



Further information

Title portrait

Frequency 12 issues including 2 special editions

Volume 49. volume 2021

Web-address (URL) <https://www.sicherheit.info>

Membership –

Organ ASW Bundesverband

Publisher Schlütersche Fachmedien GmbH
Part of Schlütersche Media Group

Publishing house Schlütersche Fachmedien GmbH
Part of Schlütersche Media Group

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Distribution department

Phone +49(0)511 8550-2638
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E-Mail vertrieb@schluetersche.de

Subscription price (including shipping costs)

Annual subscription:	€ 163.00
abroad	€ 170.50
Single retail price (plus shipping costs)	€ 18.00

ISSN 0256-4319

Volume analysis 2019 = 10 issues + 2 special editions

Magazine format	DIN A4
Total content	864 pages = 100.0 %
Editorial content	816 pages = 89.0 %
Advertising content	108 pages = 11.0 %
Loose inserts	8 pieces

Circulation- and distribution analysis

Editorial content analysis 2020 = 816 pages

Industry-News	26 pages = 3.0 %
Companies & markets	22 pages = 3.0 %
Cover topics	42 pages = 6.0 %
Security technology	236 pages = 29.0 %
Products/Trade Show reports	138 pages = 17.0 %
Security management/ASW	134 pages = 17.0 %
Topic, Editorial, Content, Preview, Credits	58 pages = 7.0 %
Fire-Prevention-Special, Access-Special, Video-Special ..	160 pages = 20.0 %
	816 pages = 100 %

Circulation control



Audit Bureau of Circulation

Circulation analysis

Copies per issue on average July 1st 2019 thru June 30th 2020

Print run	10.600		
Actually distributed circulation (tvA)	10.432	thereof abroad	1.401
Sold circulation	2.927	thereof abroad	472
– subscriptions	2.683	thereof abroad	2.147
– sale by retail	–		
– other sale	274		
Free samples	7.475		
Rest-, archive- and specimen copies	168		

Geographic distribution analysis

Economic area	percent of actually distributed	
	%	copies
Germany:	86.6	9.031
Abroad:	13.4	1.401
Actually distributed circulation:	100.0	10.432

Distribution German according to Nielsen areas

	%	copies
Nielsen 1: (Hamburg, Bremen, Schleswig-Holstein, Lower Saxony)	14.31	1.292
Nielsen 2: (North Rhine-Westphalia)	22.42	2.027
Nielsen 3a: (Hessen, Rhineland-Palatinate, Saarland)	15.72	1.419
Nielsen 3b: (Baden-Wuerttemberg)	14.30	1.291
Nielsen 4: (Bavaria)	18.41	1.662
Nielsen 5 – 7: (Berlin and Eastern Federal States)	14.84	1.340
tvA Germany	100.00	9.031

Further information

Recipient-structure analysis

Industry sector/Recipient structure

Recipient structure	divisions *	quote of adresses in %	number of recipients
Authorities	Offices, municipal facilities, transport companies, waste disposal companies, police etc.	5.91	4.638
Services	Security services, hotels, consulting, engineering offices and planners, chambers, etc.	13.52	10.618
Wholesale and retail trade	shopping centres, petrol stations, consumer markets, etc.	7.08	5.556
Health care	Hospitals, medical practices, residential care homes, ambulance services, etc.	4.51	3.544
Property and real estate administration	Real estate management, housing associations, etc.	0.27	210
Handcraft	on-site-installers, electricians, other craftsmen	8.73	6.858
Industry	Construction industry, chemistry, metal industry, energy industry, IT and software, security technology etc.	47.62	37.384
Banking and insurance industry	banks, credit institutions, insurance companies, etc.	4.32	3.393
Logistic	public transport, aviation and shipping, forwarding agencies, logistics service providers, etc.	3.82	2.997
Media	Publishing houses, printers, radio, film and television companies, etc.	0.46	359
Public facilities	jails, airports, schools and universities, museums, leisure facilities etc.	3.76	2.951
other receivers			3.421
total adresses		100.00	81.929

