

psm

PROTECTION SÉCURITÉ MAGAZINE

Les Solutions pour les Professionnels de la Sûreté - Sécurité

“Protection Security Magazine”

2022 MEDIA KIT

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

- Print
- Buyer's Guide
- Special Issues
- Digital **NEW** Web Site!
- e-newsletter
- Directory
- Marketplace **NEW!**
- Database
- 2022 Editorial Calendar



**SUPPLIERS,
INTEGRATORS,
INSTALLING DEALERS,
DISTRIBUTORS...
SPECIAL SECTION!**



For further information, contact Jérôme PERROTTE
jp@protectionsecurite-magazine.fr or
info@protectionsecurite-magazine.fr
+33 6.09.17.09.50



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 2020 to June 30th 2021

18.812
copies

The highest circulation in the BtoB Security & Safety trade press!
Certified circulation.
Bonus circulation during trade shows.

PRINT

The only french magazine that reaches both suppliers and end users!

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.

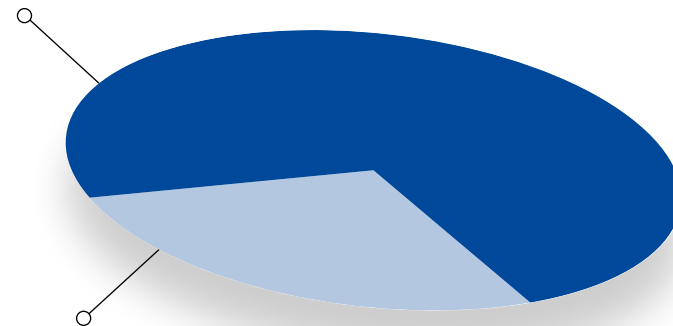
The leading source of information for professionals in Safety, Security, and Fire Protection, PSM addresses all relevant actors, be they Prescribers, Endusers, (Security and Risk Managers, Consulting Firms, Engineering Office, Buyers...) or Professionals in Security and Safety (Installers, Electricians, 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!

73 % Professionals in Security and Safety :

33% Manufacturer/Integrator, 25% Installer/Electrician, 21% Security Dealer and Distributors, 15% Security companies, 4% Consultants, Training, ...



27 % Prescribers and Endusers

45 % Service companies, 20% Government & Military, 10% Building companies, 10% Industry, 10% Institutional facilities (Health, ...), 5% Other (Infrastructure, ...)



The only magazine 100% Safety and Security!

**73 % Suppliers
27 % End Users**

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

→ A readership of over 39.500 readers with 2.1 readers per issue!

+ **SUPPLIERS, INTEGRATORS, INSTALLING DEALERS, DISTRIBUTORS... SPECIAL SECTION !**



An exclusive audience you will find nowhere else!

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PRINT

An editorial environment to maximize your exposure and build brand awareness



SUPPLIER SECTION. The Integrators, Installing Dealers, Distributors, Consultants & Manufacturers Special Section cover all information and news on what is going in business within those suppliers.



THE NEWS PAGES, all relevant information on 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.



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.



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



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

MEDIA PARTNER
BONUS CIRCULATION!
ON THE EVENTS



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PRINT

2022 Print Advertising Rates (€)



FORMAT	MM (L X H)	RATES
Gatefold Cover	Front 100 x 215 / Back 100 x 297	5.950 €
On Cover	Front 210 x 150 / Back 210 x 297	6.400 €
2nd Cover	210 x 297	4.550 €
3rd Cover	210 x 297	4.550 €
4th Cover	210 x 297	4.950 €
Page	210 x 297	4.200 €
1/2 Page	Horizontal : 181 x 126 / Vertical : 91 x 257	2.900 €
1/4 Page	91 x 124	1.600 €
Special Advertising Section	210 x 297	4.400 € (Layout and editorial: + 250 €)
Posed inserts or samples (on the magazine cover, 2 or 4 pages maximum 20 gr. Price not discountable)		4.275 €
Loose inserts or samples (inserted in the magazine, 2 or 4 pages maximum 20 gr. Price not discountable)		5.500 €
Bounded inserts (4 pages, maximum 20 gr. Price not discountable)		5.100 €
Classified ads: 1 module, 2 modules, 3 modules	1 module : 85 x 58	640 € 960 € 1.600 €

