



2019 Editorial Calendar

January/February

Advertising close: 1/3/19
Materials due: 1/4/19

Specialty Publication
GovSec

Features

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

Online Exclusives

Fire and Life Safety
Utility Security

Show Coverage/Bonus Distribution

BICSI Winter Conference,
January 20-24, Orlando, FL

PSA-TEC, March 11-15, Denver,
CO

Baxter Research Ad Readership Study

For all half-page or larger
advertisers

March

ISC West Show Issue

Advertising close: 1/30/19
Materials due: 1/31/19

Features

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

Online Exclusives

Banking Security
Mobile Apps Security

Show Coverage/Bonus Distribution

NFMT, March 26-28, Baltimore,
MD

ISC West, April 10-12, Las
Vegas, NV

Editorial Webinar

Casino Security
March 13

April

ISC West Show Issue

Advertising close: 3/1/19
Materials due: 3/4/19

Specialty Publication
Networking Security

Features

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

Online Exclusives

Casino Security
IP Video Surveillance
Emerging Technologies

Show Coverage/Bonus Distribution

ISC West, April 10-12, Las
Vegas, NV

Editorial Webinar

Mass Notification
April 24

May/June

Advertising close: 5/2/19
Materials due: 5/3/19

Specialty Publication
GovSec

Features

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

Online Exclusives

Thermal Imaging
Biometrics

Show Coverage/Bonus Distribution

ESX, June 2-6, Indianapolis, IN

Baxter Research Ad Readership Study

For all half-page or larger
advertisers

Editorial Webinar

Video Surveillance
May 15





2019 Editorial Calendar

July/August

Company Profile Issue

Advertising close: 6/24/19
Materials due: 6/25/19

Specialty Publication *Networking Security*

Features

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

Online Exclusives

Smart Cards/Credentials
Retail Security
School Security
IP Video

Company Profile Bonus

All half page or larger advertisers in BOTH July/August and September 2019 will receive a Company Profile of the same size as ad in July/August 2019 issue.

Editorial Webinar

Campus Security & Life Safety
July

September

GSX Show Issue

Advertising close: 8/2/19
Materials due: 8/5/19

2019 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

Online Exclusives

Transportation Security
Government Security

Company Profile Bonus

All half page or larger advertisers in BOTH July/August and September 2019 will receive a Company Profile in July/August 2019 issue (of the same size as ad).

Show Coverage/Bonus Distribution

GSX, Sept. 8-12, Chicago, IL

BICSI Fall, Sept. 29-Oct 3,
Las Vegas, NV

Editorial Webinar

Cameras & Storage
September 18

October

Advertising close: 8/27/19
Materials due: 8/28/19

Specialty Publication *GovSec*

Features

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

Online Exclusives

Remote Monitoring
Mobile Security Apps

Baxter Research Ad Readership Study

For all half-page or larger advertisers

Show Coverage/Bonus Distribution

ISC East, New York, NY
November 13-14

November/December

Advertising close: 10/24/19
Materials due: 10/25/19

Specialty Publication *Networking Security*

Features

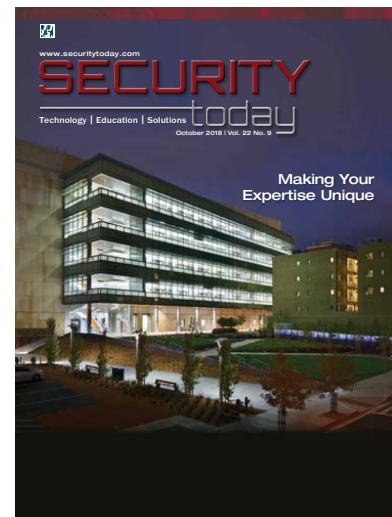
Trends, Growth and New Products in 2020
Retail Security
Access Control
Utility Security
Event Security

Online Exclusives

IP Video
Retail Security
Banking Security

2019 New Product of the Year Winners

Editorial Webinar Video Surveillance November 13





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 2019 (Security Today and Dealer Strategies versions)

- March 28
- April 4
- April 11
- April 12
- April 18



GSX 2019

- August 27
- September 3
- September 10
- September 11
- September 17

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 shows that may be added!

*Media Owner's Own Data
**Sole-sponsored e-newsletters have ad messaging from one sponsor, content created by Security Today.

