

Media Kit 2023

# SECURITY MANAGEMENT



## simple solutions

that can help grow your business  
and expand your customer base.

1. Newsletters **pg 6**
2. Websites **pg 8**
3. Security Technology **pg 11**
4. Content Marketing **pg 12**
5. Multimedia **pg 13**
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7. Magazine **pg15**



# 2023 Editorial Calendar

## JANUARY

Editorial deadline: 11/1/22  
Closing deadline: 12/1/22  
Materials deadline: 12/12/22

### FOCUS ON MANAGEMENT

#### Leading Through Crisis

*Launches 2 January*  
Change management, mental health, team management, crisis communications

### ALSO IN JANUARY

#### Bomb Threat Basics

*Launches 16 January*  
Higher education security, active assailant, terrorism, security K9s, incident response, security screening

#### Pipeline/Energy Security

*Launches 23 January*  
Critical infrastructure and utilities, cybersecurity, ransomware, operational technology (OT), resilience, climate change

## FEBRUARY

Editorial deadline: 12/1/22  
Closing deadline: 1/3/23  
Materials deadline: 1/17/23

### FOCUS ON SECURITY TECHNOLOGY

#### Supply Chains

*Launches 1 February*  
Semiconductor shortages, supply chain delays, counterfeits, cyber vulnerabilities, third-party risk assessment, sanctions, risk monitoring

### ALSO IN FEBRUARY

#### Reputation Security

*Launches 13 February*  
Brand management, event security, disinformation, threat monitoring, employee activism

#### Security Officer Mental Health

*Launches 20 February*  
Crisis response, security services, healthcare, active assailant, incident response, banking & finance

## MARCH

Editorial deadline: 1/6/23  
Closing deadline: 2/1/23  
Materials deadline: 2/15/23

### FOCUS ON MANAGEMENT

#### Buy-in Strategies

*Launches 1 March*  
Pitching programs up to the C-suite, getting buy-in from the frontline, budgeting

### ALSO IN MARCH

#### Houses of Worship and Extremism

*Launches 13 March*  
Cultural property security, terrorism, active assailant, extremism threats, soft targets, site hardening, perimeter security

#### Mass Evacuations

*Launches 20 March*  
Conflict zones, executive protection, employee safety, duty of care

#### Investigations

*Launches 27 March*  
Interviewing 101, remote investigations, working with HR, privacy, forensics and evidence management

## APRIL

Editorial deadline: 2/3/23  
Closing deadline: 3/1/23  
Materials deadline: 3/15/23

### FOCUS ON SECURITY TECHNOLOGY

#### Executive Protection

*Launches 1 April*  
Employee protection and online abuse, travel security, duty of care, nonlethal weapons, social media monitoring, transportation services, security drivers

### ALSO IN APRIL

#### Insider Threat

*Launches 17 April*  
Intellectual property security, data protection, active assailant, workplace violence

**Includes retrospective:** 10 Years After Snowden

#### Workplace Violence in Healthcare

*Launches 24 April*  
Mental health, de-escalation, domestic violence, weapons screening, visitor management, video

## MAY

Editorial deadline: 3/3/23  
Closing deadline: 4/3/23  
Materials deadline: 4/14/23

### FOCUS ON MANAGEMENT

#### How to Become a CSO

*Launches 1 May*  
Career pathways, leadership skills, career transitions, risk management techniques, communications, networking, mentorship

### ALSO IN MAY

#### Climate Change and Business Continuity

*Launches 15 May*  
Extreme weather, emergency preparedness, antifragility, supply chains, insurance, risk management

#### Unmanned Aerial Systems (Drones)

*Launches 22 May*  
Legal limitations, detection systems, threat assessment, perimeter security, surveillance, radar

## JUNE

Editorial deadline: 4/7/23  
Closing deadline: 5/1/23  
Materials deadline: 5/15/23

### FOCUS ON SECURITY TECHNOLOGY

#### Fire Prevention & Mitigation

*Launches 1 June*  
Threat monitoring, resilience, infrastructure management, fire prevention, fire response, emergency response, drones/UAVs,

### ALSO IN JUNE

#### Fuel Theft and Cartels

*Launches 12 June*  
Organized crime, oil and gas industry, theft, crime prevention, supply chain security

#### Active Assailant in Schools

*Launches 19 June*  
Designing age-appropriate drills, hardening soft targets, education, visitor screening, weapons screening,

## JULY

Editorial deadline: 5/5/23  
Closing deadline: 6/1/23  
Materials deadline: 6/15/23

### FOCUS ON MANAGEMENT

#### Diversity, Equity, and Inclusion

*Launches 3 July*

Mentorship, hiring, workplace culture, neurodiversity, women in security, inclusive security measures

### ALSO IN JULY

#### Nonprofit Security

*Launches 17 July*

Fraud, cyberattacks, operating on a tight budget, risk management, reputation management

#### Travel Security

*Launches 24 July*

Airports and firearms, transportation, weapons screening, video surveillance

## AUGUST

Editorial deadline: 6/2/23  
Closing deadline: 7/3/23  
Materials deadline: 7/14/23

