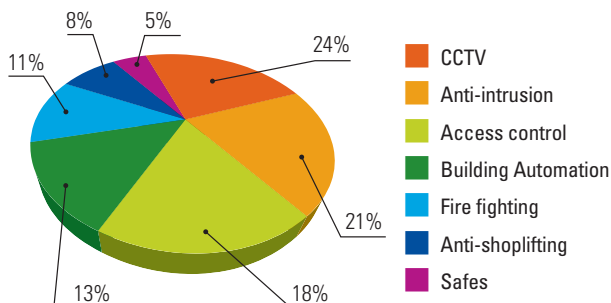
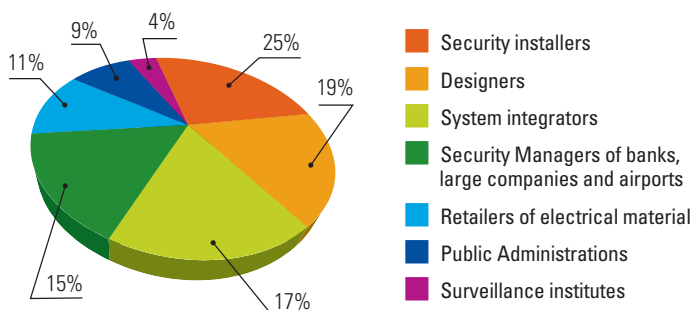


## READERSHIP

CCTV, anti-intrusion, access control, building and home automation, anti-shoplifting, smoke, heat and gas detection and "safes" are the market segments covered. The magazine not only illustrates the technologies and devices of these but also monitors their fields of application: private homes, companies, banks, shops, urban areas, ports and airports, underground and railway stations, art venues, road and motorway networks.



## TARGET PER SETTORE



## EDITORIAL CALENDAR

**January**  
*Focus:* Motion detectors  
*Case History:* Biometrics systems for residential market

**February**  
*Focus:* Video intercom  
*Case History:* Video solutions for photovoltaic fields

**March**  
*Focus:* Speed dome  
*Case History:* Security solutions for Retail

**April**  
*Focus:* About strong-boxes  
*Case History:* Tvcc and public transport

**May**  
*Focus:* Home Automation  
*Case History:* Banks security

**June**  
*Focus:* Home security  
*Case History:* Video & Privacy

**July/August**  
*Focus:* Access control systems  
*Case History:* Video solutions for coast areas

**September**  
*Focus:* Money management  
*Case History:* Artistic and religious contexts protection

**October**  
*Focus:* HD and full HD cameras  
*Case History:* Protection against shoplifting

**SPECIAL ISSUE**  
 dedicated to the Fair

**November**  
*Focus:* Videorecording devices  
*Case History:* Traffic monitoring

**December**  
*Focus:* Smoke and gas detection  
*Case History:* Building Automation



## SICUREZZA

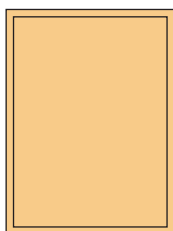
For over thirty years Sicurezza has been the main point of reference for crime-prevention professionals. Every month it provides installers, designers, system integrators and security managers with a detailed overview of the technologies and devices for protecting property, places and people from theft, armed robbery, assault, petty and organized crime. Unique in its sector, Sicurezza informs its readers through different styles of communication – news in brief, in-depth articles, technical fact-sheets, reviews, interviews, comparative tables – all in one publication. Today Sicurezza is the most complete editorial product in the sector, the most attentive to individual fields of application and has a clearly defined and carefully planned internal structure. Instead of drawing from different fields of learning, of mixing subjects in a jumbled fashion in favour of the "general" and "all-inclusive", Sicurezza has chosen to focus on detail, the particular and the specific. A compulsory choice for a specialized magazine for business, which aims to be a useful work tool and a fertile meeting ground for producers, distributors and installers of security systems. Its sizeable readership - the carefully selected mailing list is continuously updated – includes professional installers, designers, system integrators, security managers, retailers of electrical material, public administrations and surveillance institutes.

## WWW.SICUREZZAMAGAZINE.IT

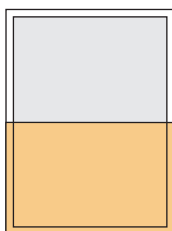
Sicurezza magazine.it is the first magazine online dedicated to installers and designers of security systems and to those professional figures who, with different skill and expertise, work to protect property, places and persons from theft, robbery, attack, micro and macro crimes.

