SECURITY INSIGHT

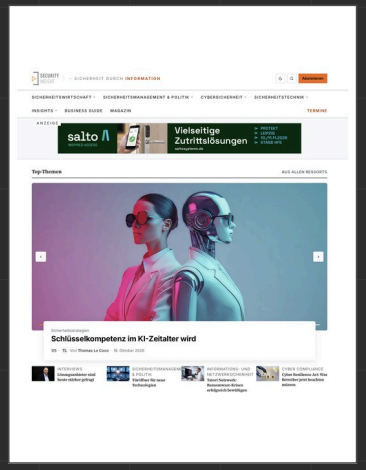
prosecurity

MEDIA KIT 2027

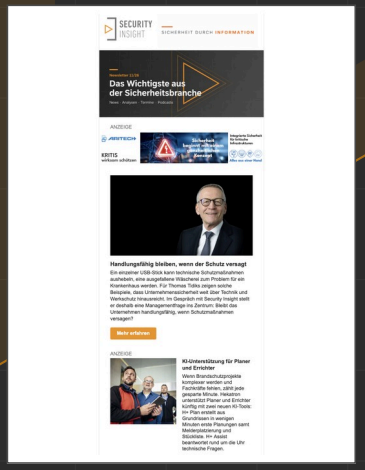
— SECURITY THROUGH INFORMATION



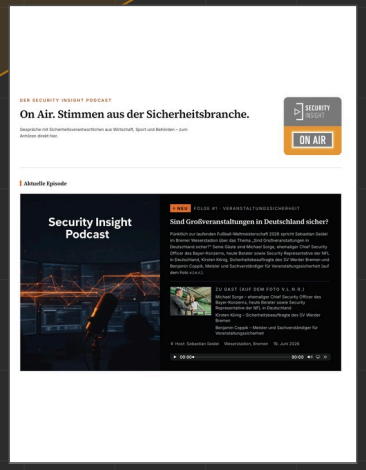
01 TRADE MAGAZINE



02 WEBSITE



03 NEWSLETTER



04 PODCAST

CONTENTS & PUBLISHER

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MEDIA KIT

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T&Cs: securityinsight.io

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www.aswwest.de

BHE Bundesverband Sicherheitstechnik e.V.
www.bhe.de

BVSW – Bayerischer Verband für Sicherheit in der Wirtschaft e.V.
www.bvsw.de

Verband für Sicherheit in der Wirtschaft Hessen, Rheinland-Pfalz, Saarland e.V. (VSW-Mainz)
www.vsw.de

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Terms of payment

Invoices are payable on the date of publication or, by special arrangement, no later than 30 days after the date of publication. The publisher grants a 2 percent discount for advance payment. The invoice amount must be credited to the publisher's account before the date of publication, and no earlier invoices may be outstanding.

AUDIENCE & CIRCULATION

PROFILE · CIRCULATION, DISTRIBUTION, READERSHIP

SECURITY INSIGHT – SECURITY THROUGH INFORMATION

The trade magazine for everyone responsible for corporate security – and for those who plan and implement it.

Our readers

- **Security decision-makers in SMEs:** managing directors, security officers, heads of corporate security
- **Industry, associations, authorities:** those responsible for corporate and public security
- **Installers, planners, system integrators:** owners, managing directors, senior staff

Frequency: 5 issues per year

What SECURITY INSIGHT offers

Independent, exclusive, practical: we explain what security managers, planners and installers need to know to make informed decisions.

- Background and analysis on the issues that matter to businesses
- Expertise in planning and installing fire protection and security systems
- Laws, standards and liability, discussed in dedicated sections
- Product solutions and the technologies of tomorrow

securityinsight.io

The security industry online: exclusive interviews and expert articles plus news, trends, people, products and case studies from corporate, public and IT security.

READERSHIP BY SECTOR

Sector	Recipients
Banks, insurance companies	81
Security authorities	121
Retail	89
Security planners / installers, system integrators	764
Research, education, universities	64
Real estate companies, construction	350
Critical infrastructure (energy suppliers, airports and seaports, airlines, hospitals, transport operators, museums, stadiums)	2,339
Logistics companies	81
Manufacturing, pharmaceuticals, chemicals	689
Social institutions	124

CIRCULATION 3/2026 (PRINT)

Publication type	independent
Volume	20
Single issue (incl. shipping)	Germany €19 / abroad €25
Annual subscription (incl. shipping)	Germany €89 / abroad €135
Annual subscription, online	€49
Annual subscription, magazine + online	Germany €151 / abroad €210
Print run	5,000
Distributed circulation	4,673
Copies sold	47
Abroad	5
Remainder, archive and voucher copies, promotions	298

DIGITAL COPIES DISTRIBUTED 279
Free copies · 10/2025 to 09/2026

DIGITAL COPIES SOLD 984
Period 10/2025 to 09/2026

All prices are gross prices in euros (incl. VAT).

