

2021 Editorial Calendar

JAN/FEB

Ad close: 1/5/21

Materials due: 1/12/21

Features

- Airport Security
- Casino Security
- Mobile Apps
- Internet of Things
- Municipal Security
- Cloud/Storage
- Smartcards

Editorial Webinar

February 17

MAR

Ad close: 2/1/21

Materials due: 2/2/21

Features

- Video Surveillance
- Hospital Security
- Perimeter Security
- Wireless Technology
- Transportation Security
- Critical Infrastructure
- Cybersecurity
- Access Control
- Biometrics
- Video Management Systems
- Artificial Intelligence

APR

Ad close: 3/3/21

Materials due: 3/4/21

Features

- International Security
- Emerging Technologies
- Door/Hardware Security
- Locks
- Loss Prevention/Retail Security
- Safe Cities
- Human Guarding
- Airport Security
- Integrated Systems

Editorial Webinar

April 14

Show Coverage/ Bonus Distribution*

PSA-TEC, Denver, CO,
May 3-6

MAY/JUN

Ad close: 4/28/21

Materials due: 4/29/21

Specialty Publication GovSec

Features

- Dealer/Integrator
- Facility Security
- Access Control
- Network Cameras
- Museum Security
- Law Enforcement
- Deep Learning
- Cybersecurity

Editorial Webinar

June 16

Show Coverage/ Bonus Distribution*

ISC West, Las Vegas,
July 19-21

*If in-person event occurs

2021 Editorial Calendar

JUL/AUG

Ad close: 6/30/21

Materials due: 7/1/21

Features

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

Company Profile Bonus

All half page or larger advertisers in BOTH July/August and September/October 2021 will receive a Company Profile of the same size as ad in July/August 2021 issue.

Editorial Webinar

August 18

SEP/OCT

Ad close: 8/31/21

Materials due: 9/1/21

2021 New Product of the Year Entries

Specialty Publication

GovSec

Features

- Deep Learning
- Cloud Security
- Multi-campus Security
- Emergency Communicatons
- IP Cameras
- IT Security
- Identity Management
- Internet of Things
- Remote Monitoring
- DIY Security
- Banking Security
- Border Protection
- Intelligent Video/Analytics
- City Surveillance

Company Profile Bonus

All half page or larger advertisers in BOTH July/August and September/October 2021 will receive a Company Profile of the same size as ad in July/August 2021 issue.

Editorial Webinar

October 13

Show Coverage/Bonus Distribution*

- GSX, Orlando, FL, September 27-29
- ISC East, New York, NY, November 17-18

NOV/DEC

Ad close: 10/26/21

Materials due: 10/27/21

2021 New Product of the Year Winners

Features

- Trends and Growth for 2022
- Product Analysis for 2021
- Access Control
- Retail Security
- Utility Security
- Cybersecurity

Editorial Webinar

December 15

*If in-person event occurs

Event E-newsletters

Event Updates & Product Spotlights

We'll help you market your brand around the top industry events, increasing awareness, driving more traffic to you, and supplying leads to you after the event. Each Event Updates e-newsletter will be delivered to security professionals before, during and after the event. The editors will be offering daily updates on happenings around the event as well as their insights and observations regarding the event "buzz."

Target these events by securing your position in one or more of our Event Updates e-newsletters: ISC West - *Security Today* version (distributed to 45,000* security professionals), ISC West - Dealer Strategies version (distributed to 25,000* security systems integrators, installers, and dealers), and GSX (distributed to 45,000* 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 event, three days during the event and one week after the event.

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

Event Updates E-newsletter Dates

ISC West 2021

(*Security Today* and Dealer Strategies versions)

- July 12
- July 19
- July 20
- July 21
- July 26

GSX 2021

- September 20
- September 27
- September 28
- September 29
- October 4

Event Spotlight E-newsletters

ISC West 2021

- Pre-Event Spotlight - July 11
- Post-Event Spotlight - July 25

GSX 2021

- Pre-Event Spotlight - September 12
- Post-Event Spotlight - October 10

Event 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 your Integrated Media Consultant for more information and a list of additional events that may be added.

