

Ventas de SEGURIDAD

VENTAS DE SEGURIDAD
HAS ESTABLISHED ITSELF
AS THE MOST CREDIBLE
NEWS ORGANIZATION
IN THE LATIN AMERICAN
MARKET

MEDIAKIT 2021

NEWS • EXPOS • IT SECURITY
ACCESS CONTROL • CCTV FIRE
DETECTION • ALARMS
INTEGRATION • SUCCESS STORIES
NEW TECHNOLOGIES

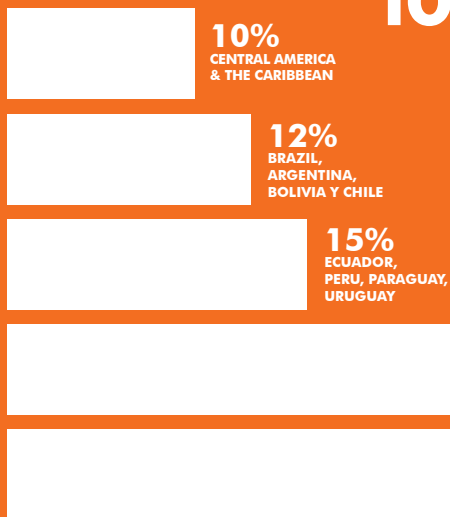
WWW.VENTASDESEGURIDAD.COM

TAKE ADVANTAGE OF
THIS OPPORTUNITY
TO GET TOTAL
ACCES TO THE
LATIN AMERICAN
ELECTRONIC
SECURITY INDUSTRIES

PUBLISHED
6 TIMES
A YEAR



CIRCULATION JUNE, 2019
10,250



SUBSCRIBERS OF OUR MAGAZINE:

- ADMINISTRATIVE MANAGERS
- SALES AND MARKETING EXECUTIVES
- SECURITY SYSTEMS INSTALLATION TECHNICIANS
- ENGINEERS, ELECTRICIANS, ELECTRONICS AND SYSTEMS ENGINEERS
- SECURITY SYSTEMS CONSULTANTS AND EXPERTS

SOCIAL MEDIA:

3,789
FOLLOWING OUR TWITTER



246,917
YOUTUBE VISITS: WEBINARS • INTERVIEWS



OUR READERS ARE:

CONTRACTORS AND PROFESSIONALS INVOLVED IN THE DESIGN,
CONSTRUCTION, INSTALLATION, SALES AND SERVICES TO ELECTRONIC
SECURITY SYSTEMS.

END-USERS OF SECURITY SYSTEMS FOR RESIDENTIAL, INDUSTRIAL
AND COMMERCIAL APPLICATIONS.

MANUFACTURERS, DISTRIBUTORS AND DEALERS OF ELECTRONIC
SECURITY EQUIPMENT.

OFFICIAL MEDIA PARTNERS:



Onvif

ADDED SERVICES

Digital Magazine
advertising

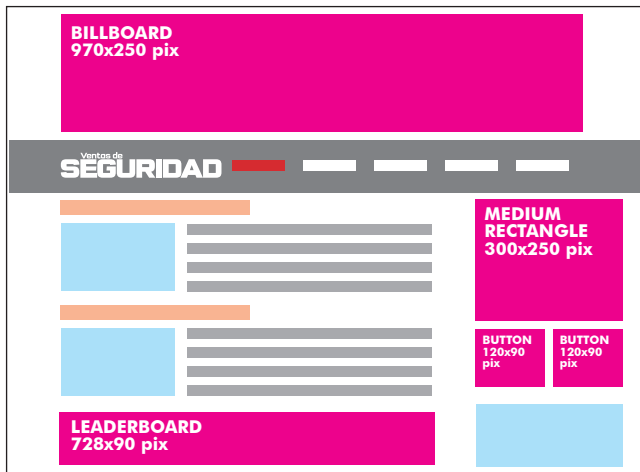
Company Lead
Generation Service

Supplier Spotlight
Article
[550/250 words +
image]
[included value]
Once a year.

