

# psm

PROTECTION SÉCURITÉ MAGAZINE

Les Solutions pour les Professionnels de la Sûreté - Sécurité

## “Protection Security Magazine”

### MEDIA KIT 2019

THE N° 1 MEDIA FOR PROFESSIONALS IN SECURITY, SAFETY AND FIRE PROTECTION

- Magazine
- Buyer's Guide
- Directories
- Special Issues
- Web site
- e-newsletter
- Online tradeshow
- Database
- 2019 Editorial Calendar



For further information, contact Jérôme PERROTTE  
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# THE MAGAZINE

## N°1 on Security, Safety and Fire protection!



## N°1 on the market

The only magazine on the market to be read by almost all Security, Safety, and Fire Protection Professionals.

A top quality circulation, 100% useful to a highly targeted audience of decision makers!

Average circulation per issue  
July 1st 2017 to June 30th 2018

# 10.300 copies

The highest circulation in the sector and a 11% increase in circulation in 2018!  
53% in paid circulation, 47% in qualified circulation.

Certified circulation.

Bonus circulation during trade shows.

Diffusion bonus sur les salons.

**PSM** is the n° 1 active, business communication tool, dedicated to Security, Safety and Fire Protection, in companies and communities. It has provided a solution to your specific needs for over 20 years.

The leading source of information for professionals in Safety, Security, and Fire Protection, PSM addresses all relevant actors, be they Prescribers, Endusers, (Security and Risk Managers, Consulting Firms, Engineering Office, Buyers...) or Professionals in Security and Safety (Installers, Electricians, Systems Integrators, Service providers, Distributors, Manufacturers, Importers...) in creating awareness of what's happening in the sector.

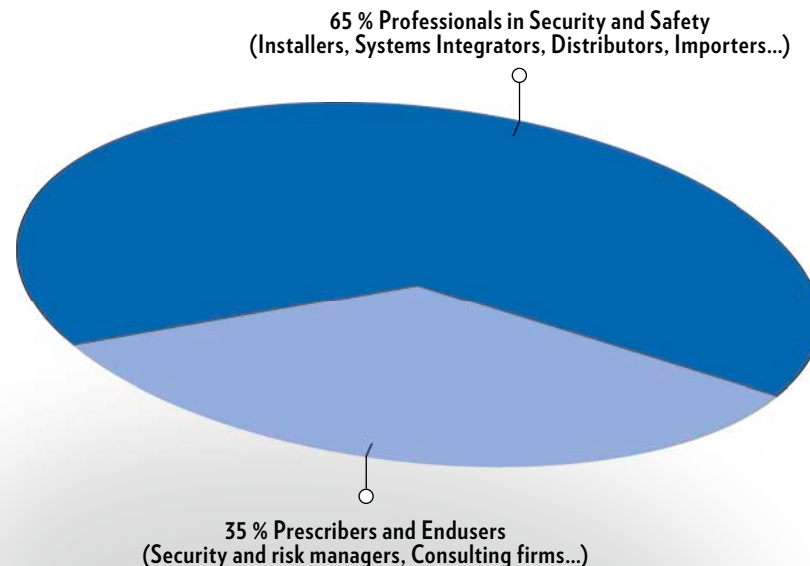
Every 2 months, a highly qualified team of journalists offer unique, relevant editorials about the latest, most up-to-date information on the market status, new product launches, professional standards, contracting and purchasing, useful, pertinent feedback, new regulations and legal evolution, exclusive interviews with major contributors in the market, case studies...

The only magazine 100% dedicated to Security and Safety!

**The only magazine 100% Safety and Security!**

→ The only magazine on the market with such a significant circulation on Security, Safety & Fire Protection professionals!

→ A readership of over 21.600 readers with 2.1 readers per issue!



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# THE MAGAZINE

**An editorial environment to maximize your exposure and build brand awareness**



**THE NEWS PAGES**, all relevant information on recent legislation, standards, examples of security and safety practices, trends in security, legal regulatory monitoring, market development, nominations, agendas... Ending with an interview with a leading player in the market.



