



The world-class security industry information source since 1998

ONLINE NEWS portal for the global security industry

Think about an online security trade publication:

- **that receives more than half a million** visits a year from 223 countries all over the world.
- **where 62 percent** of the users are professionals, are active in the EMEA area (Europe, Middle East and Africa).
- **where your company** can be exposed to such an audience during a full year for less than 1000 Euros (Company Link Subscription).
- **that has been** one of the most important industry information sources since its inception in 1998*.

An EMEA market leader

Securityworldmarket.com is an online security industry news publication, founded in 1998.

Already in 2005* Securityworldmarket.com was recognised as the most known and used online security trade publication among security professionals in the EMEA market by IMS Research. The key to the success of the website was – and still is – the alert news reports and other industry specific content covering all these markets including important information on trends and developments within the security industry.

Securityworldmarket.com has remained in that market leading position ever since.

Users from 223 countries

Based on Google Analytics data for the full year 2021 the website reports 572,877 visits by dedicated security professionals and 944,889 page views.

This unique online publication for the security technology sector offers news on seven

market editions – Global, UK, Middle East, North America and the three Scandinavian security markets (Sweden, Denmark and Norway).

Securityworldmarket.com registered users from 223 countries, which explains why this online platform for security industry news is considered as one of the strongest brands for online advertisements on the professional security market.



**Then the site was named Securityworldhotel.com*

REACH OUT to the global security technology market

Securityworldmarket.com offers updated news and editorial content that reflects what is going on in the physical security industry market. This makes the website a perfect tool for companies to reach out with their brand names, products and service concepts through online advertisements.

Facts about Securityworldmarket.com – based on Google Analytics statistics for the year 2021

Quantity in numbers

Sessions:	Users:	Page views:
572,877	391,694	944,889

Where do the users come from?

EMEA (Europe, Middle East & Africa) 63 %

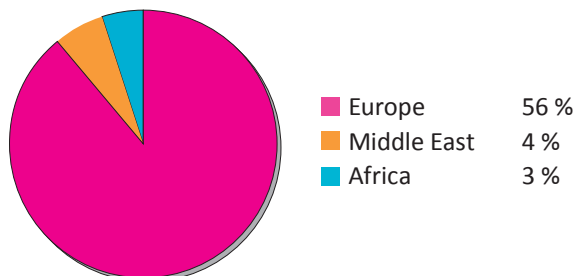
Europe 56 %, Middle East 4 %, Africa 3 %

Northern Europe dominates with a 46 % share of the total number of users.

We use the UN definition of Northern Europe which includes the following

countries: United Kingdom (UK), the Republic of Ireland, Finland, the Baltic states

(Latvia, Estonia, Lithuania), Iceland and Scandinavia (Sweden, Denmark and Norway).



ASIA 23 %

South Asia 15 %, Far East Asia 7 %, other Asian countries 1 %

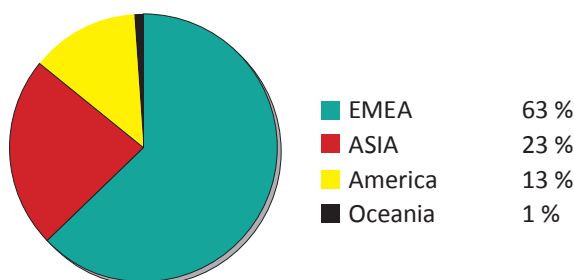
South Asia, where most users come from, includes India, Pakistan, Bangladesh, Nepal and Sri Lanka.

America 22 %

North America (USA & Canada) 17 %, Latin America 5 %

Oceania 1 %

Australia & New Zealand 1 %



THE REAL DEAL for smart marketing

With its strong position as an information source SecurityWorldMarket.com offers an outstanding platform as a marketing channel for all kinds of security industry companies. Reach out to the market through advertisement offers on SecurityWorldMarket.com

Advertisement opportunities

The basic presence – a Company Hyperlink Package Subscription

With a Company Hyperlink Package subscription Your company is always visible and searchable at SecurityWorldMarket.com. The online information will include the following:

- Company name, address, phone
- Short introduction text about the company
- Linked e-mail, internet address
- Up to 6 product categories

As a Hyperlink Package Subscription customer your company's website and email address will be displayed and hyperlinked in conjunction with published editorials based on your press releases.

Price: €545 per year (12 months)

Advertising on the web

Advertising on SecurityWorldMarket.com is an effective way to promote your brand, products and services. Advertisers can select from a single one-off advert for one week, or a long-term campaign for up to a year.

Leaderboard

Position	Duration	Price
Prime page	1 week	€1,080

Middle Rectangle 1

Position	Duration	Price
Prime page	1 month	€1,220
News page	1 month	€830

Right Rectangle 1

Position	Duration	Price
Prime page	1 month	€830
News page	1 month	€520



Advertising on the mobile version

Advertising on the mobile version of SecurityWorldMarket.com is an effective way to promote your brand, products and services. Advertisers can select from a single one-off advert for one week, or a long term campaign for up to a year.