New Product
Publication
[1 x / month]
+ [50 words +
image]
[included value]

PLAN 1		PRINT: Full Page	WEB PACKAGE: Billboard, Medium Rectangle, Leaderboard, Button + Added Services					
6 ISSUES	US\$ 24,000	400,000 Impressions	✓	✓	✓	✓		
3 ISSUES	US\$ 12,000	185,000 Impressions	✓	✓	✓	✓		
1 ISSUE	US\$ 4,500	60,000 Impressions	✓	✓	✓			
PLAN 2		PRINT: Half Page	WEB PACKAGE: Billboard, Medium Rectangle, Leaderboard, Button + Added Services					
6 ISSUES	US\$ 14,500	245,000 Impressions	✓	✓	✓	✓		
3 ISSUES	US\$ 7,500	110,000 Impressions	✓	✓	✓	✓		
1 ISSUE	US\$ 2,750	35,000 Impressions	✓	✓	✓			
PLAN 3		PRINT: 1/3 Page	WEB PACKAGE: Billboard, Medium Rectangle, Leaderboard, Button + Added Services					
6 ISSUES	US\$ 11,000	185,000 Impressions	✓	✓		✓		
3 ISSUES	US\$ 5,750	85,000 Impressions	✓	✓		✓		
1 ISSUE	US\$ 2,000	25,000 Impressions	✓	✓				
PLAN 4		PRINT: 1/4 Page	WEB PACKAGE: Billboard, Medium Rectangle, Leaderboard, Button + Added Services					
6 ISSUES	US\$ 10,000	160,000 Impressions	✓	✓		✓		
3 ISSUES	US\$ 5,000	75,000 Impressions	✓	✓		✓		
1 ISSUE	US\$ 1,750	20,000 Impressions	✓	✓				

