

2008

ADVERTISING
INFORMATION

The Total Media Solution

SECURITY
TECHNOLOGY
INTERNATIONAL

Security Technology International
Security Technology en Español
www.STNews.com



PRINT MAGAZINE
DIGITAL EDITION
SHOW DISTRIBUTION
E-NEWSLETTER
WEB PORTAL



POWERED BY
LINKXPRESS.COM
READER RESPONSE PLATFORM

Reach the World's Security Markets... All Part of an Unmatched Multimedia Package:

▶ PRINT MAGAZINE

As the premier international magazine serving security professionals worldwide, **Security Technology International** appears in two separate language editions – **English** and **Spanish**. Total circulation is over **30,000 (BPA)** worldwide plus extensive bonus distribution at major international events.



▶ DIGITAL EDITION

An exact copy of the original print version, **Security Technology International's** digital edition is **fully interactive** and is powered by the **LinkXpress®** reader response system. Offered as a circulation bonus to print advertisers, the digital edition allows for extra advertising options in terms of **animated ads** and **streaming video** presentations.

▶ E-NEWSLETTER

Sent out twice a month in separate English and Spanish language editions and featuring latest news content, the E-Newsletter offers **sponsorship** and **banner** opportunities in various sizes.



▶ WEB PORTAL

STNews.com and its Spanish-language counterpart have grown into leading sources of daily news for security professionals around the world. **Banner** advertising is available in the various channels.



▶ CUSTOMIZED SERVICES

E-Broadcasts • E-Showrooms • E-Surveys • Magazine Inserts

A WORLD LEADER IN INTERNATIONAL TECHNICAL COMMUNICATIONS



Publishers of: *Hospimedia International • Hospimedia en Español • Hospimedia China • Medical Imaging International • Bio Research International • LabMedica International • LabMedica en Español • LabMedica China • Security Technology International • Security Technology en Español • MediNews.com • BiotechDaily.com • Lab.MediNews.com • Imaging.MediNews.com • STNews.com*

ADVERTISING SALES REPRESENTATIVES

www.globetech.net • ads@globetech.net

USA Tel (1) 954-893-0003 • ads@globetech.net

GERMANY Tel (49) 9771-3528 • jutta.ciolek@globetech.net

NETHERLANDS Tel (31) 30-229-1799 • mary.zaaijer@globetech.net

BELGIUM Tel (32) 11-224-397 • nadia.liefsoens@globetech.net

ITALY Tel (39) 010-570-4948 • fabio.potesta@globetech.net

JAPAN Tel (81) 3-5691-3335 • katsuhiro.ishii@globetech.net

TAIWAN Tel (1) 305-439-3592 • christina.chang@globetech.net

CHINA Tel (86) 755-837-53877 • parker.xu@globetech.net

Switzerland, Austria, Eastern Europe: Contact Germany
France: Contact Belgium • Other countries: Contact USA

Introducing: First Interactive Digital Magazine in the Field

DIGITAL EDITION

The current issue of **Security Technology International**, as well as recent archives, can now be viewed and read online, in full digital format, from the comfort of a computer screen. The state-of-the-art digital edition, an exact copy of the original print version, is fully interactive and allows the reader to reach hundreds of links by way of a simple click on editorial content, product news items, or display ads. The digital edition is made available free-of-charge to all readers – subscribers and non-subscribers alike.

**ALL PRINT ADS REAPPEAR IN THE DIGITAL EDITION
AS A CIRCULATION BONUS TO ADVERTISERS**



Advertisers can benefit from two special features available as extra options in the digital edition:

▶ **ANIMATION OPTION**

An animation feature can be added to each ad. Advertisers pay a percentage premium based on the size of the ad.

▶ **STREAMING VIDEO OPTION**

A streaming video presentation can be embedded within all ads of 4/9 units or larger. Advertisers pay a fixed premium for this additional feature.

All links appearing in the digital edition are fully enabled by LinkXpress®, Globetech's proprietary online real-time reader response system.

