

# SECURITY MANAGEMENT

## 2025 media kit

Editorial Calendar **pg 2**

Reader Information **pg 5**

Newsletters **pg 6**

Websites **pg 8**

Security Technology **pg 11**

Content Marketing **pg 12**

Multimedia **pg 13**





















Events **pg 14**

Magazine **pg 15**

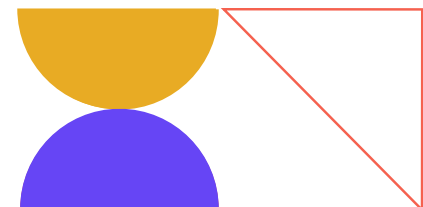


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**ASIS**  
INTERNATIONAL

# 2025 Editorial Calendar

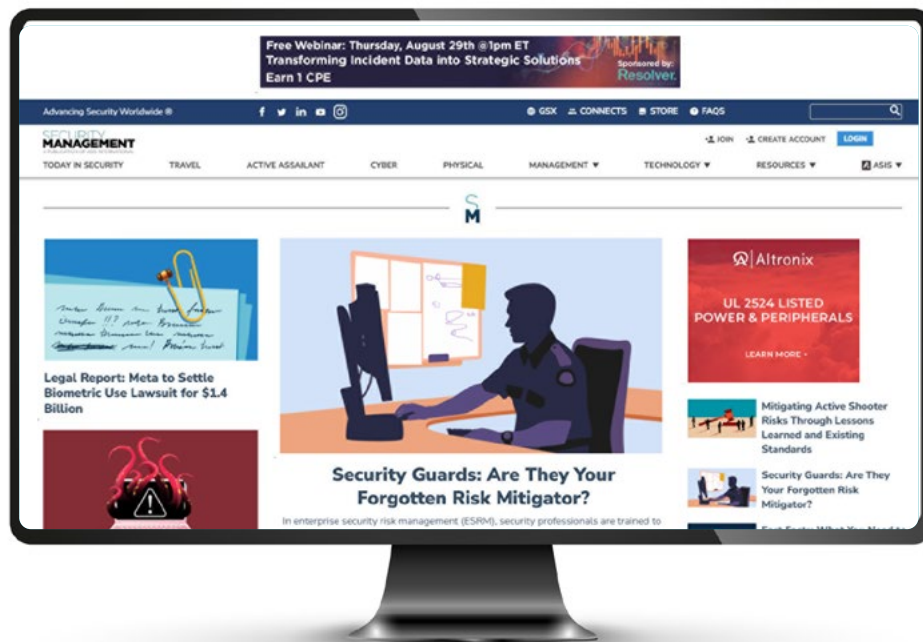
January	February	March	April	May	June
<p>Editorial Deadline: 11/08/24 Closing Deadline: 12/02/24 Materials Deadline: 12/13/24</p> <p><b>LEAD TOPIC—Mental Health and Burnout:</b> </p> <p><b>1 January</b> Frontline security, team wellness, resilience, content moderators, intelligence analysts, PTSD, burnout, employee retention</p> <p><b>Also in January</b> <b>Garage and Parking Lot Security:</b> </p> <p><b>13 January</b> Healthcare, lighting, surveillance, audio detection and response, crime prevention, security patrols, deterrents, mass communication, situational awareness</p> <p><b>Incident Report Writing:</b> </p> <p><b>20 January</b> Communication skills, writing for stakeholders, incident management, evidence management, security officers, artificial intelligence (AI), liability</p>	<p>Editorial Deadline: 12/06/24 Closing Deadline: 01/06/25 Materials Deadline: 01/15/25</p> <p><b>LEAD TOPIC—Security Technology—Fraud:</b> </p> <p><b>1 February</b> Banking and finance, disaster relief, fraud prevention, identity theft, occupational fraud investigations, elder fraud, romance scams, organized crime, cybersecurity, cybercrime, nation-state threats, money laundering</p> <p><b>Also in February</b> <b>Convenience Store Security:</b> </p> <p><b>10 February</b> Retail, crime prevention, robberies, workplace violence, liability, storefront security, surveillance, deterrents, video management, security training, lone workers</p> <p><b>ASIS Security Issues Research</b> (Sponsorable)</p> <p><b>Industry Insights Newsletter:</b> Critical Infrastructure</p>	<p>Editorial Deadline: 01/10/25 Closing Deadline: 02/03/25 Materials Deadline: 02/14/25</p> <p><b>LEAD TOPIC—Supporting Diverse Security Professionals:</b> </p> <p><b>1 March</b> Mentorship, fostering inclusion, how to lead diverse teams, navigating policy changes, volunteering, professional development</p> <p><b>Also in March</b> <b>Pandemic Readiness and Biosecurity:</b> </p> <p><b>10 March</b> Resilience, emergency preparedness, public health, public-private partnerships, disease outbreaks, health and safety, biological threats, business continuity</p> <p><b>Metrics—Measuring and Communicating Effectiveness:</b> </p> <p><b>17 March</b> Business intelligence, leveraging data, communication, presentation skills, ESRM, executive skills, auditing, risk management</p> <p><b>ASIS Europe:</b> 4–6 March, Dublin, Ireland</p>	<p>Editorial Deadline: 02/07/25 Closing Deadline: 03/03/25 Materials Deadline: 03/17/25</p> <p><b>LEAD TOPIC—Security Technology—Travel Security:</b> </p> <p><b>1 April</b> Executive protection, evacuations, secure communications, security intelligence, insurance, emergency response, security training, security scanners</p> <p><b>Also in April</b> <b>K-12 Physical Security:</b> </p> <p><b>14 April</b> School security, surveillance, access control, visitor management, perimeter security, CPTED, security drills, window and door protection</p> <p><b>Budgets and Financial Literacy:</b> </p> <p><b>21 April</b> Executive skills, presentations, budgeting for security, strategy, financial management, business acumen</p> <p><b>Industry Insights Newsletter:</b> Healthcare</p> <p><b>ISC West:</b> 2–4 April, Las Vegas, NV Special Security Management Print Edition, Including ISC West Product Showcase.(See print deadlines on page 15.)</p>	<p>Editorial Deadline: 03/14/25 Closing Deadline: 04/01/25 Materials Deadline: 04/15/25</p> <p><b>LEAD TOPIC—Mass Protests and Activism:</b> </p> <p><b>1 May</b> Crowd dynamics, municipal security, campus security, public relations, reputation management, social media, threat assessment, public-private partnerships</p> <p><b>Also in May</b> <b>Extreme Temperature Safety:</b> </p> <p><b>12 May</b> Extreme heat, climate change, health and wellness, medical response, duty of care, workplace safety, security officers</p> <p><b>ASIS Security Issues Research</b> (Sponsorable)</p>	<p>Editorial Deadline: 04/11/25 Closing Deadline: 05/01/25 Materials Deadline: 05/15/25</p> <p><b>LEAD TOPIC—Security Technology—Weapons Selection:</b> </p> <p><b>1 June</b> Firearms, tasers, non-lethal weapons, security officer training, security staffing, executive protection, team management, liability, regulations, retail, mass transit, hospital security</p> <p><b>Also in June</b> <b>Executive Protection for Female Executives:</b> </p> <p><b>16 June</b> Close protection, threat assessment, disinformation, kidnap and ransom, low-profile executive protection, cyber stalking, gender-specific threats, security posture</p> <p><b>Inclusive Security Policies:</b> </p> <p><b>23 June</b> Training, security procedures, evacuations, emergency preparedness, disability accommodations, DE&amp;I, fire safety, security screenings, transportation, recruitment and retention</p> <p><b>Industry Insights Newsletter:</b> Transportation</p> <p><b>Security LeadHER:</b> 9–10 June, Detroit, MI</p>
<p><b>Content promoted in newsletter:</b></p> <p> First Look  Deep Dive  Security Technology  Smart Security</p>					

