



**SECURITY**  
INFOWATCH.COM

**SECURITY**  
**BUSINESS**  
The Path to Greater Profits for Security Integrators

**SECURITY**  
**TECHNOLOGY / EXECUTIVE**  
Risk Mitigation Strategies and Solutions



**2025**  
MEDIA KIT



AUDIENCE

MARKET  
EXPERTISE

CONTENT  
CALENDAR

ADVERTISING

NEWSLETTERS

MARKETING SOLUTIONS

CONTACTS





# PUBLISHER'S NOTE

## LEADING THE WAY: THE SECURITY MEDIA GROUP SETS THE STANDARD

The Security Media Group is the security industry's one-stop resource for providing security solutions for executives, integrators, installers and dealers to keep the buildings and residences we work, live and play in safe and secure through our industry-leading brands: Security Business, Security Technology Executive and SecurityInfoWatch.com.

The Security Media Group audience includes decision makers working in government, industrial manufacturing, educational institutions, healthcare, transportation, wholesale/warehouse distribution, banking/finance, retail, utility/power/gas/nuclear/water, communications, property management, architectural/engineering firms, and gaming/hotel/arena/entertainment venues.

We are the ESSENTIAL trusted and respected editorial voice for providing insights and news, lessons learned, strategy and tactics, pioneering advancements in technology, the latest product innovations in a progressive, highly engaged environment for both readers and marketing partners.

Our award-winning media brands ensures advertisers receive maximum ROI by connecting with the security industry using a multi-pronged strategy. We elevate brands with our unmatched marketing solution capabilities including research, branding, and lead-generation to a permission-based audience of industry decision makers.

This unmatched portfolio of marketing solutions & services provides marketers opportunities to engage and educate – generating awareness, creating marketing pipelines and delivering high quality leads for their organizations.

We look forward to partnering with you in 2025!



Jolene Gulley-Bolton  
Group Publisher  
Security Media Group

## We Know the Security Industry



# AUDIENCE INSIGHTS

[ View our **Audience Engagement Report** ] 



## AVERAGE MONTHLY REACH



Primary Job Title	%
Corporate & Executive Management	74.04%
Architect, Engineer, Specifier, Consultant	8.26%
Facilities/Operations Mgmt	7.32%
Loss Prevention/Security Mgmt	4.53%
IT Management	3.56%
Active Law Enforcement/Government/Military	1.66%
Risk Management	0.62%

Primary Business	%
Security Dealer/Manufacturer/Services	23.22%
Security Systems Integrator	27.40%
Security Management/Consulting	10.99%
Government	4.46%
Industrial Manufacturing	5.42%
Educational Institute	3.29%
Utility/Power/Gas/Nuclear/Water	3.25%
Healthcare, Hospital, Medical Center	2.83%
Wholesale, Warehouse, Distribution	2.47%
Banking/Diversified Financial/Insurance	1.97%
Retail, Restaurant, Food Service	2.10%
Communications/Information Technology	2.29%
Transportation	1.25%
Architectural/Engineering/Contract Firm	6.56%
Property Mgmt/Real Estate/Construction	1.33%
Gaming, Hotel, Arena, Entertainment	0.87%
Airport	0.31%

## COMPANIES THAT ENGAGE





# AUDIENCE ENGAGEMENT

[View our Audience Engagement Report]



Security Business magazine is "The Path to Greater Profits" for its audience of security business owners and executives who help maintain integration, consulting, and/or installation companies in the commercial and residential security markets.



\*Magazine includes print and digital magazine subscribers. Digital includes all other digital products including newsletter subscribers and website visitors.

Primary Job Title	%
Executive Management	63.38%
General Management	15.95%
System Architect/Designer/Engineer/Consultant	6.12%
Sales Manager/Representative	5.26%
Installation Services/ Staff	3.14%
Facilities/Operations Management	4.26%

\*Based on the average number of subscribers to Security Business magazine for the 6-month period ending December 2024  
The Audience Engagement Report provides an integrated view of the Security Business community. The data provided within is obtained via internal and third party sources, including Google Analytics and Ormedia.

Largest Reach of Dealer/Integrators	%
Security Installing Dealer	15.62%
Security Systems Integrator	30.46%
Security Products Distributor/VAR	7.46%
Contract Central Monitoring Service	6.73%
Manufacturer/Manufacturers' Rep	7.22%
Fire Systems Integrator	4.25%
Residential Systems Integrator	4.73%
Video Surveillance Integrator	3.72%
Security Consultant	14.62%

# AUDIENCE ENGAGEMENT

[ View our Audience Engagement Report ]



Security Technology Executive magazine equips C-level executives with the business arguments needed to purchase and implement security technology and services. Each issue provides perspective through end-user case studies, consultant-contributed features and columns, expert roundtables, and technology implementation articles written by consulting engineers.



Largest Reach of C-Suite & Operations	%
Executive Management/ C-Suites	52.51%
Loss Prevention/Security Management	9.48%
Facilities/Operations Management	12.20%
IT Management	7.02%
Architect, Engineer, Security Systems Specifier	6.58%
Active Law Enforcement/ Government Military	3.76%
Security Consultant	4.23%
Risk Management	1.33%
Cybersecurity/Network Security Management	0.46%

