

# Canadian Security

THE PUBLICATION FOR PROFESSIONAL SECURITY MANAGEMENT



## 2012 MEDIA PLANNER

[www.canadiansecuritymag.com](http://www.canadiansecuritymag.com)

## Helping you reach the security market like never before



Paul Grossinger  
Group Publisher

At *Canadian Security*, our goal is to provide our readers — security management in Canada — with information they can use to better secure and protect their company's assets, facilities, staff and data.

By reading *Canadian Security* in print, online and via our biweekly e-update, security professionals begin to think about their security needs proactively. In turn, they become more informed consumers when it comes time for them to implement any type of security system, product, technology, policy and/or procedure. Our readers also learn that in today's highly competitive marketplace, having a strong security posture is a determining factor in the long-term success and viability of the company they are responsible for securing.

New in 2012 will be the addition of content focused on logical security via our dedicated section called

*Security Matters*.

Now more than ever, security is not just a cost centre but a business enabler. *Canadian Security's* editorial content strives to help readers achieve that transformation. Through our six issues a year, frequently updated website and video library, we will assist your company in increasing its sales revenues to and brand awareness amongst Canada's security management professionals.

With *Canadian Security*, we will make well-informed businesses your greatest customers and "proper" security a reality for everyone.

Paul Grossinger  
Group Publisher – Security Media  
pgrossinger@annexweb.com

## Offering solutions for Canada's security leaders



Neil Sutton  
Editor

*Canadian Security* magazine is the leading publication for CSOs, security directors, loss prevention managers and professionals who operate in a corporate security environment.

On a bimonthly basis, *Canadian Security* provides you news, opinion, practical advice and case studies that focus on initiatives and projects that are being driven by security managers coast to coast. We bring you insight from experienced security practitioners, as well as vendors, consultants, researchers and integrators working in the field.

At *Canadian Security*, we focus on solutions and best practices — information that can be applied directly to

your business. We cover the essential technologies, like IP video, metrics and analysis, access control, incident management and perimeter security, but also emerging trends like cloud computing and IT convergence and how they are shaping the future of your business.

From retail to health care, utilities to hospitality, *Canadian Security* is dedicated to serving security leaders who are charged with safeguarding people and protecting assets.

Neil Sutton  
Editor  
nsutton@annexweb.com

# 2012 editorial calendar

ISSUE	Application Focus	Editorial Focus	Product Focus	Supplements	Bonus Distribution	Closing Dates
Jan/Feb 2012	Oil & Gas	Threat Assessment Employee Training	CCTV			Editorial: Dec. 12, 2011 Ad Space: Jan. 9, 2012 Ad Material: Jan. 16, 2012
Mar/Apr 2012	Transportation	Executive Protection Risk Management	Access Control		ISC West Security Canada East BICSI Canada Conference Tri-Lateral Security Conference	Editorial: Feb. 13, 2012 Ad Space: Mar. 5, 2012 Ad Material: Mar. 12, 2012
May/June 2012	Education	Visitor Management Privacy	Fire & Life Safety		Security Canada West	Editorial: Apr. 18, 2012 Ad Space: May 2, 2012 Ad Material: May 9, 2012
July/Aug 2012	Health Care	Mass Notification Cloud Security	Perimeter Protection		Security Canada Atlantic ASIS Conference	Editorial: June 5, 2012 Ad Space: June 19, 2012 Ad Material: June 26, 2012
Sept/Oct 2012	Retail	Security Director of the Year Building Automation	Biometrics	2013 Guide to the Industry	Security Canada Central ISC Solutions SecureTech Canada	Editorial: Aug. 7, 2012 Ad Space: Aug. 20, 2012 Ad Material: Aug 27, 2012
Nov/Dec 2012	Hospitality	Salary Survey Compliance & Regulation	Sound/Intercom Systems			Editorial: Oct. 11, 2012 Ad Space: Oct 25, 2012 Ad Material: Nov 1, 2012

## Our Readers **Speak Out!**

“Canadian Security provides a Canadian perspective in the security industry.”