July	August	September	October	November	December
<p>Editorial Deadline: 05/09/25 Closing Deadline: 06/02/25 Materials Deadline: 06/16/25</p> <p><b>LEAD TOPIC—Career Competency Mapping:</b> 📧 <b>1 July</b> Problem-solving, management skills, analytical thinking, productivity, workload prioritization, executive skills, early-career growth, business acumen</p> <p><b>Also in July</b> <b>Intellectual Property Protection:</b> 📧 <b>14 July</b> Intellectual property, espionage, insider threat, intelligence teams, nation-state threats, cybersecurity, asset protection, public-private partnerships, information sharing, investigations</p> <p><b>Concert and Festival Security:</b> 📧 <b>21 July</b> Event security, crowd surge, security screening, active assailant, celebrity close protection, guarding, temporary security measures, surveillance</p>	<p>Editorial Deadline: 06/13/25 Closing Deadline: 07/01/25 Materials Deadline: 07/07/25</p> <p><b>LEAD TOPIC—Security Technology—Manufacturing:</b> 📧 <b>1 August</b> Factories, supply chain, natural disasters, crisis management, cyber incident response, ransomware, physical and cyber convergence, shipping, loss prevention</p> <p><b>Also in August</b> <b>Threat Assessment:</b> 📧 <b>18 August</b> Artificial intelligence (AI), workplace violence, investigations, risk management, conspiracy theories, extremism, reputational security, high-profile targets</p> <p><b>ASIS Security Issues Research</b> (Sponsorable)</p> <p><b>Industry Insights Newsletter:</b> Schools and Campuses</p>	<p>Editorial Deadline: 07/11/25 Closing Deadline: 08/01/25 Materials Deadline: 08/15/25</p> <p><b>LEAD TOPIC—Change Management:</b> 📧 <b>1 September</b> Mergers and acquisitions, changes in leadership, strategic decision-making, team management, building trust, stakeholder engagement, organizational culture, building and leveraging influence</p> <p><b>Also in September</b> <b>Bollards, Barriers, and Fencing:</b> 📧 <b>15 September</b> Vehicle barriers, perimeter security, monitoring, physical security, layered security, crash-rated solutions, pedestrian safety, data centers</p> <p><b>Violent Incident Recovery:</b> 📧 <b>22 September</b> Post-traumatic incident care, team wellness, resilience, incident recovery, workplace violence, extremism</p> <p><b>GSX 2025:</b> <b>29 September-1 October, New Orleans, LA</b> • GSX Daily 2025 • Special <i>Security Management</i> Print Edition, including GSX Product Showcase (See print deadlines on page 15.)</p>	<p>Editorial Deadline: 08/08/25 Closing Deadline: 09/02/25 Materials Deadline: 09/15/25</p> <p><b>LEAD TOPIC—Security Technology—Identity Management:</b> 📧 <b>1 October</b> Authentication, access control, finance, travel, intellectual property protection, espionage, data breaches, threat intelligence, policies, passwords, privacy, biometrics</p> <p><b>Also in October</b> <b>Flood Preparedness and Recovery:</b> 📧 <b>13 October</b> Natural disasters, resilience, climate change, disaster recovery, emergency management, risk mapping</p> <p><b>Handling Disruptive Behavior:</b> 📧 <b>20 October</b> Harassment, microaggressions, team management, organizational culture, employee terminations, workplace violence, behavioral threat assessment, management skills</p> <p><b>Industry Insights Newsletter:</b> Cybersecurity</p> <p><b>Cybersecurity Awareness Month</b></p>	<p>Editorial Deadline: 09/12/25 Closing Deadline: 10/01/25 Materials Deadline: 10/15/25</p> <p><b>LEAD TOPIC—Geopolitical Resilience:</b> 📧 <b>1 November</b> Political instability, travel security, nation-state risks, risk management, C-suite communication, supply chains, extremism, business continuity, mass migration</p> <p><b>Also in November</b> <b>Multitenant Security:</b> 📧 <b>10 November</b> Mall security, retail security, residential security, stakeholder management, mixed use commercial spaces, security as a service, concierge security, surveillance, access management, visitor management</p> <p><b>Title IX Investigations:</b> 📧 <b>17 November</b> Higher education, harassment, discrimination, assault, domestic violence, stalking, investigations, compliance, school security, security policies, trauma, interviewing</p> <p><b>ASIS Security Issues Research</b> (Sponsorable)</p>	<p>Editorial Deadline: 10/10/25 Closing Deadline: 11/03/25 Materials Deadline: 11/14/25</p> <p><b>LEAD TOPIC—Security Technology—Security Screening:</b> 📧 <b>1 December</b> Security theater, liability, airports, border crossings, stadiums, cultural properties, security training, security staffing, prisons, weapons detection, access control, workplace violence prevention, courthouses and government buildings</p> <p><b>Also in December</b> <b>Employee Retention and Hiring:</b> 📧 <b>15 December</b> Motivating frontline security, security staffing, employee management, mentoring, benefits, training, career planning, recruitment</p> <p><b>Industry Insights Newsletter:</b> Retail</p>



# The security industry's **leading** publication.

*Security Management* is ASIS International's award-winning flagship publication, reaching 34,000+ ASIS members and the broader security industry. With online news, features, podcasts, videos, and printed show issues, we empower readers to safeguard people, property, and data in a dynamic environment. Our influential readers—top security decision makers—find value in our high-quality content, sleek design, and low ad saturation.