* details on divisions on demand

Further information

Size of economic unit

Number of employees	percent of actually distributed circulation	
	%	copies
1–49	0.5	61
50–99	13.8	1.440
100–199	25.7	2.676
200–499	8.1	841
> 500	7.4	775
Others	31.1	3.238
Germany	86.6	9.031
Switzerland, Austria and Benelux-Countries, foreign countries	13.4	1.401
Acually distributed circulation:	100.0	10.432

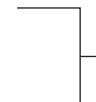
Job characteristic: Position in the company

Function / Position	Percentage of circulation actually distributed	
	%	copies
Security	18.6	1.937
Management	56.7	5.914
Technical management	4.0	421
Development, research, design management	1.3	138
IT-/organisation management	2.0	207
Authorized signatory, department and branch management	1.3	131
Commercial management	0.9	96
Purchasing	1.0	109
Others	14.2	1.479
Actually distributed circulation:	100.0	10.432

Education

Age

Local size classes



Details were not requested because the useful value of this journal is not dependent on this.

Job characteristic: Areas of responsibility: not collected



Further information

Advertising-prices volume 49 valid from october 27, 2020

Circulation

(according to AMF schema 2, number 17)

Print run 10.600 copies
 Actually distributed circulation:..... 10.432 copies

Magazine format

.....210 mm wide, 297 mm high, DIN A4
 Type area175 mm wide, 248 mm high
 Number of columns.....4 columns = column width 40 mm

Printing and binding, print documents

Offset printing; adhesive binding. Delivery of digital print documents is required (see information „digital print documents“).

Cost prices will be charged for files that are not accurate in size and for the generation of color ads.

Dates

Frequency 10 issues per year plus 2 specials
 Date of publication refer to date and editorial calendar
 Advertising deadline refer to date and editorial calendar

Publishing company

Schlütersche Fachmedien GmbH

Part of Schlütersche Media Group
 Office address Goegginger Straße 105a, 86199 Augsburg
 Advertising department
 Phone +49(0)821 319880-0
 Fax +49(0)821 319880-80
 E-Mail vg-augsburg@schluetersche.de

Terms of payment

On payment within 8 days after invoice date 2 % discount,
 but 30 days after invoice date without deduction.
 Bank collection procedure is possible. VAT no. DE 316 433 496

Bank details

For advertising and sales invoices:
 Commerzbank Hannover
 IBAN no: DE21 2504 0066 0331 8961 00, BIC: COBADEFFXXX

Positioning

Across spine add 10 % to b/w basic price

List of supply entries* print and online and on-site-installers

per line 15.00 €
 Logo per entry 39.00 €

* Supply entries are only bookable as annual order = 12 issues, are not discountable and will be extended for one year at a time until revoked.

Special forms of advertising / advertorials – on request

Discounts (when purchasing within one insertion year)

Series discounts

3 ads	5 %
6 ads	10 %
12 ads	15 %

Combinations

Larger acquisitions and multiple year orders on request.
 Also advertise in further publications of our publishing company.
 You can achieve a high market penetration and get discount advantages.

Further information

Advertising-prices volume 49 valid from october 27, 2020

Advertising formats and prices

Colour prices include standard colours in accordance with Euroscale.

Preferred positions

2nd cover, 4c	4 885.– €
3rd cover, 4c	4 755.– €
4th back cover 4c	4 885.– €
cover, 4c	on request

Type setting and litho costs

Technical costs for typesetting and corrections are charged at cost price and are not discountable.

Surcharges

Colour surcharges

Metallic colours, special colours (for example HKS) and colour surcharges on request.

Loose inserts

total circulation	price p. thousand	total circulation	price p. thousand
up to 25 g.....	307.– €	up to 40 g.....	390.– €
up to 30 g.....	335.– €	up to 45 g.....	418.– €
up to 35 g.....	362.– €	up to 50 g.....	445.– €

Heavier inserts, partial inserts and possible postage on request.
Maximum format 205 x 290 mm.

Tip-ins

Postcards in combination with an ad or bound insert.