“Focused on practical solutions to common problems.”

“It encourages debate from different levels of the industry.”

“Canadian content is particularly appreciated.”

“This is the only magazine I read.”

“Canadian-centric content as well as good insights into issues that may impact my operations.”

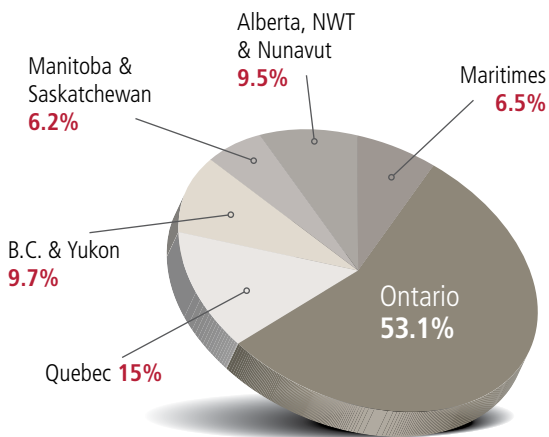
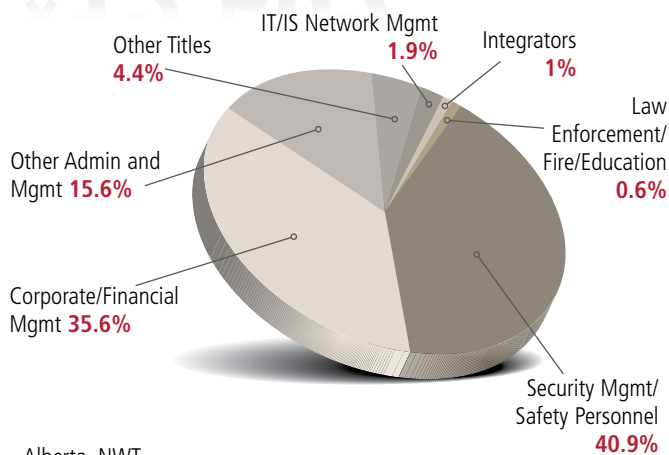
“Focus on Canadian security professionals, local events etc. that are not covered anywhere else.”

# Market Coverage

Advertising in **Canadian Security** means you get access to an audience of decision makers. And that means more opportunities to sell your products and services and an unparalleled chance to introduce your solutions to prospective customers.

**Total Circulation** \*12,592

## Circulation Demographics by Title



## Circulation Demographics by Location

\*CCAB September 2011

Which of the following products do you purchase and/or specify

Identity/Access Control	59%
Perimeter Protection	59%
CCTV / Video	54.6%
Health and Safety (Life Safety / Fire)	52.9%
Loss Prevention / Asset Protection	48.5%
Risk Management / Business Continuity / Liability	44.5%
Sound/Intercom Systems	22%
Mass Notification	21.6%
Network / Data Protection	11%

Source: Canadian Security Reader Survey 2011

# QUICK FACTS...

## 83.4%

Readers who believe *Canadian Security* provides content they can't find in other publications

## 78.4%

Readers who approve or recommend the purchase of products and services

Readers actions taken in the past 12 months as a result of reading *Canadian Security*, [CanadianSecurityMag.com](http://CanadianSecurityMag.com) / or *Canadian Security e-Update*

## 54.5%

Kept or clipped an article in the magazine

## 68.8%

Recommended a friend or colleague read an article

## 65.8%

Visited the publication's website

## 50.4%

Picked up ideas that were put into practice in their own business

## 53.1%

Further investigated a product that was mentioned in an article

# Canadian Security

www.canadiansecuritymag.com

CanadianSecurityMag.com provides readers timely information on breaking news and security product developments. Our website segments security technology coverage into key areas, such as access control, IT security, CCTV and risk management.

