



2020 Editorial Calendar

January/February

Advertising close: 12/19/19
Materials due: 12/20/19

Specialty Publication
GovSec

Features
Airport Security
Mobile Apps Technology
Internet of Things
Municipal Security
Cloud Computing and Storage
Video Surveillance
Smartcards

Show Coverage/Bonus Distribution
CSLS Summit - Dallas

Editorial Webinar
Video Surveillance
February 19

March

ISC West Show Issue

Advertising close: 1/29/20
Materials due: 1/30/20

Features
Perimeter Security
Wireless Technology
Casino Security
Transportation Security
Critical Infrastructure
Deep Learning
Access Control
Biometrics
Healthcare Security
VMS
Artificial Intelligence

Show Coverage/Bonus Distribution
NFMT, March 17-19,
Baltimore, MD

ISC West, March 18-20, Las Vegas, NV

April

ISC West Post-Show Issue

Advertising close: 3/3/20
Materials due: 3/4/20

Specialty Publication
CyberSecured

Features
Video Storage Solutions
Border Security
International Security
Emerging Technologies
Loss Prevention
Integrated Systems
Safe Cities
Remote Monitoring

Show Coverage/Bonus Distribution
PSA TEC, April 20-23, Denver, CO

CSLS Summit - Phoenix

Editorial Webinar
Access Control
April 15

May/June

Advertising close: 4/28/20
Materials due: 4/29/20

Specialty Publication
GovSec

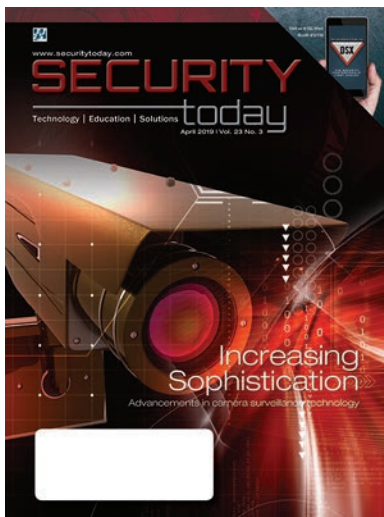
Features
Facility Security
Guard Services
Access Control
Network Camera Solutions
Museum Security
Hospital Security
Law Enforcement
Airport Security

Show Coverage/Bonus Distribution
ESX, June 9-12, Nashville, TN

CSLS Summit - Boston

Baxter Research Ad Readership Study
For all half-page or larger advertisers

Editorial Webinar
June 17





2020 Editorial Calendar

July/August

Company Profile Issue

Advertising close: 6/29/20
Materials due: 6/30/20

Specialty Publication
CyberSecured

Features

Sporting Complex Security
Critical Infrastructure
Event Security
House of Worship Security
IP Video Surveillance
Mobile Apps Technology
Audio Within Security
Cybersecurity

Company Profile Bonus

All half page or larger advertisers in BOTH July/August and September 2020 will receive a Company Profile of the same size as ad in July/August 2020 issue.

Editorial Webinar
August 12

September

GSX Show Issue

Advertising close: 7/29/20
Materials due: 7/30/20

2020 New Product of the Year Entries

Features

Cloud Security
Multi-campus Facility Security
Emergency Communications
IT Security
IP Cameras
Identity Management Products
Internet of Things
DIY Security
Banking Security
Casino Security

Company Profile Bonus

All half page or larger advertisers in BOTH July/August and September 2020 will receive a Company Profile in July/August 2020 issue (of the same size as ad).

Show Coverage/Bonus Distribution

GSX, Sept. 21-23, Atlanta, GA

CSLS Summit - Philadelphia

October

ISC East Show Issue

Advertising close: 8/31/20
Materials due: 9/1/20

Specialty Publication
GovSec

Features

Wireless Technology
Deep Learning
Artificial Intelligence
Remote Monitoring
Intelligent Video/Analytics
Border Protection
City Surveillance
Transportation Security

Baxter Research Ad Readership Study

For all half-page or larger advertisers

Show Coverage/Bonus Distribution

ISC East, New York, NY

CSLS Summit - Charlotte

Editorial Webinar
October 14

November/December

Advertising close: 10/26/20
Materials due: 10/27/20

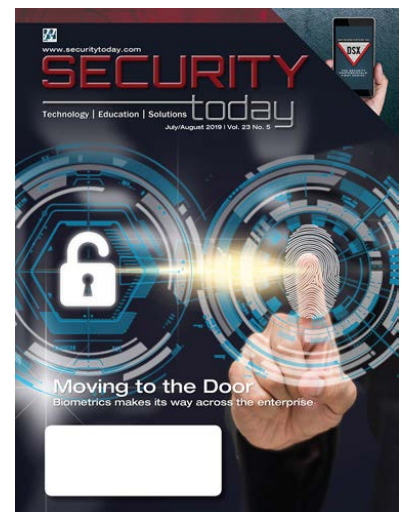
Specialty Publication
CyberSecured

2019 New Product of the Year Winners

Features

Trends, Growth and New Products in 2021
Retail Security
Access Control
Utility Security
Event Security

Editorial Webinar
November 18





Trade Show E-newsletters

Trade Show Updates & Product Spotlights

We'll help you market your presence at the top industry trade shows, increasing awareness, driving more traffic to your booth, and supplying leads to you after the show! Each Show Updates e-newsletter will be delivered to security professionals before, during and after the show. The editors will be offering daily updates on happenings around the show as well as their insights and observations regarding the “buzz” at the show.

