

intersec

The Journal of
International Security



2012 MEDIA PACK



Welcome to intersec



Introduction

intersec is the world's leading journal of international security, counter-terrorism and resilience. Published across ten issues each year, the magazine is an essential resource for policy-makers, security professionals and academics around the world. Each issue contains in-depth news, features and incident reports which keep our readers up to date with the latest threats, solutions and security technology.

Our features are written by experienced journalists, security experts and senior policy-makers, providing an unbeatable combination of insight, impartiality and editorial integrity. In an industry awash with narrow niche titles, *intersec* offers its readers a comprehensive perspective on the rapidly evolving security situation and a direct link to those who are shaping the responses.

Established in 1991, *intersec* has consistently been the publication of choice for professionals across the whole spectrum of international, domestic and corporate security. Our readership includes senior decision-makers from government, emergency services, security services, research organisations and private industry, as well as front-line personnel in the fight against terrorism and organised crime.

Each issue contains:

- In-depth features and commentary covering the latest threats, solutions, tactics and technologies
- Focused regional security news updates
- Comprehensive international incident brief
- New technology/services spotlight
- Planner of upcoming security events

Key Facts

Targeted Distribution

- Ten issues per year
- 10,500 copies distributed per issue
- Distributed to 180 countries around the world
Our targeted distribution gives advertisers unparalleled access to overseas security markets, with particular emphasis on the most rapidly growing security markets such as India, China, the Middle East and Brazil.
- Read by key decision-makers across the following security sectors: Airline/Airport, Port & Shipping; Customs, Borders & Coastguard; Government and Diplomacy; Prisons, Police & Special Forces; Key Utilities; Civil Defence & Emergency Service; Risk Management; Consultancy & Representation.

- Bonus distribution at selected events

In addition to our global mailed circulation of 10,500 copies per issue, additional gratis copies are distributed to delegates attending selected exhibitions and conferences around the world, giving advertisers added value from their investment in those issues.

Production quality

To reflect the quality of *intersec's* editorial, every effort is made to ensure design and production values are equal to any commercial magazine. Use of quality silk-finished paper and a high density screen process ensure that magazine and its advertisers are presented in the best possible light.

Proven sales tool

intersec's proven track record – attracting some of the world's biggest blue chip companies – speaks for itself. You want to know you are investing your money in the right place to ensure significant returns. *intersec* can give you that peace of mind.

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Features List

January

Bonus distribution at Smi Transport Security, ASIS Dubai

TSCM technology update
CBRN PPE for emergency services: Part 1
Baggage revolution: screening latest
Securing the facility: building protection
Destroying IEDs: beyond disruptors
Product Showcase
CBRNE threat detection

February

Bonus distribution at ISC West

CBRN PPE for emergency services: Part 2
IP surveillance update
CCTV – latest camera technology
Inside IEDs
Hostile environment training
Product Showcase
Mail bombs: threat and response

March

Bonus distribution at ASIS Europe, Counter Terror Expo

Airport baggage detection
Layering perimeter security: Part 1
EOD: latest technology
Major incident mobile command
Electronic device forensics
Product Showcase
Biometrics and mass transit

April

Bonus distribution at ISOFEX, IFSEC, Counter Terror Expo US

Layering perimeter security: Part 2
Covert surveillance for CT
Hostile environment training
Infra-red CCTV update
Biometrics and counter-insurgency
Product Showcase
Hand-held metal detectors

May

Bonus distribution at Eurosatory, Security Asia 2012

PPE: the chemical threat
Respirators: the chemical threat
UAVs and border security
Integrated homeland security tech
Special Forces: tactical CT
Product Showcase
Portable X-ray update

June

Integrating access control
Close protection: new thinking
Border security technology
Radiation detectors for responders
IED defeat uncovered
Product Showcase
EOD protective equipment

July/August

GPEC, Security Essen, ASIS International, TranSec, ISS

PPE: the chem/bio threat
Chem/bio detectors for responders
Integrating security systems: Part 1
Up-armouring vehicles against IEDs
Tackling piracy at sea
Product Showcase
Port X-ray gantries