*Media Owner's Own Data

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



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**

E-news 2021 Editorial Calendar

EDITION	SPECIAL FOCUS
JANUARY	
January 4	CyberSecured
January 5	Security Today
January 6	GovSec
January 11	Security Today Solutions
January 12	Security Today
January 13	Dealer Strategies
January 14	Security Today
January 19	Security Today
January 21	Security Today
January 25	Security C-Suite, Controlled Access
January 26	Security Today
January 27	Dealer Strategies
January 28	Security Today
FEBRUARY	
February 1	CyberSecured
February 2	Security Today
February 3	GovSec
February 4	Security Today
February 8	Security Today Solutions
February 9	Security Today
February 10	Dealer Strategies
February 11	Security Today
February 16	Security Today
February 18	Security Today
February 22	Security C-Suite, Controlled Access
February 23	Security Today
February 24	Dealer Strategies
February 25	Security Today
MARCH	
March 1	CyberSecured
March 2	Security Today
March 3	GovSec
March 4	Security Today
March 8	Security Today Solutions
March 9	Security Today
March 10	Dealer Strategies
March 11	Security Today
March 16	Security Today
March 18	Security Today
March 22	Security C-Suite
March 29	Controlled Access
March 23	Security Today
March 24	Dealer Strategies
March 25	Security Today
March 30	Security Today

EDITION	SPECIAL FOCUS
APRIL	
April 5	CyberSecured
April 6	Security Today
April 7	GovSec
April 8	Security Today
April 12	Security Today Solutions
April 13	Security Today
April 14	Dealer Strategies
April 15	Security Today
April 19	Security C-Suite
April 20	Security Today
April 22	Security Today
April 26	Controlled Access
April 27	Security Today
April 28	Dealer Strategies
April 29	Security Today
MAY	
May 3	CyberSecured
May 4	Security Today
May 5	GovSec
May 7	Security Today
May 10	Security Today Solutions
May 11	Security Today
May 12	Dealer Strategies
May 13	Security Today
May 18	Security Today
May 20	Security Today
May 24	Security C-Suite, Controlled Access
May 25	Security Today
May 26	Dealer Strategies
May 27	Security Today
JUNE	
June 1	Security Today
June 2	GovSec
June 3	Security Today
June 7	CyberSecured
June 8	Security Today
June 9	Dealer Strategies
June 10	Security Today
June 14	Security Today Solutions
June 15	Security Today
June 17	Security Today
June 21	Security C-Suite
June 22	Security Today
June 23	Dealer Strategies
June 24	Security Today
June 28	Controlled Access
June 29	Security Today

E-news 2021 Editorial Calendar

EDITION	SPECIAL FOCUS
JULY	
July 5	CyberSecured
July 6	Security Today
July 7	GovSec
July 8	Security Today
July 12	Security Today Solutions
July 13	Security Today
July 14	Dealer Strategies
July 15	Security Today
July 19	Security C-Suite
July 20	Security Today
July 22	Security Today
July 26	Controlled Access
July 27	Security Today
July 28	Dealer Strategies
July 29	Security Today
AUGUST	
August 2	CyberSecured
August 3	Security Today
August 4	GovSec
August 5	Security Today
August 9	Security Today Solutions
August 10	Security Today
August 11	Dealer Strategies
August 12	Security Today
August 17	Security Today
August 19	Security Today
August 23	Security C-Suite
August 24	Security Today
August 25	Dealer Strategies
August 26	Security Today
August 30	Controlled Access
August 31	Security Today
SEPTEMBER	
Sept. 1	GovSec
Sept. 2	Security Today
Sept. 7	Security Today
Sept. 8	Dealer Strategies
Sept. 9	Security Today
Sept. 13	CyberSecured, Security Today Solutions
Sept. 14	Security Today
Sept. 16	Security Today
Sept. 20	Security C-Suite
Sept. 21	Security Today
Sept. 22	Dealer Strategies
Sept. 23	Security Today
Sept. 27	Controlled Access
Sept. 28	Security Today
Sept. 30	Security Today

EDITION	SPECIAL FOCUS
OCTOBER	
October 1	GovSec
October 4	CyberSecured
October 5	Security Today
October 7	Security Today
October 11	Security Today Solutions
October 12	Security Today
October 13	Dealer Strategies
October 14	Security Today
October 18	Security C-Suite
October 19	Security Today
October 21	Security Today
October 25	Controlled Access
October 26	Security Today
October 27	Dealer Strategies
October 28	Security Today
NOVEMBER	
November 1	CyberSecured
November 2	Security Today
November 3	GovSec, Dealer Strategies
November 4	Security Today
November 8	Security Today Solutions
November 12	Security Today
November 15	Security C-Suite
November 16	Security Today
November 17	Dealer Strategies
November 18	Security Today
November 23	Security Today
November 29	Controlled Access
November 30	Security Today
DECEMBER	
December 1	GovSec, Dealer Strategies
December 2	Security Today
December 6	CyberSecured
December 7	Security Today
December 9	Security Today
December 13	Security Today Solutions
December 14	Security Today
December 15	Dealer Strategies
December 16	Security Today
December 20	Security C-Suite, Controlled Access
December 21	Security Today
December 23	Security Today