

Published by *Groteck* since 1993

Security&Safety

**We promote
your technologies, reputation
and expertise 365 days a year!**

**Security&Safety project is an effective community
of professionals – direct access to your clients!**



**WE WON'T JUST PUT YOUR AD.
WE WILL PROVIDE IT WITH STRONG EXPERT SUPPORT AND THE RIGHT AUDIENCE!**

S&S Magazine project – an effective community of professionals:
print edition, Internet portal, online conferences.

Security&Safety Magazine

It is being issued by Groteck Business Media company since 1995. Bimonthly we publish from 120 to 150 pages. The circulation is 25 000 copies.

The magazine is distributed via paid subscription to the printed and electronic versions of the publication, free of charge qualified subscription, targeted delivery, distribution at industry exhibitions.

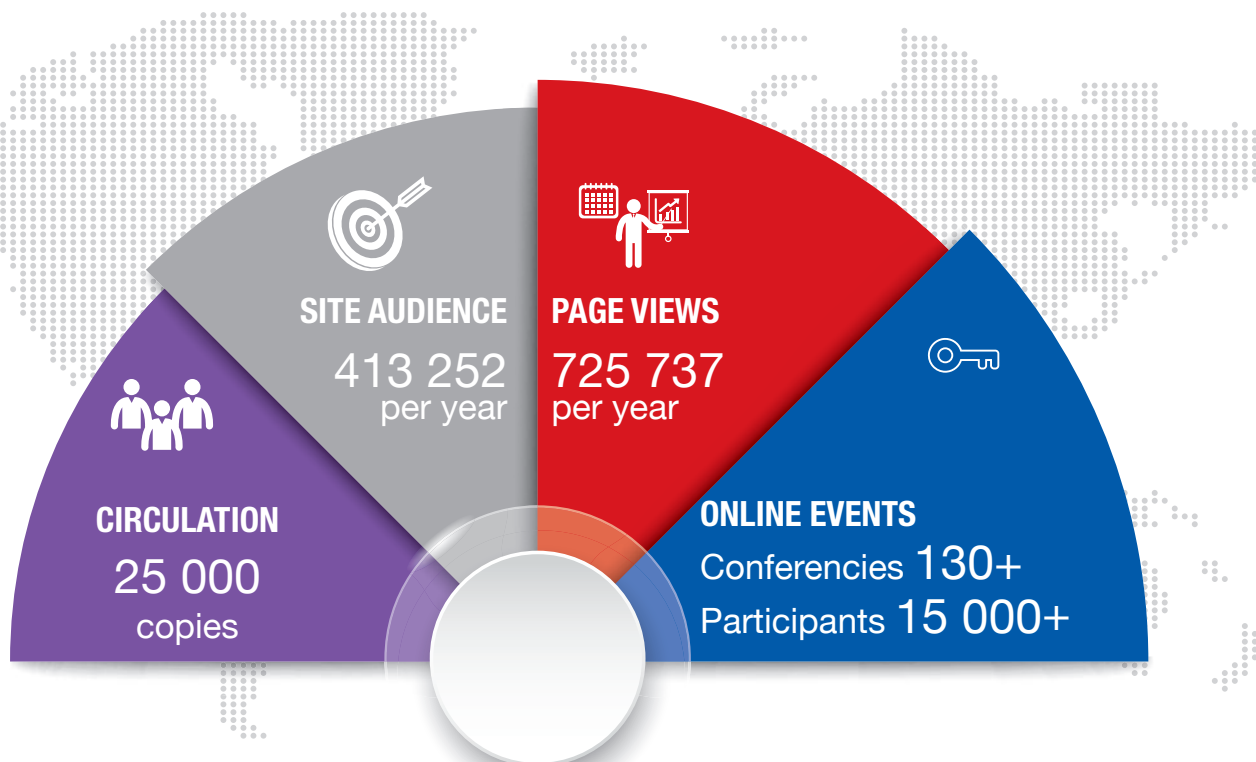
Secuteck.Ru website

Industry news, articles on video surveillance and video analytics, access control systems and biometrics, security and fire alarm systems and fire safety, neural networks and drones, digitalization and artificial intelligence, etc. are published daily on the Internet resource of the Security&Safety project www.secuteck.ru.