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

Print + Digital - 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 Marketplace e-protectionsecurite-magazine.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 %
3.150€ instead of 6.300 €

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 Marketplace e-protectionsecurite-magazine.fr
- + Top Banner on e-salon-protectionsecurite.fr 1 month

- 25 %
4.511 € instead of 6.015 €

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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PRINT

2022 SPECIAL OFFER (€)



PRINT PRIVILEGE SPECIAL CONTRACT

		+ 50% Discount!
PACKAGE A	9 x 1/4 pages + 1 Page Special Advertising Section + 3 month companion site banner Extra 1/4 page: 896 €	10.404 € instead of 20.800 €
PACKAGE B	13 x 1/4 pages + 1,5 Page Special Advertising Section + 3 month companion site banner Extra 1/4 page: 835 €	14.700 € instead of 29.400 €
PACKAGE C	17 x 1/4 de page + 2 Page Special Advertising Section + 3 month companion site banner Extra 1/4 page: 819 €	18.996 € instead of 38.000 €
PACKAGE D	21 x 1/4 de page + 2,5 Page Special Advertising Section + 3 month companion site banner Extra 1/4 page: 725 €	23.304 € instead of 46.600 €
PACKAGE E	25 x 1/4 de page + 3 Page Special Advertising Section + 3 month companion site banner Extra 1/4 page: 685 €	27.600 € instead of 55.200 €

You may use your 1/4 pages as you want (1/4 page or 2 for 1/2 page or 4 for 1 page), except for Covers, and when you want (inside 1 year after signature or acceptance of Order).

Single invoice at time of signature or acceptance of Order.
Full cash payment before 1st insertion.
Net prices, not discountable or commissionable.

If cancellation before the end of the contract, price will be recalculated according to standard price minus following discount:

- 1 to 2 insertions = -10%,
- 3 to 4 insertions = -15%,
- > 4 insertions = -20%.

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PRINT

The PSM PRIVATE SECURITY Special Issue, additional marketing tool to the magazine



2022 CONTENTS

- Lone security guards protection (LWP)
- The segways
- Videosurveillance patrols
- Multi-site security guards alert systems
- ...

PRIVATE SECURITY SPECIAL ISSUE

The PSM PRIVATE SECURITY Special Issue will be sent with next november **PSM** issue.

Editorial will be dedicated to all information helping Security Managers to better handle changes in their business and technological advances.

A unique information and marketing tool on the market to reach Private Security companies, End Users and Government.

FORMAT	MM (L X H)	RATES
2nd cover (facing Summary)	170 x 240	4.550 €
3rd Cover	170 x 240	4.550 €
4th Cover	170 x 240	4.950 €
Page	170 x 240	4.200 €
1/2 Page	Horizontal: 135 x 85 Vertical: 65 x 190	2.900 €
1/4 Page	65 x 85	1.600 €
Special Advertising Section	170 x 240	4.400 € (Layout and editorial: + 250 €)

PRINT + DIGITAL

Annual Buyer's Guide + Marketplace: generate more demands and contacts for your products!



THE 2023 ANNUAL BUYER'S GUIDE

The **PSM** Annual Buyer's Guide is sent to all subscribers (18.812 copies) with the September issue and distributed at trade shows where we are a media partner. 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-protectionsecurite-magazine.fr THE 1ST MARKETPLACE ON SECURITY, SAFETY AND FIRE PROTECTION!

- The industry's only platform, connecting buyers and sellers!
- In your customer zone the specification sheet of your products: videos, more picture, contacts, technical brochure, catalogs, quotation request and prices, your distribution list, your upcoming exhibitions...
- Your products and videos are regularly highlighted throughout the year on this site and on the magazine's companion site.
- You present as many products as you want, you can modify them during the year whenever you want!
- Starting € 207.50 only per product for the whole year! **Includes the Annual Buyer's Guide!**
- A complementary platform to your own merchant site.

