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| S E C U R I T Y |  
**INSIDER**  
[ M A G A Z I N E ]

# MEDIA KIT 08

– Targeting Security Professionals

The official publication of:



Australian Security Industry  
Association Limited



## A PROVEN WAY TO REACH YOUR TARGET AUDIENCE

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**Over the past 14 years, Security Insider has established a track record of providing accurate and timely information to security professionals.**

With an estimated readership of over 10,000 security professionals, plus an additional 4,500 registered security and data cabling who have access to the online version of the magazine, Security Insider provides a highly effective means of reaching your target audience.

Relying on the expertise of industry leaders, Security Insider is able to tailor its comprehensive editorial coverage of this rapidly growing industry, bringing to its readers the vital information they need to stay on top of their game.

Security Insider covers all of the very latest developments in security including industry regulation and licensing, access control and biometrics, CCTV, remote monitoring and alarms, physical and perimeter security, and training ...plus interviews with leaders in the security industry.

### **Published by the industry, for the industry**

*Security Insider* – the official publication of the Australian Security Industry Association (ASIAL). ASIAL is the peak national body for the Australian Security Industry that represents approximately 85% of the security industry in Australia. Members include enterprises from large corporate entities to small and medium sized operations. Its individual members represent managers and operatives from various security sectors, while Associate members include many of Australia’s largest buyers of security.

If you are looking for an effective marketing tool that can be used to:

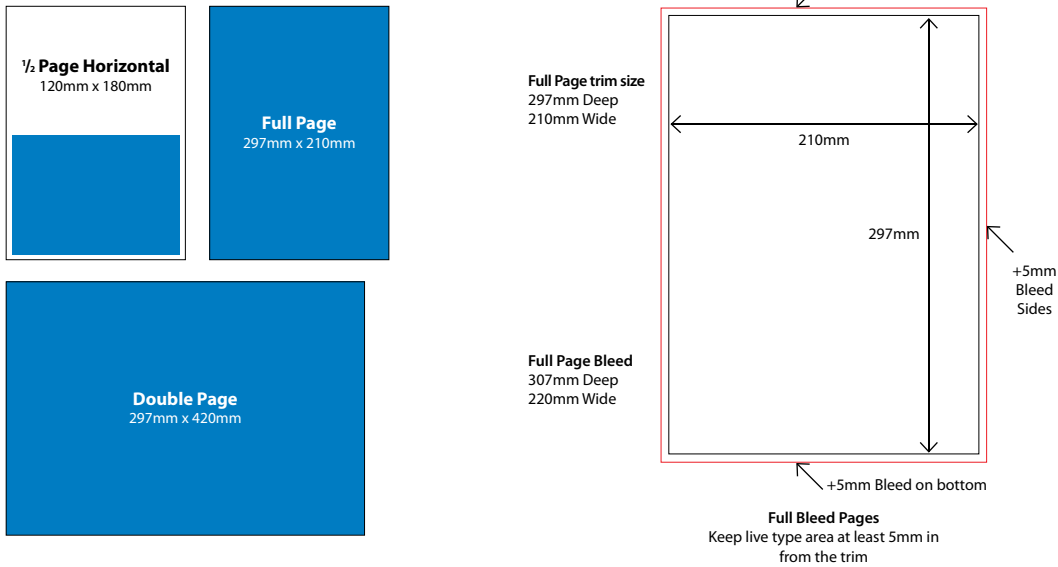
- Launch new products
- Increase brand awareness
- Source new buyers, distributors and business partners
- Support existing distributors and partners

**... then you need to advertise in the *Security Insider***



## ADVERTISING SPECS, RATES AND DEADLINES

### Advertisement sizes



The **security insider** publication • (A4) trimmed size is 297mm x 210mm. **Bleed:** Allow 5mm on each side. **Halftone Screen:** Mono–150 lpi. Four colour–150 lpi. Material required is complete film negatives, right reading, emulsion side down. Complete assembled artwork, same size as the printed area of the space booked is also acceptable. Camera-ready (mono) artwork will be used without additional charge. Any form of materials other than camera-ready or final negative film will incur production charges at trade rates. Material on disk, email or CD are preferable.

### Advertising & insertion rates

Advert size	Height x Width	Casual Rate
1/2 page horizontal	120mm x 180mm	\$1,295
Full page	297mm x 210mm	\$2,095
Double page	297mm x 420mm	\$3,290

#### Loading

Inside Front	Inside back	Outside back
10%	5%	10%

#### Inserts

A4 pages	Stock weight not to exceed	Cost
1	120 gsm	\$2,100
2-4	180gsm	\$2,595

Special advertising packages can be tailored to meet your specific needs. For further information please email [advertising@asial.com.au](mailto:advertising@asial.com.au)

### Key dates & deadlines

Issue	Artwork Deadline	Publication
Feb/March	20 <sup>th</sup> December 2007	5 <sup>th</sup> February 2008
April/May	14 <sup>th</sup> March 2008	28 <sup>th</sup> March 2008
June/July	16 <sup>th</sup> May 2008	30 <sup>th</sup> May 2008
August/September – Security 2008 Show issue	18 <sup>th</sup> July 2008	5 <sup>th</sup> August 2008
October/November	16 <sup>th</sup> September 2008	31 <sup>st</sup> September 2008
December/January	14 <sup>th</sup> November 2008	28 November 2008