### FOCUS ON SECURITY TECHNOLOGY

#### Mobile Technology and Access

*Launches 1 August*

Mobile access control, smartphone security, cybersecurity, two-factor authentication, systems monitoring, video surveillance, threat monitoring

### ALSO IN AUGUST

#### Corporate Activism

*Launches 14 August*

Activist investors, risk management, reputation security, disinformation

#### Finance and Cryptocurrency

*Launches 21 August*

Fraud, crime, banking and finance, cybersecurity, ransomware, investigations

## SEPTEMBER

Editorial deadline: 7/7/23  
Closing deadline: 8/1/23  
Materials deadline: 8/15/23

### FOCUS ON MANAGEMENT

#### Workforce Development

*Launches 1 September*

Cyber talent shortage, talent management, outreach and recruitment, training, upskilling

### ALSO IN SEPTEMBER

#### Marathons and Mass Event Security

*Launches 11 September*

Active assailant, terrorism and extremism, emergency preparedness, video surveillance

### ESRM

*Launches 18 September*

Risk management, security threat assessment

#### Security Design 101

*Launches 25 September*

Security architecture, crime prevention through environmental design (CPTED), access control, identity management, video surveillance, perimeter security, entrance security

## OCTOBER

Editorial deadline: 8/4/23  
Closing deadline: 9/1/23  
Materials deadline: 9/15/23

### FOCUS ON SECURITY TECHNOLOGY

#### Organized Crime

*Launches 2 October*

Drug trafficking and illegal substances, cybercrime, fraud, cartels, encryption, Dark Web marketplaces, crime prevention, investigations

### CONTENT PACKAGES

*Launches 16 October*

Traffic Deaths  
Security services, workplace safety, life safety, liability, security drivers

#### How to Fire People Safely

*Launches 23 October*

Workplace violence, risk management, working with HR, threat monitoring, continuous monitoring

## NOVEMBER

Editorial deadline: 9/8/23  
Closing deadline: 10/2/23  
Materials deadline: 10/16/23

### FOCUS ON MANAGEMENT

#### Soft Skills

*Launches 1 November*

Mentoring, communications, empathy, kindness in leadership, active listening

### ALSO IN NOVEMBER

#### Space Security

*Launches 13 November*

Satellites, communications disruptions, national security, business continuity planning

#### Dynamic Risk Assessment

*Launches 20 November*

Crisis roadmaps, developing risk intelligence, integrated incident response, security services, emergency preparedness, threat assessment

## DECEMBER

Editorial deadline: 10/6/23  
Closing deadline: 11/1/23  
Materials deadline: 11/15/23

### FOCUS ON SECURITY TECHNOLOGY

#### Social Media

*Launches 1 December*

Event management, social media monitoring, geofencing, misinformation and disinformation, corporate espionage, romance scams, fraud

### ALSO IN DECEMBER

#### Cyber Incident Response

*Launches 11 December*

Do's and don'ts, forensics and evidence management, convergence, cybersecurity, incident management, communication, after-action reports