Organized and directed by the team of Sicurezza, it offers a detailed overview of the market and its players, with brief news, technical data sheets, in-depth articles, reviews and interviews. Intrusion deterrent systems, access control, Tvcc and smoke, heat and gas detectors are the market segments represented by the magazine with their different spheres of application: private residences, businesses, banks, shops, urban areas, seaports and airports, underground and railway stations, art sites, road and motorway networks.

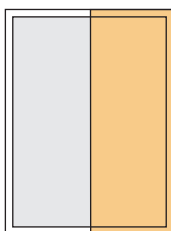
## FORMATS AND RATES 2012



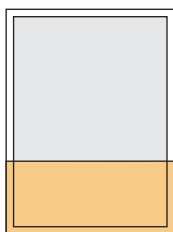
Full Page  
200 x 267 mm  
€ 2.400,00



1/2 page  
horizontal  
200 x 127 mm  
€ 1.500,00



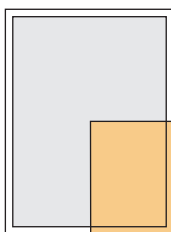
1/2 page  
vertical  
100 x 267 mm  
€ 1.500,00



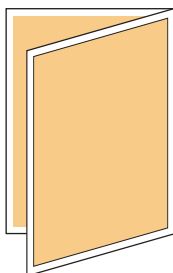
1/3 page  
horizontal  
200 x 87 mm  
€ 1.200,00



1/3 page  
vertical  
66 x 267 mm  
€ 1.200,00



1/4 page  
100 x 127 mm  
€ 800,00



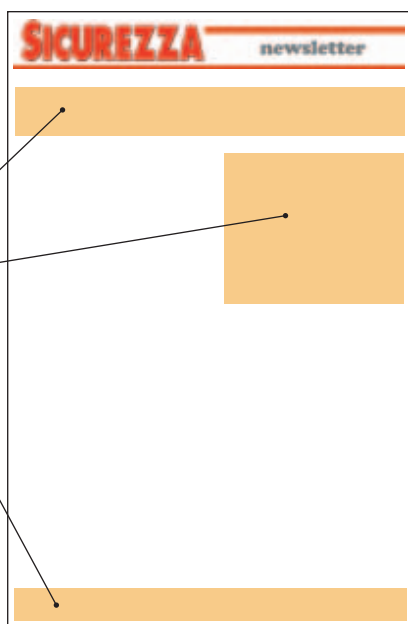
Front cover  
wing style  
€ 8.500,00

### SPECIAL POSITIONS

Front cover	€ 5.500,00
Inside front cover	€ 3.100,00
Inside back cover	€ 2.600,00
Outside back cover	€ 4.400,00
1 <sup>st</sup> right hand page	€ 3.100,00

## ON LINE FORMATS

**Newsletter** - frequency: weekly



### Formats

- text sponsorship:  
max 400 characters + Url
- MPU 300 x 250 pixel
- logo 250 x 60 pixel  
+ text sponsorship: max  
200 characters + Url

## TECHNICAL DETAILS

### printing method

offset

### frequency

monthly, 11 issues (not printed in August)

### cover date

Beginning of the month

### deadlines

always 20 days before cover date

### trim size

200 x 267 mm

### bleed

5 mm for bleed must be added on each side

### circulation

10.000 copies per issue

### paper

glossy

### binding

perfect bound

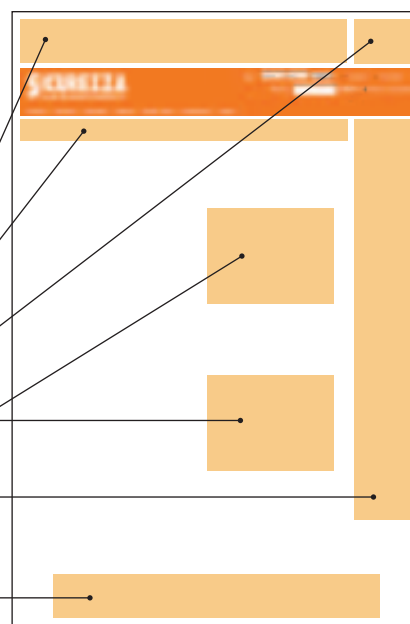


Via Carlo Pisacane, 1 (ang. SS Sempione)  
20016 Pero (MI)

advertisement department:  
Tel. +39 02 3022.6060 - Fax +39 02 3022.6091

[www.sicurezza magazine.it](http://www.sicurezza magazine.it)

**Web** - [www.sicurezza magazine.it](http://www.sicurezza magazine.it)



### Formats

- top leaderboard:  
728 x 90 pixel
- sponsor band:  
728 x 30 pixel
- button:  
120 x 90 pixel
- MPU:  
300 x 250 pixel
- skyscraper:  
120 x 600 pixel
- standard  
leaderboard:  
728 x 90 pixel