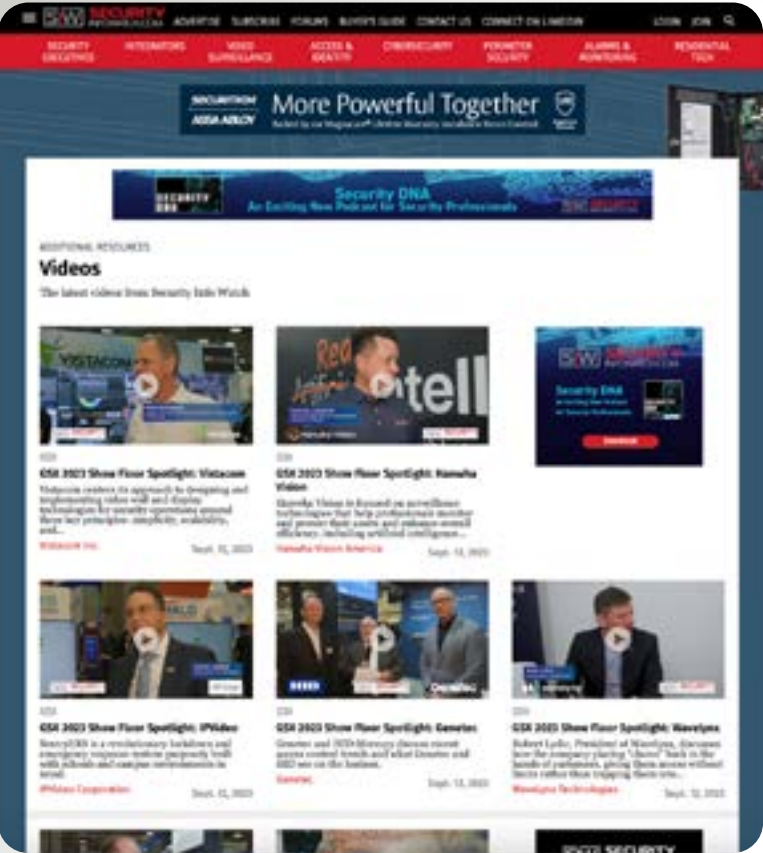
\*Based on the average number of subscribers to Security Technology Executive magazine for the 6-month period ending December 2024. The Audience Engagement Report provides an integrated view of the Security Technology Executive community. The data provided within is obtained via internal and third party sources, including Google Analytics and Omeda.

Top Industries Served	%
Architectural/Engineering/Contract Firm	6.52%
Utility/Power/Gas/Nuclear	9.11%
Industrial/Manufacturing	9.36%
Security Systems Integrator	17.88%
Wholesale, Warehouse, Distribution	5.95%
Government	9.61%
Healthcare, Hospital, Medical Center	4.90%
Educational Institute	6.29%
Security Management/Consulting	9.41%
Communications/Information Technology	4.16%
Retail, Restaurant, Food Service	3.43%
Banking/Diversified Financial/Insurance	3.43%
Property Management/Real Estate/ Construction	2.62%
Transportation	2.35%
Gaming, Hotel, Arena, Entertainment	1.38%
Airport	0.63%
Cannabis Grower/Dispensaries	0.10%



# DIGITAL ENGAGEMENT

[View our Audience Engagement Report]



AVERAGE UNIQUE  
MONTHLY SESSIONS



83,478

AVERAGE MONTHLY  
PAGE VIEWS



127,395

AVERAGE UNIQUE  
MONTHLY VISITORS



65,385

COMBINED SOCIAL REACH



52,470

DESKTOP VISITORS AVERAGE MONTHLY



MOBILE VISITORS AVERAGE MONTHLY



# YOUR PARTNER

Trusted resource for security executives, integrators, installers and dealers

SIW SECURITY  
INFOWATCH.COM

SECURITY  
BUSINESS  
The Path to Greater Profits for Security Integrators

SECURITY  
TECHNOLOGY EXECUTIVE  
Risk Mitigation Strategies and Solutions

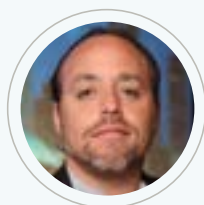
## Technical & Content Expertise

Delivering technical and editorial expertise that ensures content is accurate, engaging, and focused on the topics that professionals need to know in today's rapidly changing business environment.



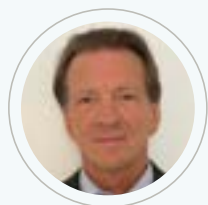
**STEVE LASKY**

Editorial Director | Editor-in-Chief  
*Security Technology Executive*



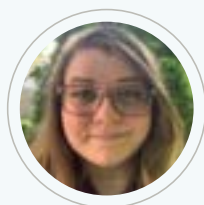
**PAUL ROTHMAN**

Editor-in-Chief  
*Security Technology Business*



**RODNEY BOSCH**

Editor-in-Chief  
SecurityInfoWatch.com



**SAMANTHA SCHOBBER**

Associate Editor  
SecurityInfoWatch.com

With over 100 years of experience covering the technologies, products, and INDUSTRY business requirements, the SecurityInfoWatch Media Group is the leading global MEDIA BRAND for security professionals.

## Award Programs

### Security Innovator Awards



These awards honor visionary individuals – as chosen by their peers – across the spectrum of the security industry, including integrators, consultants, end-users and manufacturers. It is focused on the people who transform, modernize or otherwise make a tangible impact on our industry as a whole.

### Readers' Choice



*Security Business* and *Security Technology Executive* (STE) magazines and SecurityInfoWatch.com, will implement the third annual Readers' Choice Awards to recognize the most impactful products introduced over the past year in over 10 product categories.

### Vanguard Awards



The new Vanguard Awards for 2025 have been revamped to reflect the best Use-Case features from the past 15 months. Vendors and systems integration firms are invited to submit their most unique and compelling case studies demonstrating technology and integration prowess, a collaborative spirit among all working professionals, including the solutions provider, integrator, consultant, and end user. The top 3 judged projects will be featured in *Security Business* and *Security Technology Executive* (STE) magazines and SecurityInfoWatch.com, in 2025. See your sales manager for information on this unique marketing opportunity.

# EDITORIAL EXCELLENCE



Category:  
Full Issue (B2B - Banking, Business & Finance)

**National Winner**  
**Security Business Magazine, March 2023**  
Endeavor Business Media

Category:  
Range of Work by a Single Author (B2B)

**Honorable Mention**  
**Paul Rothman, Security Business Magazine**



Category: Overall Excellence,  
Magazine of the Year

**National Finalist**  
**Security Business Magazine**  
Endeavor Business Media



Category:  
State of the Industry Report

**Southeast Regional Gold Award**  
**Security Business Magazine 2021**  
**State of the Industry Report**



Category:  
Full Issue (B2B - Technology)

**National Winner:**  
**Security Business**  
**Magazine, March 2022**



Category: Editorial Use of Data  
**Security Business 2020 State**  
**of the Industry Report**  
**Honorable Mention**



Category: Best Single Article  
(B2B - Banking, Business & Finance)

**Residential Security COVID Market**  
**Report, Security Business May 2020**  
**Honorable Mention**



# 2025 EDITORIAL CALENDAR



[ View our **MAGAZINE ARCHIVE** ] 



