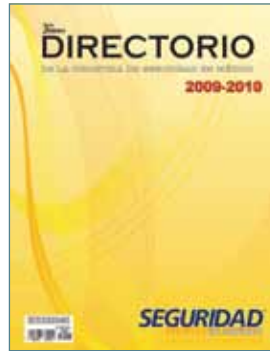


2010



Magazine



Directory



Web Page

Magazine

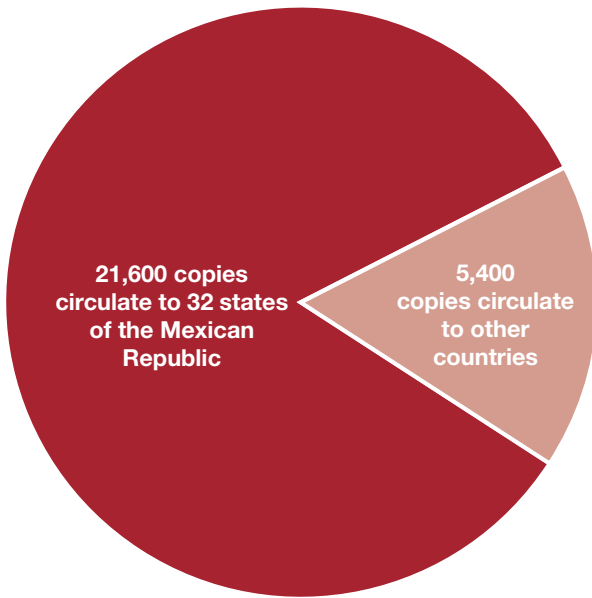


Given its depth to the concerns of electronic-security equipment manufacturers, Seguridad en America has become the definitive bimonthly publication for the electronic-security industry in Latin America. Read by more than 27,000 industry players, Seguridad en America has, since 1999, been the trusted source of essential information such as comprehensive showcases of security products, updates of market dynamics and inclusive analyses of industrial trends. Having an array of industry-first features, Seguridad en America remains the chosen magazine of channel players.

EDITORIAL CONTENT

Permanent Sections: CCTV, Access control, Alarms, Fire detection, GPS and vehicle protection, X Ray equipment, Executive protection, Surveillance and security Information.

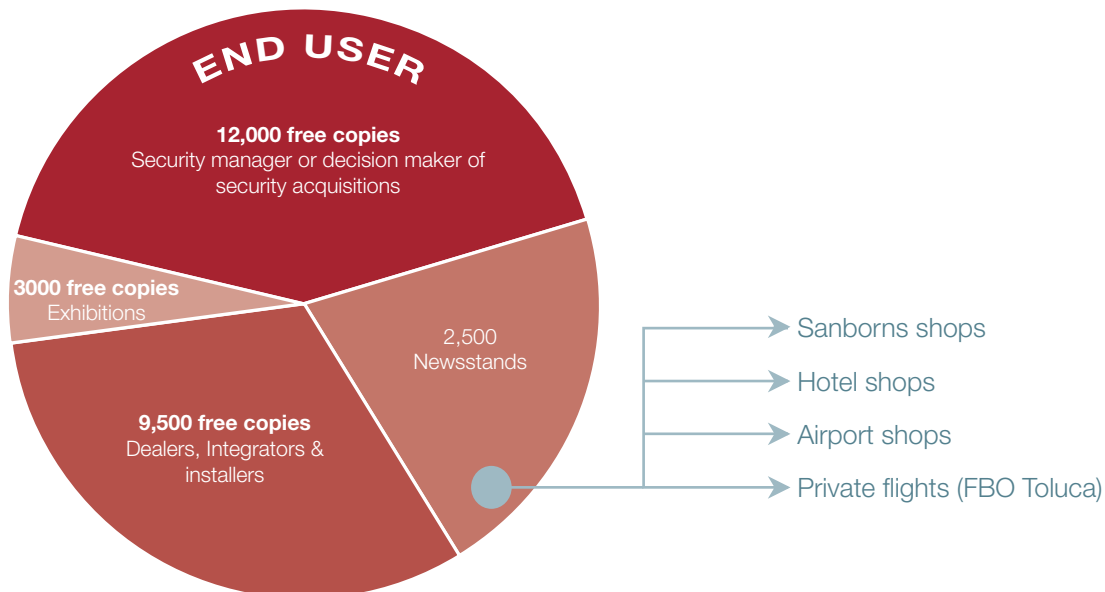
CIRCULATION BIMONTHLY BY COUNTRY



Country	Percentage distribution	Printed version & electronic version
Mexico	80%	21,600
Ecuador, Colombia and Venezuela	8%	2,160
Argentina, Chile and Uruguay	6%	1,620
Peru, Bolivia and Paraguay	3%	810
Central America and the Caribbean	3%	810
	Total	27,000