It is possible to subscribe to updates, more than 1 700 people receive a Secuteck Weekly subscription weekly.

Online conferences

More than 130 conferences, meetings with customers, webinars and round tables were held in 2022. The events are attended by specialists from various security fields from Russia, CIS countries, near and far abroad. The speakers are the best industry experts, the conference audience ranges from 150 to 800 people.



Key topics

- Video surveillance, video analytics, machine vision
- Access control systems
- Biometric technologies
- Digital transformation: artificial intelligence, IoT
- Intelligent buildings, building automation
- Convergence of technologies
- Business analytics
- Data processing centers and storage systems
- Neural networks, deep learning
- UAVs, protection of the upper hemisphere
- Cyber Security
- IT infrastructure, SDN networks, converged network
- Software platforms
- Security and fire alarm systems, fire safety
- Perimeter protection
- Complex security, system integration

Industry focuses

- Critical facilities and hazardous production.
Fuel and energy, oil and gas, industry
- Transport and infrastructure
- Places of mass gathering
- Retail, online trading, HoReCa
- Smart city, utilities sector
- Banking, financial sector
- Medicine, pharmacy
- Agriculture, agrocomplex

We write about changes in the security systems market, adaptation to new conditions, the latest technologies, trends and trends, innovations, new products. We discuss issues of lawmaking and regulatory activities, give recommendations to consumers of security systems.

Consumers of security systems talk about their problems, make requests and requirements to manufacturers, suppliers and integrators.

**Published
by the editorial
office in 2022**

1418
news

306
Expert articles

21
Advertising articles

128
AD layouts

62
Interviews
with customers

132
Expert opinions

27
Materials
from regulators

22
Equipment overview

35
Market reports
and research results

Our audience

The audience of the project is readers of magazines, visitors of websites and events of the Grotek company, including purchasing decision makers, technical specialists from all key sectors of the Russian economy, as well as representatives of project organizations and system integrators:

1. Website visitors

- secuteck.ru (413 252 unique visitors per year)
- all-over-ip.ru (70 000 unique visitors per year)
- tbforum.ru (65 000 unique visitors per year)

2. Subscribers:

- SS Weekly newsletter (1 700 persons)
- All-over-IP Forum blog (1 200 persons)
- The International Forum of Security&Safety Technologies blog (2 000 persons)
- Security&Safety online magazine (7 000 persons)
- Fire Security online catalog (4 000 persons)

3. Events visitors:

- All-over-IP Forum
- The International Forum of Security&Safety Technologies
- Online conferencies available for retargeting/remarketing:
- All-over-IP registration data of visitors (42 000 contacts)
- Registration data of visitors of the International Forum of Security&Safety Technologies (54 000 contacts)
- Professional Internet audience in the search engines of Yandex (1 000 000 impressions of contextual advertising in 3 months)



Topical reviews – 2023

Security&Safety magazine № 1 February – March

- Security of fuel and energy, oil and gas and critical facilities
- ACS for big production
- Transformation of complex security systems. Overview of systems
- Explosion-proof equipment

Security&Safety magazine № 2 April – May

- Safety of places/facilities of mass gathering
- Video cameras to ensure the safety of places of mass gathering. Solutions available on the Russian market
- Biometric terminals
- Gas fire extinguishing

Security&Safety magazine № 3 June – July

- Security of big manufacturing enterprises (metallurgy facilities, chemical industry etc.)
- Employee location tracking systems. Products and solutions for labor protection and industrial safety
- Industrial uninterrupted power supply
- Turnstiles for entrance groups
- Thermal imaging systems. Models and areas of application
- Fire, smoke, linear detectors

Security&Safety magazine № 4 August – September

- Intelligent technologies in utilities sector. Building automation IoT, Automated measuring system of commercial accounting and other platforms
- Smart parking
- Data centers. Engineering infrastructure, fire safety. Cost optimization
- Modular fire extinguishing installations