**THE FOCUS PAGES**, an opportunity to step back and focus on specific categories of products, recently launched products, new trends in the market...



**VIDEOSURVEILLANCE, ACCESS CONTROL, INTRUSION, FIRE...** in each issue, extensive articles on trade practices, continually updated technological know-how and field experiences, feedback and exchanges with professionals, prescribers and endusers... To assist our readers in their daily decision making.



**IN WHAT'S NEW**, all new products, start-ups, the latest trends and developments on the market and an exclusive interview with a manufacturer



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# THE MAGAZINE

## 2018 Magazine Advertising Rates (€)



FORMAT	MM (L X H)	RATES
Gatefold Cover	Front 100 x 195 / Back 100 x 297	5.950 €
On Cover	Front 210 x 150 / Back 210 x 297	6.400 €
2nd Cover	210 x 297	4.400 €
3rd Cover	210 x 297	4.400 €
4th Cover	210 x 297	4.800 €
Page	210 x 297	4.100 €
1/2 Page	Horizontal : 181 x 126 / Vertical : 91 x 257	2.800 €
1/4 Page	91 x 124	1.500 €
Special Advertising Section	210 x 297	4.300 € (Layout and editorial: + 250 €)
Posed inserts or samples (on the magazine cover, 2 or 4 pages maximum 20 gr. Price not discountable)		4.150 €
Loose inserts or samples (inserted in the magazine, 2 or 4 pages maximum 20 gr. Price not discountable)		5.300 €
Bounded inserts (4 pages, maximum 20 gr. Price not discountable)		4.950 €
Classified ads: 1 module, 2 modules, 3 modules	1 module : 85 x 58	620 € 930 € 1.550 €

### SPECIAL OFFERS

Post-it  
Adhesive sample  
Banderole  
Memento  
Facsimile  
Flap on 1st cover  
Customized Buyer's Guide  
Customized Directory  
Bookmark

Contact us

### BI MÉDIA PACK

Magazine + Web - 5 %

### TRADESHOW PACK

Take advantage of **PSM's** large number of e-communication tools to be better positioned at tradeshows, generate more visitors and contacts, benefit from our converged media services to highlight your new products and product presentations!

- 1/2 Page 4 colour + Editorial (tradeshow dossier)
  - + Top Banner web site protectionsecurite-magazine.fr 1 month before tradeshow date
  - + Top Banner e-salon-protectionsecurite.fr 1 month before tradeshow date
  - + Top Banner annuaire-securite.fr 1 month before tradeshow date
  - + Button e-newsletter 1 month (2nd newsletter) before tradeshow date
- (Price not discountable)

- 50 %  
3.400 € instead of 6.050 €

### NEW PRODUCT & SERVICE PACK

New product or service to launch on the market?  
**PSM** offers an effective, customized tool to ensure a successful launch!

- 1/2 Page 4 Colour + What's New Editorial magazine
- + What's New E-newsletter with a direct link to your product on e-salon-protectionsecurite.fr
- + Your product referenced for 1 year on e-salon-protectionsecurite.fr
- + Top Banner on e-salon-protectionsecurite.fr 1 month

- 25 %  
4.350 € instead of 5.800 €

Special Position: + 10% - B&W and 2 colors = 4 color -20% - Payment terms: 30 days - Policy Regulation on www.psm-magazine.fr  
Mechanical Requirements: High resolution 300dpi (jpeg) or Adobe Acrobat files (pdf) - Color proof required - Provide a 5 mm overflow.

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# THE BUYER'S GUIDE

**To generate more demand and contacts!**



## THE 2020 ANNUAL BUYER'S GUIDE

The **PSM** Annual Buyer's Guide is sent to all subscribers (10.300 copies) with the September issue and distributed at trade shows where we are a media partner, in particular APS Trade show. This is an essential work tool for our readers as it references all products, materials and equipment on the market in the form of complete, technical data sheets, filed by topic. The Buyer's Guide is coupled with the 1st online trade show, e-salon-protectionsecurite.fr, be sure to have all your products referenced online! Keep your name in front of your customers!



