Canadian Security

THE PUBLICATION FOR PROFESSIONAL SECURITY MANAGEMENT

1978 🍁 2018
40 YEARS

Canada's Only Security Management Magazine

canadiansecuritymag.com

2018 MEDIA KIT

MAGAZINE AUDIENCE

WHY ADVERTISE?

- 70% of readers identify themselves as senior security industry professionals
- 63% have purchasing influence
- 36% use the publication to help make purchasing decisions
- 39% have contacted advertisers from seeing their ads in *Canadian Security*
- 63% of readers recommend and/or are involved in product and service purchase decisions

OUR READERS

Canadian Security targets key decision makers responsible for the safety and security of the businesses, institutions and organizations they are tasked to protect. Our audience of security management personnel turn to *Canadian Security* for the latest news, opinion, advice, technology, products and solutions regarding securing facilities, assets, staff and data.

QUALITY CONTENT

- 90% indicate *Canadian Security* meets the needs of their industry
- 96% of readers rated the overall quality of *Canadian Security's* content from Excellent to Good
- 91% have visited *Canadian Security's* website
- 95% rate *Canadian Security's* website from Excellent to Good

"I FIND THIS MAGAZINE TO BE VERY INFORMATIVE, INTUITIVE AND SPOT ON WITH THE ISSUES OF SECURITY THAT AFFECT US ALL."

2018 EDITORIAL CALENDAR

ISSUE	DEADLINES	CONTENT FOCUS		TECHNOLOGY FOCUS	BONUS DISTRIBUTION
JANUARY/ FEBRUARY	EDITORIAL: JAN. 3 AD SPACE: JAN. 17 AD MATERIAL: JAN. 24	Health Care	Training	Access Control	Security Career Expo, Focus On
MARCH/APRIL	EDITORIAL: FEB. 16 AD SPACE: MARCH 2 AD MATERIAL: MARCH 9	Cyber Security	Emergency Management	Intrusion Detection	ISC West, ASIS Toronto Best Practices
MAY/JUNE DIGITAL ISSUE	EDITORIAL: APRIL 24 AD SPACE: MAY 8 AD MATERIAL: MAY 15	Guarding Roundtable	Workplace Violence	IP Video	Security Summit Canada
JULY/AUGUST	EDITORIAL: JUNE 21 AD SPACE: JULY 5 AD MATERIAL: JULY 12		**40TH ANNIVERSARY ISSUE**		ASIS International Seminar & Exhibits, RRC, Loss Prevention Conference, Focus On
SEPTEMBER/ OCTOBER	EDITORIAL: SEPT. 1 AD SPACE: SEPT. 14 AD MATERIAL: SEPT. 21	Security Director of the Year	Disaster Recovery	Locks and Door Hardware	Security Canada Central, ISC East, Focus On
NOV./DEC. DIGITAL ISSUE	EDITORIAL: OCT. 19 AD SPACE: NOV. 2 AD MATERIAL: NOV. 9	State of the Industry	Transportation Security	Video Management	

Canada's **ONLY** dedicated Security Management title!

With 13,000 readers in our verified circulation, and more than 12,000 weekly eNewsletter subscribers, plus our regularly updated website, *Canadian Security* gives you unrivaled reach to security decision makers across Canada.. From Chief Security Officers to Security Directors and Security/Facility Managers to Loss Prevention Professionals and business executives, no other media entity gives you access to Canadian businesses from coast to coast.

MEDIA PARTNERSHIPS

- ASIS INTERNATIONAL
- IAHSS
- CANASA
- CADSI
- RETAIL COUNCIL OF CANADA
- SECTOR

NEIL SUTTON

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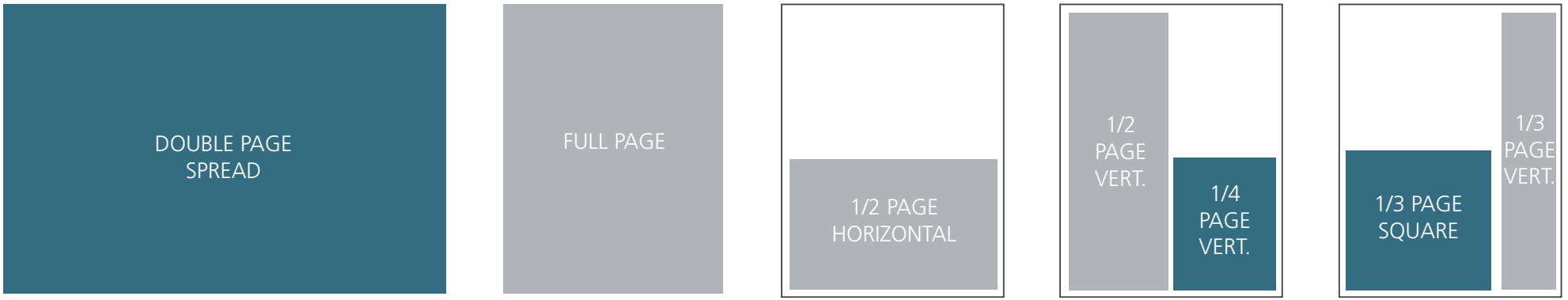
ADVERTISING RATES AND SPECS