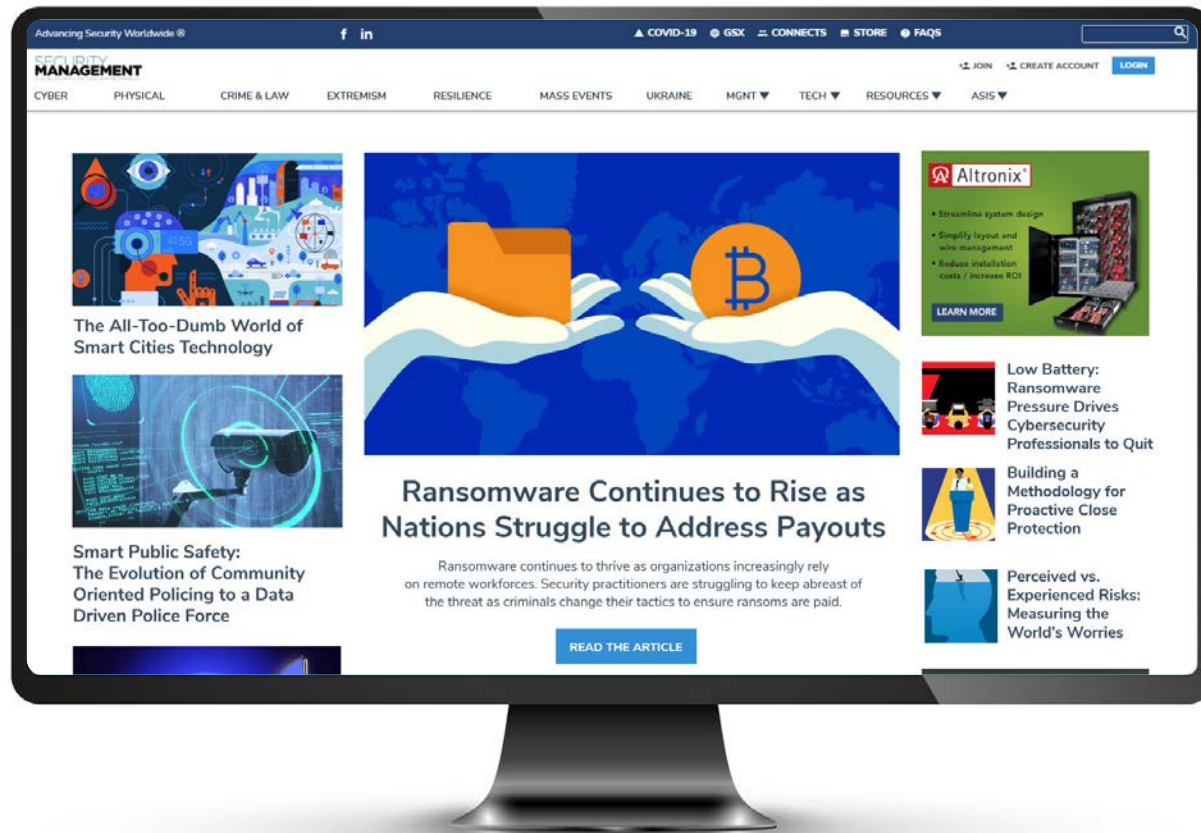
#### Retail Theft

*Launches 18 December*

Retail crime, loss prevention, organized crime, supply chain risk, crime prevention, video surveillance, asset tracking, asset



# The Security Industry's Leading Publication



*Security Management* is ASIS International's award-winning flagship publication, serving the exclusive 34,000+ ASIS member community, as well as the security industry at large. Our timely online news, insightful features, and engaging podcasts and videos—complemented by two printed show distribution issues—help inform our readers so they can protect people, property, and information in a rapidly changing world. Our readers are security's most qualified and influential security decision makers—your best prospects. ASIS members value their publication's commitment to the highest quality of editorial content, excellent graphic design, and minimal ad saturation, which means your message delivers greater impact and never gets lost in the noise.

## New for 2023

After 50 years in print, *Security Management* is changing the game, becoming digital, mobile, and agile with a digital-centric publication. This will result in content that is timelier, shareable, and topical—which can be sponsored to help align your message with our award-winning journalism. See the 2023 Editorial Calendar on page 2 for more information.

In addition to our digital-first approach, *Security Management* will publish two printed issues per year for show distribution at ISC West and GSX—contact your sales manager for details and to reserve your placement.

## Accolades for Security Management

*Security Management* is the award-winning publication of ASIS International, delivering high quality reporting, writing, and design to security professionals worldwide.

### 2022 AMERICAN SOCIETY OF BUSINESS PUBLICATION EDITORS (ASBPE) AWARDS

#### Editorial

- Feature Article of the Year, 2022
- National Gold Award, Magazine Design
- National Gold Award, Tradeshow Coverage, for the *GSX Daily*
- Honorable Mention, Magazine of the Year, 11 issues or fewer

#### Design

- National Gold, Magazine Design
- National Gold, Illustrated Opening Spread
- National Silver, Magazine Redesign
- National Bronze, Front Cover Illustration
- National Bronze, Typographic Opening Spread
- National Bronze, Website Design

### 2022 APEX AWARDS FOR PUBLICATION EXCELLENCE

#### Grand Award, Writing

### 2021 FOLIO: EDDIE AND OZZIE AWARDS

#### Winner, Overall Art Direction

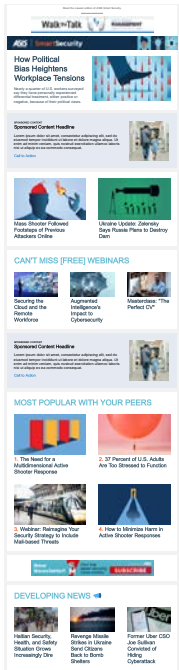


# 1

## Newsletters

Security Management's curated emails deliver security-related news stories, industry trends, and the latest in technology solutions. Dynamic delivery systems and optimal ad positioning simplify and enhance marketing campaigns to target active security professionals.

### SMART SECURITY



This newsletter is pushed out twice a month and highlights new content from ASIS International, including articles, education, subject-area content, and other resources.

**Top Banner**  
468 x 60 | \$2,500 per issue

**Interstitial Banner 1 or Sponsored Content**  
468 x 60; 200 x 200 image, Up to 80 words + headline | \$2,000 per issue

**Interstitial Banner 2 or Sponsored Content**  
468 x 60; 200 x 200 image, Up to 80 words + headline | \$2,000 per issue

**Interstitial Banner 3 or Sponsored Content**  
468 x 60; 200 x 200 image, Up to 80 words + headline | \$2,000 per issue

**Open rate:** 39%  
**Avg. delivered:** 18,000+  
Source: Mautic

### SM DAILY



Preparedness and response are essential focuses in the security industry, and Security Management aims to keep its subscribers informed through daily news and updates from across the globe. This popular newsletter has diverse advertising options that cater to any marketing budget.