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 39.500 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!

In 2021 :
11.890 Unique Visitors
67.000 Viewed Pages



2023 Annual Buyer's Guide (€)

(Price not discountable)

PER PRODUCT	Specification sheet	315 €
DISCOUNT: 2 to 3 products -25% - 4 products and more -50%		
4th Cover	148 x 210 mm	4.200 €
Page	148 x 210 mm	3.100 €
1/2 Page	148 x 100 mm	2.350 €

Marketplace

e-protectionsecurite-magazine.fr

1 an - inclus reporting, modifications, administration
(Price not discountable)

PER PRODUCT	Technical data sheet + videos, + visuals, + contacts, catalogue, technical brochures...	+100 €
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DISCOUNT: 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

(Price not discountable)

6 issues - 1 year	Module 40 x 43 mm with logo, text and contacts	1.100 €
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DIGITAL

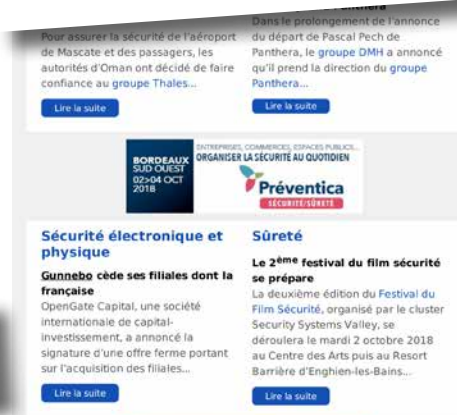
A global, digital information offer, available on all terminals!

THE COMPANION WEBSITE **protectionsecuritemagazine.fr**

With more than 20.000 individual visitors monthly, 70.000 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 tradeshow...), protectionsecurite-magazine.fr has definitely become the best, most dedicated website in security and safety!



20.500 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 20.500 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, for more efficiency!



Website



e-Newsletter



LinkedIn



Marketplace



e-Directory!

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DIGITAL

2022 Digital Advertising Rates (€)

THE COMPANION SITE protectionsecurite-magazine.fr
THE MARKETPLACE e-protectionsecurite-magazine.fr
THE ONLINE DIRECTORY annuaire-securite.fr
 (rotation)

	PIXELS (l x h)	3 MONTHS	2 MONTHS	1 MONTH
Top Banners	728 x 90 et 320 x 100	2.350 €	1.700 €	1.100 €
Banner	728 x 90 et 320 x 100	2.000 €	1.500 €	980 €
Square	200 x 200	1.200 €	880 €	650 €
Native Advertising News		3.100 €	2.400 €	1.600 €
Native Advertising What's New		2.400 €	1.900 €	1.300 €
Video	420 px - 2 Mo	-	-	2.000 €

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	4.000 €	2.650 €	1.850 €
Banner	320 x 100	3.100 €	2.150 €	1.550 €
Square	200 x 200	2.250 €	1.650 €	1.200 €
Native Advertising News		4.400 €	3.050 €	2.250 €
Native Advertising What's New		3.800 €	2.650 €	1.900 €