Target these shows by securing your position in one or more of our Show Updates e-newsletters: **ISC West - Security Today version** (distributed to 50,000* security professionals), **ISC West - Dealer Strategies version** (distributed to 25,000* security systems integrators, installers, and dealers), and **GSX** (distributed to 50,000* security professionals).

LIMITED SPACE AVAILABLE — Each newsletter is limited to 5 sponsors. Each sponsor will receive a selected ad size and location based on availability and preference. E-newsletters will be delivered one week before the show, three days during the show and one week after the show.

For extra exposure, add Pre-Show and Post-Show Spotlight E-newsletters to your ISC West and GSX 2019 campaigns. The product-focused e-newsletter will be sent approximately one week before and one week after the show.

Show Updates E-newsletter Dates

ISC West 2020 (Security Today and Dealer Strategies versions)

- March 11
- March 18
- March 19
- March 20
- March 25

GSX 2020

- September 14
- September 21
- September 22
- September 23
- September 28

Banner Sizes (Sold per show)

- Top Banner — 468x60 or 468x90
- Left Hand Box — 125x261
- Large Right Hand Box — 215x61
- Left Hand Box — 125x120
- Right Hand Box — 215x120
- Bottom Banner — 468x60 or 468x90
- BONUS: Each sponsor also gets a New Product spot.
- Single Issue Sole Sponsorship**



Trade Show Spotlight E-newsletters

ISC West 2020

- Pre-Show Spotlight - March 8
- Post-Show Spotlight - March 29

GSX 2020

- Pre-Show Spotlight - September 13
- Post-Show Spotlight - October 4

Trade Show Spotlight E-newsletter Ad Sizes

- Top Banner - 468 x 60 (exclusive)
- Product Spot (150x150 + 40-60 words of text)

Positions will be allocated on a first-come, first-served basis, so reserve your spots today!

Contact us for rates.



*Media Owner's Own Data

**Sole-sponsored e-newsletters have ad messaging from one sponsor, content created by Security Today.



E-news Editorial Calendar

Issue

Special Focus

JANUARY 2020

January 2 *Security Today*
 January 6 *CyberSecured*
 January 7 *Security Today*
 January 8 *GovSec*
 January 9 *Security Today: Airport Security*
 January 13 *Security Today Solutions*
 January 14 *Security Today*
 January 15 *Dealer Strategies*
 January 16 *Security Today*
 January 21 *Security Today*
 January 23 *Security Today*
 January 27 *Security C-Suite, Controlled Access*
 January 28 *Security Today*
 January 29 *Dealer Strategies*
 January 30 *Security Today: Biometrics/ID Management*

FEBRUARY 2020

February 3 *CyberSecured*
 February 4 *Security Today*
 February 5 *GovSec*
 February 6 *Security Today*
 February 12 *Dealer Strategies*
 February 10 *Security Today Solutions*
 February 11 *Security Today*
 February 13 *Security Today: Banking Security*
 February 18 *Security Today*
 February 20 *Security Today*
 February 24 *Security C-Suite, Controlled Access*
 February 25 *Security Today*
 February 26 *Dealer Strategies*
 February 27 *Security Today*

MARCH 2020

March 2 *CyberSecured*
 March 3 *Security Today: IT Security*
 March 4 *GovSec*
 March 5 *Security Today*
 March 9 *Security Today Solutions*
 March 10 *Security Today: Casino Security*
 March 11 *Dealer Strategies*
 March 12 *Security Today*
 March 16 *Security C-Suite*
 March 17 *Security Today*
 March 19 *Security Today*
 March 23 *Controlled Access*
 March 24 *Security Today: Fire/Life Safety*
 March 25 *Dealer Strategies*
 March 26 *Security Today*
 March 31 *Security Today*

Issue

Special Focus

APRIL 2020

April 1 *GovSec*
 April 2 *Security Today*
 April 6 *CyberSecured*
 April 7 *Security Today: Retail Security*
 April 8 *Dealer Strategies*
 April 9 *Security Today*
 April 13 *Security Today Solutions*
 April 14 *Security Today*
 April 16 *Security Today*
 April 20 *Security C-Suite*
 April 21 *Security Today*
 April 22 *Dealer Strategies*
 April 23 *Security Today: Wireless Technology*
 April 27 *Controlled Access*
 April 28 *Security Today*
 April 30 *Security Today*