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READER RESPONSE PLATFORM



▶ Cutting-Edge Editorial

Security Technology International and its Spanish-language edition Security Technology en Español meet the need for a reliable and state-of-the-art information source serving security professionals around the world. Editorial content includes up-to-date news and articles that are of interest to security professionals worldwide. Areas covered in every issue include: **SURVEILLANCE/CCTV** • **ID SYSTEMS** • **ACCESS CONTROL** • **PERIMETER PROTECTION** • **COMMUNICATIONS/IT** • **ALARMS & DETECTION** • **FIRE & SAFETY** • **LAW ENFORCEMENT** • **CIVIL DEFENSE** • **INDUSTRY NEWS** • **NEW PRODUCTS** • **TECHNICAL LITERATURE** • **INTERNATIONAL EVENTS**

▶ 2 Regional Editions, 2 Languages

As the premier global medium in the field, the magazine appears in two separate language editions: **Security Technology International** is published in English and serves Europe (excluding Spain), Middle East/Africa, Asia/Pacific, and North America. **Security Technology en Español** appears in the Spanish language and serves Latin America and Spain. Cost-effective advertising as a single package in the two separate language editions, provides international marketers with a worldwide exposure unmatched by any other medium. Upon the advertiser's request, the publisher will produce Spanish-language versions of English-language ads at a reasonable one-time charge.

Circulation by REGIONAL EDITION

EDITION	REGION SERVED	CIRCULATION	% OF TOTAL
Security Technology International	Europe (excluding Spain), Mideast/Africa, Asia/Pacific, North America	22,904	75.3%
Security Technology en Español	Latin America and Spain	7,125	23.7%

Worldwide Reach

Security Technology International and its Spanish-language edition Security Technology en Español are mailed free-of-charge to qualified security professionals in over 180 countries. Circulation includes **Integrators** and **Operators/Users** of security systems in a full spectrum of sectors including **Commercial/Institutional**, **Transportation**, **Fire & Safety**, **Law Enforce-**

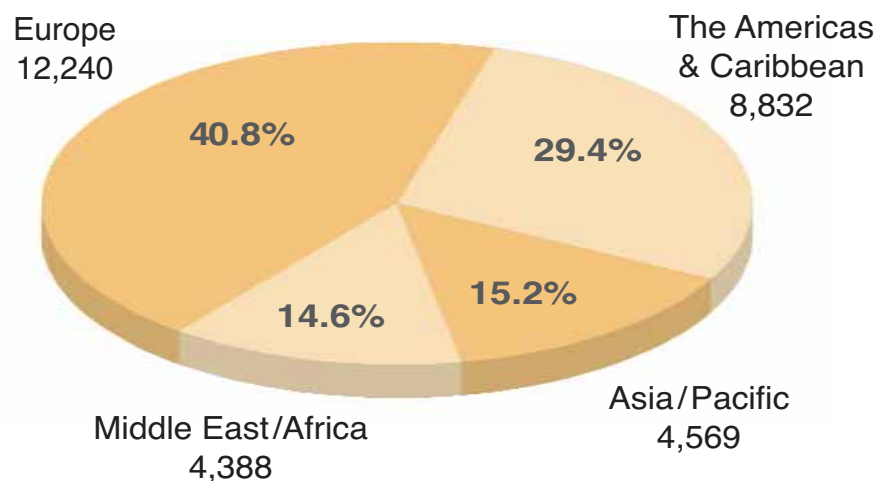
ment, **Civil Defense**, as well as **Dealers/Distributors** and others allied to the field. Our BPA audit system provides the advertising community with the confidence and the analytical tools for using **Security Technology International** as a highly-effective medium in reaching this select global audience.

TOTAL CIRCULATION: 30,000+

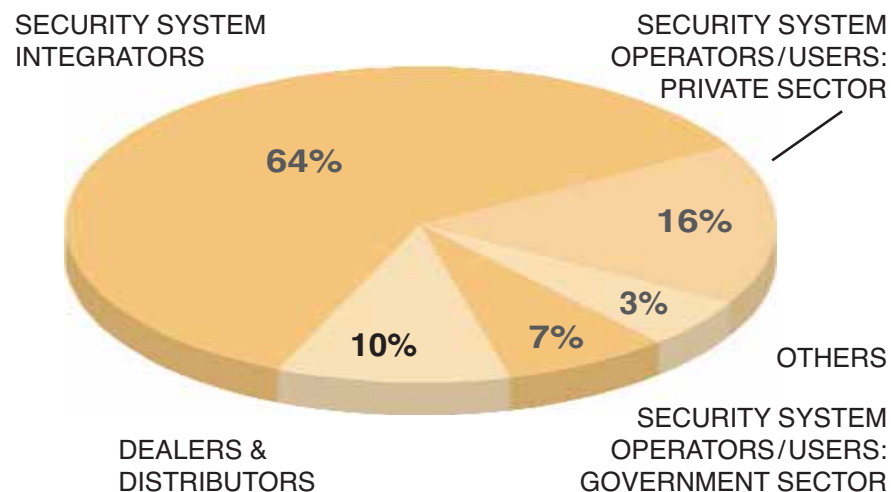


Circulation by REGION

Country breakdown available in BPA circulation statement



Circulation by TYPE OF ESTABLISHMENT



The Most Advanced Reader Response System in International Media Today

POWERED BY
LINKXPRESS.COM
 READER RESPONSE PLATFORM

Introduced in mid-2007, Globetech's proprietary LinkXpress® system is live and operates in real-time. With LinkXpress®, the advertiser is now able to receive, process and pursue sales inquiries – some of which are from the other end of the globe – within seconds of when inquiries are made!