Five deployments per week, except during major U.S. Federal holidays.

**Top Banner**  
468 x 60 | \$3,000 per week

**Interstitial Banner**  
468 x 60, Multiple available | \$2,000 per week

**Sponsored Content**  
150 x 150 image, Up to 80 words + headline | Multiple available | \$3,000 per week

**Open rate:** 36%  
**Avg. delivered per week:** 131,000+  
Source: Rasa.io

### SECURITY TECHNOLOGY



This newsletter offers readers the latest technology, privacy challenges, and applications in this bimonthly newsletter, which will feature thought-leadership articles, case studies, product updates, and trend analysis.

**Top Banner**  
468 x 60 | \$2,500 per issue

**Interstitial Banner 1 or Sponsored Content**  
468 x 60; 200 x 200 image, Up to 80 words + headline | \$2,000 per issue

**Interstitial Banner 2 or Sponsored Content**  
468 x 60; 200 x 200 image, Up to 80 words + headline | \$2,000 per issue

**Materials Due**

- February issue: January 13
- April issue: March 15
- June issue: May 15
- August issue: July 14
- October issue: September 15
- December issue: November 15

**Open rate:** 28%  
**Avg. delivered:** 44,000+  
Source: Mautic



## DEEP DIVE



This monthly newsletter will home in on emerging issues and security trends, full of fresh virtual content, analysis, and articles from *Security Management*.

**Top Banner**  
468 x 60 | \$2,500 per month

**Interstitial Banner 1 or Sponsored Content**  
468 x 60; 200 x 200 image, Up to 80 words + headline | \$2,000 per month

**Interstitial Banner 2 or Sponsored Content**  
468 x 60; 200 x 200 image, Up to 80 words + headline | \$2,000 per month

Materials are due the first of each month.

**Open rate:** 27% | **Avg. delivered:** 44,000+  
Source: Mautic

## EXECUTIVE BRIEF



Share your expertise with our audience. Complement your thought leadership with *Security Management* content.

**\$10,000 per exclusive email**

**Deliverables:** Logo; 4-6 content pieces with URL's. Gated landing pages are recommended for capturing leads.

**Open rate:** 29%  
**Avg. delivered:** 44,000+  
Source: Mautic

## SM FIRST LOOK



This bimonthly newsletter consolidates the full breadth of *Security Management's* delivery vehicles into a single resource, highlighting the latest articles, podcast interviews, webinars, and more.

**Top Banner**  
468 x 60 | \$2,500 per issue

**Interstitial Banner 1 or Sponsored Content**  
468 x 60; 200 x 200 image, Up to 80 words + headline | \$2,000 per issue

**Interstitial Banner 2 or Sponsored Content**  
468 x 60; 200 x 200 image, Up to 80 words + headline | \$2,000 per issue

**Open rate:** 27% | **Avg. delivered:** 44,000+  
Source: Mautic

**NEW!**

## SM7



Position your message alongside the seven most essential things security practitioners need to know each week with SM7.

**Top Banner:** \$4,800 | 468 x 60

**Sponsored Content (2 available)**  
\$6,000 each | 200 x 200 image, Up to 80 words+ headline

**Interstitial Banner:** \$4,800 | 468 x 60

**Open rate:** 35% | **Avg. delivered:** 35,000+ | Source: Rasa.io  
Note: SM7 is sent weekly; pricing includes 4 weeks of deployments.

## INDUSTRY INSIGHTS



With a specific industry focus each issue, the Industry Insights newsletter provides collective content on a single subject, using content from *Security Management* as well as the latest news and trends.

**Top Banner**  
468 x 60 | \$3,000 per issue

**Sponsored Content**  
200 x 200 image, Up to 80 words + headline | \$2,500 per issue

**Topics:**

**February:** Healthcare  
**April:** Smart Cities/Municipalities  
**May:** Schools/Campus  
**June:** Retail  
**August:** Schools/Campus  
**October:** Cybersecurity  
**November:** Healthcare  
**December:** Transportation

Materials are due 1st of issue month

**Open rate:** 30%  
**Avg. delivered:** 44,000+  
Source: Mautic

# 2

## Websites

The ASIS and *Security Management* websites are invaluable resources for industry professionals. Whether it's consuming exclusive online content, browsing the store for the latest literature, or gathering intel on the next ASIS event, advertising options feel complementary—not obtrusive—to site visitors.