AD SIZE		RATES (PER ISSUE)		
DOUBLE PAGE SPREAD	16" X 10.875" (TRIM)	1X $8,950	3X $8,210	6X $7,700
FULL PAGE	8" X 10.875" (TRIM) 8.25" X 11.125" (BLEED)	1X $4,980	3X $4,950	6X $4,360
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Outside Back Cover: $5,010 • **Inside Front Cover:** $4,745 • **Inside Back Cover:** $4,745

PDF SUPPLIED FILES
We prefer to receive high-resolution PDFs.
We accept high-resolution PDF files either e-mailed (less than 5MB) or submitted through our Loading Dock (FTP site). Files MUST BE 300 dpi and have 1/8" bleed on all bleeding sides.

FTP SITE www.annexnorth.loadingdock.ca
Follow instructions on website. An e-mail will automatically be sent to the Annex production department, making them aware of your recent upload.

ALL FILES MUST BE COMPRESSED OR STUFFED.
If you have any questions about the above information or require more information please contact:
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"CANADIAN SECURITY IS RESOURCEFUL, INFORMATIVE AND SPECIFIC TO OUR INDUSTRY WHEN IT COMES TO SIGNIFICANT EVENTS, TRAINING AND EDUCATION, AS WELL AS A POSITIVE FORUM FOR INDUSTRY LEADERS."

DIGITAL ADVERTISING RATES AND SPECS

CUSTOM EBLASTS & VIDEO EBLASTS

1x: $3,265 • 2x: $2,855

With our CASL-compliant subscriber list, lead generation e-mail campaigns have never been easier. Use our eBlast platforms to share some of your great content with security professionals across Canada, promote upcoming events, new products and services and/or to expand overall brand awareness.

Key Stats: 8,000 recipients / 22% open rate / CASL-COMPLIANT

WALLPAPER

$2,550 per month

Dominate the *Canadian Security* website with ads that our online readers will definitely see and engage with. All wallpaper ads are run of site and can be animated for maximum impact!

WEBSITE – www.canadiansecuritymag.com

Canada's premier security management website offers the most current and relevant news, views and analysis for security professionals looking to stay on top of the latest security issues and trends. Updated on a daily basis, our website offers mobile responsive design and a great platform for advertisers to receive continuous visibility, engage in sustained brand-building campaigns and/or to increase traffic to their own website.

Leaderboard	728 x 90 px	$1,225 per month (run of site)
Mobile Responsive	300 x 50 px	
Homepage Banner	468 x 60 px	$920 per month
Big Box	300 x 250 px	$1,120 per month (run of site)

WEEKLY ENEWSLETTER

Our exclusive weekly eNewsletter keeps security management personnel up to date on the latest industry developments, trends and best practices.

Key Stats: 13,000 recipients / 28% open rate / CASL-COMPLIANT

Leaderboard	728 x 90 px	$715 per week
Mobile Responsive	300 x 50 px	
Big Box	300 x 250 px	$715 per week
Sponsor's Message	300 x 250 px (75-100 words)	$865 per week

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2018 DIGITAL EDITORIAL CALENDAR

	THEMED ENEWSLETTERS	CONTENT WEEKS	WEBINARS	EVENT COVERAGE	BONUS ENEWSLETTERS
JANUARY	Public Safety				Top of the Month
FEBRUARY					Top of the Month
MARCH	Education		Security Metrics		Top of the Month
APRIL				ISC West Security Canada East	Top of the Month
MAY	Cyber Security		Biometrics & ID	Security Canada Ottawa Security Canada Alberta	Top of the Month
JUNE		Property Management		Security Canada West	Top of the Month
JULY	Emergency Management				Top of the Month
AUGUST					Top of the Month
SEPTEMBER	Transportation		IP Video	ASIS International	Top of the Month
OCTOBER				Security Canada Central	Top of the Month
NOVEMBER	Event Security	Emergency Management			Top of the Month
DECEMBER					Top of the Month

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Follow us on

MARKET TAKEOVER

Use Canadian Security's **Themed eNewsletters** to let security managers, directors and end users in Canada know about your company's market-specific solutions, technologies, knowledge and industry **EXPERTISE**!

SPOTLIGHT!

Spotlight! is where content and context intersect. Canadian Security's Spotlight! eNewsletter provides our readers with news, articles and insights on a particular topic and area of interest in the security industry, while offering advertisers the opportunity to connect their brands with a particular industry theme.