Insert charge for DIN A6 format with a weight up to 5 g 790.– €
plus glueing costs per thousand on request
plus distribution costs on request

Samples/CDs/booklets

Prices and glueing costs on request along with submission of a binding sample.

Supply quantity for inserts and postcards and so on is 11.000 copies.

The publisher reserves the right to increase the circulation on special occasions.

Bound inserts

Special formats on request. When an order is placed a sample has to be submitted. Please deliver bound inserts in an untrimmed format of 216 mm width x 303 mm height (adhesive binding), multiple-page bound inserts folded.

Paper weight	130 g	170 g	over 170 g
2 pages	3.350.– €	3.700.– €	3.990.– €
4 pages	5.030.– €	5.540.– €	5.990.– €
8 pages	7.550.– €	8.310.– €	8.990.– €

Different paper weights on request

Delivery address for positions

Dierichs Druck+Media GmbH & Co. KG
receiving department / gate 2, Frankfurter Straße 168,
D-34121 Kassel

Acceptance times: Monday to Friday, 7:00 am to 6:00 pm
or by special arrangement.

receiving department, Phone +49(0)561 60280-362

Delivery note: trade magazine PROTECTOR, issue ...

Delivery free printer. Delivery at least 10 days before publication.

You can find our general terms and conditions on our homepage:
<http://schluetersche.de/AGB>

Further information

Formats and technical information

Digital print documents

The following conditions have to be met for a correct processing of digital print documents:

Preferred data format

Printable PDF or X-3 files (with embedded fonts and image files).

Please save to trimmed size without trim and register marks, etc.

When delivering open files (incl. fonts and high-resolution images) as well as files from programs such as WORD, EXCEL, PowerPoint, Pagemaker or CorelDraw, we cannot take responsibility for the quality of the advertisements. Extra costs are charged according to effort for these formats.

Images files

Resolution of colour or grey scale images at least 300 dpi

Line drawing at least 600 dpi

Colour

CMYK, no RGB or special colours

Print method

Web offset printing, adhesive binding

Data transfer

Email: anzeigendaten-pro@schluetersche.de

In case of larger data volumes delivery via NextCloud. Please ask in advance.

File information

Please state magazine_issue_advertiser when sending the data and send exact order data as well as an authoritative printed version of your advertisement.

Colour advertisements also require a proof that corresponds to the recommendations by FOGRA or ECI for web-offset printing. Type of proof and paper category on request.

The publisher assumes no responsibility for colour deviations and text positions in the advertisement, if files were not saved in the formats specified above and no colour-reference proofs were sent.

Technical costs

Work costs will be charged for designing/producing advertisements and changing templates that do not correspond to size as well as handling all templates that do not correspond to the printing method.

Technical requests/contact

E-Mail to: anzeigendaten-pro@schluetersche.de

Phone +49(0)511 8550-2522



Further information

sicherheit.info

Discounts

6 months	5 %
12 months	10 %

Data formats

PNG, GIF, JPG (max. 40 kB), HTML5 (max. 400 kB)
 Please note with HTML5 banners: Deliver elements in a zip file, integrate a fallback solution for non-compatible browsers

Delivery address

Please send your advertising material for your campaign by E-Mail to:
anzeigendaten-pro@schluetersche.de

Term of delivery

Banner:
 Delivery **7 working days** before the start of the campaign.
 Please inform us on delivery to which URL you want to link.

Content advertising:
 Delivery 14 working days before the start of the campaign.

Rotation

A maximum of 5 banners can be booked per banner place.
 The rotation takes place per click.

Newsletter

Data format

PNG, GIF, JPG (max. 40 kB), HTML5 (max. 400 kB)
 Please note with HTML5 banners: Deliver elements in a zip file, integrate a fallback solution for incompatible browsers.
 Outlook cannot display animated ads.

Delivery address

Please send your advertising material for your campaign per E-Mail to:
anzeigendaten-pro@schluetersche.de

Term of delivery

Delivery 7 working days before the start of the campaign.
 Please inform us on delivery to which URL you want to link.