

Safety & Security

MARKETING AND BRANDING OPPORTUNITIES 2012

ANTI-INTRUDER

- Perimeter Barriers
- Lighting System
- Closed Circuit Television CCTV
- Perimeter Detectors
- Optical and audible signal device
- Satellite Locator System
- Motor Vehicle and Goods Protection
- Volumetric Sensor
- Antitheft Device for Motor Vehicle
- Central Station Alarm
- Video Surveillance over the Internet

PHYSICAL PROTECTION

- Armored Doors and Windows
- Armored Vehicles
- Equipment Cash-in/ Cash-out for cashiers
- Laminated Glass
- Caveux and Safe-deposit Box
- ATM
- Barriers, Gates, Turnstiles
- Shipping containers values
- Locks
- Safe
- Anti-shoplifting

ACCESS CONTROL

- Combination System
- Counterintelligence Equipment
- System for the management of electronic signature
- Biometric
- Information Security
- Telephone Test Equipment
- Data Protection
- RFID
- Cryptography

INTEGRATED BUILDING

- Building Automation
- Domotics
- Doors and Gates Automation

- Telecommunication Equipment
- Climate control management
- Lighting control Management
- Nets control management (Gas, Light, Water)
- Attendance Management
- Gas Detector

FIRE FIGHTING

- Smoke, heat and flame detector
- Anti-panic Handles
- Alarm detector and management
- Fireproof cabinets
- Fire Detector Test Equipment
- Fire-fighting vehicles
- Fire Extinguishing
- Fire Doors
- Extinguishers
- Smoke and Heat Evacuators

ANTI-CRIME

- Detectors and Equipment for Inspections
- Reclamation
- Weapons and Metal Detector
- Narcotic Detector
- Equipment for luggage inspection
- Explosive Detector

VARIOUS

- Critical Infrastructure
- Lighting Equipment
- Workplace security and machines
- Uniforms and Accessories
- Helmets
- Investigation Services
- Transport and storage of valuable goods
- Vigilance services
- Insurance companies
- Document Destruction Machines



Safety and Security is the first Italian Magazine dedicated to an integrated view of Physical Security and Logic Security.

The range of arguments are divided into sections to allow an easy and focused reading.

Thanks to Safety and Security the major players in the field and purchasing decision makers, from both private and public sectors, receive critical information of the market trends.

The first Italian Magazine dedicated to an integrated view of Physical Security and Logic Security

MAGAZINE FORMATS AND DISTRIBUTION

Frequency of publication: 6 issues per year

Format: 210 x 297 mm

Bleed: magazine format plus 5 mm per each edge for trimming

Print Method: Offset

Distribution: 18.000 copies per issue

Readership: subscribers and complimentary copies

Paper: glossy paper

Binding: staple

Preferred format for files:

High resolution PDF containing all photos, illustrations and list of fonts.

Other formats accepted:

TIF(F) - Illustrator EPS - Photoshop EPS - High Resolution 300dpi JPEG

Digital data transmission:
Print layouts stored in digital format on normal CD-ROM accompanied by reference tests. Send by post to:

Tecna Editrice S.r.l.
Viale Adriatico, 147
00141 Roma

Or by email to: redazione@tecnaeditrice.com

Geographical distribution in Italy

▶ North West	35%
▶ North East	22%
▶ Centre	24%
▶ South/Islands	19%

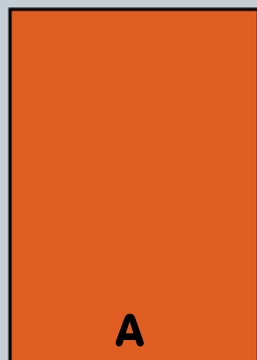
Audience Profile

▶ Security Responsible	21%
▶ Engineers and Architects	20%
▶ Technical Consultants	13%
▶ Designers	10%
▶ Installers	11%
▶ Enterprise	25%

Type of Enterprise or Institution

▶ Private and Public offices	22%
▶ Factories and Warehouse	19%
▶ Protected Areas	18%
▶ Supermarkets and Shops	16%
▶ Banks	14%
▶ Others	11%

ADVERTISING SIZE AND RATES PER ISSUE



A - Full Page

Trim size: 186 x 263 mm

Bleed size: 210 x 297mm

B - Half Page Vertical

Trim size: 91 x 263 mm

Bleed size: 104 x 297 mm

C - Half Page Horizontal

Trim size: 186 x 126 mm

Bleed size: 210 x 143 mm

- Full Page Euro 1700,00
- Half Page Euro 800,00
- Inside front cover + 20%
- Back cover + 20%
- Attachments Euro 2000,00

In addition to its magazine publishing activities, Tecna Editrice also publishes an exclusive website. Designed to provide the readers of its magazines and the participants of its events with further information and updates, over the last six months the www.tecnaeditrice.com website has been consulted by an average of 6,000 users per month.

Companies wishing to advertise on the Tecna Editrice website may avail themselves of the following advertising packages:

- A rotating banner on a maximum of 30 (features: 468 x 60 pixels – JPEG or GIF – maximum 200 kb of size) for 3 months, together with the publication on our monthly newsletter (5/7 lines) with a link to the customer's website at a total cost of Euro 700,00 + VAT.

- A fixed banner (features: 180 x 150 pixels – JPEG or GIF – maximum 100kb of size) for 1 month of attendance, in addition to the publication of a piece of news on the newsletter, with a link to the customer's website. Euro 1200, 00 + VAT

For further information, our team is at your disposal.

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