## e-salon-protectionsecurite.fr: THE 1ST ONLINE TRADESHOW ON SECURITY, SAFETY AND FIRE PROTECTION!

**In 2018 :**  
9.129 Unique Visitors  
55.864 Viewed Pages

- A permanent, 365 days a year, online Trade Show!
- The only Product Guide available on the french market!
  - On your stand, the specification sheet of your products: videos, more picture, contacts, technical brochure, catalogs, quotation request and prices, your distribution list, your upcoming exhibitions...
  - You show how many products you want!
  - A complementary marketing tool to your own website and exhibitions.

## THE MAGAZINE'S BUYER GUIDE

The Magazine's Buyer Guide is a very practical section at the end of the magazine that provides complete referential support and enables our readers to quickly locate a supplier by main category. A regular and economic press coverage with your logo and contacts. At a very low cost, you will systematically be seen at the end of the magazine by our 21.600 readers. We connect you with a highly targeted audience, your clients and prospects will easily find you. An inexpensive, complementary communication tool that enhances and maximizes your visibility!



## 2019 Annual Buyer's Guide (€)

PER PRODUCT	Specification sheet	300 €
<b>DISCOUNT:</b> 2 to 3 products -25% - 4 products and more -50%		
4th Cover Page	148 x 210 mm	4.200 €
1/2 Page	148 x 210 mm	3.100 €
	148 x 100 mm	2.350 €



## Online tradeshow e-salon-protectionsecurite.fr

1 an - inclus reporting, modifications, administration

NO. OF PRODUCTS PER STAND	Technical data sheet + videos, + visuals, + contacts, catalogue, technical brochures...	+ 100 €
<b>DISCOUNT:</b> 2 to 3 products -25% - 4 products and more -50%		

Top Banner home page - 1 month	728 x 90 pixels	1.000 €
Banner (all pages) - 1 month	728 x 90 pixels	1.600 €

## Magazine's Buyer Guide

6 issues - 1 year	Module 40 x 43 mm with logo, text and contacts	1.050 €
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# OUR DIRECTORIES

**The most comprehensive listing in the sector!**



## THE SECURITY AND SAFETY DIRECTORY

In January, **PSM** will publish The Security and Safety Directory, almost 1.000 Manufacturers, Distributors, Installers, and Service providers referenced with their professional contact details, classed by geographical regions. Sent to all subscribers with the January issue + a bonus issue at the EXPOPROTECTION 2020 Tradeshow!

**1 year included on the online Directory!**

This Directory is available all year on the online directory [annuairesecurite.fr](http://annuairesecurite.fr). You will have a higher visibility in this directory with your framed logo + text at a very low cost.

**[annuaire-securite.fr](http://annuaire-securite.fr)**



## Security and Safety Directory Advertising Rates (€)

<b>PER COMPANY</b> (PRICE NOT DISCOUNTABLE)	Framed logo + text, 1 year in the Directory website	<b>320 €</b>
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**DISCOUNT:** 2 to 3 products -25% - 4 products and more -50%

4th cover	148 x 210 mm	<b>4.200 €</b>
Page	148 x 210 mm	<b>3.100 €</b>
1/2 Page	148 x 100 mm	<b>2.350 €</b>

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# SPECIAL ISSUES

## The PSM Special Issues, additional marketing tools to magazine



### CYBERSECURITY SPECIAL ISSUE

Sent with next **PSM** July issue and with a bonus circulation on EXPOPROTECTION 2020, this PSM CyberSecurity Special Issue will cover all new technology and innovation trends in major companies regarding software in videosurveillance, access control,... to be integrated without any problem in security system. It will also analyse new products and services available to Security Managers.