## Accolades for *Security Management*



### 2024 American Society of Business Publication Editors (ASBPE) Awards

#### Editorial

- National Bronze, Web Feature Article
- National Bronze, Overall Headline Writing

#### Design

- National Gold, Illustration
- National Silver, Website Design
- National Silver, Infographics
- Regional Silver, Print Magazine Design



### 2024 Hermes Creative Awards

#### Overall Awards

- Platinum Winner: Website, entire site, including content and design
- Gold Winner: E-Newsletter, Security Technology

#### Design

- Platinum Winner: Illustration
- Gold Winner: Infographics
- Honorable Mention: Print Magazine Design



### 2024 APEX Awards for Publication Excellence

#### Overall Awards

Winner: Website, entire site, including content and design

#### Design

Winner: Infographics

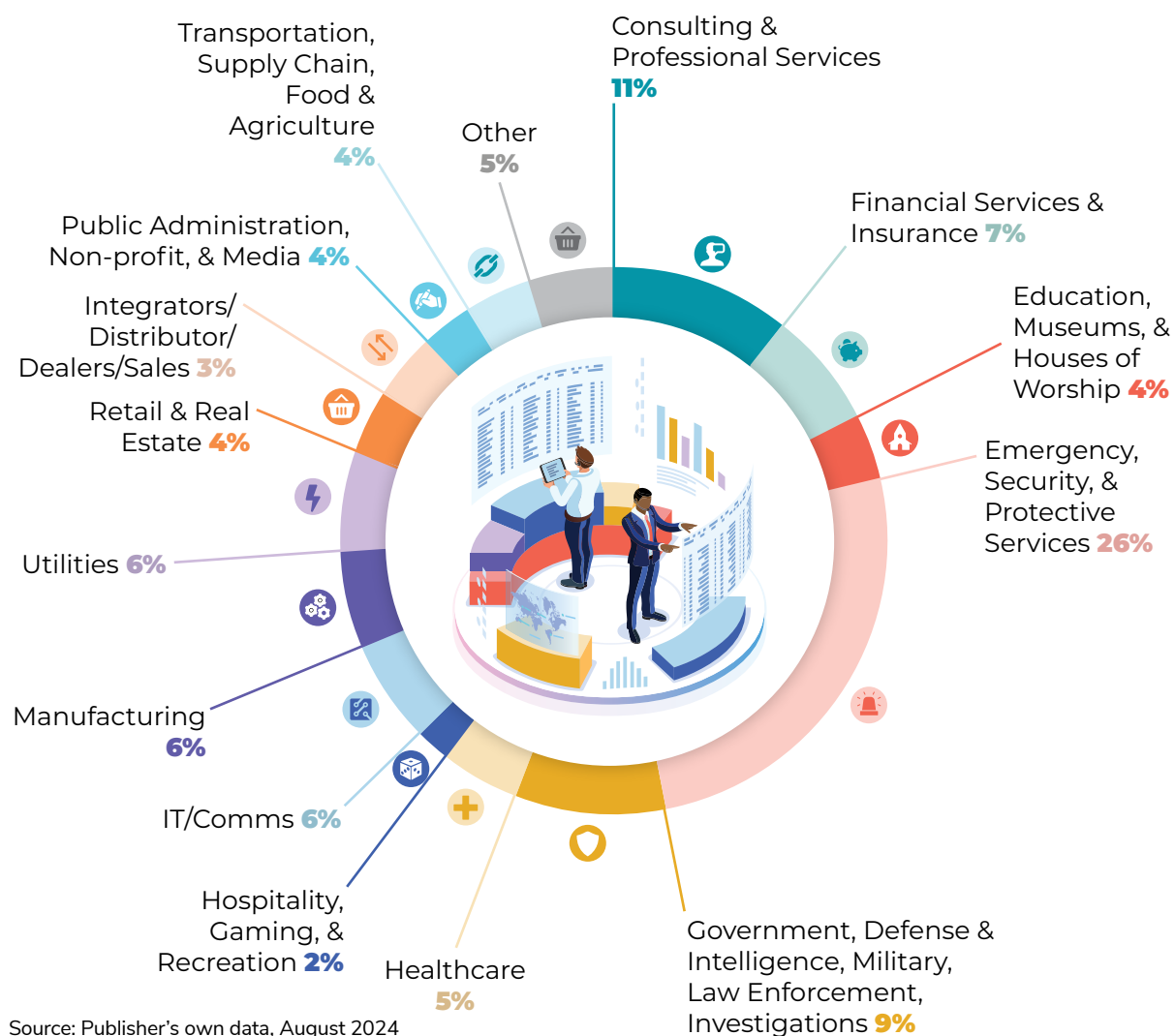


# Reader Information

At the heart of *Security Management's* readership are 34,000 ASIS members—global leaders across every facet of the security industry.

## Membership by Industry

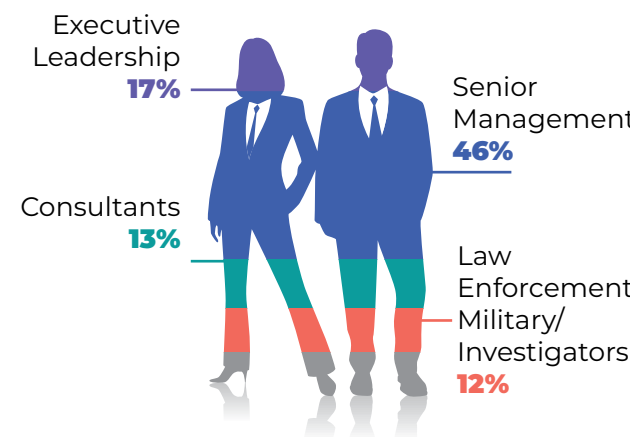
ASIS members come from every corner of the security profession.



Source: Publisher's own data, August 2024

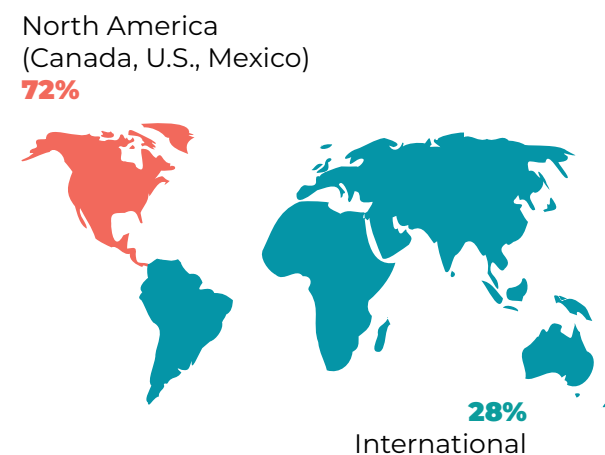
## Membership by Job Function

Readers are influential leaders and key decision-makers.



## Membership by Region

Readers bring global expertise.



# Newsletters

*Security Management's* curated emails deliver security-related news stories, industry trends, and the latest in technology solutions. Dynamic delivery systems and optimal ad positioning simplify and enhance marketing campaigns to target active security professionals.

## Smart Security

This newsletter is pushed out twice a month and highlights new content from ASIS International, including articles, education, subject-area content, and other resources.

### Top Banner

468 x 60 | \$2,500 per month

### Interstitial Banner 1 or Sponsored Content

468 x 60; 200 x 200 image, Up to 25 words + headline  
\$2,000 per month

### Interstitial Banner 2 or Sponsored Content

468 x 60; 200 x 200 image, Up to 25 words + headline  
\$2,000 per month

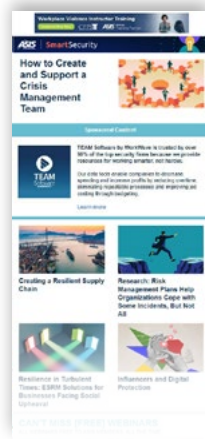
### Interstitial Banner 3 or Sponsored Content

468 x 60; 200 x 200 image, Up to 25 words + headline  
\$2,000 per month

**Engagement:** 35%

**Avg. delivered:** 13,000

Source: Hubspot\*



## SM Daily

Preparedness and response are essential focuses in the security industry, and Security Management aims to keep its subscribers informed through daily news and updates from across the globe. This popular newsletter has diverse advertising options that cater to any marketing budget.