**Tech Trends**

Analysis from expert consultants Paul Benne and Jon Polly

**Legal Brief**

Expert attorney Timothy Pastore on current cases and recent rulings

**Modern Selling**

Sales tips and advice from expert Chris Peterson

**The Smart Money**

Smart Home deep dives and research from Parks Associates

**Recruiting Roadmap**

Tips from security recruiter Ryan Joseph

**Insider Intelligence**

Peer advice from PSA Security Network

**Security Watch**

News powered by our website, SecurityInfoWatch.com

**New Products**

The latest innovations from security manufacturers

	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
Closing Date	12/13/24	1/16/25	2/21/25	3/14/25	4/22/25	5/15/25	6/18/25	7/18/25	8/22/25	9/19/25	10/17/25	11/14/25
Special Focus	Network-Centric Security	The industry's online on-site CES Show Report	ISC West Show Issue	Security Business Management	Fire Alarms & Intrusion Detection	School & Campus Security	Industry Innovator Awards Issue	Hot Vertical Markets	GSX Show Issue	Central Station Alarm Monitoring	Security Vanguard Case Study Award	Annual State of the Industry Report
Hot Topics and Bonus Publications	Cybersecurity for Physical Products Cable & Network Management Biometrics 2024 in Review	Smart Home Tech Smart Cities Smart Locks Intrusion Detection Audio/Visual	Artificial Intelligence Cloud-Based Tech Video Analytics and Surveillance Software Drones & Counter-Drone Tech	M&A and Business Brokerages Key Performance Indicators Service Agreements Succession Planning	Alarm Communications Perimeter Security Thermal ISC West Recap <b>Bonus: BIG BOOK Product Guide</b>	Emergency Communications Active Shooter Response Access Control & Door Hardware Visitor Management	2023 in Review Video Recording & Storage <b>Bonus Pub: Access Control Trends &amp; Technology 2025</b>	Mass Transit Healthcare Security Retail & Loss Prevention Critical Infrastructure	Cybersecurity Smart Buildings VSaaS and Other As-A-Service Tech Body-Worn Tech	PERS False Alarm Reduction Video Monitoring Third Party Monitoring Annual Guide GSX Recap	NEW! Case Study Profiles of the Top Projects of 2024/25 Distributors Guide & Dealer Programs	Security Gives Back <b>Bonus Pub: BIG BOOK Product Guide featuring the 2025 Readers Choice Product Awards</b>
Product Spotlight		CES Product Review	ISC West Product Preview		ESX Product Preview		NFPA Fire Product Review		GSX Product Review	Central Station Equipment	ISC East Product Review	
Events	CES, Jan. 7-10 Las Vegas	PSA TEC, March 9-12	ISC West, April 1-4		NFPA, June 16-18 ESX, June 16-19				GSX, Sept. 29-Oct. 1 New Orleans		ISC East, TBD Securing New Grd, TBD	
Value Added	Free 1/2 Page Corporate Profile	\$500 SMARTpaper/Whitepaper Credit	Featured ISC West Print Product Listing	20,000 Additional Banner Impressions	\$2,000 Savings on Full List eBlast	Free Ad Effectiveness Study	\$500 off First Look eBlast	20,000 Additional Banner Impressions	Featured GSX Print Product Listings	Free Upgrade to Expandable Banner	Free eBlast to 5,000	Engagement Report

All topics noted on this editorial calendar are subject to change.

# MAGAZINE ADVERTISING RATES & SPECS

Click to view  
MAGAZINE  
ARCHIVE

## SECURITY BUSINESS

The Path to Greater Profits for Security Integrators

### Print Ad Specs

PUBLICATION TRIM SIZE: 7.5" x 10.5"

All text, logos, borders, and boxes that do not bleed should stay within the live area. No charge for bleed.



#### TWO-PAGE SPREAD

Trim: 15 x 10.5  
Bleed: 15.25 x 10.75  
Live: 14.5 x 10



#### 1/3 PAGE VERTICAL

Non-Bleed: 2.3125 x 9.75



#### FULL PAGE

Trim: 7.5 x 10.5  
Bleed: 7.75 x 10.75  
Live: 7 x 10



#### 1/3 PAGE SQUARE

Non-Bleed: 4.5 x 4.625



#### 1/2 PAGE VERTICAL

Non-Bleed: 3.375 x 9.75



#### 1/4 PAGE

Non-Bleed: 3.375 x 4.625



#### 1/2 PAGE HORIZONTAL

Non-Bleed: 7 x 4.625



#### 1/2 PAGE ISLAND

Non-Bleed: 4.5 x 7.25



#### 1/3 PAGE HORIZONTAL

Non-Bleed: 7 x 2.875

### Magazine Rate

	RATE
Two-Page Spread	\$6,500
Full Page	\$4,875
1/2 Page	\$3,615
1/3 Page	\$2,438
1/4 Page	\$1,890
1/6 Page	\$1,600
Hot Spot 1/8 Page	\$850

### BIG Book

	RATE
Tab Page	\$3,270
Jr Tab - Full Page	\$2,725
1/2 page	\$1,910
1/3 page	\$1,500
1/4 page	\$1,035
Basic Listing	\$820
Enhanced Listing	\$1,360

### State of the Industry Sponsorship

	RATE
Sole Sponsorship	\$16,000
Platinum (2)	\$5,995
Gold (2)	\$3,200

For questions regarding ad materials, contact:

**Jane Pothlanski**

Production Manager  
jpothlanski@endeavorb2b.com

For ad submission:

**Deanna O'Byrne**

Ad Service Manager  
dobyrne@endeavorb2b.com



## HOW TO SUBMIT YOUR PRINT AND/OR DIGITAL AD MATERIAL

### Creative Specifications

Format (hi-resolution, full color):  
PDF with PDF/X-1a

Required supplementary items:

- Fonts (embedded)
- Images (CMYK color space)
- Artwork (CMYK color space)

#### TO FTP TRANSFER

For large files over 20MB, please send via ftp, using a free service such as [www.wetransfer.com](http://www.wetransfer.com). Please use [dobyrne@endeavorb2b.com](mailto:dobyrne@endeavorb2b.com) in the "email to" field for your upload. Be sure to include: advertiser name, publication name, and issue date in the message field.

