



The world-class information source
for the security industry since 1998



ONLINE NEWS portal for the global security industry

Think about an online security trade publication:

- that receives more than half a million visits a year from 232 countries all over the world.
- where 55 percent of the users are professionals, are active in the EMEA area (Europe, Middle East and Africa).
- where your company can be exposed to such an audience during a full year for less than 1000 Euros.

A market leader since 1998

The online trade publication SecurityWorldMarket.com, previously known as SecurityWorldHotel.com, has been one of the most important industry information sources since its inception in 1998.

Based on Google Analytics data for the full year 2020 the website reports 559,221 visits by dedicated security professionals and 900,689 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 was already in 2005* 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. In 2020 Securityworldmarket.com registered users from 232 countries and the website is certainly one of the strongest brands for online advertisements on the professional security market.



**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 make 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 2020

Quantity in numbers

Sessions:	Users:	Page views:
559,221	402,450	900,689

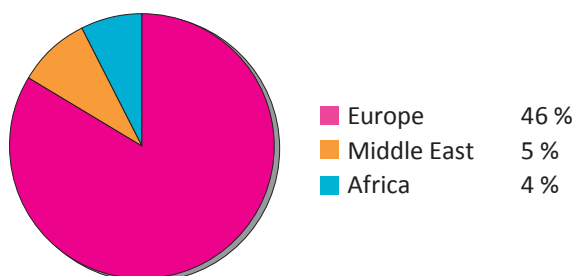
Where do the users come from?

EMEA (Europe, Middle East & Africa) 55 %

Europe 46 %, Middle East 5 %, Africa 4 %

Northern Europe dominates with a 38 % share of the total number of users.

We use the UN definition of Northern Europe which includes the following countries: United Kingdom (UK), the Republic of Ireland, Finland, Latvia, Estonia, Lithuania, Iceland and Scandinavia (Sweden, Denmark and Norway).



ASIA 22 %

South Asia 13 %, Far East Asia 8 %, other Asian countries 1 %

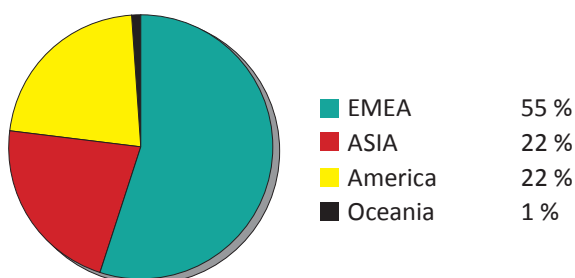
South Asia, where most users come from, includes India, Pakistan, Bangladesh, Nepal and Sri Lanka.

America 22 %

North America (USA & Canada) 17 %, Latin America 5 %

Oceania 1 %

Australia & New Zealand 1 %



CONTENT MARKETING – the perfect tool to promote your business

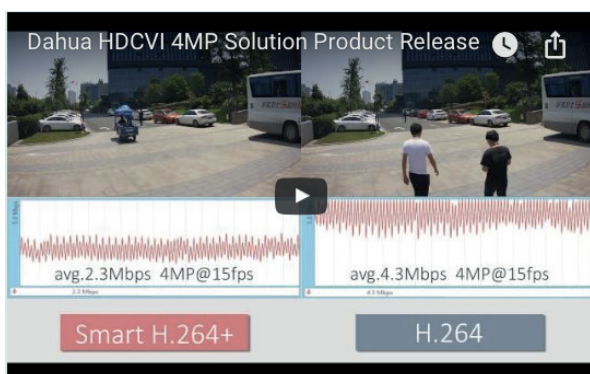
Traditional banner advertising on Securityworldmarket.com offers an excellent opportunity to strengthen the brand name of companies and products. Now, we are taking a new step by offering complementary Content Marketing concepts where you as an advertiser will reach out even more effectively when communicating the benefits of your products or services.