Five deployments per week, except during major U.S. Federal holidays.

### Top Banner

600 x 120 | \$3,000 per week

### Sponsored Content

150 x 150 image, Up to 25 words + headline  
\$3,000 per week

### Interstitial Banner

468 x 60 | \$2,000 per week

**Engagement:** 35%

**Avg. delivered per week:** 140,000+

Source: Rasa.io\*



## Security Technology

This bimonthly newsletter presents cutting-edge technology, privacy issues, and applications through thought-leadership articles, case studies, product updates, and trend analysis.

### Top Banner

468 x 60 | \$2,500 per issue

### Interstitial Banner 1 or Sponsored Content

468 x 60; 200 x 200 image, Up to 25 words + headline |  
\$2,000 per issue

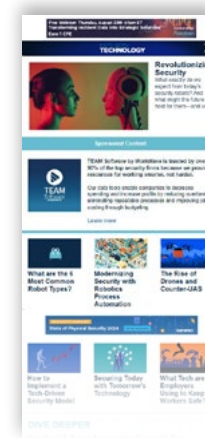
### Interstitial Banner 2 or Sponsored Content

468 x 60; 200 x 200 image, Up to 25 words + headline | \$2,000 per issue

**Engagement:** 39%

**Avg. delivered:** 20,000+

Source: Hubspot\*



## Partner Email

Seize the opportunity with our exclusive email marketing program. Limited slots available. Partner with *Security Management* to create unique HTML content, showcasing your company as a solutions provider to ASIS decision-makers. Feature custom content like case studies and solution narratives—exclusively yours.

\$10,000 per email.

Contact your media developer for bundled rates.

**Engagement:** 39%

**Avg. delivered:** 21,000+

Source: Hubspot\*



## SM First Look

This bimonthly newsletter consolidates the full breadth of *Security Management's* delivery vehicles into a single resource, highlighting the latest articles, podcast interviews, webinars, and more.

### Top Banner

468 x 60 | \$2,500 per issue

### Interstitial Banner 1 or Sponsored Content

468 x 60; 200 x 200 image, Up to 25 words + headline | \$2,000 per issue

### Interstitial Banner 2 or Sponsored Content

468 x 60; 200 x 200 image, Up to 25 words + headline | \$2,000 per issue

**Engagement:** 26%

**Avg. delivered:** 20,000+

Source: Hubspot\*

## Executive Brief

Share your expertise with our audience. Complement your thought leadership with *Security Management* content.

**\$10,000 per exclusive email**

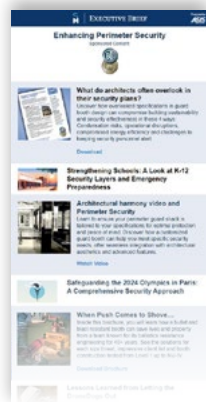
**Deliverables:** Logo, 3-5 content pieces (each with a 200x200 image, headline, up to 25 words, and URL), Gated landing pages are recommended for lead capture.

**Engagement:** 26%

**Avg. delivered:** 20,000+

Source: Hubspot\*

\*June 2024–August 2024



## SM Deep Dive

This monthly newsletter will home in on emerging issues and security trends, full of fresh virtual content, analysis, and articles from *Security Management*.

### Top Banner

468 x 60 | \$2,500 per month

### Interstitial Banner 1 or Sponsored Content

468 x 60; 200 x 200 image, Up to 25 words + headline | \$2,000 per month

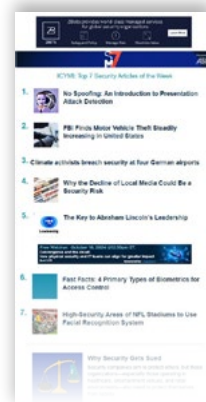
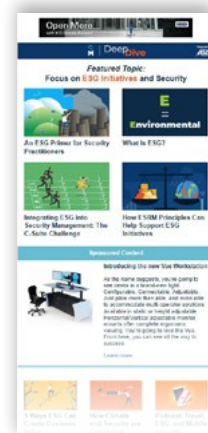
### Interstitial Banner 2 or Sponsored Content

468 x 60; 200 x 200 image, Up to 25 words + headline | \$2,000 per month

**Engagement:** 36%

**Avg. delivered:** 20,000+

Source: Hubspot\*



## SM7

Position your message alongside the seven most essential things security practitioners need to know each week with SM7.

**Top Banner:** 600 x 120 | \$4,800

**Sponsored Content** (2 available)  
200 x 200 image, Up to 25 words+ headline | \$6,000 each

**Interstitial Banner:** 468 x 60  
\$4,800

**Engagement:** 30%

**Avg. delivered:** 31,000+

Source: Rasa.io\*

*Note: SM7 is sent weekly; pricing includes 4 weeks of deployments.*

## SM Industry Insights

With a specific industry focus each issue, the Industry Insights newsletter provides collective content on a single subject, using content from *Security Management* as well as the latest news and trends.

### Top Banner

468 x 60 | \$3,000 per issue

### Sponsored Content

200 x 200 image, Up to 25 words + headline | \$2,500 per issue

### Topics:

February: Critical Infrastructure

April: Healthcare

June: Transportation

August: Schools/Campuses

October: Cybersecurity

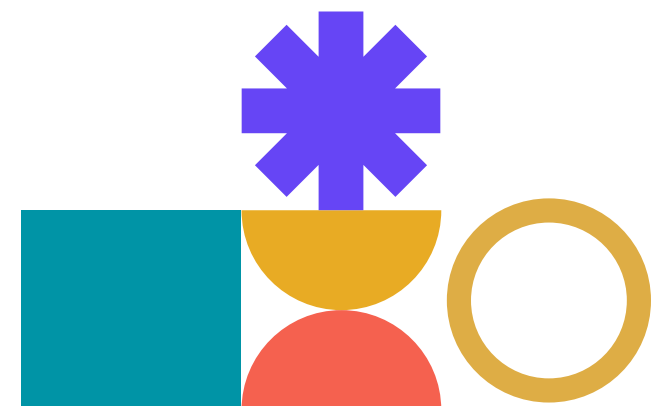
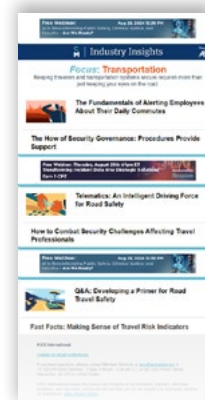
December: Retail

*Materials are due 1st of issue month*

**Engagement:** 29%

**Avg. delivered:** 20,000+

Source: Hubspot\*



# Websites

The ASIS and *Security Management* websites are invaluable resources for industry professionals. Whether it's consuming exclusive online content, browsing the store for literature, or gathering intel on the next ASIS event, advertising options feel complementary—not obtrusive—to site visitors.

## Featured content

**1660 x 1230 image,**  
25 words or less  
\$3,500/month

A

## Interstitial banner

**1440 x 325**  
\$2,500/month

B

Web banners on the ASIS site should be .jpg or .gif files. Maximum file size is 150 KB. Animated .gif files not accepted. Only six advertisements allowed per zone, per month. Zone positions may slightly vary from page to page on this site, pending ASIS content.