**A**



FEATURED CONTENT

720 x 325 image, 120 words or less \$3,500/month

**B**



INTERSTITIAL BANNER

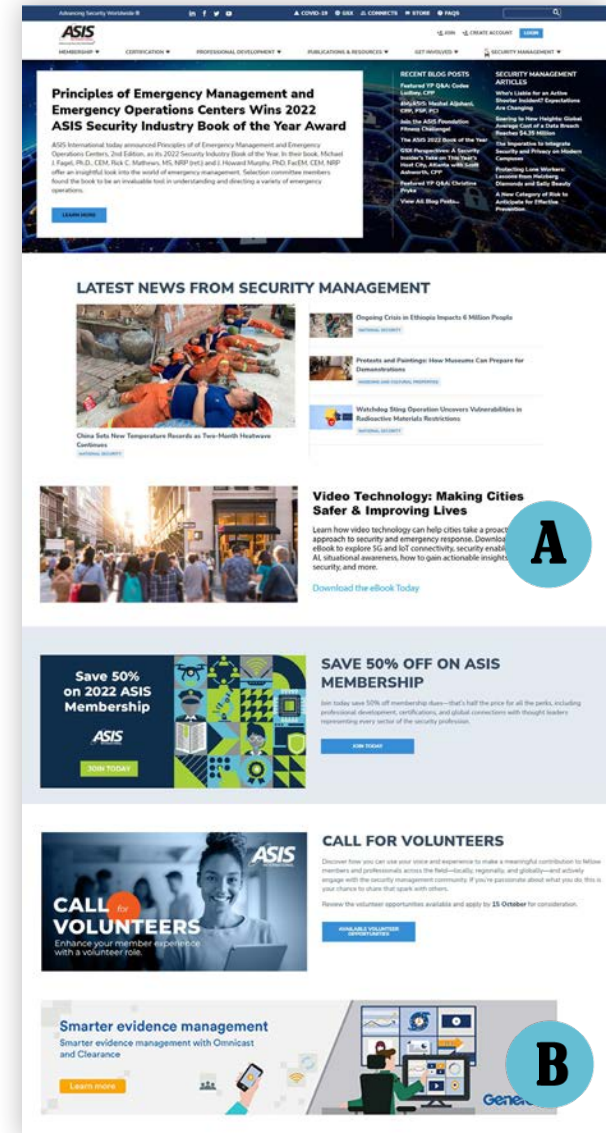
1440 x 325

\$2,500/month

Web banners on the ASIS site should be .jpg or .gif files. Sorry, animated .gif files not accepted. Only six advertisements allowed per zone, per month. Zone positions may slightly vary from page to page on this site, pending ASIS content.

**Users:** 83,062 average per month | **Pageviews:** 459,367 average per month  
Source: Google Analytics, 1.01.2022 – 8.31.2022

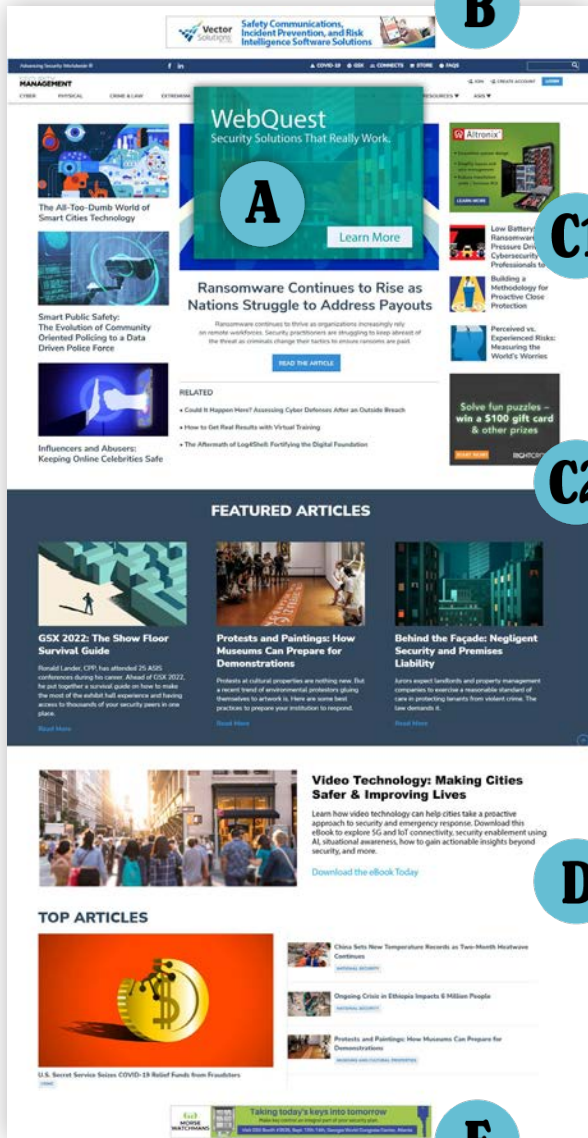
ASISonline.org



**A**

**B**





WELCOME PAGE AD

**A**  
**Exclusive Position**  
 640 x 480 \$1,000/week

MEDIUM RECTANGLES

**C1 C2**  
 300 x 250 \$2,500/month  
 \$6,450/quarter  
 \$22,800/year

LEADERBOARD BANNER AND LOWER BANNER

**B + E**  
 728 x 90 \$2,500/month  
 \$6,500/quarter  
 \$25,000/year

FEATURED CONTENT

**D**  
*Only available on homepage*  
 720 x 325 image, 120 words or less \$3,500/month

Web banners on the *Security Management* site should be .jpg or .gif files. Animated .gif files accepted. No more than 10 ads are allowed to rotate in these positions per month.