MAY 2020

May 4 *CyberSecured*
 May 5 *Security Today: IP Video*
 May 6 *GovSec*
 May 7 *Security Today*
 May 11 *Security Today Solutions*
 May 12 *Security Today*
 May 13 *Dealer Strategies*
 May 14 *Security Today*
 May 18 *Security C-Suite, Controlled Access*
 May 19 *Security Today*
 May 21 *Security Today: Facility Security*
 May 26 *Security Today*
 May 27 *Dealer Strategies*
 May 28 *Security Today*

JUNE 2020

June 1 *CyberSecured*
 June 2 *Security Today*
 June 3 *GovSec*
 June 4 *Security Today*
 June 8 *Security Today Solutions*
 June 9 *Security Today: Hospital Security*
 June 10 *Dealer Strategies*
 June 11 *Security Today*
 June 15 *Security C-Suite*
 June 16 *Security Today*
 June 18 *Security Today*
 June 22 *Controlled Access*
 June 23 *Security Today*
 June 24 *Dealer Strategies*
 June 25 *Security Today: RFID*
 June 30 *Security Today*



E-news Editorial Calendar

Issue Special Focus

JULY 2020

July 1	<i>GovSec</i>
July 2	<i>Security Today: Transportation Security</i>
July 6	<i>CyberSecured</i>
July 7	<i>Security Today</i>
July 8	<i>Dealer Strategies</i>
July 9	<i>Security Today</i>
July 13	<i>Security Today Solutions</i>
July 14	<i>Security Today</i>
July 16	<i>Security Today</i>
July 20	<i>Security C-Suite</i>
July 21	<i>Security Today: Access Control</i>
July 22	<i>Dealer Strategies</i>
July 23	<i>Security Today</i>
July 27	<i>Controlled Access</i>
July 28	<i>Security Today</i>
July 30	<i>Security Today</i>

AUGUST 2020

August 3	<i>CyberSecured</i>
August 4	<i>Security Today</i>
August 5	<i>GovSec</i>
August 6	<i>Security Today</i>
August 10	<i>Security Today Solutions</i>
August 11	<i>Security Today</i>
August 12	<i>Dealer Strategies</i>
August 13	<i>Security Today</i>
August 17	<i>Security C-Suite</i>
August 18	<i>Security Today</i>
August 20	<i>Security Today</i>
August 24	<i>Controlled Access</i>
August 25	<i>Security Today</i>
August 26	<i>Dealer Strategies</i>
August 27	<i>Security Today</i>

SEPTEMBER 2020

Sept. 1	<i>Security Today</i>
Sept. 2	<i>GovSec</i>
Sept. 3	<i>Security Today</i>
Sept. 8	<i>Security Today</i>
Sept. 9	<i>Dealer Strategies</i>
Sept. 10	<i>Security Today</i>
Sept. 14	<i>CyberSecured, Security Today Solutions</i>
Sept. 15	<i>Security Today</i>
Sept. 17	<i>Security Today</i>
Sept. 21	<i>Security C-Suite</i>
Sept. 22	<i>Security Today</i>
Sept. 23	<i>Dealer Strategies</i>
Sept. 24	<i>Security Today</i>
Sept. 28	<i>Controlled Access</i>
Sept. 29	<i>Security Today</i>

Issue Special Focus

OCTOBER 2020

October 1	<i>Security Today</i>
October 5	<i>CyberSecured</i>
October 6	<i>Security Today</i>
October 7	<i>GovSec</i>
October 8	<i>Security Today</i>
October 12	<i>Security Today Solutions</i>
October 13	<i>Security Today</i>
October 14	<i>Dealer Strategies</i>
October 15	<i>Security Today</i>
October 19	<i>Security C-Suite</i>
October 20	<i>Security Today</i>
October 22	<i>Security Today</i>
October 26	<i>Controlled Access</i>
October 27	<i>Security Today</i>
October 28	<i>Dealer Strategies</i>
October 29	<i>Security Today</i>

NOVEMBER 2020

November 2	<i>CyberSecured</i>
November 3	<i>Security Today</i>
November 4	<i>GovSec, Dealer Strategies</i>
November 5	<i>Security Today</i>
November 9	<i>Security Today Solutions</i>
November 10	<i>Security Today</i>
November 12	<i>Security Today</i>
November 16	<i>Security C-Suite</i>
November 17	<i>Security Today</i>
November 18	<i>Dealer Strategies</i>
November 19	<i>Security Today</i>
November 23	<i>Controlled Access</i>
November 24	<i>Security Today</i>

DECEMBER 2020

December 1	<i>Security Today</i>
December 2	<i>GovSec, Dealer Strategies</i>
December 3	<i>Security Today</i>
December 7	<i>CyberSecured</i>
December 8	<i>Security Today</i>
December 10	<i>Security Today</i>
December 14	<i>Security Today Solutions</i>
December 15	<i>Security Today</i>
December 16	<i>Dealer Strategies</i>
December 17	<i>Security Today</i>
December 21	<i>Security C-Suite, Controlled Access</i>