Trade Show Spotlight E-newsletters

ISC West 2019

- Pre-Show Spotlight - March 31
- Post-Show Spotlight - April 14

GSX 2019

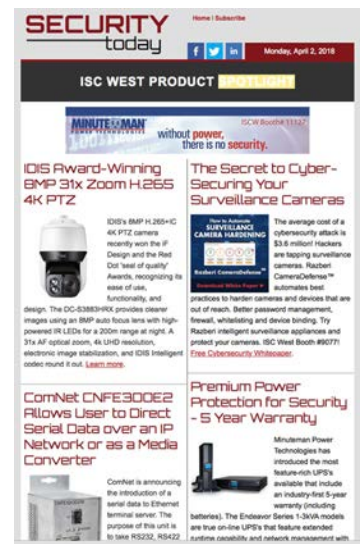
- Pre-Show Spotlight - September 1
- Post-Show Spotlight - September 15

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.





E-news Editorial Calendar

Issue

Special Focus

JANUARY 2019

January 2	<i>GovSec</i>
January 3	<i>Security Today</i>
January 7	<i>Networking Security</i>
January 8	<i>Security Today: Airport Security</i>
January 9	<i>Dealer Strategies</i>
January 10	<i>Security Today</i>
January 14	<i>Security Today Solutions</i>
January 15	<i>Security Today</i>
January 16	<i>Intelligent Software</i>
January 17	<i>Security Today</i>
January 22	<i>Security Today</i>
January 23	<i>Dealer Strategies</i>
January 24	<i>Security Today</i>
January 28	<i>Security C-Suite, Controlled Acces</i>
January 29	<i>Security Today: Biometrics/ID Management</i>
January 31	<i>Security Today</i>

FEBRUARY 2019

February 4	<i>GovSec</i>
February 5	<i>Security Today</i>
February 6	<i>Dealer Strategies</i>
February 7	<i>Security Today</i>
February 11	<i>Networking Security, Security Today Solutions</i>
February 12	<i>Security Today</i>
February 13	<i>Intelligent Software</i>
February 14	<i>Security Today: Banking Security</i>
February 19	<i>Security Today</i>
February 20	<i>Dealer Strategies</i>
February 21	<i>Security Today</i>
February 25	<i>Security C-Suite, Controlled Access</i>
February 26	<i>Security Today</i>
February 28	<i>Security Today</i>

MARCH 2019

March 4	<i>Networking Security</i>
March 5	<i>Security Today: IT Security</i>
March 6	<i>GovSec</i>
March 7	<i>Security Today</i>
March 11	<i>Controlled Access</i>
March 12	<i>Security Today: Casino Security</i>
March 13	<i>Dealer Strategies</i>
March 14	<i>Security Today Solutions</i>
March 19	<i>Security Today</i>
March 20	<i>Intelligent Software</i>
March 21	<i>Security Today</i>
March 25	<i>Security C-Suite</i>
March 26	<i>Security Today</i>
March 27	<i>Dealer Strategies</i>
March 28	<i>Security Today: Fire/Life Safety</i>

Issue

Special Focus

APRIL 2019

April 1	<i>Controlled Access</i>
April 2	<i>Security Today</i>
April 3	<i>GovSec, Intelligent Software</i>
April 4	<i>Security Today: Retail Security</i>
April 8	<i>Security Today Solutions</i>
April 9	<i>Security Today</i>
April 11	<i>Security Today</i>
April 15	<i>Networking Security</i>
April 16	<i>Security Today</i>
April 17	<i>Dealer Strategies</i>
April 18	<i>Security Today</i>
April 22	<i>Security C-Suite</i>
April 23	<i>Security Today: Wireless Technology</i>
April 24	<i>Dealer Strategies</i>
April 25	<i>Security Today</i>

MAY 2019

May 1	<i>Intelligent Software</i>
May 2	<i>Security Today: IP Video</i>
May 6	<i>GovSec, Controlled Access</i>
May 7	<i>Security Today</i>
May 8	<i>Dealer Strategies</i>
May 9	<i>Security Today</i>
May 13	<i>Security Today Solutions</i>
May 14	<i>Security Today</i>
May 16	<i>Security Today: Facility Security</i>
May 20	<i>Networking Security, Security C-Suite</i>
May 21	<i>Security Today</i>
May 22	<i>Dealer Strategies</i>
May 23	<i>Security Today</i>
May 28	<i>Security Today</i>
May 30	<i>Security Today</i>

