading position ever since.

Users from 229 countries

Based on Google Analytics data for the full year 2023 the website reports 537,452 visits by dedicated security professionals and 1,013 226 page views. This unique online publication for the security technology sector offers news on seven market editions – Global, UK, Middle East, North America and the three Scandinavian security markets (Sweden, Denmark and Norway).

SecurityWorldMarket.com registered users from 229 countries, which explains why this online platform for security industry news is considered as one of the strongest brands for online advertisements on the professional security market in 2023.



*Then the site was named SecurityWorldHotel.com

REACH OUT to the global security technology market

SecurityWorldMarket.com offers updated news and editorial content that reflects what is going on in the physical security industry market. This makes the website a perfect tool for companies to reach out with their brand names, products and service concepts through online advertisements.

Facts about Securityworldmarket.com – based on Google Analytics statistics for the year 2023

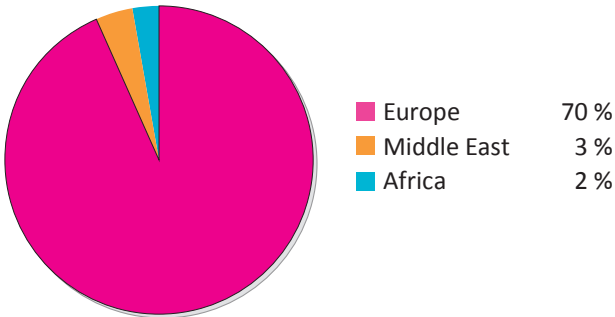
TRAFFIC IN NUMBERS

Sessions:	Users:	Page views:
537,452	396,228	1,013 226

Where do the users come from?

EMEA (Europe, Middle East & Africa)..... 75 %
Europe 70 %, Middle East 3 %, Africa 2 %

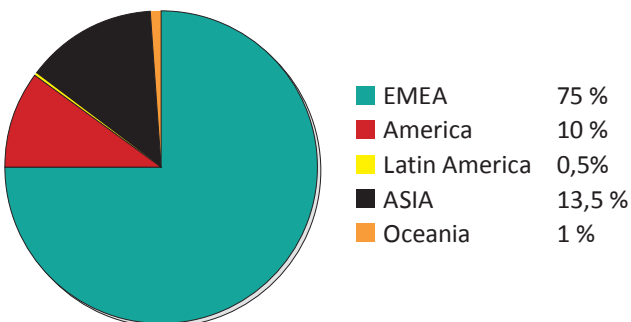
Northern Europe dominates with a 60 % share of the total number of users. Northern Europe includes the following countries: United Kingdom (UK), the Republic of Ireland, Finland, the Baltic states (Latvia, Estonia, Lithuania), Iceland and Scandinavia (Sweden, Denmark and Norway).



America (USA & Canada) 10 %
Latin America 0,5 %

ASIA 13,5 %
South Asia 8%, Far East Asia 5% & other Asian countries 0,5%.
South Asia, includes India, Pakistan, Bangladesh, Nepal and Sri Lanka.

Oceania (Australia & New Zealand) 1 %





THE REAL DEAL for smart marketing

With its strong position as an information source SecurityWorldMarket.com offers an outstanding platform as a marketing channel for all kinds of security industry companies. Reach out to the market through advertisement offers on SecurityWorldMarket.com

Advertisement opportunities

The basic presence – a Company Hyperlink Package Subscription

With a Company Hyperlink Package Subscription your company is always visible and searchable at SecurityWorldMarket.com. The online information will include the following:

- Company logotype, website and email linked to your website
- Company name, address and phone number
- Short introduction text about the company
- Listing in six product or service categories

As a Company Hyperlink Package Subscription subscriber, your company's press releases will always be prioritised, requiring editors to review them and if they meet the editorial criterias for publication – edit and publish them.

Editorial advantages

- Your company's logo and website will be displayed and hyperlinked in conjunction with published editorials based on press releases related to your company.
- Your company's press releases will always be requiring editors to review them and – if they meet the editorial criteria's for publication – edit and publish them.

Price: €570 per year (12 months)

Advertising on the web

Advertising on SecurityWorldMarket.com is an effective way to promote your brand, products and services. Advertisers can select from a single one-off advert for one week, or a long-term campaign for up to a year.



Leaderboard

Position	Duration	Price
Prime page	1 week	€1,080

Middle Rectangle 1

Position	Duration	Price
Prime page	4 weeks	€1,220
News page	4 weeks	€830

Right Rectangle 1

Position	Duration	Price
Prime page	4 weeks	€830
News page	4 weeks	€520

Advertising on the mobile version

35% of the users of SecurityWorldMarket.com are utilising their mobile phones when logging in to the website. Advertisers can select from a single one-off advert for one week, or a long term campaign for up to a year for their advertisement campaign. Usually, the advertising in the mobile version is complementary to the advertising in the desktop version.