**Visits:** 320,800 average per month | **Pageviews:** 587,100 average per month

Source: Cloudflare 03.01.2024 – 8.31.2024



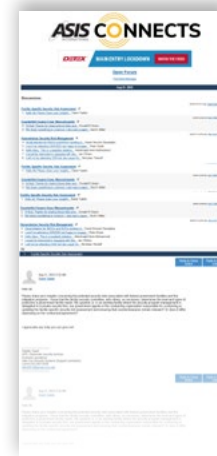
Connects is the ASIS members' community—a hub where security professionals gather to share best practices, collaborate on resources, and engage in online events. It's their go-to for discussing trends, asking questions, and exchanging resources, akin to ASIS's own Facebook.

**Ad sizes: 728 x 90 | ASIS Connects package: \$3,500 net/month**

(Includes Daily Digest Email and 3 landing pages on ASIS Connects EXCLUSIVE to ONE sponsor) Maximum file size for ads is 150 KB.

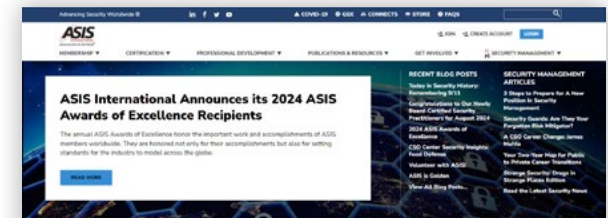


**ASIS Connects Web Pages**  
**Pageviews:** 93,000+ average per month

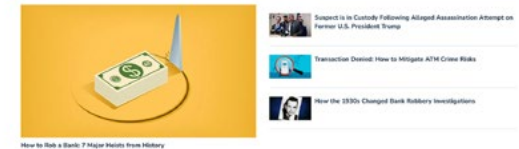


**Connects Daily Digest Email**

# ASISonline.org



## LATEST NEWS FROM SECURITY MANAGEMENT



**Video Technology: Making Cities Safer & Improving Lives**  
Learn how video technology can help cities take a proactive approach to security and emergency response. Download eBook to explore 5G and IoT connectivity, security enabled AI, situational awareness, how to gain actionable insight security, and more.

[Download the eBook Today](#)

A

## TAKE YOUR EXPERTISE HIGHER

Time is running out! Where can you find the critical insights, emerging trends, and best practices you need to stay ahead of evolving risk? Join forces with top security practitioners and experts across all industries for unparalleled collaboration and idea-sharing. Uncover the advanced security solutions of tomorrow—before it's too late!

The answer is clear: The **Global Security Exchange (GSX)**. Don't miss out—secure your spot now!

[Reserve Today!](#)



## ASIS ANNUAL CALL FOR VOLUNTEERS

Applications accepted beginning 15 August.

Volunteering with ASIS International allows you to engage and connect with fellow professionals while empowering yourself and the community. Explore current volunteer opportunities and make a commitment to yourself and the profession.

[Learn More](#)

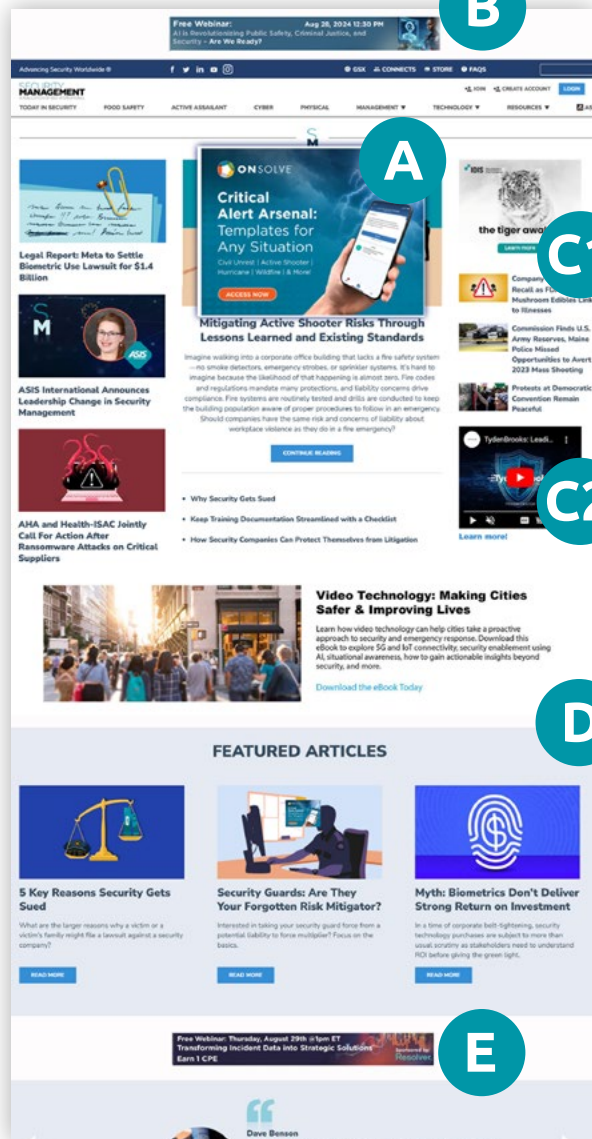


B

**Engagement:** 35% | **Avg. Delivered:** 700,000+  
Source: Higher Logic / June 2024–August 2024



# SM.ASISonline.org



## Welcome page ad

A

Exclusive Position

640 x 480

\$1,000/week

## Medium rectangles\*

C1

C2

300 x 250

\$2,500/month

\$6,450/quarter

\$22,800/year

\*Video supported  
See example>



## Leaderboard banner and lower banner

B

E

728 x 90

\$2,500/month

\$6,500/quarter

\$25,000/year

## Featured content\*

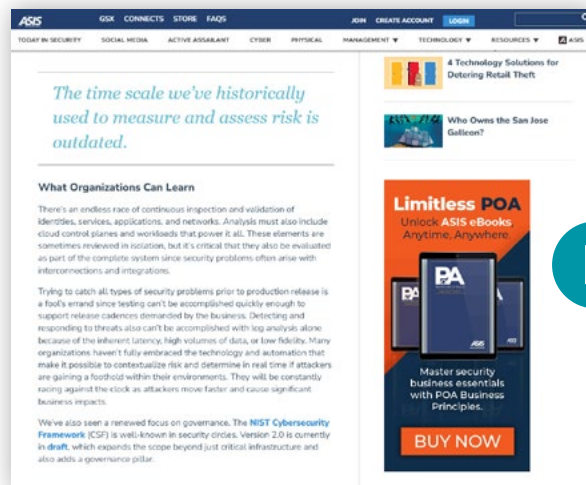
D

Only available on homepage

720 x 325 image,  
25 words or less

\$3,500/month

\*Video supported  
See example>



## Article skyscraper

300 x 600

\$2,500/month

\$6,450/quarter

\$22,800/year

Web banners on the *Security Management* site should be .jpg or .gif files. Maximum file size for banner ads is 150 KB. Animated .gif files accepted. No more than 10 ads are allowed to rotate in these positions per month.