#### TO EMAIL MATERIAL

For files up to 20 MB, please email your ad to: [dobyrne@endeavorb2b.com](mailto:dobyrne@endeavorb2b.com). Include advertiser name, publication name, issue date.

**Cancellations:** Cancellations must be submitted in writing and will not be accepted after the published ad material deadline. Cover positions cannot be canceled. Verbal cancellations will not be accepted.

**Multi-Page and Inserts:** Contact account manager for rates and specifications.



# 2025 EDITORIAL CALENDAR

[ View our **MAGAZINE ARCHIVE** ] 



	FEBRUARY/MARCH	MAY/JUNE	JULY/AUGUST	SEPTEMBER/OCTOBER	NOVEMBER/DECEMBER
2025 Closing Dates	2/3/25	5/9/25	7/10/25	8/15/25	11/5/25
Market Specific	Healthcare Security	Retail/Loss Prevention	University/K-12 School Security	Corporate Security	Transportation Security
Critical Issues	Mitigating Workplace Violence	How to Mitigate Organized Crime Rings	Mass Notification & Emergency Communication Options	Protecting Your Physical Security System	Physical Security of Cargo and Passengers
Management Feature	Contingency Planning During a Crisis	Understanding the Impact of Predictive Analytics on Your Security Operations	Approaches to Active Shooter Threats	Protecting the Data Center	What Machine Learning Means for Security
CyberSecurity	Healthcare Cybersecurity Vulnerabilities	Point-of-Sale (POS) System Vulnerabilities	Protecting Your School District's Network	The Ransomware Security Handbook	Hack Attack on the Transportation Network
Video Technology	How to Optimize Existing Video Surveillance Systems	What's New on the Intelligent Camera Market?	Cost Effective VMS Solutions for Campuses	Designing a Video Surveillance System for Business Operations	Body Worn and Mobile Video and Sensor Networks
Access Control Technology	Advanced Biometrics	Visitor Management Solutions	Building a Data-Rich Access Control Solution	How to Implement a Large-Scale Access Control Project	The Mobile Revolution in Access Control
Man & Machine	My Guard the Robot	AI in Retail Security	A Smart Building is a Secure Building	Integrating a Manned Force into a Corporate Environment	How AI is a Transportation Security Gamechanger
Special Report	The Growing Threat of Domestic Terrorism	Global Threats That Could Impact US Security	SPECIAL SECTION CELEBRATING SECURITY INDUSTRY'S TOP INNOVATORS	The Status of Drone Technology in Security	SECURITY VANGUARD AWARDS ISSUE
Sponsored Vendor/Integrator Technology Roundtables	Video Technology Update	Access Control Update	The Future of Physical Security	Perimeter Security	AI and Security's Future
Bonus Publications		BIG BOOK TECHNOLOGY BUYERS' GUIDE	ACCESS CONTROL SUPPLEMENT		BIG BOOK TECHNOLOGY BUYERS' GUIDE/Special Readers' Choice Product Awards
Trade Shows & Bonus Distribution	ISC West, April 1-4 -- Las Vegas, NV PSA-TEC, March 9-12 -- Denver, CO			GSX, Sept. 29-Oct. 1 -- New Orleans, LA	Securing New Ground (dates TBD) ISC East (dates TBD)

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**MAGAZINE  
ARCHIVE**



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Non-Bleed: 4.5 x 4.625



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**1/4 PAGE**  
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**1/2 PAGE VERTICAL**  
Non-Bleed: 3.375 x 9.75



**1/2 PAGE HORIZONTAL**  
Non-Bleed: 7 x 4.625



**1/2 PAGE ISLAND**  
Non-Bleed: 4.5 x 7.25



**1/3 PAGE HORIZONTAL**  
Non-Bleed: 7 x 2.875



**1/3 PAGE VERTICAL**  
Non-Bleed: 2.3125 x 9.75

**BIG BOOK TRIM SIZE**  
10.875 x 14.5

**TAB PAGE**  
Trim: 10.875 x 14.5  
Bleed: 11.125 x 14.75  
Live: 10.375 x 14

## Magazine Rate

	RATE
Full Page Spread	\$6,500
Full Page	\$4,875
1/2 Page	\$3,615
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## State of the Industry Sponsorship

	RATE
Sole Sponsorship	\$16,000
Platinum (2)	\$5,995
Gold (2)	\$3,200

## Digital - Premium Positions

	RATE
Left of Cover Ad	\$4,500 per issue
Cover Belly Band	\$2,875 per issue
Rich Media Video	\$5,500 supplied video
Blow-In Ad	\$2,500 per issue
Announcement Sponsor	\$2,100 per issue



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**Multi-Page and Inserts:** Contact account manager for rates and specifications.

For questions regarding ad materials, contact:

**Jane Pothlanski**

Production  
Manager  
[jpothlanski@  
endeavorb2b.com](mailto:jpothlanski@endeavorb2b.com)

For ad submission:

**Deanna O'Byrne**

Ad Service Manager  
[dobyrne@  
endeavorb2b.com](mailto:dobyrne@endeavorb2b.com)



# SPONSORSHIP OPPORTUNITIES & BONUS PUBLICATIONS

## The BIG BOOK

### Full Product Tabloid Published in May & December 2025

The only true product-only tabloid in the industry, the BIG BOOK will reach a combined circulation of more than 80,000<sup>1</sup> in May and December. Standard and enhanced showcase product listings are sectioned by a variety of technology categories.

#### Enhanced listings will provide:

- Highlight box around your product
- 225 words of descriptive text
- Company logo
- One digital product image
- Company URL

Clients can add up to 3 additional enhanced showcases for a nominal charge.

#### Basic listings will provide:

- 125-word product description
- Digital product image
- Company URL

Clients can add up to 3 additional basic showcases for a nominal charge.

- Front cover product showcase positions are limited to 4 products
- Clients advertising in the BIG BOOK with a 1/2-page or larger will receive a free basic listing or can upgrade to an enhanced listing for a nominal charge
- Contract advertisers of 4X or greater in *Security Technology Executive*, *Security Business*, and *Locksmith Ledger* will receive a 25% discount on ads of the same size in the BIG BOOK

(25% discount will be based on the magazine contracting the bulk of your 2025 spend)



## State of the Industry

### December 2025

An original research project designed to provide security professionals with insights on trends, challenges, opportunities and market performance of their peers. 30,000 print and 50,000 digital distribution.