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 (€515/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 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/month

The Global Security Market

security
WORLDMARKET.COM

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Business News Product News Interview of the Month Comment of the Month Case Study Security Academy

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Current Events

2016/2017 – 2016/2017
Ifsec 2017 – London, United Kingdom

2016/2017 – 2016/2017
SecurityUser Expo 2017 – Copenhagen, Denmark

09/05/2017 – 11/05/2017
OFSEC Expo - Oman
Risk, Safety and Security Exhibition - Muscat, Oman

Read Detector International online

DETECTOR
THE NEW STEP TOWARDS
SECURITY & PROTECTION

No. 2 - 2017

PREVIOUS ISSUES

Traffic Management market goes into overdrive

The traffic management market size is expected to grow from USD 22.96 Billion in 2017 to USD 59.48 Billion by 2022, at a Compound Annual Growth Rate (CAGR) of 21.0% during the forecast period. This is according to the most recent report on the Traffic Management Market to 2022 just published by MarketsandMarkets.

Axis launches integration with HID's Mobile Access

Axis Communications will launch the integration of HID Global's Mobile Access with its Axis A1001 network door controller and Axis Entry Manager software at Ifsec International next week. The solution, thought to be the first IP-based, end-to-end solution, enables mobile devices such as smartphones to function as credentials, allowing people to gain access to secured buildings, rooms and areas.

Hikvision shows innovation for the future at Ifsec 2017

Hikvision will be exhibiting the latest in surveillance technology at Ifsec next week. The theme of this year's stand will be - Pioneering AI Technology for Video Surveillance.

New Geutebruck software monitors the health of surveillance systems

The new G-Health solution from Geutebruck monitors the performance data of video systems and automatically logs critical states. As a result, component failures that affect the functioning of the video solution are detected more quickly and reliably.

Dahua 4K-HDCVI Unfolds a Brighter World before You

Born in 2012 by the hands of Zhejiang Dahua Technology Co., Ltd., HDCVI quickly gained... [Read more](#)

Maximize Video Quality, Minimize Bandwidth- VIVOTEK Smart Stream II Technology

VIVOTEK Smart Stream II combines Smart Codec and Dynamic Itra Frame Period technologies... [Read more](#)

Security Twitter

Lennart Alexandrie
@lennartalexandrie
With Thomas Laiden from @lennartnews recruited as the CEO it will be interesting to follow @MOBOTIX_AG #SWirent
securityworldmarket.com/newsBusiness...

Web TV from AR Media

Siemens Head of Fire, Mario K...

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 name, address, phone
- Short introduction text about the company
- Linked e-mail, internet address
- Up to 6 product categories

As a Hyperlink Package Subscription customer your company's website and email address will be displayed and hyperlinked in conjunction with published editorials based on your press releases.

Price: €530 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	1 month	€1,220
News page	1 month	€830

Right Rectangle 1

Position	Duration	Price
Prime page	1 month	€830
News page	1 month	€520



Advertising on the mobile version

Advertising on the mobile version of 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.

Mobile leaderboard

Position	Duration	Price
Prime page	1 week	€260

Mobile rectangle

Position	Duration	Price
Prime page	1 month	€140
News page	1 month	€80

Mobile rectangle Prime

Position	Duration	Price
Prime page	1 month	€210
News page	1 month	€120



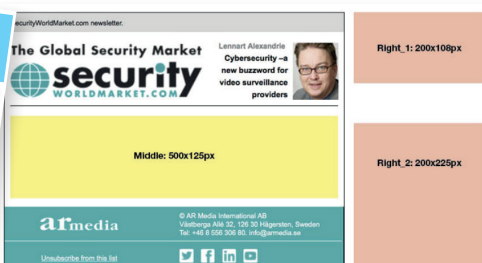
E-Newsletter Sponsorship

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 5 consecutive weeks duration up to a year.

Price from €1,100



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about smart marketing
opportunities
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