Printed version: 12,000
 Electronic version: 15,000
 Total: 27,000

CIRCULATION BIMONTHLY BY BUSINESS NATURE



Rates 2010



Ad type	Frequency	1 x (each)	2x (each)	3x (each)	4x (each)	5x (each)	6x (each)
	1/8 page	\$ 690	\$ 690	\$ 690	\$ 690	\$ 690	\$ 690
	1/4 page	\$ 1,800	\$ 1,705	\$ 1,620	\$ 1,540	\$ 1,465	\$ 1,390
	Half page or island	\$ 3,045	\$ 2,890	\$ 2,747	\$ 2,610	\$ 2,480	\$ 2,355
	Full page	\$ 4,060	\$ 3,860	\$ 3,665	\$ 3,480	\$ 3,305	\$ 3,140
	Inside front cover Inside back cover	\$ 5,650	\$ 5,365	\$ 5,100	\$ 4,845	\$ 4,600	\$ 4,370
	Double page	\$ 7,320	\$ 6,955	\$ 6,605	\$ 6,275	\$ 5,960	\$ 5,665
	Outside back cover	\$ 7,905	\$ 7,510	\$ 7,135	\$ 6,780	\$ 6,440	\$ 6,120

Cover	Insert (100g unit)	E-mail blast	Gatefold	Belly Band	Announcement interior thicker paper	8 page supplement
\$9,245	\$0.55	\$0.20	\$9,975	\$6,980	\$7,450	\$14,955

REMARKS:

- Rates are in USD and are per unit.
- 10% additional charge for preferred position among inside regular pages.
- Advance payment of all the year: 10% discount.
- Prices are net. We don't offer commission for agency.
- For translation service, material should arrive 10 days before the deadline.
- The prices are effective from Nov. 2009 - Nov. 2010.
- Taxes are not included.
- Payment: 7 days after the ad is published.

AD SIZE & SPECIFICATIONS



1/8 page
85 x 55 mm.



1/4 page
80 x 125 mm.



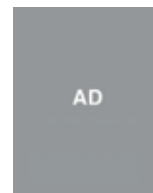
Half page horizontal
190 x 125 mm.



Half page vertical
80 x 250 mm.



Island page
85 x 55 mm.



Trim: **225 x 290**
Bleed: **235 x 300 mm**



Belly band
100 x 520 mm



Gatefold
450 x 290 mm

Delivery Media:

- CD Rom / Email / FTP* artmaterial@seguridadenamerica.com.mx
- (*FTP options must be discussed with Seguridad en América Business Dept.)

Shipping instructions:

- Send the material to the headquarters of Seguridad en América Magazine: Circuito Fundadores 14-6 Ciudad Satélite. Naucalpan. Edo. de México. CP. 53100.

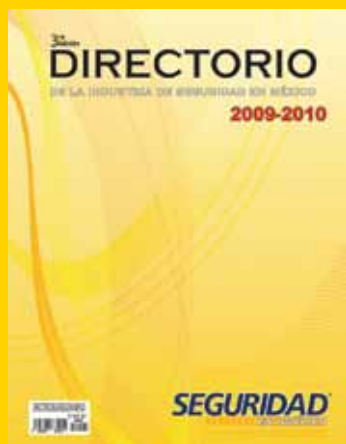
File format:

- Applicable Software: Illustrator (outline creation is needed) Photoshop / InDesign CS4.
- Ad saved in TIFF (in CMYK) / PDF (only in High-resolution, printquality ones PSD / EPS).
- Resolution: 350 dpi.