**Visits:** 55,300 average per month | **Pageviews:** 68,100 average per month

Source: Cloudflare 03.01.2024–8.31.2024

# Websites: Native/Display Advertising

Place your messaging directly within *Security Management's* award-winning feature articles and news coverage with both sponsored content and graphic display ad options. Want to target your message more specifically? Sponsor a single piece of *Security Management* content.

## Focused impact

Want to target your ad campaign more directly around a sector or subject? Select articles or content packages from the *Security Management* editorial calendar for special sponsorship. These articles and packages are likely to receive additional promotion through editorial newsletters, such as First Look and Deep Dive. Focus impact advertisements will stay live and follow the applicable article(s) for 6 months.

**1st Sponsored Content:** (\*Premium Package Position), Targeted on a Topic: \$5,000

*\*Includes exclusive supplemental content pieces such as:*

- Infographic
- Sidebar Article
- SM Live or Fast Facts Video
- Sponsor recognized on package landing page

**2nd and 3rd Sponsored Content Positions:**  
\$2,750

**Display Ads:** \$2,500

## Broad impact

Attract readers from across *Security Management's* most recent and most searched-for articles with these native or display advertising options. The majority of *Security Management's* web traffic arrives through organic search, and the 100+ most search optimized articles feature native advertising.

**1st Sponsored Content**  
(Premium Position): \$3,500/month

**2nd and 3rd Sponsored Content Positions:**  
\$2,750/month

**Display Ads:** \$2,500/month

## Specs for Broad and Focus impact

### Display ads

- 300 x 250
- Traditional .JPG or .GIF files (animated .gif files accepted)
- Maximum file size is 150K

### Sponsored content

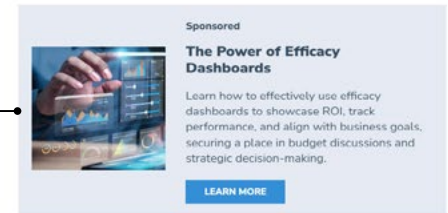
- Resistant to ad blockers
- Optimized for mobile devices
- 200 x 200 Image
- Maximum file size is 150K
- Up to 25 words + headline
- Call to action button



### Article Title

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### 1st Sponsored Content



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### 1st Display Ad



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### 2nd Sponsored Content



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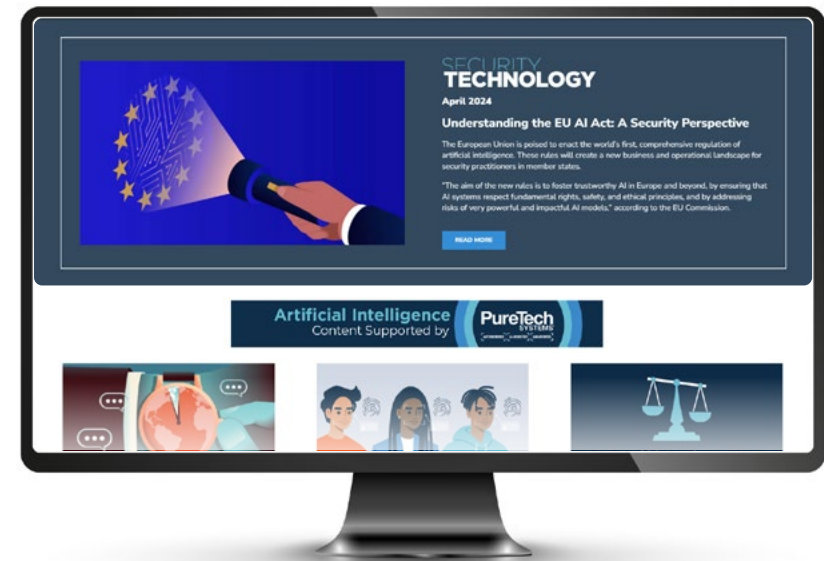
### 2nd Display Ad



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# Security Technology

For the latest in cutting-edge security tech, innovative ideas, and creative installations, *Security Management* readers rely on the Security Technology community. This platform lets security vendors and startups showcase products and ignite future discussions. In 2025, Security Technology will cover key topics like fraud detection, manufacturing, security weapons, travel security, and more. Check pages 2–3 for the editorial calendar.



## Prewritten case study

- Case study word count: 800 words
- Provide link to the full case study or additional materials
- Featured Photo (.jpg or .png)
- Photo Image: 884 pixels wide x 500 pixels high (Image will be cropped to fit allotted space; No vertical images; Maximum file size is 150K)

## Product-specific content

- Product or service word count: up to 300
- Photo to run with product release (.jpg or .png)
- Photo Image: 884 pixels wide x 500 pixels high (Image will be cropped to fit allotted space; No vertical images; Maximum file size is 150K)

**\$3,000 per item**

## Thought-leadership article

- Thought leadership article word count: 500 words
- Provide link to full thought leadership article or additional materials
- Featured Photo (.jpg or .png)
- Photo Image: 884 pixels wide x 500 pixels high (Image will be cropped to fit allotted space; No vertical images; Maximum file size is 150K)

## Infographic

- Featured Photo 884 wide x 500 high (.jpg or .png)
- Full infographic width is limited to 884 pixels wide (Please be cautious of text size for mobile device readability.)

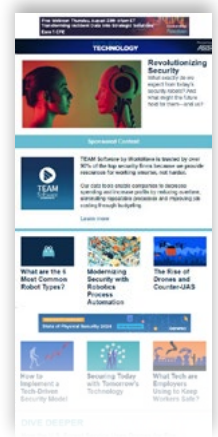
## Security Technology newsletter

### Top Banner

468 x 60 | \$2,500 per issue

**Interstitial Banner 1 or Sponsored Content\*** 468 x 60; 200 x 200 image, Up to 25 words + headline | \$2,000 per issue

**Interstitial Banner 2 or Sponsored Content\*** 468 x 60; 200 x 200 image, Up to 25 words + headline | \$2,000 per issue





# Content Marketing

Customized content marketing offers affordable solutions covering reporting, writing, editing, designing, and participating in events. Deliver helpful information to your audience and increase the prospect they will reward you with business and continued loyalty.

## Native advertising

Refer to the newsletters section for details on other sponsored content options on pages 6-7 and websites for native/display advertising opportunities on page 10.

## Conference credits

Attach CPEs to your end-user conference. Talk to a media developer to start accrediting your educational sessions.

**\$3,000** per 1-hour session

## Webinar sponsorships

Partner with ASIS webinars on key educational topics throughout the year.

**\$5,000** per sponsorship

### Sponsored Webinar Attendee Statistics:

**Average Registrants:** 772

**Average Attendees:** 249

Source: Magento and ON24 / January 2024–August 2024



**Raquel Alleyne**

Webinar Producer

[raquel.alleyne@asisonline.org](mailto:raquel.alleyne@asisonline.org)

## Custom webinars

**High-targeted lead generation.** Webinars enable you to select a compelling topic, develop the content, and participate in presenting. A producer will assist you in tailoring your concept to ensure your webinar is eligible for recertification credits.  
**\$15,000** per webinar

### Custom Webinar Attendee Statistics:

**Average Registrants:** 800

**Average Attendees:** 258

Source: Magento and ON24 / January 2024–August 2024

*Note: On-demand leads will also be supplied*

## Foundation research

The ASIS Foundation helps security professionals achieve their career goals with certification scholarships, **practical research**, member grants, and more. Contact your media developer to find out ways to partner with the ASIS Foundation and their highly coveted security research projects.