**Users:** 31,122 average per month | **Pageviews:** 48,993 average per month  
 Source: Google Analytics, 1.01.2022 – 8.31.2022

# Websites: Native/Display Advertising

Place your messaging directly within *Security Management's* award-winning feature articles and news coverage with both sponsored content and graphic display ad options. Want to target your message more specifically? Sponsor a single piece of *Security Management* content.

## BROAD IMPACT

Attract readers from across *Security Management's* most recent and most searched-for articles with these native or display advertising options. The majority of *Security Management's* web traffic arrives through organic search, and the 100+ most search optimized articles feature native advertising.

### 1st Sponsored Content

(Premium Position): \$3,500/month (net)

### 2nd and 3rd Sponsored Content Positions:

\$2,750/month (net)

Display Ads: \$2,500/month (net)

## FOCUSED IMPACT

Want to target your ad campaign more directly around a sector or subject? Select articles or content packages from the *Security Management* editorial calendar for special sponsorship. These articles and packages are likely to receive additional promotion through editorial newsletters, such as First Look and Deep Dive. Focus impact advertisements will stay live and follow the applicable article(s) for 6 months.

**1st Sponsored Content:** (Exclusive Package Position\*), Targeted on a Topic: \$5,000 (net)

\*Includes exclusive supplemental content pieces:

- Infographic
- Side Bar Article
- SM Minute or Fast Facts Video

**2nd and 3rd Sponsored Content Positions:**

\$2,750 (net)

Display Ads: \$2,500 (net)

## SPONSORED CONTENT

- Resistant to ad blockers
- Optimized for mobile devices
- 200 x 200 Image
- Headline and sub-headline (25 words max each)
- Call to action button

## DISPLAY ADS

- 300 x 250
- Traditional .JPG or .GIF files (animated .gif files accepted)



### Article Title

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Sponsored  
Content



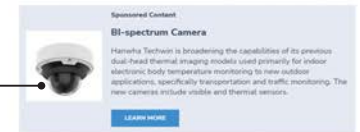
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1st  
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2nd  
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Content



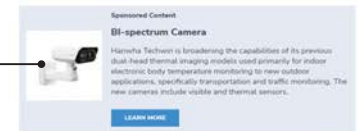
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2nd  
Display  
Ad



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3rd  
Sponsored  
Content



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# Security Technology

For news on cutting-edge technological security solutions, innovative thought-leadership, and creative installations, *Security Management* readers turn to the *Security Technology* community for information. This digital platform allows security-vendor leaders and startups alike to show off their latest product offerings and spark future-facing conversations. Major topics *Security Technology* will address in 2023 include supply chains, executive protection, fire prevention and mitigation, mobile technology and access authentication, organized crime, and social media. See pages 2-3 for editorial calendar.

## Prewritten case study

- Case study word count: 800 words
- Provide link to the full case study or additional materials
- Featured Photo (.jpg or .png)
- Photo Image: 884 pixels wide x 500 pixels high (Image will be cropped to fit allotted space; No vertical images)

## Product-specific content

- Product or service word count: up to 300
- Photo to run with product release (.jpg or .png)
- Photo Image: 884 pixels wide x 500 pixels high (Image will be cropped to fit allotted space; No vertical images)

**\$3,000 per item**

## Thought-leadership article

- Thought leadership article word count: 500 words
- Provide link to full thought leadership article or additional materials
- Featured Photo (.jpg or .png)
- Photo Image: 884 pixels wide x 500 pixels high (Image will be cropped to fit allotted space; No vertical images)

## Infographic

- Featured Photo 884 wide x 500 high (.jpg or .png)
- Full infographic width is limited to 884 pixels wide (Please be cautious of text size for mobile device readability.)

## SECURITY TECHNOLOGY NEWSLETTER



### Top Banner

468 x 60 | \$2,500 per issue

### Interstitial Banner 1 or Sponsored Content\*

468 x 60; 200 x 200 image, Up to 80 words + headline | \$2,000 per issue

### Interstitial Banner 2 or Sponsored Content\*

468 x 60; 200 x 200 image, Up to 80 words + headline | \$2,000 per issue

See ad deadlines on page 6



# 4

## Content Marketing

Customized content marketing offers affordable solutions covering reporting, writing, editing, design, and participating in events. Deliver helpful information to your audience and increase the prospect they will reward you with business and continued loyalty.

### NATIVE ADVERTISING

Refer to the newsletters section for details on other sponsored content options on pages 6-7 and websites for native/display advertising opportunities on page 10.

### CONFERENCE CREDITS

Attach CPEs to your end-user conference. Talk to a media developer to start accrediting your educational sessions.

**\$3,000** per 1-hour session

### WEBINAR SPONSORSHIPS

Partner with ASIS webinars on key educational topics throughout the year.