### PRIVATE SECURITY SPECIAL ISSUE

The PSM PRIVATE SECURITY Special Issue will be sent with next November **PSM** issue, and also available on EXPOPROTECTION 2020. Editorial will be dedicated to all information helping Security Managers to better handle changes in their business and technological advances.



#### 2019 CONTENTS

- Caméras security
- Reliable and safe Installers
- Secure your smartcards & badges!
- Access control management software
- ...

#### 2019 CONTENTS

- Arming agents
- Private Security new tasks
- Security continuum
- Stop with subcontracting!
- ...

FORMAT	MM (L X H)	RATES
2nd cover (facing Summary)	170 x 240	4.400 €
3rd Cover	170 x 240	4.400 €
4th Cover	170 x 240	4.800 €
Page	170 x 240	4.100 €
1/2 Page	Horizontal: 135 x 85 Vertical: 65 x 190	2.800 €
1/4 Page	65 x 85	1.500 €
Special Advertising Section	170 x 240	4.300 € (Layout and editorial: + 250 €)

FORMAT	MM (L X H)	RATES
2nd cover (facing Summary)	170 x 240	4.400 €
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# WEB

## A global, digital information offer, available on all terminals!



16.000 individual visitors monthly

### THE COMPANION WEBSITE protectionsecuritemagazine.fr

With more than 16.000 individual visitors monthly, 58.000 pages viewed every month, the companion website, protectionsecurite-magazine.fr, is clearly and by far the 1st professional web portal in terms of audience, on the subject of security and safety. With its News updated on a daily basis, its Archives (accessible to paying subscribers only), the Special Features, the tradeshow agenda, the classified ads, new products, and links to different PSM sites (directories, online tradeshows...), protectionsecurite-magazine.fr has definitely become the best, most dedicated website in security and safety!



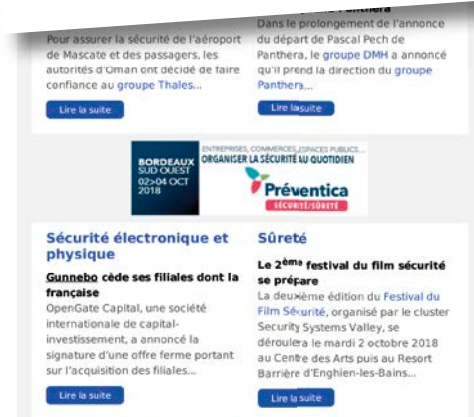
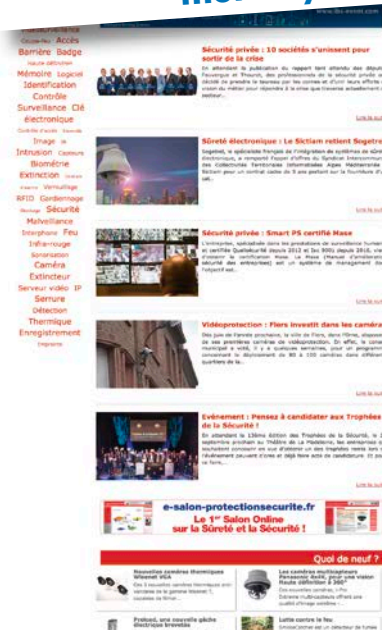
11.000 subscribers

### THE E-NEWSLETTER

The only bi-monthly newsletter in the sector, keeping our readers closely connected, more efficient, breaking news... the PSM e-newsletter is sent to more than 11.000 subscribers. This quick pace and top quality exclusive business information (many of you have congratulated us on the quality of our articles!) makes this an ideal source of web communication.

### NATIVE ADVERTISING

Native advertising is a type of advertising online, that matches the form and function of the platform upon which it appears. In many cases, it manifests as an article produced by an advertiser with the specific intent to promote a product, while matching the form and style which would otherwise be seen in the work of the platform's editorial staff. The word «native» refers to this coherence of the content with the other media that appears on the e-newsletter or web site. Available on News or What's New section.