DATES & TOPICS

PUBLICATION DATES · SPECIAL TOPICS · FOCUS AREAS

Issue	1/27	2/27	3/27	4/27	5/27
Publication date	19 Feb	16 Apr	22 Jun	6 Sep	15 Nov
Editorial deadline	21 Jan	18 Mar	26 May	10 Aug	19 Oct
Ad booking deadline	28 Jan	26 Mar	2 Jun	16 Aug	25 Oct
Print data deadline	2 Feb	31 Mar	7 Jun	20 Aug	29 Oct
Special topics, trade fairs		FeuerTrutz 16–17 Jun Nuremberg	SicherheitsExpo 30 Jun–1 Jul Munich	Intersec 14–16 Sep Frankfurt/Main SicherheitsExpo 22–23 Sep Berlin	

FOCUS AREAS

Applications & case studies

Case studies, expert articles and interviews focusing on critical infrastructure (KRITIS): banks, energy suppliers, airports, forensics, major events, correctional facilities, hospitals, aviation security, maritime security, public transport, supply chain security, construction, public authorities, retail, cultural institutions, property operators, manufacturing and chemical industry, schools, universities, insurance and much more

Alarm systems

Intrusion detection systems, alerting, control room equipment, IP intercom, hazard management systems, motion detectors, personal alarm systems, location systems

Fire protection

Structural, technical and organisational fire protection, smoke alarms, fire alarm systems, extinguishing systems, smoke and heat exhaust ventilation (SHEV), voice alarm, (remote) maintenance systems, escape routes, door hold-open systems, lifts, ventilation

Mechanical security

Burglary protection, locks, cylinders, fittings, doors, windows, films, safes, glass, locking elements, grilles, safe rooms

Video security

Video systems, video management software (VMS), artificial intelligence, thermal imaging, storage solutions, switches, networks, monitors, sensors

Corporate security & services

Consulting, business continuity, compliance, crisis management, risk and disaster management, travel security, training, courses, education, aviation security, public order and inspection services, emergency and service centres, property protection, event security, security concepts, industrial espionage and crime, corruption, cash and valuables transport, armoured vehicles, security consulting and planning, security services

People & news

Company news, personnel updates

Technology & innovation

New products and developments in systems, cloud applications, artificial intelligence, Building Information Modeling (BIM) and much more

Access management

Online and offline electronic and mechatronic access control systems and locking systems with components, ID cards, ID management, identification technologies, readers, biometrics, cloud applications, Bluetooth Low Energy (BLE), NFC, key management, vehicle access control, lifts and more

Perimeter protection

Fences, bollards, barriers, access control, sirens, drone technology, sensors, detection systems, motion detectors, software, infrared technology, light barriers, fog security systems

Liability, standards, law, guidelines

ADVERTISING RATES & FORMATS

RATE CARD NO. 19 · VALID FROM 1 JAN 2026 · SECURITY INSIGHT

AD FORMATS AND BASIC RATES

Magazine 210 × 297 mm (A4) · Type area 186 × 280 mm

Format	Type area W × H (mm)	Bleed (mm)	Price (€)
1/1 page	186 × 280	210 × 297*	**3,300**
2/3 page portrait	116 × 280	135 × 297*	**2,600**
2/3 page landscape	186 × 187	210 × 194*	**2,600**
Junior page	122 × 175	135 × 185*	**2,490**
1/2 page portrait	90 × 280	103 × 297*	**2,210**
1/2 page landscape	186 × 140	210 × 157*	**2,210**
1/3 page portrait	58 × 280	71 × 297*	**1,750**
1/3 page landscape	186 × 93	210 × 103*	**1,750**
1/4 page portrait	90 × 140	102 × 157*	**1,550**
1/4 page landscape	186 × 70	210 × 90*	**1,550**
1/12 page portrait	58 × 70	–	**778**
Front cover	–	165 × 176*	**4,830**
Table of contents	186 × 33	–	**980**

* For bleed ads, please add 3 mm bleed on all sides.