**\$5,000** per sponsorship

#### Sponsored Webinar Attendee Statistics:

**Average Registrants:** 591

**Average Attendees:** 253

Source: ON24



**Raquel Alleyne**

Webinar Producer  
[raquel.alleyne@asisonline.org](mailto:raquel.alleyne@asisonline.org)

### CUSTOM WEBINARS

**High-targeted lead generation.** Webinars enable you to select a compelling topic, develop the content, and participate in presenting. A producer will assist you in tailoring your concept to ensure your webinar is eligible for recertification credits.

**\$15,000** per webinar

#### Custom Webinar Attendee Statistics:

**Average Registrants:** 537

**Average Attendees:** 206

Source: ON24

*Note: On-demand leads will also be supplied*

### CUSTOM RESEARCH

Contact your account manager to discuss ASIS research sponsoring opportunities.

### FOUNDATION RESEARCH

The ASIS Foundation helps security professionals achieve their career goals with certification scholarships, **practical research**, member grants, and more. Contact your media developer to find out ways to partner with the ASIS Foundation and their highly-coveted security research projects.

# 5

## Multimedia

*Security Management Highlights* is a monthly **podcast** that brings the security professional expert interviews and information on the most critical industry topics. Each month, our podcast team interviews thought leaders and industry professionals, as well as editors from *Security Management*. In the first eight months of 2022, *SM Highlights* had more than 12,000 listens, with some of the most popular topics including building cultures of safety, evolutions in global organized crime, workplace violence in remote workplaces, and insider threat.

### PODCASTS

#### Podcast Commercial Placement and Sponsorship

Provide a 30-second audio commercial that will play during the show. No commercial? No problem. The podcast host can read your scripted message on air. Sponsors may also provide a subject matter expert, who can be interviewed for a five-minute non-promotional segment on a topic that aligns with the *Security Management* editorial calendar. Plus, your organization will be mentioned as the episode's sponsor at the beginning and end of the podcast.

#### **\$3,000 per episode**

**Average listens per *Security Management* episode:** 1,400

Source: Soundcloud

#### **GSX Daily Podcast**

Every issue of the *GSX Daily*—the official publication of GSX—features a short bonus podcast interviewing a key speaker or presenter from GSX. These podcasts are sponsorable.

**Average listens per GSX episode:** 830; Source: Soundcloud

### SM MINUTE & SM FAST FACTS

Security Management content is on the move! Increase your digital presence with SM videos, including the new **SM Minute** and **Fast Facts** video series, which are promoted across social media channels and the *Security Management* website. Act fast! Limited sponsorships available.

**SM Minute:** Need to know about essential news events fast? Keep up with the SM Minute, hosted by *Security Management* editors who discuss recent events, valuable context, and available resources—all in less than a minute.



**Fast Facts:** It all boils down to the numbers—get quick statistics, essential analytics, and more with *Security Management's* Fact Facts video series. These videos add valuable context and color to packages of *Security Management* reporting.



*Sponsorships for videos are limited to Focus Impact packages. See page 10 for more details.*

# 6

## Events

A *Security Management* live or virtual event allows a company to position itself as an industry thought leader by providing education to attendees on topics that affect the entire security industry. Provide your organization the opportunity to increase brand awareness during forums designed to help security professionals protect people, property, and information.

Or go big! Connect with thousands of decision makers during the biggest security-related event of the year: GSX (Global Security Exchange).

### LIVE ROAD SHOWS

This half-day workshop allows face-to-face interaction with decision makers, providing a company with increased brand awareness and a forum to present unique solutions to critical problems. Road show attendees earn CEUs. Contact your account manager for details.

### GSX EVENTS

Showcase your service or product in front of thousands of decision makers during the biggest security-related event of the year.





# Print Publications

*Security Management* is ASIS International's award-winning flagship publication serving the ASIS member community. Our readers are the security industry's most qualified and influential security decision makers—**your best prospects**.

*Security Management* will publish two printed issues per year for show distribution at **ISC West** and **GSX**. Articles in these two printed issues will include the best of the best from *Security Management's* digital content. SM's printed editions serve as an archivable collection of our most evergreen and valuable content for security leaders for years to come—contact your account manager for details and to reserve your placements.

A PDF version of the printed editions will be made available to ASIS members and available as print-on-demand through the ASIS Store.