WEB CAMPAIGN PACKAGE

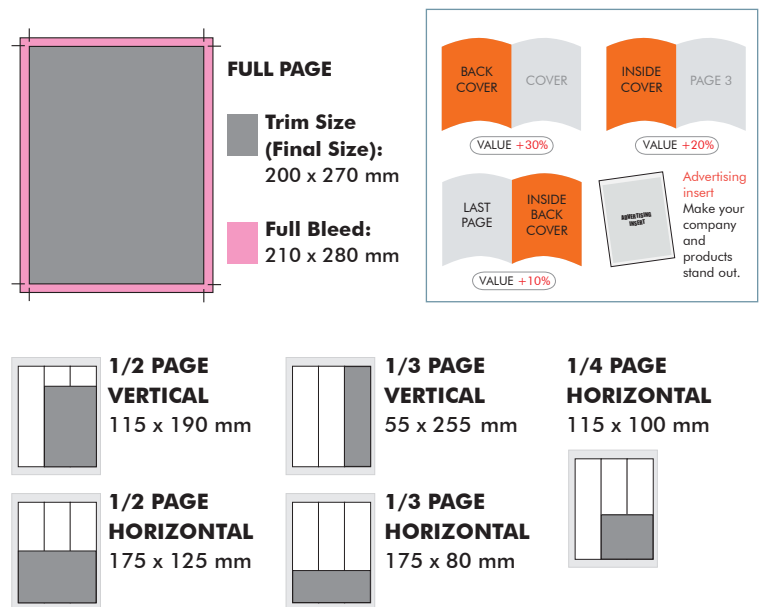


WEB PACKAGE ONLY

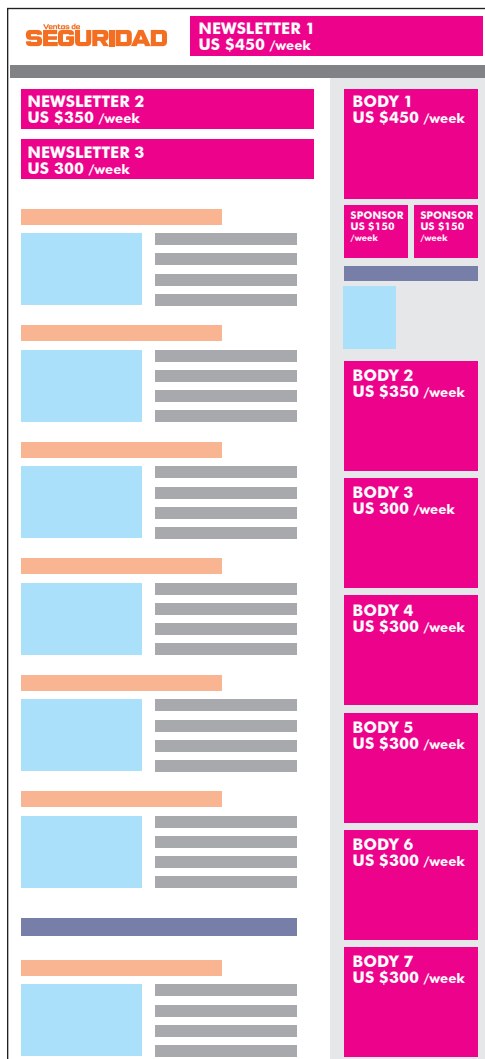
Billboard, Medium Rectangle, Leaderboard, Button:

- US \$45 / 1,000 impressions
- 30,000 impressions min. buy
- Invoice with order, payable 30 days.

PRINT ADS SPECIFICATIONS:



NEWSLETTER PRICING & SPECS



CURRENT
SUBSCRIBERS

16,662

OPEN
RATES

18%

DESKTOP

70%

MOBILE

30%

PRICES:

US \$, per week, one month order minimum.

NEWSLETTER 1:	\$450	468x60 pix
NEWSLETTER 2:	\$350	468x60 pix
NEWSLETTER 3:	\$300	468x60 pix

BODY 1:	\$450	250x210 pix
BODY 2:	\$350	250x210 pix
BODY 3:	\$300	250x210 pix
BODY 4:	\$300	250x210 pix
BODY 5:	\$300	250x210 pix
BODY 6:	\$300	250x210 pix
BODY 7:	\$300	250x210 pix

SPONSOR:	\$150	120x90 pix
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STATISTICS:

Mailed every Wednesday at 09:00 hrs
CST, except during holiday break in
December.

MISCELLANEOUS

WEBINARS

\$4,500 PER ITEM

WEBCAST ADVERTISING

\$750 PER ITEM

WEB SPONSOR (12 MONTHS)

\$1,650 PER YEAR

E-MARKETING:

• EMAIL BLAST

\$0.40 PER MAILED PIECE,
CURRENT CAMPAIGN
ADVERTISERS ONLY

PRINT MARKETING:

LIST RENTAL

\$435 PER 1,000 READERS
(5,000 READERS MINIMUM)

DISTRIBUTION

\$0.015 PER UNIT GRAMS X TOTAL
NUMBER OF PIECES
TO BE MAILED

S&H

\$300 PER DELIVERY

VDS • 2021 • EDITORIAL CALENDAR • VOLUME 25

Issue Close	#1 January 9	#2 February 13	#3 April 2	#4 May 28	#5 July 16	#6 September 17
Approaches	Access Control	CCTV	Alarms	Fire Detection	Automation	Physical security
Technology	Airport access control	Artificial intelligence	Technological innovations	Inspection and maintenance of fire systems	Protocols	Advanced physical security solutions
End User	Facial recognition Latin America	CCTV integration with other systems	Security and protection management	Emergency Disaster Management	Smart Building Security	Corporate Security Risks
Cibersecurity	Access control software protection	Corporate security	Threats in integrated alarm systems	Integration of fire technologies and software	Protection against malicious files	Prevention of cyberattacks in monitoring systems
Security Pro of the month	Colombia	Mexico	Central America and The Caribbean	Argentina	Andean Region	Mercosur
Marketing Plus	Litfocus		Supplier Spotlight		Supplier Spotlight	
Special			Top 100 Alarm monitoring companies		Top 100 Integrators in Latin America	
Events	TBD	TBD	TBD	TBD	TBD	TBD

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