### Get your news covered

*Security Insider* provides news coverage across all sectors of the security industry. To submit items for consideration as news items, people news, new products or technology email [advertising@asial.com.au](mailto:advertising@asial.com.au)

## ADVERTISING BOOKING FORM

### Booking form

Client/Advertiser:		Date:	
Company Name:			
Address:		State:	P/Code:
Ph:	Fax:	Email:	
Contact:			

### Advertising Specifications

Vol/Iss	Size	Special Instructions
Total value of media excluding production costs \$:		
Signed:		Date:
Name:		Position:
Company:		
By signing above, I acknowledge that I have read and agree to the booking terms and conditions set out overleaf.		

Form of payment:    Credit    Online    Cheque

Cheque / Payable to "ASIAL" NOTE: Prices include a 1.5% transaction-processing fee

Cardholder Name:	Position:
Card Number: <input type="text"/>	Expiry date: <input type="text"/> / <input type="text"/>
Signature:	
TOTAL PAYMENT \$:	

**FAX to: Belinda Harris – Advertising: Security Insider (02) 8425 4343**

See following page for conditions and details

## BOOKING TERMS AND CONDITIONS

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### Booking conditions

- 1 Advertisers may only discontinue or cancel any contract, schedule or verbal order, with the publishers consent in writing, and forwarded by prepaid mail to the publisher. Any such request will be considered only if received prior to the bookings closing date current at the time the request was received.
- 2 The publisher reserves the right to vary advertising rates from time to time following written notice to the advertiser or his agent and the new rates may be applied to all advertising following such notice.
- 3 All copy, films and other material, as specified in the publisher's rate sheet, must be supplied to the publisher by copy closing date. If such copy and materials are not so supplied then the publisher shall be at liberty to insert the advertiser's previous advertisement from any publication or alternatively, charge the advertiser or his agent for the space booked.
- 4 Printer's error, casual displacement or omission does not invalidate the contract. Every care shall be taken to ensure prompt insertion of all advertisements, but the publisher shall not be liable for any loss occasioned by the failure of an advertisement to appear in any specified issue or any specified date.
- 5 The publisher shall not be liable for any loss or damage to materials not claimed within one (1) month of the last issue.
- 6 All advertising matter is subject to the approval of the publisher who reserves the right to reject any advertising material.
- 7 An advertisement having the appearance of editorial matter shall have the word "advertisement" set above or below it in type size no smaller than 6pt caps.
- 8 Positioning of advertisements is entirely at the discretion of the publisher unless otherwise arranged in writing.
- 9 No advertisement is accepted on the basis that there will be editorial mention of the advertiser's goods or services.
- 10 Where no space order is issued casual rates will be charged.
- 11 The advertiser and his advertising agent each warrants to the publisher, its servants and agents, that nothing in the advertising material infringes on any Federal or State law or the rights of any other person.
- 12 The advertiser and his advertising agent, to the extent permissible by law, each indemnifies the publisher, its servants and agents, against all costs, expenses, claims, demands, damages and loss of any kind wholly or partly attributable to, or arising out of, acceptance or publication of any advertising material.
- 13 Where advertising material is not supplied in accordance with the publication's requirements and specifications, the publisher reserves the right to perform any additional work required at trade-house rates plus 25% handling charge.
- 14 All advertising material, copy etc. must be delivered directly to our production house: Creativjuice Advertising and Publishing PO Box 28, Fairy Meadow NSW 2519. Freight, postage and customs duty should be pre-paid by the advertiser or advertising agency. Any interstate or overseas advertising material returned after use will be sent freight collect, such charges being borne by the advertiser or the advertising agency.

### Warranty

Every advertisement is accepted for publication only on the basis that the advertiser and the advertising agent preparing such advertisement warrant to ASIAL that the advertisement and its contents are true and correct in all respects, are in no way misleading or deceptive and contain no representations or statements prohibited by Section 53 of the Trade Practices Act and that publication of such advertisement by ASIAL will not constitute misleading or deceptive conduct prohibited by Section 52 of the Trade Practices Act or otherwise contravene any other provision of the Act. Accordingly this warranty is deemed to be included in each submission of any advertisement for publication by ASIAL.

## WEBSITE ADVERTISING

Where do you reach over 20,000 people per month?

The answer is simple [www.asial.com.au](http://www.asial.com.au)



- The ASIAL website offers a highly targeted and cost effective advertising medium.
- With the launch of ASIAL jobs and careers page, traffic to the site looks set to grow significantly over the coming year.
- The growing number of security professionals, government, consumers and media accessing the site on a regular basis mean it is becoming an increasingly important and effective tool in communicating change in the industry.

**IN 2007 APPROXIMATELY 300,000 VISITORS ACCESSED THE ASIAL WEBSITE**

For more information or for a tailored magazine and online advertising package please contact Belinda Harris on **02 8425 4315** or email [advertising@asial.com.au](mailto:advertising@asial.com.au)