## Access Control Trends & Technology

### July 2025

Distributed to the entire Endeavor Security print/digital audience of more than 80,000.



## Leadership Advertorials

### Our Industry Influencer Q&A and Executive Product Spotlight

articles in *Security Business* and *Security Technology Executive* give you a chance to craft your own message in a two-page article format. Conduct a Q&A with one of your executives; take a deep dive into one of your latest product offerings – the choice is yours. These include:

- ~ 1,100-word article and artwork
- Company logo on top of article
- Full page ad in print edition
- Full digital marketing program

# 2025 CO-SPONSORED WEBINARS



Present powerful, engaging content that generates qualified leads and establishes brand loyalty. Position your company as an industry expert and solve your customers’ challenges with solutions that educate viewers on critical topics. Our webinars utilize industry-leading virtual event software solutions to provide live streaming, in-presentation polls, asset downloads, social integration, and Q&A capabilities.

## Sponsorship Options

### Gold Co-Sponsor

- 5 minute presentation
- Logo and head shot of presenter on promotional material
- Ask that you be present for live Q&A
- Leads report from registrations
- Up to 3 Gold Sponsors

**\$4,500**

### Standard Co-Sponsor

- Logo
- May include handouts
- Ask that you be present for live Q&A
- Leads report from registrations
- Non-speaking

**\$3,500**

## Schedule

### JANUARY

- 8th:** Is Gunshot Detection Ready for Primetime
- 22nd:** Advancements in AI-Powered Surveillance Systems
- 31st:** State of the Industry (**Exclusive to January & February P4C Advertisers**)
  - Receive a FREE sponsor logo, only for print advertisers

### FEBRUARY

- 5th:** Technology & Management Trends in Healthcare Safety and Security
- 19th:** Best Practices for Replacing Your Legacy Access Control System

### MARCH

- 5th:** Strategies to Mitigate Organizational Risk While Securing the Enterprise
- 19th:** Workplace Violence & Active Shooter Strategies

### APRIL

- 9th:** The Truth About AI & Security Implementation
- 16th:** What Is Trending in Video Surveillance and Where Should My Budget Go?

### MAY

- 7th:** How to Use Biometrics in Your Security Landscape
- 21st:** Cyber-Physical Security: Bridging the Gap Between IT and Physical Security

### JUNE

- 5th:** Risk Assessment and Mitigation in Physical Security
- 18th:** Security Strategies for Institutional Facilities

### JULY

- 9th:** Retail Security – Taking Advantage of Video Surveillance & Biometrics to Cut Losses, Boost Revenue
- 23rd:** How to Protect Your Organization’s Physical Security Network: What Are My Threat Vectors?

### AUGUST

- 6th:** What K-12 School Administrators Need to Know About Security
- 20th:** Physical Security Compliance: Navigating Regulations and Standards

### SEPTEMBER

- 4th:** The Future of Security Operations Centers (SOCs)
- 17th:** The Evolution of Successful Guard Management Operations

### OCTOBER

- 8th:** How to Use Technology to Protect Special Events & Sporting Venues
- 22nd:** The Growing Threats of Organized Retail Crime

### NOVEMBER

- 6th:** How to Make Video Analytics Work for Your Organization
- 19th:** Cloud Storage Strategies: Do We Go On-Prem or Off?

### DECEMBER

- 4th:** Collaborative Partnerships: End-users & Systems Integrators
- 18th:** New Tech in Perimeter Protection



# DIGITAL & NATIVE ADS

## Advertising that reaches decision-makers in the moment

Showcase your brand to highly targeted audiences in popular channels with our portfolio of display and rich media banners.

[ View our **DIGITAL BANNER AD SPECS** ] 

### Digital Banners

Banners appear on the homepage and article pages. Our websites are responsive, and most ads serve on desktop, tablet and mobile.

AD TYPE 25,000 IMPRESSIONS EACH	CPM
Leaderboard Bundle	\$95
Billboard	\$100
Rectangle 300 x 250	\$89
Half Page 300 x 600	\$119
In-Article Flex	\$120
In-Article premium	\$125
In-Article Video	\$164

HIGH IMPACT	FLAT
Reskin	\$2,700/week
Welcome Ad	\$3,500/week

### Channel Sponsorships

Finding all of the information on particular topics has never been easier. Provide Leaderboard and Medium rectangle ad sizes to target a channel, positioning your brand alongside specific, relevant content. **\$125 CPM**

#### Channels:

- Security Executives
- Integrators
- Video Surveillance
- Access & Identity
- Cybersecurity
- Perimeter Security
- Alarms & Monitoring
- Residential Technology

### Submission Information

**Materials Due:** Seven business days prior to publication.

**Send Creative To:** [webtraffic@endeavorb2b.com](mailto:webtraffic@endeavorb2b.com)



### Native Advertising

Promote your high-performing content on our brand site through native ad placements and benefit from your ad matching the design and feel of the site's content. *Native ads are labeled as Sponsored Content.*

### Native Article or Video Post

Showcase your content in our channels with a sponsored content native program. Your content replicates our form and function, attracting and engaging audiences. *Native posts are labeled as Sponsored Content.*

Native Ad	\$3,000/month
Native Article or Video Post	\$3,000/month
Native Article or Video Post Premium	\$5,000/month

Send creative to: [webtraffic@endeavorb2b.com](mailto:webtraffic@endeavorb2b.com)

# EMAIL/NEWSLETTERS

Established frequency, trusted content, and engaged audiences

Share your message within a relevant and responsive environment designed to deliver engagement and traffic.

**Materials due:** Seven business days prior to publication. | **Send creative to:** [webtraffic@endeavorb2b.com](mailto:webtraffic@endeavorb2b.com)

Click to view  
**OUR  
NEWSLETTERS  
AD SPECS**

Click to view  
**OUR  
NEWSLETTERS**

## Email Marketing

Send your content to our 100% opt-in Email lists.  
Custom targeted lists available.

eBlasts with:

- **Full list (end users & dealers)**
- **Dealer & Integrators**
- **End user**

**\$350 cpm**

**Ask your sales representative about  
nurturing your eblast**

**24,200+**  
END USERS

**27,500+**  
INTEGRATORS



## First Look

Let our audience get a 'FIRST LOOK' at your products and services. Present your premium content in this dynamic eblast program that features 3-4 pieces of your content.