Retrouvez toute la communauté DE LA SÛRETÉ ET DE LA SÉCURITÉ SUR [LinkedIn](#)

quoi de neuf ?



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# WEB

## 2018 Web Advertising Rates (€)

**THE COMPANION SITE** protectionsecurite-magazine.fr  
**THE ONLINE TRADESHOWS** annuaire-securite.fr  
**e-salon-protectionsecurite-magazine.fr**  
 (en rotation)

	PIXELS (l x h)	3 MONTHS	2 MONTHS	1 MONTH
Top Banners	728 x 90 et 320 x 100	2.250 €	1.650 €	1.050 €
Banner	728 x 90 et 320 x 100	1.950 €	1.450 €	950 €
Square	200 x 200	1.150 €	850 €	620 €
Native Advertising News		2.700 €	2.000 €	1.350 €
Native Advertising What's New		2.000 €	1.550 €	1.050 €
Video	420 px - 2 Mo	-	-	1.900 €

**THE E-NEWSLETTER** (Watch out! Limited advertising space!)

	PIXELS (l x h)	3 MONTHS (6 e-newsletter)	2 MONTHS (4 e-newsletter)	1 MONTHS (2 e-newsletter)
Top Banners	320 x 100	3.900 €	2.550 €	1.750 €
Banner	320 x 100	3.000 €	2.050 €	1.450 €
Square	200 x 200	2.150 €	1.550 €	1.150 €
Native Advertising News		4.000 €	2.650 €	1.850 €
Native Advertising What's New		3.400 €	2.250 €	1.550 €

### BI-MÉDIA PACK

Magazine + Web - 5%

### WEB PACK

- 2 Web - 5% (ex : E-newsletter + Companion Site)
- 3 Web - 10%
- 4 Web - 15%
- 5 Web - 20%

### SITE ADVERTISING FORMATS

The screenshot shows the psm website interface with several advertising spots highlighted with red boxes and labels:

- TOP BANNER**: Located at the top of the page.
- BANNER**: Located in the main content area.
- SQUARE**: Located in the main content area.
- Native Advertising NEWS**: Located in the main content area.
- Native Advertising WHAT'S NEW**: Located in the main content area.

### E-NEWSLETTER ADVERTISING FORMATS

The screenshot shows the psm e-newsletter interface with several advertising spots highlighted with red boxes and labels:

- TOP BANNER**: Located at the top of the newsletter.
- BANNER**: Located in the main content area.
- Native Advertising NEWS**: Located in the main content area.
- BANNER**: Located in the main content area.
- BANNER**: Located in the main content area.
- BANNER**: Located in the main content area.
- Native Advertising WHAT'S NEW**: Located in the main content area.
- SQUARE**: Located in the main content area.

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# DATABASE



## The most up to date, qualified, targeted base to maximize your multichannel marketing!

Thanks to its wide base of online users (prospects, subscribers, and those registered for the E-newsletter), **PSM** provides you with its client file.














As our database is continually updated during the year by phone calls, you are able to directly contact major Distributors, Integrators, Installers, Electricians, Security Managers...

A database of 16.000 nominative, postal and email addresses

<b>MAILING</b>	<b>Fixed cost: 250 €</b>
One time rental 16.000 nominative addresses Targeting not available (price not discountable)	<b>4.875 €</b>

<b>E-MAILING</b>	<b>Fixed cost: 250 € (1 x h)</b>
8.000 direct email – Overall management of sending – Tracking – Targeting not available	
E-mailing without follow-up	<b>3.100 €</b>
E-mailing with follow-up (1 month maxi after 1st campaign)	<b>4.300 €</b>
The prices include: bulk emailing with one visual «ready to send» by client, format HTML or 1 image PDF, JPEG, GIF, price not discountable. Graphic design from self provided elements: 450 €	