Discounts for bookings within 12 months	Frequency discount	Volume discount
	2 ads = 3%	2 pages = 5%
	4 ads = 5%	4 pages = 10%
(insertion year)	6 ads = 10%	6 pages = 15%

Discounts are granted according to the most favourable scale; they apply to all surcharges except additional technical costs.

PREMIUM POSITIONS & SURCHARGES

Inside front cover and back cover	**20% surcharge on the basic rate**
Job ads (vacancies / job seekers)	**70% of the regular format rate**
Special formats, special ad forms, bound inserts	**on request**
Spot colours (outside Euroscale)	**€900 per spot colour**
Bleed surcharge	**none**
Printed offprints, 2 or 4 pages (incl. design)	**on request, stating the print run**
Digital offprints (PDF)	**2 pages €206 · 4 pages €248**

COMBINATION AND PACKAGE RATES

Print SECURITY INSIGHT / online – newsletter + website

Package	Banner term	Discount
2 ads, 2 newsletters, banner, 2 website articles	2 months	**5%**
3 ads, 4 newsletters, banner, 3 website articles	3 months	**8%**
6 ads, 7 newsletters, banner, 6 website articles	5 months	**12%**

LOOSE INSERTS

Maximum size	186 × 280 mm (W × H)
Price per 1,000 copies	up to 25 g: €450 · up to 50 g: €660
Print quantity	5,000 copies, plus postage
Discount	see volume discount · 1 insert = 1 ad page
Delivery deadline	no later than 10 days before publication of the booked issue

A sample must be submitted before the order is accepted. A note referring to the insert is included in the magazine free of charge.

All prices are net prices in euros, plus statutory VAT.

TECHNICAL INFORMATION

PRINT MATERIALS · DATA DELIVERY · BOUND INSERTS

MAGAZINE

Format	A4 (210 × 297 mm)
Type area	186 × 280 mm
Columns	3 columns of 58 mm
Printing process	Sheet-fed offset
Binding	Saddle stitching
Screen ruling	70 lines/cm
Cover paper	170 g/m² woodfree white, satin matt coated, art paper
Inside pages	70 g/m² matt art paper, lightly wood-containing
Colour sequence	Black, cyan, magenta, yellow

AD MATERIALS

The following file formats can be processed (Mac/PC, closed files):

- PDF (X-3 or higher, fonts converted to outlines)
- EPS (high resolution, fonts converted to outlines)
- TIF (300 ppi)

Images in ad files should be placed at 1 : 1 and supplied at a minimum of 300 dpi. Please create ad files in the CMYK colour space with crop marks. Please do not use RGB data or JPG file extensions.

Open files (InDesign, Illustrator, QuarkXPress ...) by arrangement and without liability. Other formats (e.g. Word, PowerPoint, Excel, Corel Draw) cannot be processed as standard; any processing is charged separately based on effort. Processing without liability.

TRANSMISSION

- by email to mb@prosecurity.de (max. 20 MB)
- via FTP on request

ADDITIONAL PROCESSING

Open files, or files that we otherwise have to prepare for printing, are subject to additional charges based on effort.

BOUND INSERTS

Bound inserts must be delivered untrimmed and folded, with the front side marked. They must be designed so that no additional preparation is needed. Any extra handling, folding or gluing work is charged separately.

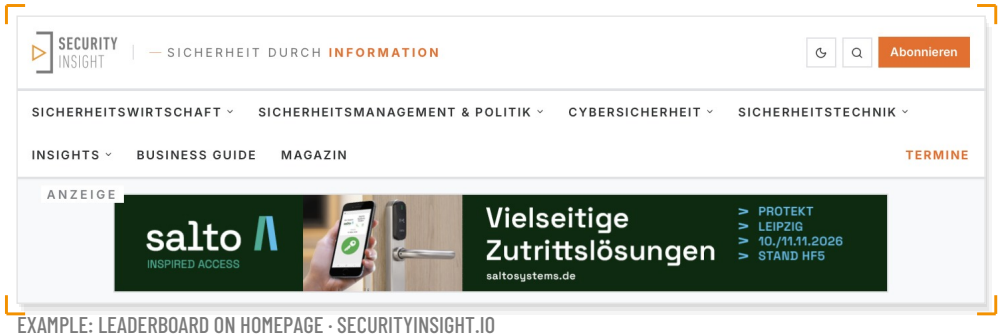
DELIVERY ADDRESS FOR ALL INSERTS

Strube Druck & Medien GmbH & Co. KG
Stimmerswiesen 3, 34587 Felsberg

Please mark the delivery with the magazine title and the booked issue (e.g. SECURITY INSIGHT 3/26).