**\$5,615 Full list**

**\$3,595 Dealer & Integrators**

**\$3,595 End users**



## FrontLine

Weekly

29,000+ End Users'

**Every Tuesday**

Leaderboard: **\$800**

Content Text Ad: **\$600/position**

## ProductWatch

Monthly

65,000+ Subscribers<sup>1</sup>

**\$1,120 per product**

## Integrator Newswire

Weekly

31,000+ Integrators<sup>1</sup>

**Every Tuesday & Thursday**

Leaderboard: **\$800**

Content Text Ad: **\$600/position**

## Show Daily Sponsor

ISC West: **\$4,360**

GSX: **\$3,200**

Ask about pre- and post-show  
sponsor opportunities

- Leaderboard
- Content Text Ad

<sup>1</sup> The data provided within is obtained via internal and third party sources, including Google Analytics, Oracle Cloud-Eloqua, and Omeda.

\*Due to Apple's iOS 15 update, measured open rates have increased and should not be compared to previous reports.





# SPECIAL ONLINE EVENTS

## School & Campus Security Month

Online Event | October 2025

**Endeavor Business Media's Security Group**, the **Partner Alliance for Safer Schools (PASS)**, and our partnering publication **American School & University** present a special series of online events to reach the campus security marketplace.

We have created unique marketing opportunities for those solution providers looking to reach the campus security marketplace.

**Reach more than 119,000** school and university decision makers including:

- Administrators
- Facility directors
- Security managers
- and more involved in design, purchasing and implementation decisions for security, safety and risk mitigation.

The series consists of 3 one-hour online Webinars, a Video Roundtable, and Executive summaries in our digital supplements focusing on important topics such as emergency preparedness, building security, community engagement and lessons learned.

Limited sponsorships available.



## Building Security & Technology Month

Online Event | May 2025

**Endeavor Business Media's Security Group** and **Buildings & Construction Group** have partnered on a unique four-part, one-month online event series focused on security, safety, and smart technologies in the modern building environment. CEUs will be available for attendees from all disciplines.

**Reach more than 178,000** building and related facility management decision makers, including:

- Facility and property managers
- Building construction & project management experts
- Security managers (both physical and IT)
- Architects
- Product specification influencers

This special collaborative series will consist of the four one-hour events below, as well as an Executive Summary Digital eBook distributed to all 178,000+ readers that will be available online for years to come.

Limited sponsorships available



Online Event | July 2025

**Insights and education for meeting the challenges of rapid data center growth.**

A unique event supported by four Endeavor brands, attracting a significant audience of key decision makers.

Three days of live presentations panel discussions, techtalks from an average of 18 brands



# SHOW COVERAGE

## ISC West & GSX Special Show Packages

Get additional audience exposure for your new or existing product.

Make sure the entire security channel knows! Promote your products to the industry's key decision-makers through this dynamic and integrated program sure to deliver maximum exposure.

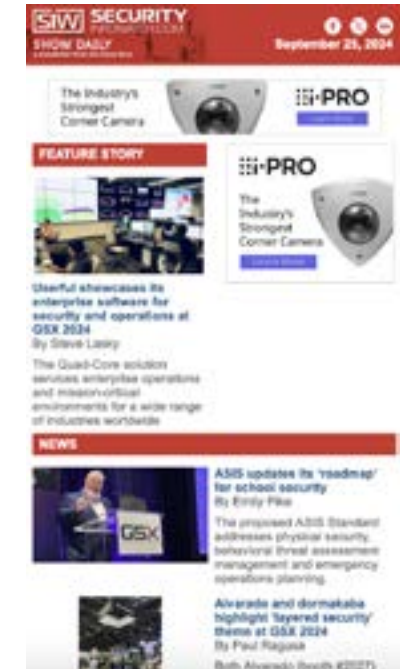
### Platinum Package (Best Value!)

- Full page ad in the ISC West or GSX show issue of *Security Business* (includes Enhanced Product listing)
- Full page ad in the ISC West or GSX show issue of *Security Technology Executive*
- Booth Video- 5 minutes (included in the Show Daily eblast AND post-show Video Spotlight eblast)
- Audience Extension/Micro-Proximity Targeting (10,000 impressions)
- Press release in the Show Daily

### Gold Package

- Full page ad in the ISC West or GSX show issue of *Security Business* (includes Enhanced Product listing) OR the ISC West or GSX show issue of *Security Technology Executive*
- Booth Video- 5 minutes (included in the Show Daily eblast AND post-show Video Spotlight eblast)
- Audience Extension/Micro-Proximity Targeting (10,000 impressions)
- Press release in the Show Daily

Ask your sales rep to develop a custom package for you!



### à la carte Options

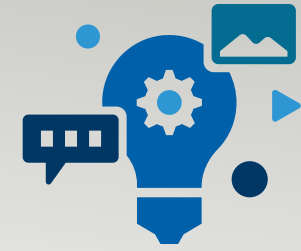
- Booth Video Interview
- Micro-Proximity Targeting (10,000 impressions)
- Enhanced Product listing in *Security Business*
- Full page ad in the trade show issue of *Security Business* and/or *Security Technology Executive*
- Show Daily Sponsorship



# Marketing Solutions Built to Achieve Goals

Rely on our team of engagement specialists, subject matter experts, writers, analysts, content marketers, visual designers, and video producers to help you elevate your marketing efforts and accelerate business growth.

 — Lead Generation



## Overview of Our Solutions

### Advertising

Target the right audiences in the right channels.

### Research & Intelligence

Make data-driven decisions with our expert intel.


### Content Development

Drive engagement with high quality content.

### Video & Podcasts

Solutions that bring your brand to life.

### Lead Generation

Lead generation programs built for your goals. 

### Data-Driven Marketing

Leverage our first-party data through direct & targeted marketing.