Mobile leaderboard

Position	Duration	Price
Prime page	1 week	€260

Mobile rectangle

Position	Duration	Price
Prime page	1 month	€140
News page	1 month	€80

Mobile rectangle Prime

Position	Duration	Price
Prime page	1 month	€210
News page	1 month	€120



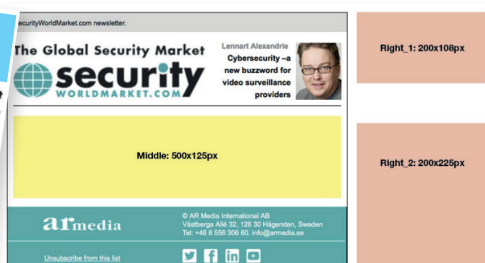
E-Newsletter Sponsorship

SecurityWorldMarket.com sends weekly e-newsletters by market (Global, Middle East, North America, United Kingdom, Sweden, Denmark and Norway) to over 20,000 subscribers. This means a total of more than 350 mailings per year, excluding the Breaking News dispatches when something urgent or extraordinary happens. SecurityWorldMarket.com offers all companies linked via an ad to the portal the benefits of cost effective visibility for their brands, products and services.

Duration and prices

Advertisements in the e-newsletter can be placed for 5 consecutive weeks duration up to a year.

Price from €1,100



CONTENT MARKETING – the perfect tool to promote your business

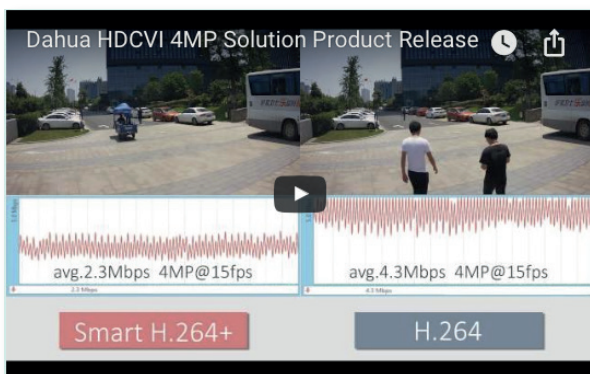
Traditional banner advertising on Securityworldmarket.com offers an excellent opportunity to strengthen the brand name of companies and products. Now, we are taking a new step by offering complementary Content Marketing concepts where you as an advertiser will reach out even more effectively when communicating the benefits of your products or services.

Advertisement opportunities

Video-in-News – add on service to subscribers of Company Hyperlink Package

Video-in-News is an add-on semi-content marketing service available to all subscribers of the Company Hyperlink Package (€545/year). For an extra yearly fee of €260 Securityworldmarket allows a videoclip instead of a picture to be published in conjunction with a news item based on press releases from the subscriber, which will create a much higher impact for the news item.

Price: €260/year



Advertorials on SecurityWorldMarket.com

The advertorial spaces on Securityworldmarket.com offer opportunities for advertisers to inform the market about case studies, products or alternatively services in ads designed as editorials. The advertorial will be positioned in the usual daily news flow of the website, or in a smaller size on the upper right side of the prime page. It will appear as a headline, image and a short introduction to the article. Clicking on this advertorial will reveal the full story in detail. When the advertorial is published it will remain in the same position for as long as the advertiser wants it to be displayed.

Price: €3,000/month



...We are security

EVENT

SECTECH
EXPO & SEMINARS



Sectech is a security technology event, based on an exhibition and seminars. Sectech events to come:

- **Sectech Norway**, Nova Spektrum, Lillestrøm 8th – 9th of March 2023
- **Sectech Sweden**, Stockholmsmässan 24th – 25th of October 2023

www.Sectech.nu

PRINTED MEDIA

DETEKTOR
Scandinavia



www.Detektor.com

Detektor Scandinavia is a security technology trade magazine targeting the markets of Sweden, Norway and Denmark.

DETEKTOR
International



www.Detektor.com

Detektor International is a security technology trade magazine targeting the EMEA-market.

SecurityUser.com



www.SecurityUser.com

Securityuser.com is a journal targeting the end users and its editorial content is focused on crime, crime prevention and law enforcement in Sweden.

ONLINE-BASED MEDIA

security
WORLDMARKET.COM



Securityworldmarket.com, a unique online source for security technology industry news, divided in seven market editions – Global, UK, Middle East, North America and the three Scandinavian security markets (Sweden, Denmark and Norway).

SecurityUser.com



Securityuser.com, an online publication – with a Swedish and Danish market edition – focused on crime, crime prevention and law enforcement in Sweden.

For more information about smart marketing opportunities please contact us!

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