Each advertiser's online access to a dedicated LinkXpress® account, allows you to receive latest sales responses at any time or place and on a real-time basis, via a secure online account. Inquiry reports are downloadable in Excel format and can be used to generate various types of lists and labels.

Valuable international sales leads are reported to advertisers through **Security Technology International's** advanced online reader inquiry system. The publication's editorial focus and circulation reach make this system a key marketing service. Information provided on each respondent includes: Type of Establishment; Function/Title; Dept. or Field; Telephone, and E-mail.



WEBSITE BANNERS

STNews.com and its Spanish-language edition offer the premier source of online daily news to security professionals around the world. Banner advertising is available in the following channels: **Home Portal • Surveillance/CCTV • ID Systems • Access Control • Perimeter Protection • Alarms, Sensors & Detection • Communications/IT • Fire & Safety • Civil Defense • Business • Events Calendar**

E-SHOWROOMS

E-Showrooms serve as a company's own dedicated site-within-a-site, providing information on the company, its distribution network and product lines; while showcasing specific products and featuring streaming video presentations.

E-NEWSLETTERS

The **Security Technology International** E-Newsletter is sent out twice a month in English and Spanish language editions to security professionals worldwide. **Sponsorship** and **banner** opportunities are available in various sizes.

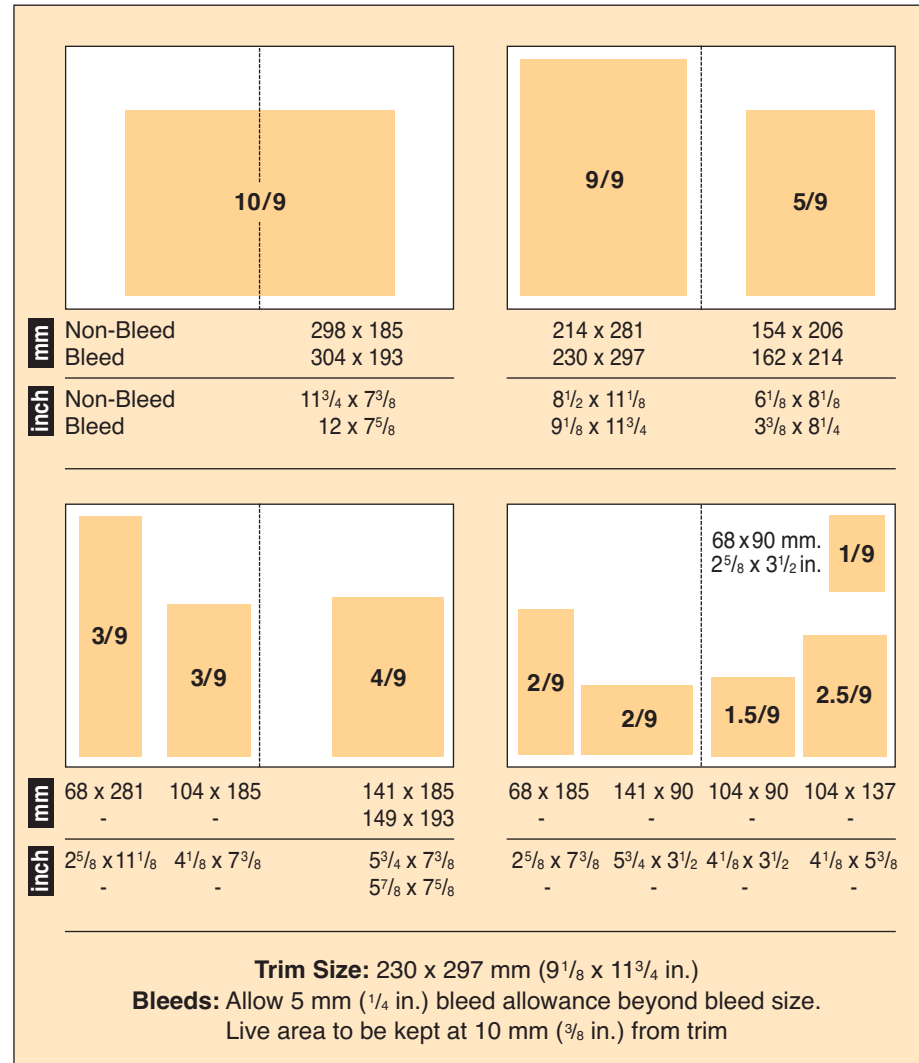
E-BROADCASTS

Benefit from online message delivery to tens of thousands of registered email subscribers in our worldwide database. Geographic and specialty selections are available.

E-SURVEYS

Cost-effective results and quick turnaround for your survey needs. Receive completed survey outcomes in less than two weeks. Select from various demographic criteria. Survey responses will be compiled and tabulated based on your requirements.

Advertising Space Specifications



ADVERTISING MATERIAL REQUIRED

- ▶ **File formats:** Adobe Acrobat PDF (Press Quality, High Quality, PDFX1a, PDFX3), Adobe Photoshop TIFF, JPEG, EPS, PSD
- ▶ **Software:** Quark-XPress 6.0 for Mac, Adobe Acrobat, Photoshop CS
- ▶ **Electronic media:** CD-ROMs, DVD-ROMs

PRINTING SPECS

- ▶ **Printing:** 4-color, 2-web heatset offset