# Intelligence That Empowers Smart Business Decision-Making

Rely on our research development and data analysis expertise to help you make informed decisions, develop effective strategies, and maximize the impact of your marketing efforts.

## Research & Intelligence



**DELIVERING ALL  
THE KEY INGREDIENTS**



60+ Years of  
Research Experience



150 In-House Subject  
Matter Experts



Engaged B2B  
Audience Database

### Custom Research

Partner with our experts to gain intelligence from tailored research programs designed to meet unique objectives.

### Brand Perception/ Health

Gain insight into how brands are perceived, opportunities for improvement, and increase customer loyalty.

### New Product Development

Reduce risk, optimize design, and better align products with customer needs to increase the likelihood of success.

### Customer Experience

Understand customer needs and satisfaction levels, and identify pain points to improve customer loyalty and advocacy.

### Industry Insights

Deliver data-supported intelligence around trending topics to your target audience and leverage research for lead generation. 📶

### State of the Market

Create an impactful market-oriented research report to generate high-quality leads and provide valuable insights to your target audience. 📶

### Focus Groups

Gain awareness of customer thoughts, emotions, and behaviors with in-depth exploration, discussion and feedback, whether in-person or virtual.

### In-Depth Interviews

Uncover customer perspectives, motivations, and behaviors, gathering qualitative data to complement quantitative research.



# Content Marketing That **Drives Engagement and Generates Leads**

Partner with us to create a strategy that strikes a perfect balance of short-form, long-form, and visual content to achieve your goals.

## Short-Form Content

### Ask the Expert

Showcase your topic expertise and establish thought leadership with this quick-hit asset built off of an interview conducted by our subject matter expert. 📌

### Top Tips

Feature 5 to 10 brief tips or steps, with graphic design, that will help your audience better understand a topic and guide them toward a purchase decision. 📌

### FAQs

Proactively address questions about a topic, issue, or trend and build stronger customer relationships with this efficient content marketing asset. 📌

## WHY SHORT FORM?

Quick and Digestible  
Increased Engagement  
Shareability  
Cost Efficient  
Mobile Friendly



## Long-Form Content

### White Papers

Leverage our SME network to create authoritative and in-depth reports that provide valuable information and insights, accelerating the decision making process. 📌

### Case Studies

Collaborate with our network of experts to create a compelling content asset that showcases your real-world success stories through customer interviews. 📌

### EBooks

Collaborate with a SME to select topical, evergreen content from our brand and we'll produce a fully designed co-branded eBook that prominently features your brand's messaging and advertising alongside our content. 📌



## Visual Storytelling That Creates a Meaningful Connection

Our team of subject matter experts, writers, analysts, content marketers, visual designers, and video producers will join forces with you to bring your story to life.

### Visual Storytelling

#### StoryDesign: Interactive White Paper

Upgrade your white paper by creating a fully interactive experience with graphics and video to deliver deep engagement.

#### StoryDesign: Interactive Guide

The definitive solution to engaging and effective visual storytelling built in a fully branded environment with custom created content and powerful multimedia options.

#### Infographics

Data visualization, increased shareability, improved content marketing and effective storytelling, infographics should be a part of your content marketing strategy.

#### Video Solutions

Consult with our team of engagement and topic experts on how to best tell your brand story leveraging a combination of multimedia content.

[ [MORE VIDEO](#) ] 

### WHY VISUAL STORYTELLING?

#### RETENTION

Marketers that use visual storytelling techniques, increase the likelihood of their message being remembered and understood.

#### ENHANCED BRAND RECALL

Storytelling combined with compelling visuals creates a powerful impact on the viewer's memory, increasing brand recall and recognition.

#### INCREASED ENGAGEMENT

Visual storytelling captures attention, evokes emotions, and encourages viewers to interact with the content, resulting in higher engagement levels.

#### SIMPLIFY THE COMPLEX

Visual storytelling allows marketers to simplify complex ideas or concepts by presenting them in a visual and narrative format, helping to break down barriers and make information more accessible and easily digestible.

Click to  
**LEARN  
MORE**



## Unique & Sponsored Content Solutions **For Impact**

Leverage our trusted content, respected brands, and well established channels to create turnkey marketing solutions that deliver results.

### Sponsored Content

#### Native Article or Video Post

Distribute your content focused on industry trends, news and information to security professionals.

- A thought leadership blog or video content
- Archive on SecurityInfoWatch.com
- Promotional package
- Banners on article page
- Reporting from GA4

**Rate: \$3,000** 📶

#### Native Article or Video Post Premium

Everything that come with a Native post plus a templated email sent to a targeted list of security professionals featuring your content. Email drives even more readers to your content featured on SecurityInfoWatch.com

**Rate: \$5,000** 📶

#### Podcasts - Security DNA

An exciting podcast series for security professionals

Hosted by SecurityInfoWatch, this podcast covers subjects of interest to security stakeholders in the industry. Topics range from security industry news, trends and analysis to technology solutions, policy risk analysis and management, and more.

Our editorial team, along with industry experts fill each episode with information that is of value to security professionals.

[ OUR PODCAST ] 



📶 *Audiences tend to seek out companies aligned with thought leadership, keen business strategies, and insights into solutions to their key concerns.* 📶



## THE POWER OF VIDEO IS UNDENIABLE.

86% of video marketers reported that video increased traffic to their website, and 83% said video helps increase time spent on a page.

## Video Marketing That **Increases Engagement and Conversions**

Benefit from the latest technology platforms, proven techniques, and design skills to create video and podcasts that are sure to resonate with target audiences in highly trafficked channels.

### Video

#### Event Video

Optimize your event marketing investments by capturing video that will create awareness, build booth traffic, and support post-event follow up to prospects and leads.

#### Explainer Video

Guide decision making and boost awareness with cost effective, animated videos that break down complex topics and highlight approaches to problem solving.

#### QuickChat

Get personal with your target audience and demonstrate your expertise, all while building credibility with this engaging, short-take video interview format.

#### Product Video

Showcase key product features and the ability to tackle challenges while demonstrating products or services in action, utilizing voice-overs or on-camera talent.

#### Video Promotion

Drive visibility and exposure of your existing video content with promotions across a variety of online, email, and social platforms.

#### Custom Production

Take control of your video content strategy and partner with our team of storytellers, video producers, and engagement experts to create powerful video assets.