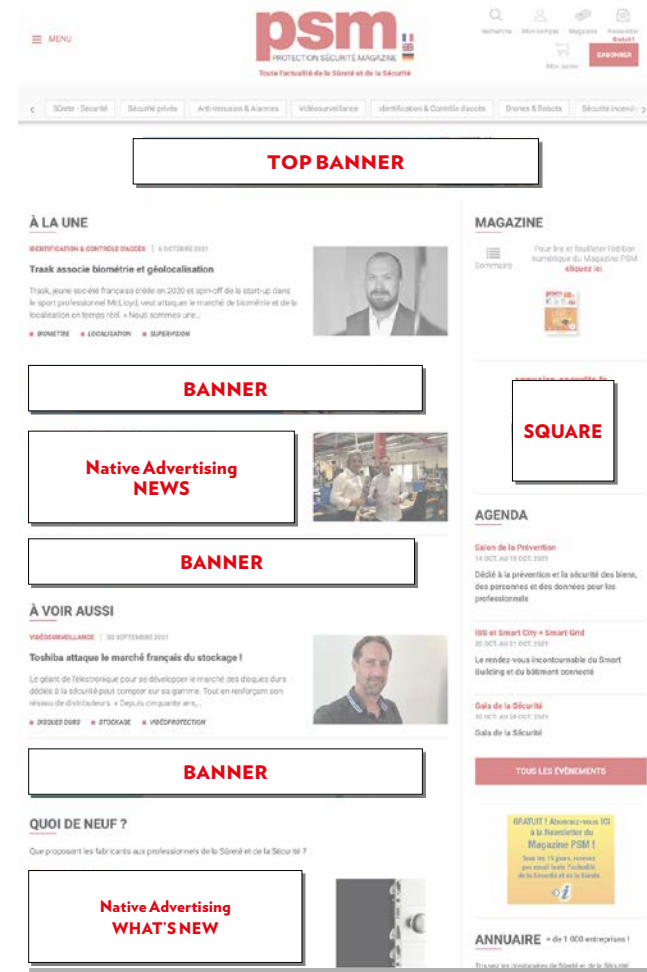
BI-MÉDIA PACK

Print + Digital - 5%

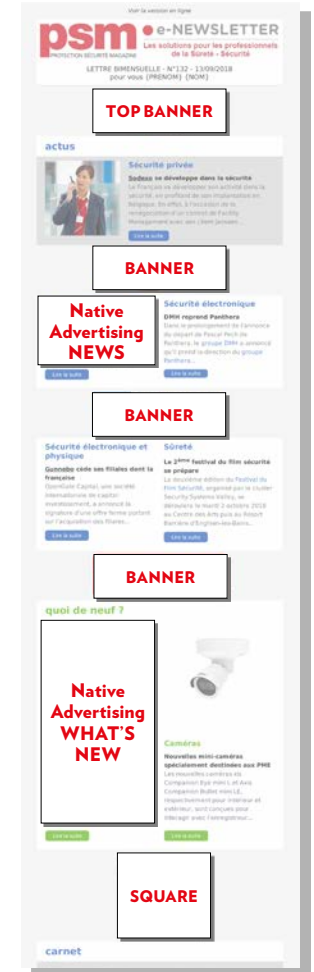
DIGITAL PACK

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

SITE ADVERTISING FORMATS



E-NEWSLETTER ADVERTISING FORMATS



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DIGITAL

The most comprehensive listing in the sector!



THE ONLINE SECURITY & SAFETY DIRECTORY

annuaire-securite.fr

The Security and Safety Directory classifies almost 1.000 Manufacturers, Distributors, Installers, Integrators, Distributors, and Service providers referenced with their professional contact details, classed by geographical regions.

This Directory is available all year on annuaire-securite.fr.

You will have a higher visibility in this online directory with your framed logo + text at a very low cost.

1 year on the online Directory!



Security and Safety Directory Advertising 2022 Rates (€)

(Price not discountable)

PER COMPANY (Price not discountable)	1 year on web site annuaire-securite.fr	200 €
	1 year on web site annuaire-securite.fr + framed logo + text	330 €

For higher visibility!

DISCOUNT: 2 to 3 products -25% - 4 products and more -50%

Top Banner home page - 1 month	728 x 90 pixels	1.100 €
Top Banner your page - 1 year	728 x 90 pixels	1.600 €

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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... 16.000 nominative postal adresses and 20.500 nominative emails.