Security&Safety magazine № 5 October – November

- Digital technologies for retail
- Platforms for unified communications
- ACS for business centers and offices
- Security devices with GSM channel

Security&Safety magazine № 6 December 2022 – January 2023

- Transport security, protection of transport infrastructure facilities
- Products and solutions of the year
- Passenger counting solutions
- Perimeter protection technologies
- Data storage systems for video surveillance systems

A detailed thematic plan for 2023 can be viewed on www.secuteck.ru or requested from the manager. The editorial board reserves the right to make changes to the plan.

To submit the article please contact Galina Skochko skochko@groteck.ru

Why do they read the magazine?

62%

to check new products

44%

to find a problem solution

79%

to get new knowledge

31%

to find new suppliers

8,9%

to plan purchase

39%

to learn about advanced technologies

The annual audit of the subscriber base and focus on the largest customers gives our clients a consistently high level of prestigious audience.

Who reads the magazine

46%

installers and design engineers

36%

department managers

34%

make collective decisions on purchases

30%

end-users

35%

technical specialists

31%

decision makers

18%

manufacturers, distributors

27%

top managers

25%

prepare purchase decisions

Audience of the magazine by industry

18%

industry and production

16%

transport

15%

government customers

13%

places of mass stay
of people

10%

oil & gas,
fuel and energy complex

9%

construction
(developers, builders)

9%

banks and financial
institutions

8%

retail

3%

internet and telecom
providers

Geography of readers

35%

Moscow
and Moscow region

16%

Volga Federal District

11%

Central Federal District

10%

Ural Federal District

8%

Siberian Federal District

7,5%

Northwestern Federal District
(including Saint Petersburg)

6,5%

Southern Federal District

4%

North Caucasian Federal District

2%

Far East

Print magazine

Advertisers get complex service for their advertising and marketing campaigns. Advertiser's package includes basic AD placement (under the standard price list) and additional package of complimentary placements, which dramatically increases visibility of the AD campaign in the edition and make it maximally native.

Formats of editorial participation: articles, expert comments, interviews with top management, interviews with satisfied customers, technical reviews and product tests.

Advertisers of the magazine during the year participate in SPECIAL PROJECTS free of charge.

The magazine has a full on-line version in iMag format with the ability to flip pages what creates the illusion of real reading.

The required pages can be printed or saved.

All editorial materials are posted on the Secuteck.Ru website.

AD Layouts / Advertorial articles

A4 X 2	8710 €
A4 page	5448 €
1/2 page	3374 €
1/3 page	2636 €
1/4 page	1911 €

Premium Positions

2nd Cover	6846 €
3rd Cover	6300 €
4th Cover	7530 €
1st Cover clap	10 800 €
Hard insertion, A4	9800 €
2 page spread before the Table of Contents	9040 €
Page in the Table of Contents	6575 €
Theme partner	4 561 €

Special placements (magazine + website)

Special Project 1/2 page	955 €
Special Project A4 page	1629 €

AD Design service

2 pages	326 €
1 page	220 €
1/2, 1/3 page	175 €
1/4 page	163 €

Prices are in euros including VAT

Long-term cooperation
provides flexible discounts

Secuteck.Ru website

It is possible to publish news, articles or present specific products and solutions on the electronic resource.

The news automatically gets in VKontakte as well as the Secuteck Weekly newsletter. Advertisers have access to publications in the News section for three months when publishing an article with a banner on the main page of the website or participating in a review.

Our website is created on a modern platform that is well indexed by search engines. Additionally, we can develop a promotion plan for you using contextual advertising in Yandex. Direct.

News

Press releases, news, announcements of events, information about company promotions.

3 months

320 €

6 months

450 €

1 year

850 €

They get into the weekly newsletter of Secuteck Weekly and social networks.