EDITORIAL CALENDAR AND DEADLINES 2010

BIMONTH	EDITION	DEAD LINES (Collaborators)	DEAD LINES (Advertisers)	MAIN THEME	EDITION PRESENT IN SHOW
January February	No. 58	November 5th. 2009	December 5th. 2009	<ul style="list-style-type: none"> • Security in courier companies • CCTV report 	<ul style="list-style-type: none"> • Expo Comm (Mexico - February 23rd - 25th) • Security week Anahuac University
March April	No. 59	January 5th. 2010	February 5th. 2010	<ul style="list-style-type: none"> • Security in Assembly factory (maquiladoras) Security in trips • Access control report 	<ul style="list-style-type: none"> • Expo Seguridad (Mexico - April 20th - 22th) • ISC West (Las Vegas - March 24th - 26th)
May June	No. 60	March 5th. 2010	April 5th. 2010	<ul style="list-style-type: none"> • Reliable armored transportation of valuables and cash • Transport security report 	<ul style="list-style-type: none"> • ExpoData 2010 (Mexico - May 19th - 21st) • Expo Seguridad y Prevención (Guadalajara - May 15th - 16th)
July August	No. 61	May 5th. 2010	June 5th. 2010	<ul style="list-style-type: none"> • Security in automated buildings • TI security report 	
September October	No. 62	July 5th. 2010	August 5th. 2010	<ul style="list-style-type: none"> • Security around the Football world Cup • Private security report 	<ul style="list-style-type: none"> • Seguriexpo (Argentina - September 1st - 3rd) • Expo Syscom (Mexico - September) • Expo Trade Show (Mty - September 8th - 10th) • Expo Seguridad y Prevención (Puebla - September) • Expo Congreso Internacional 911 (Tamaulipas - October)
November December	No. 63	September 5th. 2010	October 5th. 2010	<ul style="list-style-type: none"> • Security in the food industry • Fire detection report 	<ul style="list-style-type: none"> • 4to. Congreso Internacional (Queretaro - November)

Security Industry Directory 2010-2011



4 th. Edition

GENERAL DATA DIRECTORY

Frequency:	Annual		
Circulation	Print copies: 12,000 & electronic copies: 15,000		
Distribution	National		
Companies listed	1,100		
Sections	3 (alphabetical order, headings and State)		
Number of pages	200		
Headings listed	30		
Headings	Access control	Detection and fire fighting	Police equipment
	Alarms	Drugs and alcohol detection	Polygraph
	Architectural shielding	Equipment distributors	Private investigations
	Armored cars	Government	Radio
	Armored vests	Industrial security	Safes
	Associations and organizations	Information security	Transfer of values
	Canine protection	Insurance Companies	Uniforms and accessories
	CCTV	Integration	Vehicle tracking
	Consultants	Monitoring and surveillance	Wiring
	Courses and training	Perimeter	"X" Ray

DISTRIBUTION MARKET NICHE



Printed version: 12,000
Electronic version: 15,000
Total: 27,000

FORMATS, MECHANICAL MEASURES AND RATES

Mention (black & white)
\$ 50

Mention Plus (highlighted in blue color)
\$ 260

****Logo double tone 55 x 20 mm. with Mention Plus**
\$ 1,150

Strip double tone 178 x 25 mm.
\$ 1,495

***1/4 page color 80 x 115 mm.**
\$ 3,325

***One column color 50 x 245 mm.**
\$ 4,500

***1/2 horz. page color 180 x 120 mm.**
\$ 5,680

***1/2 vert. page color 80 x 245 mm.**
\$ 5,680

One page color 210 x 2.0 mm.
\$ 7,570

- Prices are based unit.
- Prices are in USD and are per unit.
- TAXES not included.
- Payment of 100% of the announcement when signing the order of insertion.
- Rates net, are not commissionable.
- Special position: 25% additional fee on the contract. Understands from page 1 to 16 (applied in full-page ads).
- Prices subject to change without notice.
- Ads running in the headings section and the customer must specify from 2 to 3 heading alternatives to place the ad.
- * The ads less than a page will share space with one or more advertisers.
- ** The logo is placed in the alphabetic section. It includes the company highlighted in the section headings. Both in two colors (blue & black).

2nd and 3rd lining \$ 9,017	4th lining \$ 12,625	Gate fold \$ 17,077
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Closing date: May 30th, 2010
A release date: July 1st, 2010

Web Page



Full Banner
468 x 60 px

Rectangle
180 x 150 px

TECHNICAL SPECIFICATIONS

	File size	DPI's	Animation
Full Banner	468 x 60	12	GIF
Rectangle	180 x 150	12	GIF

- Rates are in USD and are per unit.
- Taxes are not included.
- Prices are net. We don't offer commission for agency.
- Advance payment of all the year: 10% discount.
- Payment: 7 days after the ad is published.

Rates 2010

Ad Type	Frequency	1 x (each)	2 x (each)	3 x (each)	4 x (each)	5 x (each)	6 x (each)
Full Banner		\$1,142	\$1,077	\$1,029	\$973	\$926	\$887
Rectangle		\$918	\$868	\$830	\$790	\$750	\$710

5 Reasons to advertise with us:

- Ten years advertising the most prestigious companies.
- 12,000 copies in printed version and 15,000 in electronic version.
- We inform all the security industry remains our readers security managers (end users) and dealers & integrators (products & service providers)
- Delivering in the best Shows of Mexico, United States and South America.
- On sale in more than 100 points of purchase for specialized magazines.