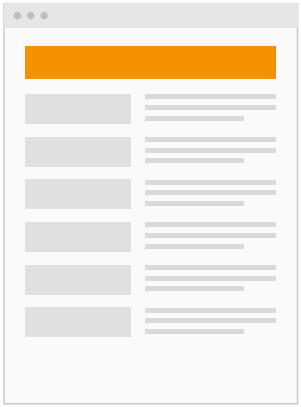
BANNERS ONLINE

ONLINE RATES AND FORMATS · WEBSITE

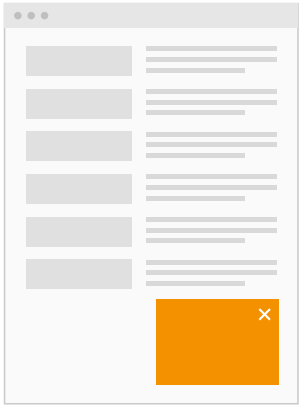


EXAMPLE: LEADERBOARD ON HOMEPAGE · SECURITYINSIGHT.IO

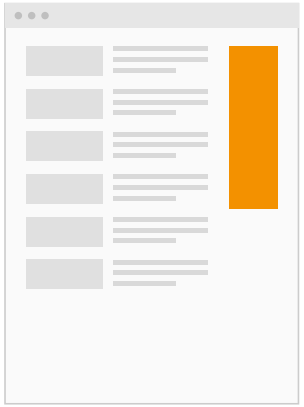
FORMAT EXAMPLES



LEADERBOARD
1,160 × 145 px



INTERSTITIAL AD
448 × 320 px



SKYSCRAPER
160 × 600 px

BANNER AND VIDEO FORMATS

Banner	Format	Price/month (€)
Leaderboard homepage*	1,160 × 145 px · 8 : 1 (landscape)	**750**
Leaderboard topic page*	1,160 × 145 px · 8 : 1 (landscape)	**650**
Interstitial ad homepage**	448 × 320 px · 1.4 : 1 (landscape)	**600**
Interstitial ad topic page**	448 × 320 px · 1.4 : 1 (landscape)	**500**
Skyscraper	160 × 600 px · 1 : 3.75 (portrait)	**950**
Video	Video / animated banner as MP4, max. 20 sec.	**850**

* For mobile view, please also supply: 448 × 320 px, 1.4 : 1 (landscape). ** Interstitial ad also available as video ad.

CONTENT, PACKAGES & PODCAST

Offer	Service	Price (€)
Products / industry solutions	Article incl. link	**360 / article**
Job ads (vacancies / seekers)	File format PDF	**350 / month**
White paper package	Leaderboard topic page, basic listing Business Guide, white paper · term 3 months	**2,600**
Podcast	Services by arrangement	**on request**

White paper specifications: logo as EPS (vector) · images as JPEG (max. 2,000 px wide) · text and image layout as Word file or PDF.

All prices are net prices in euros, plus statutory VAT.

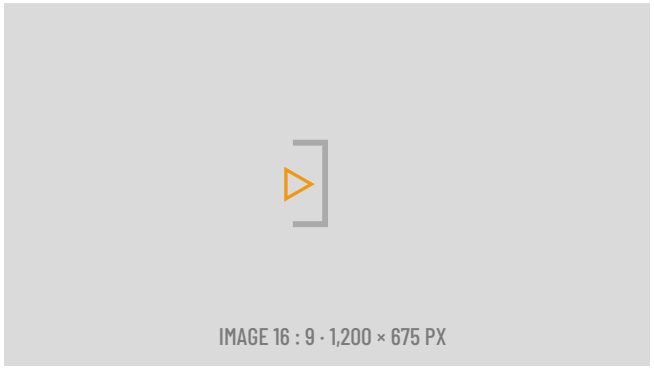
BANNER VOLUME DISCOUNT

Term: 3 months	3%
Term: 6 months	5%
Term: 12 months	10%

EVENTS SECTION & PACKAGES

EVENTS ON THE WEBSITE · ONLINE NEWSLETTER + WEBSITE

HOW YOUR EVENT APPEARS



Headline

Teaser · 3 lines

Event date
Venue

Register:
www.organiser.com/...

