

# SPT & News

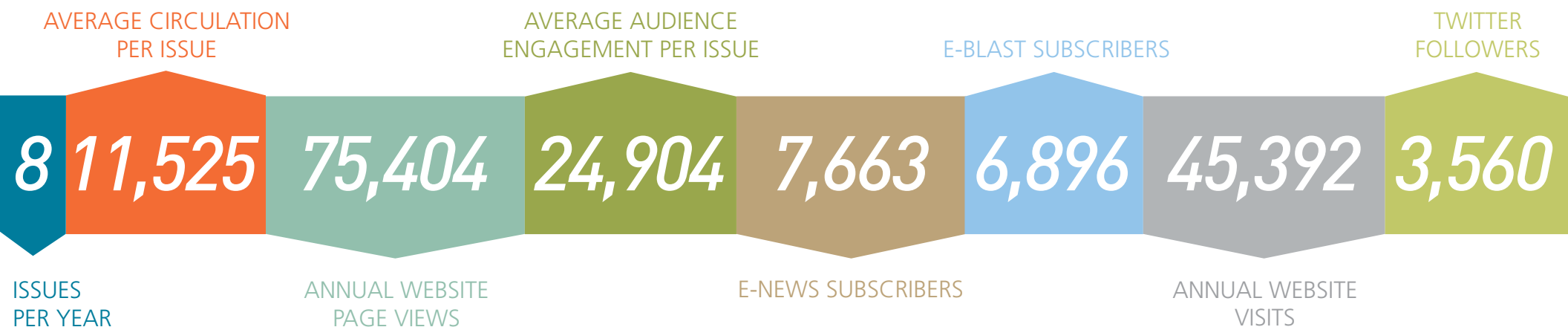
Canada's #1 Resource For Security Dealers & Integrators



sptnews.ca

2017 MEDIA KIT

# AUDIENCE & REACH



## OUR READERS

*SP&T News* is the only magazine in Canada that reaches the security channel — installers, dealers, integrators, distributors, resellers, channel managers, consultants and solution providers working in the Canadian alarm and security industry. Our audience of security professionals turn to *SP&T News* for the latest industry news, products, technologies, solutions, opinions and advice. *SP&T News* is published and printed in Canada.

## WHY ADVERTISE?

- 73% of readers identify themselves as security dealers, resellers, and system integrators
- 81% have purchasing influence
- 60% use the publication to help make purchasing decisions
- 54% have contacted advertisers after seeing their ads in *SP&T News*
- 88% of readers recommend and/or are involved in product and service purchase decisions

## QUALITY CONTENT

- 94% indicate *SP&T News* meets the needs of their industry
- 99% of readers rate the overall quality of *SP&T News*' content from Excellent to Good
- 90% have visited *SP&T News*' website
- 98% rate *SP&T News*' website from Excellent to Good

// SP&T MAGAZINE IS A VERY USEFUL TOOL IN OUR QUEST TO STAY ABREAST OF THE ACTIVITY AND CHANGES IN OUR INDUSTRY. IT IS WELL LAID OUT, WELL WRITTEN, AND FILLED WITH VALUABLE INFORMATION AND INSIGHT. //

# 2017 EDITORIAL CALENDAR

ISSUE	DEADLINES	CONTENT FOCUS	TECHNOLOGY FOCUS	BONUS DISTRIBUTION
<b>JANUARY/ FEBRUARY</b>	EDITORIAL: DEC. 29 AD SPACE: JAN. 13 AD MATERIAL: JAN. 20	2017 Industry Preview	Campus Solutions	Fire & Life Safety
<b>MARCH</b>	EDITORIAL: JAN. 23 AD SPACE: FEB. 6 AD MATERIAL: FEB. 13	Security Convergence	Sales & Marketing	Access Control ISC West
<b>APRIL</b>	EDITORIAL: FEB. 24 AD SPACE: MARCH 10 AD MATERIAL: MARCH 17	Cloud Computing	Monitoring	Video Surveillance Security Canada East
<b>MAY</b>	EDITORIAL: MARCH 28 AD SPACE: APRIL 11 AD MATERIAL: APRIL 18	Top 10 Under 40	Business of Security	Intrusion Detection Security Summit Canada, Security Canada Alberta, Security Canada West, Security Canada Ottawa
<b>JUNE/JULY</b>	EDITORIAL: MAY 19 AD SPACE: JUNE 2 AD MATERIAL: JUNE 9	Mobility Solutions	PERS	Locks & Door Hardware
<b>AUGUST/ SEPTEMBER</b>	EDITORIAL: JULY 21 AD SPACE: AUG. 4 AD MATERIAL: AUG. 11	Home Automation	Dealer Networks	Biometrics Security Canada Atlantic
<b>OCTOBER</b>	EDITORIAL: AUG. 18 AD SPACE: SEPT. 1 AD MATERIAL: SEPT. 8	Integrator of the Year	Security Pages	IP Video Security Canada Central, ISC East
<b>NOVEMBER/ DECEMBER</b>	EDITORIAL: OCT. 19 AD SPACE: NOV. 2 AD MATERIAL: NOV. 9	Hall of Fame	Industry Standards	Home Security

## Canada's **#1 Source** for Security Industry News!

With 11,500 readers in our verified circulation, and more than 7,600 weekly eNewsletter subscribers, plus our regularly updated website, *SP&T* gives you unmatched reach to your potential clients. From alarm dealers to security integrators, no other media entity gives you access to security professionals across Canada.