What You Get

- Exclusive Takeover of eNewsletter
- 3 ad positions: 2 leaderboards, 1 Sponsor's Message
- 2 links in Sponsored Content section (drives traffic back to your site)
- Lead generation report following Spotlight! deployment

Cost: $2,000

2018 SCHEDULE

- **JANUARY**
  PUBLIC SAFETY
  Release Date: Jan 19
- **MARCH**
  EDUCATION
  Release Date: Mar 16
- **MAY**
  CYBER SECURITY
  Release Date: May 18
- **JULY**
  EMERGENCY MANAGEMENT
  Release Date: July 20
- **SEPTEMBER**
  TRANSPORTATION
  Release Date: Sept 14
- **NOVEMBER**
  EVENT SECURITY
  Release Date: Nov 16

TOP OF THE MONTH

Canadian Security's Top of the Month eNewsletter offers our loyal readers a recap of that month's most popular industry articles/news from Canadian Security's highly visited website. Top of the Month (released the last Saturday of every month) provides one company the opportunity to takeover this eNewsletter with exclusive advertising throughout.

What You Get

- Exclusive Takeover of eNewsletter
- 3 ad positions: 2 leaderboards, 1 Sponsor's Message
- 2 links in Sponsored Content section (drives traffic back to your site)
- Feature Product (40-word description and image)
- Lead generation report following Top of The Month deployment

Cost: $2,000

Security Product eBlasts

Looking for some actionable leads? Our **Security Products** eBlasts can help you promote new products, product catalogues, white papers, industry events, webcasts and much more to our audience of security managers, directors and end users.. **It's simple.** You provide a picture, up to 75 words of copy and a URL where the reader can find out more about your offer. We create the space, and after deployment, you receive a detailed leads report.

SHARE YOUR PRODUCTS WITH OUR SECURITY DECISION MAKERS

Each **Security Products** eBlast is sent to Canadian Security's more than 8,000 CASL-compliant email subscribers who have requested to receive information from us (and our partners) on the latest security products, technologies, solutions and services.

File Specifications:

One image (300 x 300 pixels) + up to 75 words of copy + URL

Full contact leads reporting is available with our Security Products eBlasts. Owing to CASL regulations, email addresses are not provided

Cost: $695

2018 SCHEDULE

- **JUNE**
  ENTRANCE SECURITY
  Release Date: June 21
- **JULY**
  BIOMETRICS
  Release Date: July 19
- **AUGUST**
  UAV/DRONES
  Release Date: August 16
- **SEPTEMBER**
  VIDEO SURVEILLANCE
  Release Date: September 20
- **OCTOBER**
  ACCESS CONTROL
  Release Date: October 18

***All eBlast ad material is due no later than one week prior to email date.

WHY SPONSOR?

Don't miss this exclusive and unique sponsorship opportunity to provide thought leadership to a valued-group of industry decision makers.

- **Exposure to over 8,000 security management personnel across Canada**
- **Complete lead-generation reports from all promotions**
- **Exclusive Sponsorship Recognition In:**
  - **Pre-webinar Promo Eblasts**
  - **Post-webinar Eblast**
  - **Weekly Enewsletters**
  - **Canadian Security Website**
  - **Twitter, Facebook & LinkedIn Promotions**

UPCOMING WEBINAR TOPICS

March: Security Metrics
May: Biometrics & ID Management
September: IP Video

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STAND ABOVE YOUR COMPETITION!

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NOW YOU CAN REACH **SECURITY END USERS** IN MULTIPLE MARKETING PLATFORMS FOR ONE **LOW MONTHLY INVESTMENT**

DIGITAL 360

Make your brand, products and services top of mind while garnering leads for your sales staff.
These digital and multi-platform packages expedite brand-building and lead gathering, helping you to connect efficiently and cost-effectively with security management decision makers in Canada.

PREMIUM – 12-Month Program:

- Full page, 4-colour ad in the digital edition of Canadian Security (6 issues)
- Custom Eblast to our CASL-compliant subscriber list (3 per year)
- Website Leaderboard (12 months)
- eNewsletter Leaderboard (12 months)
- Gold Listing in Security Pages Buyers Guide and on SecurityPages.ca
- Just $3,050 per month

ENHANCED – 6-Month Program:

- Full page, 4-colour ad in the digital edition of Canadian Security (3 issues)
- Custom Eblast to our CASL-compliant subscriber list (2 per year)
- Website Big Box (6 months)
- eNewsletter Sponsor's Message (6 months)
- Gold Listing in Security Pages Buyers Guide and on SecurityPages.ca
- Just $2,550 per month

BASIC– 3-Month Program:

- Full page, 4-colour ad in the digital edition of Canadian Security (1 issues)
- Custom Eblast to our CASL-compliant subscriber list (1 per year)
- Website Big Box (3 months)
- eNewsletter Sponsor's Message (3 months)
- Enhanced Listing in Security Pages Buyers Guide and on SecurityPages.ca
- Just $1,530 per month

NUMBERS THAT MATTER

147,474
ANNUAL PAGE VIEWS

12,035
ENEWS SUBSCRIBERS

8,181
EBLAST SUBSCRIBERS

94,977
ANNUAL WEBSITE VISITS

4,000
TWITTER FOLLOWERS