September

Bonus distribution at Milipol Qatar, Biometrics 2012

Airport baggage screening
Liquid explosive detectors
Facial recognition tech update
TSCM: new thinking
Portable X-ray screening
Product Showcase
Body armour and ballistics

October

*Sicurezza, Emergency Services Show
CBRN Defense Symposium*

PPE: future technologies
Integrating security systems: Part 2
Access control: latest tech
Fencing the perimeter: Part 1
Major incident command
Product Showcase
Tactical comms for SF

November/December

Bonus distribution at Intersec Dubai 2013

Fencing the perimeter: Part 2
SF and hostage rescue
Blast mitigation building design
EOD remote vehicles
CNI protection technology
Product Showcase
Cyber security: latest tech

2012 Advertising Ratecard

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Display Advertising Rates

Frequency	x1	x3	x6	x10
Two Page Spread	£5,325	£5,060	£4,660	£4,395
Full Page	£3,190	£3,030	£2,790	£2,630
Half Page	£1,915	£1,820	£1,675	£1,580
Quarter Page	£1,195	£1,135	£1,045	£985
Eighth Page Strip	£720	£685	£630	£595
Catalogue Showcase	£485	£460	£425	£400

(All prices quoted in Pounds Sterling. Dollar and Euro prices available on request.)

Cover Positions

Inside front/outside back cover:	15% extra
Inside back cover:	10% extra

Commission

10% to recognised advertising agencies only subject to settlement within 30 days of invoice (excluding Catalogue Showcase)

Pre-payment discount

5%

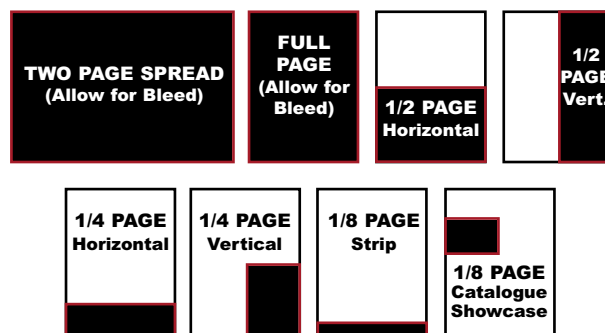
Booking Deadline

No later than 25th of the month preceding publication

Advertisement Design

A design service is available free of charge when a series of three or more adverts are booked.

Display Advertising Layouts



Specifications

Layout	Size
Two page spread bleed	303mm x 426mm (11 7/8" x 16 3/4")
Full page bleed	303mm x 216mm (11 7/8" x 8 1/2")
Full page trim	297mm x 210mm (11 3/4" x 8 1/4")
Half page vertical	270mm x 90mm (10 5/8" x 3 1/2")
Half page horizontal	130mm x 185mm (5 1/8" x 7 1/4")
Quarter page horizontal	65mm x 185mm (2 1/2" x 7 1/4")
Eighth page strip	32.5mm x 185mm (1 1/4" x 7 1/4")
Catalogue Showcase	60mm x 90mm (2 3/8" x 3 1/2")

All files must have a resolution of at least 300 Dpi with a CMYK colour profile. A PDF is the preferred format, but we accept Indesign, Quark Express, Adobe Illustrator and Photoshop documents.

Additional Information

Website banners

(www.intersec.co.uk)

	Price	Size
Top Banner	£250 per month	350px x 150px
Side Banner	£150 per month	140px x 90px

Email Shots

Bespoke email shots to our extensive email database available. HTML or Plain Text accepted. Prices available on request.

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Terms and Conditions

- The Publisher's credit payment terms are strictly 30 days from the date of invoice.
- Notice of cancellation or suspension of an advertisement must be received in writing by the Publisher at least 30 days prior to publication. Cancellations or suspensions received without sufficient notice will be charged for in full.
- If the Advertiser cancels the balance of a contract for a series of advertisements then the Publisher has the right to surcharge previous advertisements in the series where series discount had been applied.
- Editorial calendar, bonus distributions are subject to change.
- Full terms and conditions are available on request.
- See www.intersec.co.uk for more information.