JUNE 2019

June 3	<i>Security Today Solutions</i>
June 4	<i>Security Today</i>
June 5	<i>GovSec</i>
June 6	<i>Security Today</i>
June 10	<i>Networking Security</i>
June 11	<i>Security Today: Hospital Security</i>
June 12	<i>Dealer Strategies</i>
June 13	<i>Security Today</i>
June 17	<i>Controlled Access</i>
June 18	<i>Security Today</i>
June 19	<i>Intelligent Software</i>
June 20	<i>Security Today</i>
June 24	<i>Security C-Suite</i>
June 25	<i>Security Today</i>
June 26	<i>Dealer Strategies</i>
June 27	<i>Security Today: RFID</i>



E-news Editorial Calendar

Issue Special Focus

JULY 2019

July 1	<i>GovSec</i>
July 2	<i>Security Today: Transportation Security</i>
July 8	<i>Security Today Solutions</i>
July 9	<i>Security Today</i>
July 10	<i>Dealer Strategies</i>
July 11	<i>Security Today</i>
July 15	<i>Networking Security</i>
July 16	<i>Security Today</i>
July 17	<i>Intelligent Software</i>
July 18	<i>Security Today</i>
July 22	<i>Security C-Suite</i>
July 23	<i>Security Today: Access Control</i>
July 24	<i>Dealer Strategies</i>
July 25	<i>Security Today</i>
July 29	<i>Controlled Access</i>
July 30	<i>Security Today</i>

AUGUST 2019

August 1	<i>Security Today</i>
August 5	<i>GovSec</i>
August 6	<i>Security Today</i>
August 7	<i>Dealer Strategies</i>
August 8	<i>Security Today</i>
August 12	<i>Security Today Solutions</i>
August 13	<i>Security Today</i>
August 14	<i>Intelligent Software</i>
August 15	<i>Security Today</i>
August 19	<i>Networking Security</i>
August 20	<i>Security Today</i>
August 21	<i>Dealer Strategies</i>
August 22	<i>Security Today</i>
August 26	<i>Security C-Suite, Controlled Access</i>
August 27	<i>Security Today</i>
August 29	<i>Security Today</i>

SEPTEMBER 2019

Sept. 3	<i>Security Today</i>
Sept. 4	<i>Dealer Strategies</i>
Sept. 5	<i>Security Today</i>
Sept. 9	<i>Security Today Solutions</i>
Sept. 10	<i>Security Today</i>
Sept. 11	<i>GovSec</i>
Sept. 12	<i>Security Today</i>
Sept. 16	<i>Networking Security</i>
Sept. 17	<i>Security Today</i>
Sept. 18	<i>Dealer Strategies, Intelligent Software</i>
Sept. 19	<i>Security Today</i>
Sept. 23	<i>Security C-Suite</i>
Sept. 24	<i>Security Today</i>
Sept. 26	<i>Security Today</i>
Sept. 30	<i>Controlled Access</i>

Issue Special Focus

OCTOBER 2019

October 1	<i>Security Today</i>
October 2	<i>Dealer Strategies</i>
October 3	<i>Security Today</i>
October 7	<i>Security Today Solutions</i>
October 8	<i>Security Today</i>
October 9	<i>GovSec</i>
October 10	<i>Security Today</i>
October 14	<i>Networking Security</i>
October 15	<i>Security Today</i>
October 16	<i>Dealer Strategies</i>
October 17	<i>Security Today</i>
October 21	<i>Security C-Suite</i>
October 22	<i>Security Today</i>
October 23	<i>Intelligent Software</i>
October 24	<i>Security Today</i>
October 28	<i>Intelligent Software</i>
October 29	<i>Security Today</i>
October 31	<i>Security Today</i>

NOVEMBER 2019

November 4	<i>Networking Security</i>
November 5	<i>Security Today</i>
November 6	<i>GovSec</i>
November 7	<i>Security Today</i>
November 12	<i>Security Today</i>
November 13	<i>Dealer Strategies</i>
November 14	<i>Security Today</i>
November 18	<i>Security Today Solutions, Controlled Access</i>
November 19	<i>Security Today</i>
November 20	<i>Dealer Strategies, Intelligent Software</i>
November 21	<i>Security Today</i>
November 25	<i>Security C-Suite</i>
November 26	<i>Security Today</i>

DECEMBER 2019

December 2	<i>Security Today Solutions</i>
December 3	<i>Security Today</i>
December 4	<i>GovSec, Dealer Strategies</i>
December 5	<i>Security Today</i>
December 9	<i>Networking Security</i>
December 10	<i>Security Today</i>
December 11	<i>Intelligent Software</i>
December 12	<i>Security Today</i>
December 16	<i>Security C-Suite, Controlled Access</i>
December 17	<i>Security Today</i>
December 18	<i>Dealer Strategies</i>
December 19	<i>Security Today</i>