Articles

Placement of the article on the secuteck.ru website with the title on the banner of the main page for 2 weeks

845 €

Participation in the online review of equipment/solutions

438 €

Banner on the main page

Placement on the main page of Secuteck.Ru (top position, 1000x50 px)

Price per week

264 €

Banner in Secuteck Weekly newsletter

166 €

Banner in the article

Placed for one month with a link that leads to the client's page.

Approximately 1800x500 px

213 €

A separate AD block in the online review

Placed on permanent basis, leads to a specially created page with a description of the customer's product and a feedback form

1182 €

Prices are in euros including VAT

Long-term cooperation provides flexible discounts

Secuteck.Ru website

Content syndication – lead generation and promotion through content

Placement and promotion of your useful content (expert case, information document, brochure, etc.) with lead generation

The package includes:

- Your material on the Secuteck.Ru website for downloading
- Three mailings on a unique customer base (we segment the list for your audience)
- Digital advertisements on Yandex.Direct (during a week)
- Providing a list of leads and statistics on views/clicks

A tip: non-promotional material finds the greatest response from readers

Price per 3 weeks

2370 €

Digital advertisement

"Chasing" Secuteck.Ru visitors by advertising your material on third-party resources

How it goes:

- Hundreds of visitors from the professional security community visit Secuteck.Ru website daily
- Each visitor is assigned a specific identification code. After that, your advertising message will be shown to a potential client on third-party websites and resources
- Your material will have a link to your website
- The statistics in numbers on views/clicks will be provided at the end of the campaign

Price per month

2190 €

Prices are in euros including VAT
Long-term cooperation provides flexible discounts

New-2023

1. Industry safety guides (transport security, bank security, etc.)
2. Lists of Russian developers and manufacturers products and systems for security (access control systems, biometric technologies, protection perimeter, video analytics, etc.)

Our partners



BEWARD

армо-системы

Relline

BOLID

TRASSIR

ААМ СИСТЕМЗ

VIDAU
systems

ИТРИУМ



APGUS СПЕКТР

dormakaba

3DiVi	HeadPoint	RAIDIX
Alphaopen	Infocom-S	Ravelin
ASTRON	InfoWatch	Reflect
Bezopasnost Perimetra	Integra-S	R-platforma
BG-Optics	Intelar	RusGuard
BIC-Inform	InterLogic	SAPPHIRE Security Technologies
BytErg	INVITECH	SB Marit
CESIS	ISPsistem	Sfera
ENTERCAM	KARNEEV SYSTEMS	SKIZEL
Eridan	Kolchuga-M	SOAR
EuroMobile	Lokatornaya tekhnika	NPK Fotonika
EVS	NtechLab	SOFT DIVISION
facemetric	OKB "Gamma"	SOKB
Fire Robotics Engineering	Omega Sound	Specavtomatika ASPT
Center EFER	Parus Electro	T8 Sensor
Giricond	Plasma-T	Trezor
GS Nanotech	Prikladnaya Radiofizika	Trialink Group
Guardliner	Prosoft Biometrics	TSS-Seven seals

They read us

Norilsk Nickel | Severstal | Inter RAO | Rusal | Gazprom | Bashneft | Tatneft | EuroChem
 | SUEK | Alrosa | UGMK | ChelPipe | Apatit JSC | RZD | Moscow subway | Himprom |
 Tyumenenergo | Sheremetyevo, Domodedovo, Vnukovo, Koltsovo, Gelendzhik Airports etc. |
 Rosmorport | Rostransnadzor | Rosaviatsiya | Mintrans | KAMAZ | Vladhlebs | Cherkizovo |
 PhosAgro | Moscow Printing House | X5 Retail Group | Monetka | Pyaterochka | Metro Cash &
 Carry | OCHAKOVO | Miratorg | Bank of Russia | SberBank | Bank Saint Petersburg | Alfa-Bank
 | Gazprombank | Tinkoff Bank | Otkrytie FC Bank | Rosgvardiya | Moscow government |
 Regional and municipal administrations | Government institutions etc.

Annual revision of the subscriber base and focus on the largest customers gives our clients a consistently high level of audience.

Effective community of professionals



MAGAZINE
for managers
and security
professionals

3
2
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