

intersec

The Journal of
International Security



2017 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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2017

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Features List

January 2017

Bonus distribution at IDEX

Clean sweep: The importance of bug sweeping
Encryption in the field of war
Security challenges facing Donald Trump's America
What's inside: The advantages of infrared tech
TCSM— putting a stop to espionage
Cyber security predictions for 2017
Freight security

February 2017

Bonus distribution at Security and Policing

Maintaining borders: Keeping UK borders secure
What's inside: The advantages of portable x-ray systems
Affordable drone security for police and military
The real Hunted: How technology can be used to find a suspect
Keep them out: The part that fences play in protecting CNI
Feel the heat: The tactical advantages of thermal imaging
Threatwatch Europe

March 2017

Bonus distribution at Counter Terror Expo, Milipol Asia Pacific, ASIS Europe, ISC West

Glass and security: The evolving face of the window
Training security personnel
Blast containment and minimising the effects of explosives
Detecting radiation: Threats, tech and techniques
Tracking and trailing: How satellite surveillance gives the edge
Automated security in our airports
Understanding the jihadist mindset

April 2017

Bonus distribution at CIPATE, Securex

How tourists are kept safe in the UK and Europe
Gates and fencing for perfect perimeter protection
Border security: What's being done to keep our boundaries secure
Tactical entry explained
Body scanners and how they give airports the advantage
Increasing pressure on hotel security
Threatwatch Middle East

May 2017

Bonus distribution at IFSEC UK, ISDEF, IABTI

A clean sweep: Latest advances in IED detection
Infrastructure innovations for architecture
The evolution of facial recognition technology
Preventing and detecting document fraud
CNI security explored
Advances in thermal imaging
People tracking apps and their importance in the field

June 2017

Bonus distribution at NATIA

EOD robots: Reduce the risk with remote detonation
Keep them out: Perimeter security
Trace detection: Latest handheld solutions evaluated
RF Jammers assessed
Eye in the sky: UAV security update
The increasing importance of biometrics
Threatwatch East Asia and Australasia

July/August 2017

Bonus distribution at Emergency Services Show, DSEI, Safety and Security ASIA

Tracking and trailing: Number plate recognition
CT kit round up
Come fly with me: Airport security
Up armouring: Latest kits and tech for vehicles
Tactical Communications and their use in national incidents
CBRN protective equipment update
Man's best friend: Using dogs in the field

September 2017

Bonus distribution at ASIS US, Biometrics UK, GPEC ASIA

Access control systems explained and explored
University security: Keeping students safe
Tactical entry developments
The importance of training for hostile zones
How x-ray tech is keeping the postal service safe
Armoured car update
Threatwatch Africa

October 2017

Bonus distribution at Milipol, UK Security Expo, Defence and Security Thailand, ASIS ASIA PACIFIC, CBRN Symposium, ISC East

Israeli forces: Security and technology update
New strategies to tackle terrorism
Under lock and key: prison security
EOD robots and remote detonation
How to ensure your business stays safe from risk
Underwater security and harbour protection
Smarter stadium and events security

November/December 2017

Bonus distribution at Intersec Dubai, ASIS Middle East, Smarter Borders

Transport security: Keeping the public safe in our cities
Friend of the stars: VIP protection
Reading the signs: Advancements in digital forensics
Dealing with IEDs
TSCM and staying one step ahead
Temporary fencing and perimeters for emergencies
Threatwatch Latin America

2017 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%

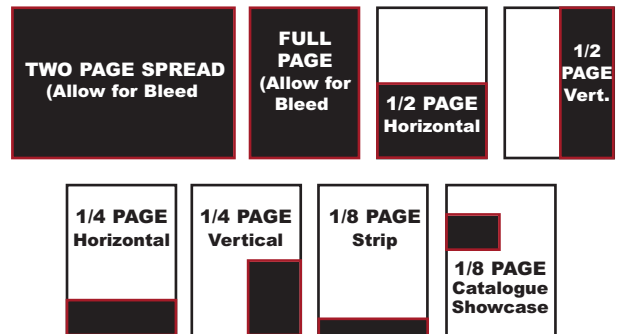
Booking Deadline

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
Large Banner	£250 per month	350px x 150px
Small 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.