Mobile leaderboard

Position	Duration	Price
Prime page	1 week	€260

Mobile rectangle

Position	Duration	Price
Prime page	4 weeks	€140
News page	4 weeks	€ 80

Mobile rectangle Prime

Position	Duration	Price
Prime page	4 weeks	€210
News page	4 weeks	€ 120

E-Newsletter Sponsorship

SecurityWorldMarket.com sends weekly e-newsletters by market (Global, Middle East, North America, United Kingdom, Sweden, Denmark and Norway) to over 20,000 subscribers. This means a total of more than 350 mailings per year, excluding the Breaking News dispatches when something urgent or extraordinary happens. SecurityWorldMarket.com offers all companies linked via an ad to the portal the benefits of cost effective visibility for their brands, products and services.

Duration and prices

Advertisements in the e-newsletter can be placed for 4 consecutive weeks duration up to a year.

Price for 4 weeks (minimum 4 newsletters) for €1,100



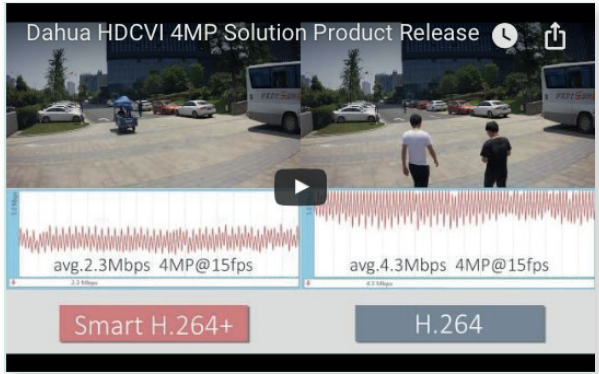
CONTENT MARKETING – the perfect tool to promote your business

Traditional banner advertising on SecurityWorldMarket.com offers an excellent opportunity to strengthen the brand name of companies and products. But that's not all – with our complementary Content Marketing concepts, you can now effectively communicate the unique benefits of your products or services, reaching your target audience with even greater impact.

Advertisement opportunities

Video-in-News – add on service to subscribers of Company Hyperlink Package

Video-in-News is an add-on semi-content marketing service available to all subscribers of the Company Hyperlink Package (€570/year). For an extra yearly fee of €260 SecurityWorldMarket allows a videoclip instead of a picture to be published in conjunction with a news item based on press releases from the subscriber, which will create a much higher impact for the news item.



Price: €260/year

Advertorials on SecurityWorldMarket.com

The advertorial spaces on Securityworldmarket.com offer opportunities for advertisers to inform the market about case studies, products or alternatively services in ads designed as editorials. The advertorial will be positioned in the usual daily news flow of the website, or in a smaller size on the upper right side of the prime page. It will appear as a headline, image, and a short introduction to the article. Clicking on this advertorial will reveal the full story in detail. When the advertorial is published it will remain in the same position for as long as the advertiser wants it to be displayed.

Price: €3,000/4 weeks

The screenshot shows the SecurityWorldMarket.com website interface. At the top, there's a navigation bar with 'NEWS', 'SUPPLIERS', 'WEB TV', 'EVENT CALENDAR', and 'CONTACT US'. Below this, there are several news items and advertisements. One prominent article is titled 'Critical steps firms should consider before the new EU AI Act' with a sub-headline 'European Union lawmakers reached a political agreement...'. Another article is 'Digicert brings Matter standard to Panasonic smart home devices'. There are also advertisements for 'Hikvision AX Home wireless alarm system', 'New Geutebruck software monitors the health of surveillance systems', and 'Multi-national partnership secures labs'. The website also features a 'BOOK THIS SPOT' button and a 'Sign up to our newsletter' button.

...we are security

EVENT

SECTECH
EXPO & SEMINARS



This compact exhibition with seminars is the leading security technology event in Scandinavia since 2001. Sectech events to come:

- **Sectech Norway**, Nova Spektrum, Lillestrøm 5th – 6th of March 2025
- **Sectech Sweden**, Stockholmsmässan 14th – 15th of October 2025

www.Sectech.nu

PRINTED & DIGITAL PUBLICATIONS

DETEKTOR



www.Detektor.com

Detektor Scandinavia, the leading security technology trade magazine for the markets of Sweden, Norway and Denmark.

DETEKTOR

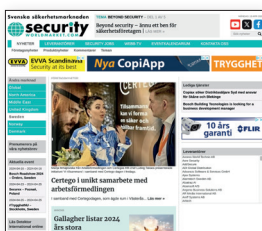


www.Detektor.com

Detektor International is a security technology trade magazine targeting the EMEA-market.

ONLINE PUBLICATIONS

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WORLDMARKET.COM



www.SecurityWorldMarket.com

SecurityWorldMarket.com, is the unique online source for security technology industry news, that is divided in seven market editions – Global, UK, Middle East, North America and the three Scandinavian security markets (Sweden, Denmark and Norway).

SecurityUser.com



www.SecurityUser.com

Securityuser.com – with a Swedish and Danish market edition – serves as a news portal and an information channel, focused on events related to crimes, crime prevention and law enforcement in the two Scandinavian countries.

armedia

For more information about smart marketing opportunities please contact us!

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