## Web Specifications:

- Image Type: .gif, .jpg, or Flash (Must be regular Flash with embedded URL to set tracking — no swish files.)
- Image Animation (Gif): Single to infinitely looping banners accepted. Note: Flash files are not acceptable for e-products.
- Image File Size:
  - 50k maximum for static or animated GIF
  - 50k for Button Flash
  - 80k for Banner Flash
- Linking URL: An active URL must be provided.
- Testing: All creatives must function uniformly on both MAC and PC platforms, as well as multiple browser versions of Firefox, Internet Explorer and Safari.

**Wallpaper**  
\$2,500 per month



- Leaderboard**  
728 x 90 pixels
- Skyscraper**  
120 x 600 pixels
- Big Box**  
300 x 250 pixels
- Banner**  
468 x 60 pixels
- Tile/Button**  
120 X 90 pixels

## Rates and specifications

	Specifications (pixels)		Rates (per month)		
	Width	Depth	3 months	6 months	12 months
<b>Leaderboard</b> (run of site, rotating)	728	90	\$800	\$750	\$700
<b>Big Box</b> (run of site, rotating)	300	250	\$750	\$700	\$650
<b>Home Page Banner</b>	468	60	\$700	\$650	\$600
<b>Inside Banner</b>	468	60	\$600	\$550	\$500
<b>Skyscraper</b>	120	600	\$750	\$700	\$650
<b>Button</b>	120	90	\$400	\$350	\$300

Format: gif or animated gif, jpg.

## Electronic Newsletter



With *Canadian Security's* biweekly e-newsletter, advertisers have an exclusive opportunity to reach and influence more than 8,500 subscribers twice a month who want to keep up to date on the latest industry developments, trends and best practices.



## Rates and specifications

	Specifications (pixels)		Rates (per month - 2 ads per month)			
	Width	Depth	1 months	3 months	6 months	12 months
<b>Leaderboard</b>	728	90	\$750	\$700	\$650	\$600
<b>Banner</b>	468	60	\$650	\$600	\$550	\$500
<b>Skyscraper</b>	120	600	\$725	\$675	\$625	\$575
<b>Button</b>	120	90	\$500	\$450	\$400	\$350

Format: gif or jpg.

**88% of *Canadian Security* magazine readers receive our e-newsletters, according to a recent survey of our subscribers.**

# Content Marketing Services



## Who we are: Annex Business Media

*Canadian Security* is owned by one of Canada's largest B2B publishers, producing 40+ B2B magazines and directories, 40+ websites and e-news products, and numerous conferences and events. But we are much more than just publishers – we also provide a full range of custom printing and publishing services, custom digital media and video production services, and event and sponsorship services. We would appreciate the opportunity to discuss how we can provide solutions for any of your marketing needs. [www.annexweb.com](http://www.annexweb.com)

## E-blasts



Target readers with a specific message sponsored by your organization. We can customize your message and send it out to our 8,500 email subscribers.

## Videos

In today's rapidly-changing media, video has become a powerful marketing tool that allows our customers to reach a dedicated audience of purchasing decision makers in a unique and creative way.

At *Canadian Security*, we can help you create, produce and distribute information-rich and effective videos to security management personnel working in Canada. Through our dedicated Video-2-Business (V2B) division, we can produce everything from Q&A interviews, corporate profiles, new product demos and event coverage to video sales kits and feature documentaries.

Our state-of-the-art, in-house broadcast studio uses the latest video equipment and technologies, while our experienced V2B staff possess the skills to write, shoot, edit and produce videos that are of the utmost quality.

On top of that, we then can distribute the videos to our committed online readership via [www.canadiansecuritymag.com](http://www.canadiansecuritymag.com) and our bi-weekly e-update newsletter that is read by more than 8,000 opt-in subscribers. Not only do you receive finished videos produced at high broadcast quality, but also an audience that turns to *Canadian Security* for the latest in security solutions, products, technologies, news and ideas.

Call us today for a free no-obligation quote. We will walk you through every step of the process. It's easy, affordable and effective.

Check out some of our video portfolio at our V2B Studio website.