## Sponsored research

Partner with ASIS on a research project vital to security leaders. Collaborate with ASIS volunteers on project design, join a webinar panel to discuss findings, and enjoy branding on the research report with an option to write the introduction. ASIS will publish the report, with sponsors also able to use the data. Plus, gain exclusive advertising in a *Security Management* content package, including Sponsored Content ads and placements in infographics, articles, and videos.

**\$25,000**

*Limited to one research project per quarter. Topics to be determined in conjunction with the sponsor.*





# Multimedia

*Security Management Highlights* is a monthly podcast featuring expert interviews on key industry topics. Our team interviews thought leaders, industry pros, and *Security Management* editors. In the initial eight months of this year, *SM Highlights*' 2024 podcasts had 9,000+ listens, covering subjects like security intelligence, mass event security, concierge guarding, and more.

## Podcasts

### Podcast Commercial Placement and Sponsorship

Provide a 30-second audio commercial that will play during the show. No commercial? No problem. The podcast host can read your scripted message on air. Sponsors may also provide a subject matter expert, who can be interviewed for a five-minute non-promotional segment on a topic that aligns with the *Security Management* editorial calendar. Plus, your organization will be mentioned as the episode's sponsor at the beginning and end of the podcast.

### \$3,000 per episode

**Average listens per *Security Management* episode:** 1,181

Source: Soundcloud / August 2023–July 2024

### GSX Daily Podcast

Every issue of the *GSX Daily*—the official publication of GSX—features a short bonus podcast interviewing a key speaker or presenter from GSX. These podcasts are sponsorable.

**Average listens per GSX episode:** 1,270

Source: Soundcloud / August 2023–July 2024



## SM Fast Facts & SM Live

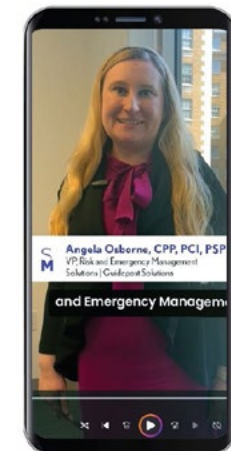
Security Management content is on the move! Increase your digital presence with SM videos, including the new **Fast Facts** and **SM Live** video series, which are promoted across social media channels and the *Security Management* website. Act fast! Limited sponsorships available.

**Fast Facts:** It all boils down to the numbers—get quick statistics, essential analytics, and more with *Security Management*'s Fact Facts video series. These videos add valuable context and color to packages of *Security Management* reporting.



**SM Live:** With SM Live, a *Security Management* editor is your guide to in-person events, collecting actionable takeaways and new developments to share in quick, social media focused videos.

*Sponsorships for videos are limited to Focus Impact packages. See page 10 for more details.*



# Events

A *Security Management* live or virtual event allows a company to position itself as an industry thought leader by providing education to attendees on topics that affect the entire security industry. Provide your organization the opportunity to increase brand awareness during forums designed to help security professionals protect people, property, and information.

Or go big! Connect with thousands of decision makers during the biggest security-related event of the year: GSX (Global Security Exchange).

## Live roadshows

This half-day workshop allows face-to-face interaction with decision makers, providing a company with increased brand awareness and a forum to present unique solutions to critical problems. Roadshow attendees earn CEUs. Contact your account manager for details.

## GSX events

Showcase your service or product in front of thousands of decision makers during the biggest security-related event of the year.

- Exhibit
- Sponsorships
- Meeting space
- Branding

Visit [GSX.org](https://GSX.org) to learn more about the security industry's premiere event.

## Security Solutions Spotlight

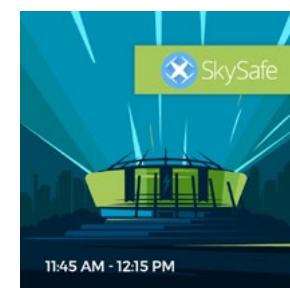
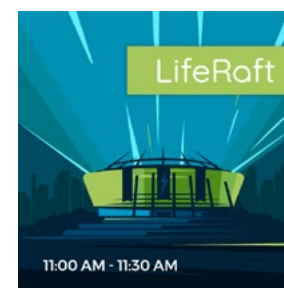
Join ASIS International in introducing half-day webinar events, showcasing the latest technology and solutions on topics that will reach broad audiences. Showcase your company's unique product and specialized service in a 25-minute dedicated demonstration, followed by 5 minutes of Q&A. You'll connect directly with ASIS members and other security practitioners in the security space while positioning your brand at the forefront of industry innovation and solutions.

Reserve now as sponsorships are limited to 5 demonstrations per half-day event.

- Topic: Schools and Campuses  
14 May, 2025
- Topic: Healthcare  
19 November, 2025

\$7,500 per product/service demonstration  
Contact your Account Manager for more information.

**Avg. registration:** 500+



# Print Publications

*Security Management* connects you with the security industry's top decision-makers and key prospects.

Security Management will release two annual printed issues for distribution at ISC West and GSX. These editions will feature top selections from our digital content, serving as an enduring collection of invaluable insights for security leaders. Reach out to your account manager for reservation details. ASIS members can access a PDF version, and the printed editions will be available on-demand via the ASIS Store.



## April (ISC West Show Issue)

Closing Deadline: 3/3/25

Materials Deadline: 3/6/25

ISC West Product Showcase Deadline: 2/14/25

## September (GSX Show Issue)

Closing Deadline: 8/15/25

Materials Deadline: 8/20/25

GSX Product Showcase Deadline: 8/1/25

## 2025 rates\*

<b>Spread</b>	\$3,500
<b>Full Page</b>	\$2,000
<b>Cover 2</b>	\$2,750
<b>Cover 3</b>	\$2,500
<b>Cover 4</b>	\$3,000
<b>2/3V</b>	\$1,500
<b>1/2 Island</b>	\$1,350
<b>1/2 Horizontal</b>	\$1,350
<b>1/3 Vertical/Square</b>	\$1,050
<b>1/4 Horizontal</b>	\$950
<b>1/6 Vertical/Horizontal</b>	\$850
<b>Folio Footer Ad</b>	\$600

## Special impact opportunities

<b>Split Cover</b>	\$5,500
<b>Bellyband</b>	\$4,500
<b>Partial Cover Tip-on</b>	\$3,750
<b>Corner Snipe</b>	\$1,400

\*15% discount for both issues if contracted by 3/3/25

## Specifications for print sizes

<b>Spread bleed</b> 16.75 width x 11.125 height	<b>Single bleed</b> 8.50 width x 11.125 height	<b>Full page trim size</b> 8.25 width x 10.875 height	<b>Two thirds page</b> 4.50 width x 9.75 height	<b>Half page island</b> 4.50 width x 7.25 height	<b>Half page horizontal</b> 6.75 width x 4.875 height
<b>One third page vertical</b> 2.125 width x 9.75 height	<b>One third page square</b> 4.50 width x 4.875 height	<b>One quarter page horizontal</b> 4.50 width x 3.375 height	<b>One sixth page horizontal</b> 4.50 width x 2.375 height	<b>One sixth page vertical</b> 2.125 width x 4.875 height	<b>Folio Footer</b>  <b>Trim Size</b> 8.5 width x 1.00 <b>Bleed</b> 8.75 width x 4.25
					<b>Cover Partial Tip-on</b>  Trim 8.25 x 8.25 Full Bleed 8.5 x 8.5

# Article Development

ASIS readers are *Security Management's* greatest strength. Their experience and day-to-day desire to protect lives, property, and data give them the unparalleled ability to help other security professionals protect their interests.

