



2021 Editorial Calendar

January/February

Advertising 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

March

Advertising 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

Show Coverage/ Bonus Distribution*

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

April

Advertising 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

May/June

Advertising close: 4/28/21
Materials due: 4/29/21

Specialty Publication

[GovSec](#)

Features

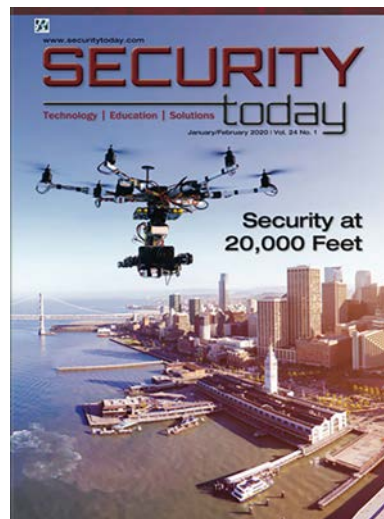
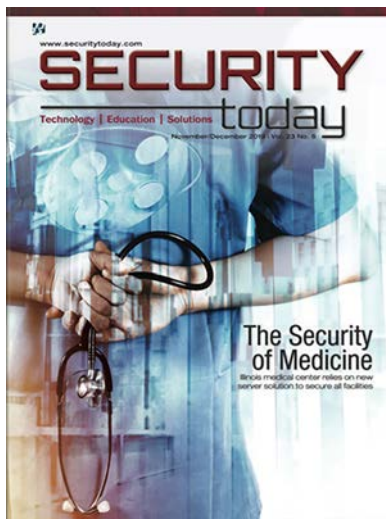
- Dealer/Integrator
- Facility Security
- Access Control
- Network Cameras
- Museum Security
- Law Enforcement
- Deep Learning
- Cybersecurity

Editorial Webinar

June 16

Show Coverage/ Bonus Distribution*

ESX, June 15-18, Louisville, KY
ISC West, Las Vegas, July 19-21



*If in-person event occurs



2021 Editorial Calendar

July/August

Company Profile Issue

Advertising 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

September/October

Advertising 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 Communications
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

November/December

Advertising close: 10/26/21
Materials due: 10/27/21

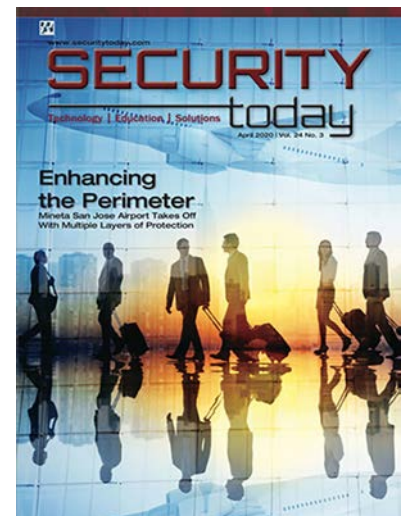
2021 New Product of the Year
Winners

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 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 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

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**

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.

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 us for rates.





E-news Calendar

Issue

Special Focus

Issue

Special Focus

JANUARY 2021

- 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 2021

- 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 2021

- 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*

APRIL 2021

- 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 2021

- 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 2021

- 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 Calendar

Issue Special Focus

JULY 2021

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

AUGUST 2021

August 2	<i>CyberSecured</i>
August 3	<i>Security Today</i>
August 4	<i>GovSec</i>
August 5	<i>Security Today</i>
August 9	<i>Security Today Solutions</i>
August 10	<i>Security Today</i>
August 11	<i>Dealer Strategies</i>
August 12	<i>Security Today</i>
August 17	<i>Security Today</i>
August 19	<i>Security Today</i>
August 23	<i>Security C-Suite</i>
August 24	<i>Security Today</i>
August 25	<i>Dealer Strategies</i>
August 26	<i>Security Today</i>
August 30	<i>Controlled Access</i>
August 31	<i>Security Today</i>

SEPTEMBER 2021

Sept. 1	<i>GovSec</i>
Sept. 2	<i>Security Today</i>
Sept. 7	<i>Security Today</i>
Sept. 8	<i>Dealer Strategies</i>
Sept. 9	<i>Security Today</i>
Sept. 13	<i>CyberSecured, Security Today Solutions</i>
Sept. 14	<i>Security Today</i>
Sept. 16	<i>Security Today</i>
Sept. 20	<i>Security C-Suite</i>
Sept. 21	<i>Security Today</i>
Sept. 22	<i>Dealer Strategies</i>
Sept. 23	<i>Security Today</i>
Sept. 27	<i>Controlled Access</i>
Sept. 28	<i>Security Today</i>
Sept. 30	<i>Security Today</i>

Issue Special Focus

OCTOBER 2021

October 1	<i>GovSec</i>
October 4	<i>CyberSecured</i>
October 5	<i>Security Today</i>
October 7	<i>Security Today</i>
October 11	<i>Security Today Solutions</i>
October 12	<i>Security Today</i>
October 13	<i>Dealer Strategies</i>
October 14	<i>Security Today</i>
October 18	<i>Security C-Suite</i>
October 19	<i>Security Today</i>
October 21	<i>Security Today</i>
October 25	<i>Controlled Access</i>
October 26	<i>Security Today</i>
October 27	<i>Dealer Strategies</i>
October 28	<i>Security Today</i>

NOVEMBER 2021

November 1	<i>CyberSecured</i>
November 2	<i>Security Today</i>
November 3	<i>GovSec, Dealer Strategies</i>
November 4	<i>Security Today</i>
November 8	<i>Security Today Solutions</i>
November 12	<i>Security Today</i>
November 15	<i>Security C-Suite</i>
November 16	<i>Security Today</i>
November 17	<i>Dealer Strategies</i>
November 18	<i>Security Today</i>
November 23	<i>Security Today</i>
November 29	<i>Controlled Access</i>
November 30	<i>Security Today</i>

DECEMBER 2021

December 1	<i>GovSec, Dealer Strategies</i>
December 2	<i>Security Today</i>
December 6	<i>CyberSecured</i>
December 7	<i>Security Today</i>
December 9	<i>Security Today</i>
December 13	<i>Security Today Solutions</i>
December 14	<i>Security Today</i>
December 15	<i>Dealer Strategies</i>
December 16	<i>Security Today</i>
December 20	<i>Security C-Suite, Controlled Access</i>
December 21	<i>Security Today</i>
December 23	<i>Security Today</i>