[www.v2bstudio.com](http://www.v2bstudio.com)



## Events and Roundtables

Get face-to-face with your customers and prospects at events. Annex can deliver high-impact and successful industry events such as seminars, workshops, conferences, focus groups and roundtables. Have an existing show that needs a boost? Work with us to create a show within your show to bring additional attendees and sponsors.

## Metrics and Analysis

Everything we do in print and electronic media is measured, analyzed and reported upon. Whether it's our print magazine circulation audits, website traffic reports, detailed e-news metrics reports, or sponsored marketing reports for events — if we do it, we measure it and report back to our customers.



[www.canadiansecuritymag.com](http://www.canadiansecuritymag.com)

# 2012 ad rates and sizes

**Specifications** (all pricing in Canadian dollars and includes 4 colour)

Ad Size	Width	Depth	1x	3x	6x
<b>Full Page Bleed</b>	8-1/4"	11"	\$4,690	\$4,335	\$4,100
<b>1/2 Page Vertical</b>	3-3/8"	10"	\$3,555	\$3,270	\$3,115
<b>1/2 Page Horizontal</b>	7"	4-3/4"	\$3,555	\$3,270	\$3,115
<b>1/3 Page Vertical</b>	2-1/8"	10"	\$2,770	\$2,605	\$2,535
<b>1/3 Page Square</b>	4-1/2"	4-3/4"	\$2,770	\$2,605	\$2,535
<b>1/4 Page Square</b>	3-3/8"	4-3/4"	\$2,355	\$2,220	\$2,120

**Outside Back Cover:** \$4,700 **Inside Front Cover:** \$4,450 **Inside Back Cover:** \$4,450

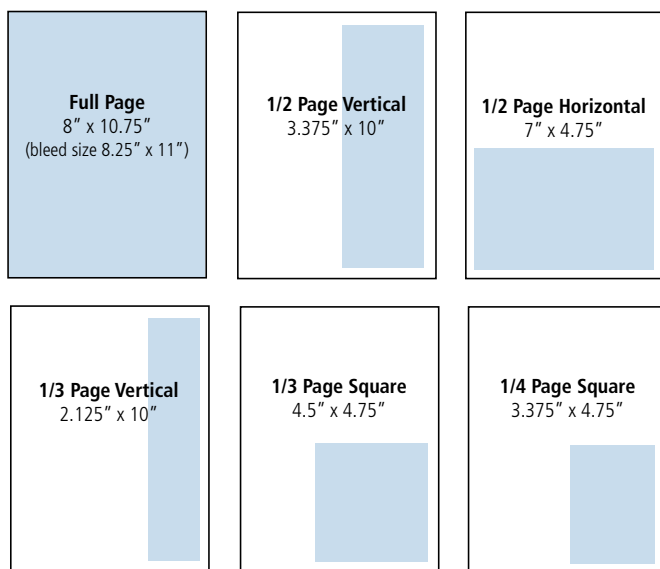
**SPECIAL COLOUR:** For additional colour, matched, PMS or special colours, please contact your sales representative.

## Digital Requirements:

We accept digital files that meet the following criteria:

- High-resolution PDFs created with InDesign, Quark Xpress (2,400 dpi-150 line screen, all fonts embedded, CMYK with no spot colours or RGB images).
- EPS or TIFF files created in Illustrator or Photoshop (300 dpi with all images embedded and fonts as outlines).
- Process colour (CMYK) ads must be supplied with a high-resolution, full-colour, contract-quality proof to ensure proper reproduction.
- Black and white ads must be supplied with a laser proof.

PLEASE NOTE: We do not accept ads created in Microsoft Office/Publisher programs, Corel Draw (only if exported to Illustrator), film, DCS or CopyDot files.



For further ad production information, please contact your account co-ordinator, Trish Ramsay: tramsay@annexweb.com or 905-726-4667.

## Corporate Pricing:

**COMBINED RATES:** Advertisers who utilize more than one Annex publication are entitled to frequency discounts earned in all publications.

**Contact**  
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