If you are a security professional and would like to write for *Security Management*, email Editor-in-Chief **Claire.Meyer@asisonline.org** or call 703.518.1444. If you are interested in writing a Security Technology article, email **Megan.Gates@asisonline.org** or call 703.518.1474.

## Advertise.



**Nello Caramat**

Make title VP, Publishing / Publisher  
[nello.caramat@asisonline.org](mailto:nello.caramat@asisonline.org)



**Charlotte Lane**

Account Manager  
703.518.1510  
[charlotte.lane@asisonline.org](mailto:charlotte.lane@asisonline.org)  
Companies # through L



**Femke Di Cesare**

Account Manager  
703.518.1502  
[femke.dicesare@asisonline.org](mailto:femke.dicesare@asisonline.org)  
Companies M through Z

## Write.



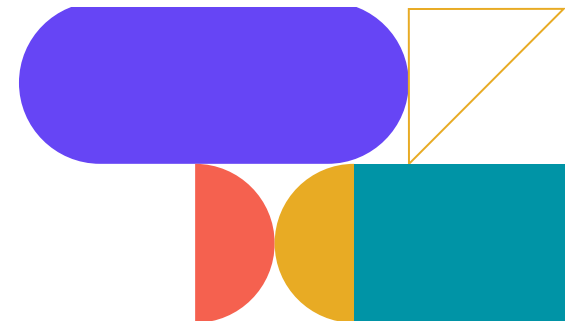
**Claire Meyer**

Editor-in-Chief  
[claire.meyer@asisonline.org](mailto:claire.meyer@asisonline.org)



**Megan Gates**

Senior Editor  
[megan.gates@asisonline.org](mailto:megan.gates@asisonline.org)





# The Fine Print

## Advertising and Custom Content Terms and Conditions

### Invoices and Credit

The publisher holds the agency and the advertiser jointly and severally responsible for all space costs and mechanical services charges. Any insertion of advertising made by an agency represents acceptance by the agency and the advertiser of all terms and conditions set forth in the rate card applicable to the issue in which such insertions(s) is to be published.

The publisher will not be bound by any conditions, printed or otherwise, appearing on order blanks or copy instructions when such conditions conflict with the regulations set forth in the rate card and addenda thereto.

Any combination of ads of varying sizes placed in Security Management or ASIS products of the like during a 12-month period may earn frequency discounts. Advertising will be billed at the one-time rate until other frequency is earned or unless a written contract is established with the publisher. Rates will be guaranteed by the publisher for the duration of the contract. All advertisers will receive 60 days notice of new rates.

A contract may only be cancelled by the advertiser or publisher with 30 days' written notice. If a contract is cancelled before the specified frequency is fulfilled the advertiser will be short-rated for previous insertions at rates in effect at the time of cancellation.

Advertising contracts and insertion orders will be confirmed in writing by the publisher. The advertiser (or its agency if it is acting for the client) will be responsible for notifying the publisher of any error in the information on the contract form(s). If no instructions to the contrary are received, the advertisements will be run accordingly, and the advertiser/agency will be responsible for payment.

Cancellations (as well as changes in insertion orders) will not be accepted after the closing date. Cancellations must be made in writing and none are considered accepted until confirmed in writing by the publisher.

### Liability

Advertisers and their agencies assume liability for all content of advertisements printed. The advertiser and the agency, jointly and severally, will indemnify and hold harmless Security Management, ASIS, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including without limitation, claims or suits for libel, violation or right of privacy, copyright infringement, or plagiarism.

We reserve the right to place the word "Advertisement" or "Sponsorship" or the like with copy that could be mistaken for editorial material.

### Billing, Rebates, Short Rates, and Commissions

Advertising will be billed at the one-time rate until such time as other frequency is earned or unless a contract is established in writing with the publisher. Each unit of advertising is charged at individual unit rates and each unit is credited toward frequency discounts.

Any billing direct to the advertiser or agency will be for the net amount due. Net rates are not eligible for agency commissions.

### All invoices are NET 30 days.

No discount is offered. Payments received will be credited to the oldest outstanding balance.

No advertiser or agency with invoices more than 90 days outstanding will be permitted to place further advertising in Security Management or other ASIS products of the like until all outstanding invoices are paid.

### New advertisers and agencies will be required to prepay their first insertion.

Advertisers or agencies with a record of delinquent payment of accounts with ASIS International (the publisher) will be required to prepay all insertions until good credit is reestablished.

### Clients participating in custom webinars, roundtables, road shows, and the like may be required to prepay a deposit of 50% upon signing the contract.

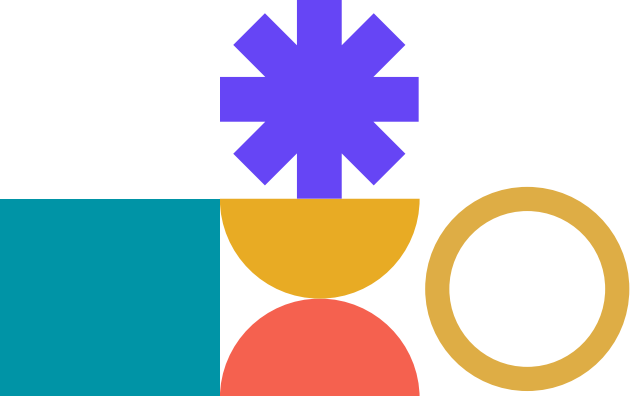
The remaining 50% balance will be due and invoiced in the month the event is executed.

Advertising is accepted from agencies on the basis that the agency is acting on behalf of the advertiser as its official representative. The publisher reserves the right to hold the advertiser directly responsible for any and all expenses incurred on the advertiser's behalf by its representative. This includes all space, position, and mechanical charges.

If the rate specified and billed for each order during the 12-month period is not earned, each insertion will be short-rated at current rates.

Frequency discounts will not be honored if all components of original contracted program are not fulfilled.

Unless other instructions are received, invoices will go to the individual who has placed the order. For printed advertisements, two digital replicas of any printed ads will be sent to the advertiser with the invoice. If your billing procedures have other requirements, let us know and we will try to accommodate.



SECURITY  
**MANAGEMENT**

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**ASIS**  
INTERNATIONAL

[asisonline.org/advertise](https://asisonline.org/advertise)

1625 Prince Street  
Alexandria, VA 22314-2882  
703.519.6200