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

E-MAILING	Fixed cost: 250 € (1 x h)
20.500 direct email – Overall management of sending – Tracking – Targeting not available	
E-mailing without follow-up	3.100 €
E-mailing with follow-up (1 month maxi after 1st campaign)	4.300 €
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 €	

**BOOST YOUR GROWTH
AND INCREASE YOUR
CUSTOMER PORTFOLIO**

thank's to:
Our subscribers
+
**E-newsletter readers
database**

2022 EDITORIAL CALENDAR

N°	SECTIONS	SPECIAL SECTIONS	DEADLINE	
N° 269 Jan/Feb	VIDEOSURVEILLANCE: 360° vision ACCESS CONTROL: Smartphone access control INTRUSION: Security fencing FIRE: Water mist RISK: Large sites FOCUS: Vandal Resistant camera	Security system maintenance UNIVERSITÉ DE LA SÉCURITÉ Media Partner – Bonus Trade fair circulation!	Dec 10	
N° 270 Mar/Apr	VIDEOSURVEILLANCE: Infrared (IR) cameras ACCESS CONTROL: Identification badges INTRUSION: Robots FIRE: Firebreak glasses RISK: Marinas FOCUS: Mobile extinguishers	 Safer and smarter cities GALA DE LA SÉCURITÉ ACCESS SECURITY SECURI'DAYS SECURITY SAFETY MEETINGS Media Partner – Bonus Trade fair circulation!	 	Feb 12
N° 271 May/June	VIDEOSURVEILLANCE: Supervision & monitoring ACCESS CONTROL: Multiple identifiers INTRUSION: Radars FIRE: Cameras RISK: Vacant premises FOCUS: Intrusion detectors	Drones, robots, AI...: what place does man have? IFSEC LONDON Media Partner – Bonus Trade fair circulation!		Apr 14
N° 272 Jul/Aug	VIDEOSURVEILLANCE: Intelligent cameras ACCESS CONTROL: Mobile readers INTRUSION: Monitoring operators new tools FIRE: Fire resistant materials RISK: Temporary work sites FOCUS: Mobile video	Security system and cybersecurity		Jun 11
Sept	2023 ANNUAL BUYER'S GUIDE (Sent with Sept/Oct issue n° 273 and bonus circulation on EXPOPROTECTION 2022)		Aug 13	
N° 273 Sept/Oct	VIDEOSURVEILLANCE: PTZ cameras ACCESS CONTROL: Digital locking cylinders and keys INTRUSION: Home automation FIRE: Mobile extinguishing systems RISK: Business parks FOCUS: Foldaway abstacles	Is your security system safe enough on the cloud? LES TROPHÉES DE LA SÉCURITÉ Media Partner – Bonus Trade fair circulation!		Aug 13
Nov	PRIVATE SECURITY SPECIAL ISSUE (Sent with Nov/Dec issue n° 274 and bonus circulation on EXPOPROTECTION 2022) Lone security guards protection (LWP) • The segways • Videosurveillance patrols • Multi-site security guards alert systems		Oct 15	
N° 274 Nov/Dec	VIDEOSURVEILLANCE: Drones ACCESS CONTROL: Vandale resistant readers INTRUSION: Motion detectors FIRE: Fire doors RISK: Infrastructure & sensitive sites security FOCUS: Interphones & Videophones	EXPOPROTECTION 2022 SPECIAL SECTION Media Partner – Bonus Trade fair circulation! AI serving city security! SALON DES MAIRES ET DES COLLECTIVITÉS LOCALES IBS (INTELLIGENT BUILDING SYSTEMS) COLLOQUE CDSE Media Partner – Bonus Trade fair circulation!	  	Oct 10
N° 275 Jan/Feb	VIDEOSURVEILLANCE: Thermal cameras ACCESS CONTROL: Dematerialised solutions INTRUSION: Perimeter security FIRE: Foam extinguishers RISK: Recycling and waste collection centers FOCUS: Domes camera	Certification is essential!		Dec 10



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**IF YOU WISH
TO INTERVENE
ON A SUBJECT,
DO NOT HESITATE
TO CONTACT US.**



We can then work with you on a joint deal editorial/advertising which will increase your exposure and achieve your goals within your budget.