EVENT LISTING

Item	Specification
Image	1,200 × 675 px · 16 : 9 (landscape)
File format / size	JPG or PNG, RGB · max. 1 MB
Headline	1 line · max. 40 characters
Teaser	3 lines of max. 85 characters
Event date	1 line
Venue	1 line
Registration	1 line · URL
Price per listing	€300

Character counts include spaces.

ONLINE NEWSLETTER + WEBSITE

Package	Discount
3 newsletters, banner (2-month term), 1 product announcement, 1 case study	**5%**
6 newsletters, banner (3-month term), 2 product announcements, 2 case studies	**8%**
8 newsletters, banner (5-month term), 3 product announcements, 3 case studies	**10%**

All prices are net prices in euros, plus statutory VAT.

NEWSLETTER RATES & DATES

AD FORMATS · SPECIFICATIONS · PUBLICATION DATES



Newsletter for security planners, installers, heads of corporate security and SME managing directors

3,071 subscribers · average open rate 41.03%

3,071	41.03%	13
SUBSCRIBERS	OPEN RATE	ISSUES 2027

AD FORMATS

Ad format	Format	Price/month (€)
1 Banner placement	1,280 × 240 px · 16 : 3	830
2 TextAd	1,120 × 630 px · 16 : 9	850
3 Top placement	First position in the newsletter	+20% on the basic rate
4 Stand-alone newsletter	1,280 × 960 px · 4 : 3	2,100

TextAd: headline 1 line, max. 50 characters · teaser 4 lines of 72 characters (max. 288) · button max. 25 characters · file JPG, PNG or GIF, RGB, max. 300 KB. Character counts include spaces.

PUBLICATION DATES AND DEADLINES 2027

Publication	Trade fair	Deadline
12 Feb		5 Feb
3 Mar		25 Feb
31 Mar		25 Mar
22 Apr		16 Apr
12 May		5 May
16 Jun	SicherheitsExpo Munich	10 Jun
23 Jun	SicherheitsExpo Munich	17 Jun

Publication	Trade fair	Deadline
31 Aug	Intersec	26 Aug
7 Sep	Intersec + SicherheitsExpo Berlin	1 Sep
15 Sep	SicherheitsExpo Berlin	10 Sep
20 Oct		15 Oct
18 Nov		12 Nov
2 Dec		26 Nov

VOLUME DISCOUNT

3 TextAds / banners: 3% · 6 TextAds / banners: 5% · 12 TextAds / banners: 10%

All prices are net prices in euros, plus statutory VAT.

BUSINESS GUIDE COMPANY LISTING

DIGITAL COMPANY LISTING · RATES AND CONTENT

BASIC LISTING

€395 — 6 MONTHS

€620 — 12 MONTHS

MEDIUM LISTING

€845 — 6 MONTHS

€1,340 — 12 MONTHS

PREMIUM LISTING

€1,080 — 6 MONTHS

€1,710 — 12 MONTHS

CONTENT AND TECHNICAL DATA

Content	Specification	Basic	Medium	Premium
Logo	min. 250 × 250 px, PNG with transparent background	•	•	•
Keywords	1 to 3 keywords, incl. link	•	•	•
Contact	Address, email, phone, website	•	•	•
Company profile	short description, max. 1,300 characters incl. spaces	–	•	•
3 products	Image min. 250 × 250 px (square), teaser max. 200 characters incl. spaces, link to product	–	•	•
3 references	Image min. 250 × 250 px (square), teaser max. 200 characters incl. spaces, link to reference	–	•	•
White paper	Image min. 250 × 250 px (square), teaser max. 200 characters incl. spaces, link to white paper	–	–	•
Awards	max. three, image / seal, link to award	–	–	•
Video	YouTube, Vimeo or Dailymotion · min. 720p (HD) · 16 : 9	–	–	•
Social media	Links to social networks	–	–	•

All prices are net prices in euros, plus statutory VAT.

[CONTACT] // ADVERTISING SALES

GET IN TOUCH.

Advertising SECURITY INSIGHT · Website · Newsletter · Podcast

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