## Magazine Rates and Specifications

### SM 2023 Rates

**TWO Issue purchase**

<b>Spread</b>	\$6,500
<b>Full Page</b>	\$3,400
<b>Cover 2</b>	\$4,400
<b>Cover 3</b>	\$4,000
<b>Cover 4</b>	\$5,000
<b>2/3V</b>	\$2,600
<b>1/2 Island</b>	\$2,200
<b>1/2 H</b>	\$2,200
<b>1/3 V/SQ</b>	\$1,600
<b>1/4 H</b>	\$1,400
<b>1/6 H/V</b>	\$1,200
<b>Folio Footer Ad</b>	\$700

### Special Impact Opportunities

<b>Split Cover</b>	\$10,000
<b>Bellytuck</b>	\$8,000
<b>Bellyband</b>	\$7,000
<b>Partial Cover Tip-on</b>	\$7,000
<b>Corner Snipe</b>	\$2,500

### Security Management Specs for Print Sizes

<b>Spread bleed</b> 16.75 width x 11.125 height	<b>Single bleed</b> 8.50 width x 11.125 height	<b>Full page trim size</b> 8.25 width x 10.875 height	<b>Two thirds page</b> 4.50 width x 9.75 height	<b>Half page island</b> 4.50 width x 7.25 height	<b>Half page horizontal</b> 6.75 width x 4.875 height
<b>One third page vertical</b> 2.125 width x 9.75 height	<b>One third page square</b> 4.50 width x 4.875 height	<b>One quarter page horizontal</b> 4.50 width x 3.375 height	<b>One sixth page horizontal</b> 4.50 width x 2.375 height	<b>One sixth page vertical</b> 2.125 width x 4.875 height	<b>Folio Footer</b>  <b>Trim Size</b> 8.5 width x 1.00 <b>Bleed</b> 8.75 width x 4.25
					<b>Cover Partial Tip-on</b>  Trim 8.25 x 8.25 Full Bleed 8.5 x 8.5

**MARCH**  
 Closing deadline: 2/1/23  
 Materials deadline: 2/6/23  
 ISC West Product Showcase  
 Materials Deadline: 1/17/23

**SEPTEMBER**  
 Closing deadline: 8/1/23  
 Materials deadline: 8/7/23  
 GSX Product Showcase  
 Materials Deadline: 7/14/23

# Article Development

ASIS readers are *Security Management's* greatest strength. Their experience and day-to-day desire to protect lives, property, and data give them the unparalleled ability to help other security professionals protect their interests.

If you are a security professional and would like to write for *Security Management*, email Managing Editor **Claire.Meyer@asisonline.org** or call 703.518.1444. If you are interested in writing a *Security Technology* article, email **Megan.Gates@asisonline.org** or call 703.518.1474.

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# The Fine Print

**INVOICES AND CREDIT:** Our invoices are NET 30 DAYS, with no prepayment discounts. Commissions disallowed on invoices not paid within 30 days of invoice date. Overseas advertisers must prepay each insertion before publication date NET US dollars.

New advertisers and agencies must prepay their first insertion. After credit approval, we bill following publication. No advertiser or agency with invoices more than 60 days outstanding will be permitted to place advertising or contract for exhibit booths until all outstanding invoices are paid. Advertisers and agencies with records of delinquent payment to ASIS International will be required to prepay until they have re-established good credit.

Payments received will be credited to the oldest outstanding balance.

## **DISCOUNTS, REBATES, AND SHORT**

**RATES:** You will be billed at the one-time rate unless we have entered into an advertising contract. An advertiser who does not complete a committed schedule will be subject to a short rate.

**COMMISSIONS:** Commissions of 15% of gross billing for space and color are granted on accounts paid within 30 days of invoice date. 15% commission is available on all space.

Mechanical charges, tip-in charges, and classified advertising are not commissionable.

Commissions are extended only to recognized agencies.

We require written confirmation of the agency appointment from the advertiser. If we bill the advertiser, our invoice will be for the gross amount.

## **CANCELLATIONS AND CHANGES:**

Cancellations of or changes to existing insertion orders must be made in writing before the publication's closing deadline to which the insertion order applies. Ads cancelled after the issue closing date will be billed at the prevailing space rate.

**CONDITIONS:** All advertising is subject to publisher's approval and agreement by the advertiser to indemnify and protect the publisher from loss of expense or claims to suits based upon the subject matter of such advertisements.

You may make promotional references to *Security Management* with prior written permission.

We reserve the right to place the word "advertisement" with copy that could be mistaken for editorial material.

Insertion orders placed by an agency represent acceptance of all terms and conditions in this rate card. We are not bound by conditions appearing on order blanks or copy instructions when such conditions conflict with terms and conditions. Nor are we bound by conflicting contracts and orders received from advertiser or agency.

Insertion orders are accepted from agencies with the understanding that the agency is acting as the advertiser's representative. Agency and advertiser are jointly and severally responsible for all space, color, position, and mechanical service charges incurred by either.

## **DISCOUNTS:**

Contracts cover placements within a 12-month period beginning with the month of first placement. Contracts provide advertisers with rate protection for the length of the contract, so long as all placements are fulfilled.

## **FREQUENCY:**

- Multiple ad placements within the same product count toward contract frequency discounts.
- Subsidiary companies can share frequency under a parent company "umbrella" contract.
- Frequency and umbrella discounts will not be honored if all components of original contracted program are not fulfilled.

**SERVICES TO ADVERTISERS:** We can assist in making modifications to your advertisements if allotted enough notification before publication date. Charge for services: Cost plus 20% (non-commissionable; charges start at \$200 minimum).







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