# 2019 EDITORIAL CALENDAR

N°	SECTIONS	SPECIAL SECTIONS	DEADLINE
 Jan/Feb	<b>2019 SECURITY &amp; SAFETY DIRECTORY</b> (Sent with issue n° 251 and on PREVENTICA 2019)		Dec 15
N° 251 Jan/Feb	VIDEOSURVEILLANCE: Protection against cyber threats ACCESS CONTROL: Facial recognition INTRUSION: Robots FIRE: Fire security centralisation RISK: Public spaces security FOCUS: IR cameras	Security & smart cities	Dec 15
N° 252 Mar/Apr	VIDEOSURVEILLANCE: Very high resolution video cameras ACCESS CONTROL: Temporary access control INTRUSION: Detection mobile units FIRE: Video detection RISK: Remote locations (water, energy, ...) FOCUS: Access control readers	   <b>Terrorist risk awareness and training</b> <b>Media Partner – Bonus Exhibition circulation!</b> <b>NUIT DE L'AN2V • GALA DE LA SÉCURITÉ</b> <b>SECURIDAYS • ACCESS SECURITY</b> <b>SECURITY SAFETY MEETINGS</b>  	Feb 15
N° 253 May/June	VIDEOSURVEILLANCE: Vandal resistant cameras ACCESS CONTROL: Access control for person with limited mobility INTRUSION: Alarm stations FIRE: Water-mist system RISK: Logistic platform FOCUS: Roadblocks & barriers	<b>IFSEC 2019 SPECIAL SECTION</b> <b>Media Partner – Bonus Exhibition circulation!</b> <b>Drones &amp; Robots working together</b> 	Apr 15
Jul	<b>CYBERSECURITY SPECIAL ISSUE</b> (Sent with issue n° 254 – July and on APS 2019) Caméras security • Reliable and safe Installers • Secure your smartcards & badges! • Access control management software...		Jun 15
 N° 254 Jul/Aug	VIDEOSURVEILLANCE: Camera use for Marketing ACCESS CONTROL: Access control terminal stations INTRUSION: Intelligent Motion Detection FIRE: Fire doors RISK: Leisure parks FOCUS: Videosurveillance software	Hospital security	Jun 15
 Sept	<b>2020 ANNUAL BUYER'S GUIDE</b> (Sent with issue n° 255 and on APS 2019)		Aug 16
N° 255 Sept/Oct	VIDEOSURVEILLANCE: Smart cameras ACCESS CONTROL: Self powered safety locks INTRUSION: Portals FIRE: Inhibitive gases RISK: High-rise buildings FOCUS: Drones	<b>APS 2019 Trade Show SPECIAL SECTION</b> <b>Media Partner – Bonus Exhibition circulation!</b> <b>How to design a good Security Command Post</b> <b>Media Partner – Bonus Exhibition circulation!</b> <b>INTELLIGENT BUILDING SYSTEMS</b>  	Aug 16
Nov	<b>PRIVATE SECURITY SPECIAL ISSUE</b> (sent with issue n° 256 - November) Arming agents • Private Security new tasks • Security continuum • Stop with subcontracting!...		Oct 15
 N° 256 Nov/Dec	VIDEOSURVEILLANCE: Infra-red cameras ACCESS CONTROL: Tripod and portic barriers INTRUSION: Alarm stations and cybersecurity FIRE: The Security Committee RISK: Schools FOCUS: IP cameras	<b>Security Managers : identify and map your risks !</b> <b>MILIPOL Paris 2019</b> <b>Media Partner – Bonus Exhibition circulation!</b> 	Oct 15
 Jan	<b>2020 SECURITY &amp; SAFETY DIRECTORY</b> (sent with issue n° 257 - January & EXPOPROTECTION 2020)		Dec 14
N° 257 Jan/Feb	VIDEOSURVEILLANCE: Monitors ACCESS CONTROL: Facial Recognition or Vein Biometric Identification INTRUSION: Barriers & Roadblocks FIRE: Sprinklers RISK: Vacant spaces FOCUS: Doors & locks	AI and Safety & Security	Dec 14



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