- ▶ **Binding:** Saddle-stitched

SPANISH LANGUAGE ADS

Publisher can translate and convert English-language ads into Spanish from electronic files. One-time charge for this service is a 5% premium over space charge for ads of 4/9 units or larger, and 10% premium for smaller ads.

MAILING DATES

Unless otherwise specified, magazines are mailed not later than the end of the first week of the second issue month, for bimonthly issues; and prior to the end of the second week of the issue month, for monthly issues.

SEND ADVERTISING MATERIAL TO:

By E-Mail:
ads@globetech.net

By Mail/Courier:
GLOBETECH MEDIA, LLC • 450 North Park Rd, Unit 503
 Hollywood, FL 33021, USA • Tel: (1) 954-893-0003

E-Mail: ads@globetech.net • **Web:** www.globetech.net



SECURITY
TECHNOLOGY
INTERNATIONAL

SECURITY
TECHNOLOGY
EN ESPAÑOL

2008 Worldwide Marketing Calendar

EUROPE • MIDDLE EAST/AFRICA
ASIA/PACIFIC • THE AMERICAS

Every issue of **Security Technology International** and
its Spanish-language edition **Security Technology en Español**
features the latest news and advances in the following areas:

**SURVEILLANCE/CCTV • ID SYSTEMS • ACCESS CONTROL
PERIMETER PROTECTION • ALARMS, SENSORS & DETECTION
COMMUNICATIONS/IT • FIRE & SAFETY • CIVIL DEFENSE • BUSINESS NEWS
NEW PRODUCTS • TECHNICAL LITERATURE • INTERNATIONAL EVENTS**

Each issue offers extensive **BONUS DISTRIBUTION**
at the following leading international events:

FEBRUARY-MARCH ISSUE

2008 • No. 1

ISC West • Las Vegas (April)

MIPS 2008 - 14th International Security Exhibition • Moscow (April)

Secutech Expo 2008 • Taipei (April)

6th Expo Seguridad • Mexico City (April)

Advertising Closing: Feb. 10 • Material Date: Feb. 20

MAY-JUNE ISSUE

2008 • No. 2

IFSEC • Birmingham, UK (May)

EXPOSEC 2008 • Sao Paulo (May)

Asian Securitex • Hong Kong (June)

AFSE 2008 - Americas' Fire & Security Expo • Miami (July)

Advertising Closing: Apr. 1 • Material Date: Apr. 10

AUGUST-SEPTEMBER ISSUE

2008 • No. 3

Security Essen • Essen (October)

54th ASIS International • Atlanta (September)

SEGURIXPO 2008 • Buenos Aires (August)

IFSEC India • New Delhi (to be announced)

Advertising Closing: July 1 • Material Date: July 10

NOVEMBER-DECEMBER ISSUE

2008 • No. 4

INTERSEC Middle East • Dubai (January)

SICURTECH EXPO • Milan (November)

CARTES 2008 • Paris (November)

MILIPOL QATAR • Qatar (November)

Advertising Closing: Oct. 1 • Material Date: Oct. 10