### MEDIA PARTNERSHIPS

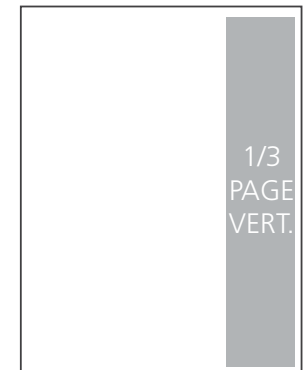
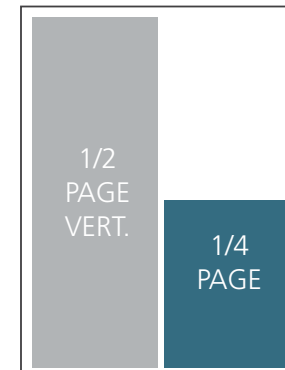
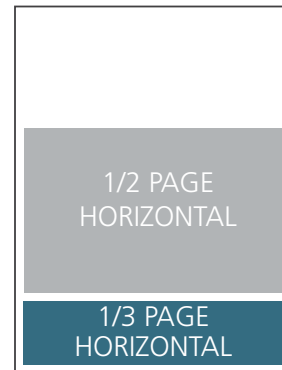
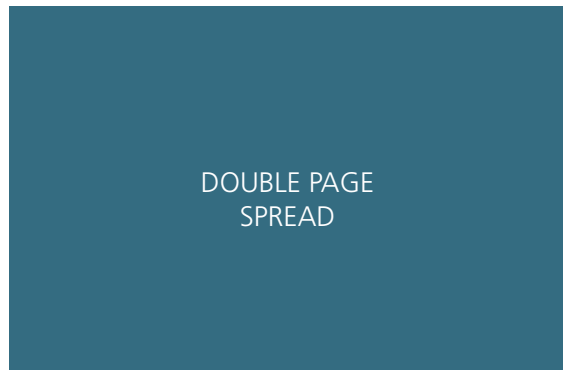
- SECURITY INDUSTRY ASSOCIATION
- CANASA
- ISC WEST & ISC EAST
- ASIS INTERNATIONAL
- MISSION 500

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# ADVERTISING RATES AND SPECS



AD SIZE	AD SPECS	AD RATES (PER ISSUE)		
DOUBLE PAGE SPREAD	18" X 12" (TRIM) 18.25" X 12.25" (BLEED)	1X: \$9,100	4X: \$8,660	8X: \$6,960
FULL PAGE	9" X 12" (TRIM) 9.25" X 12.25" (BLEED)	1X: \$5,000	4X: \$4,500	8X: \$3,950
JUNIOR PAGE	5.874" X 7.875"	1X: \$4,185	4X: \$3,725	8X: \$3,355
1/2 PAGE VERTICAL	3.875" X 11"	1X: \$4,030	4X: \$3,475	8X: \$3,145
1/2 PAGE HORIZONTAL	8" X 5.375"	1X: \$4,030	4X: \$3,475	8X: \$3,145
1/3 PAGE VERTICAL	2.625" X 11"	1X: \$3,075	4X: \$2,560	8X: \$2,330
1/3 PAGE HORIZONTAL	8" X 3.5"	1X: \$3,075	4X: \$2,560	8X: \$2,330
1/4 PAGE	3.875" X 5.375"	1X: \$2,980	4X: \$2,790	8X: \$2,465
COVER BANNER	8.5" X 1"	1X: \$2,755	4X: \$2,400	8X: \$1,990

**Outside Back Cover:** \$4,545 • **Inside Front Cover:** \$4,345 • **Inside Back Cover:** \$4,345

## 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.annexprod.loadingdock.ca](http://www.annexprod.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:  
Trish Ramsay | Production Manager  
Telephone: 905-726-4667  
E-mail: [tramsay@annexweb.com](mailto:tramsay@annexweb.com)



**// SP&T IS THE ONE STOP MAGAZINE FOR ANYBODY WANTING TO EXPAND THEIR KNOWLEDGE IN THE SECURITY INDUSTRY. IT HELPS ME KNOW WHAT NEW PRODUCTS THE MANUFACTURERS ARE RELEASING TO THE SUPPLIERS. A+ MAGAZINE, KEEP UP THE GREAT WORK. //**

# DIGITAL ADVERTISING RATES AND SPECS

## CUSTOM EBLASTS & VIDEO EBLASTS

1x: \$3,300 • 2x: \$2,900

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 dealers and Integrators across Canada, promote upcoming events, new products and services and/or to expand overall brand awareness.

**Key Stats: 7,000 recipients / 25% open rate / CASL-COMPLIANT Lead Generator Report Following Deployment**

## WALLPAPER

\$2,600 per month

Dominate the *SP&T News* 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 – sptnews.ca

Canada's premier security channel 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, promote new products and/or to increase traffic to their own website.

Leaderboard	728 x 90 px	\$1,100 per month (run of site)
Mobile Responsive	300 x 50 px	
Homepage Banner	468 x 60 px	\$800 per month
Big Box	300 x 250 px	\$1,100 per month (run of site)

## WEEKLY ENEWSLETTER

Our exclusive weekly eNewsletter keeps security dealers and integrators up to date on the latest industry news, products, developments and trends.

**Key Stats: 7,300 recipients / 32% open rate / CASL-COMPLIANT**

Leaderboard	728 x 90 px	\$500 per month
Mobile Responsive	300 x 50 px	
Big Box	300 x 250 px	\$500 per month
Sponsor's Message	300 x 250 px	\$650 per month (75-100 words)

## CONNECTS

*SP&T's* monthly shared custom eBlast is an inexpensive and measurable way to promote products, company news, services and events that you want to share with security professionals across Canada.

**Key Stats: 7,000 recipients / 22% open rate / CASL-COMPLIANT / Lead Generation Report Following Deployment**

Ad Material	300 x 250 px	\$650 per month (75-100 words)
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