### Podcasts

Engage target audiences with this popular media format and make them feel a part of the conversation, building trust and loyalty. Contact your sales rep to learn more about our podcast marketing solutions.



## Custom Built Programs That Deliver the Leads You Need

Our engagement experts have a gift for tailoring strategies to specific audiences and optimizing resources that will help you generate leads that are more likely to convert into loyal customers and drive long-term success.

### Lead Generation Programs

#### Content Syndication

Syndicate your content across our brand channels and reach target audiences that are looking for solutions to their challenges. Registration is required to view the content and campaign report metrics are provided with full contact information for each lead. 📶

#### Content Creation

Partner with our team of SMEs, designers, and engagement specialists to develop a custom program that includes content creation, promotional campaigns, and lead generation. Our content development services include all the best short-form, long-form, and visual content types. 📶

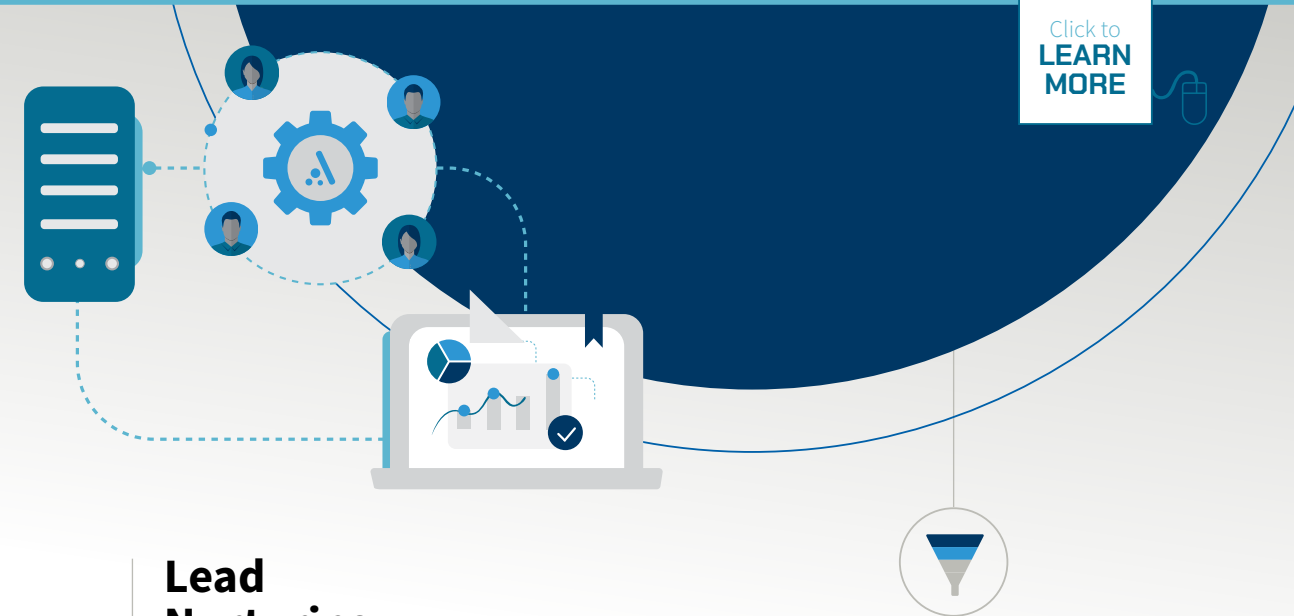
[\[MORE CONTENT CREATION\]](#) 🖱️

#### Content Engagement Center

Your brand, your content, your solutions, and your target audience. Aggregate your premium content into a digital hub and guide prospects through a self-led buyer's journey that will accelerate decision making. Program incorporates multimedia assets, engagement scoring, and scheduled lead delivery. 📶

#### Lead Nurturing

Leverage our marketing automation and content platforms to evaluate your top-of-the-funnel leads based on digital engagement metrics, and guide prospects throughout the buyer's journey using multi-phase content marketing programs. 📶



Click to  
**LEARN  
MORE**

### WHY PARTNER WITH US?

- Strategy
- Topic Expertise
- Content Creation
- Turnkey Program Management
- Design Services
- Lead Collection & Automation
- Privacy Compliance
- Engaged Audiences



# Unique Webinar Formats That Deliver Qualified Leads

We have all the key ingredients for delivering a successful event and the ROI you want – engaged decision makers, subject matter experts, technology platforms, project management, and fully compliant lead delivery.

## Webinar Formats

### Webinars

Position your brand as a subject matter expert and connect with prospects who are seeking education on a topic or a solution to their challenge. Webinars are proven performers, generating powerful, engaging content that delivers lead generation and thought leadership. 📶

### Virtual Round Table

Solving large, complex challenges requires perspective, input, and collaboration from a variety of key stakeholders. Bring together a powerful team of influencers for a real conversation around thought leadership topics and attract decision makers who are looking for answers, converting them to leads. 📶

### Webchats

Take a more personal approach to webinars with this interview-style format that allows you to better build a narrative around your solution and create a personal connection with prospects. Shortened format for a fully interactive 30-minute experience that will generate leads and build affinity for your brand. 📶

### Webinar Lead Touch

Engage webinar registrants leads post-event and move them toward a follow-up action with this program that includes a series of three emails to registrants for driving on-demand views and introducing related content.

## A POWERFUL TOOL

Use webinars to engage audiences, demonstrate expertise, generate leads, gather insights, and enhance brand visibility.



Click to  
**LEARN  
MORE**

## Precision Marketing That Delivers Maximum Impact

Partner with our team of data, marketing, and subject matter experts to build strategies for personalization, enhanced experiences, optimized campaigns, and continuous improvement.

### Data-Driven Marketing

#### Audience Extension

Leverage our 1st party data and create campaigns targeting the business decision-makers who match your criteria across thousands of sites on the web. Select from any combination of display ads, in-feed native, or video pre-roll ads on professional websites to reach your key audiences.

#### Audience Extension: Social

Drive higher CTR% and conversions using Meta (Facebook) and LinkedIn. We'll manage your campaign using a single image, carousel, or video ad and create targets based on website visitors, our 1st party data, or by creating look-a-like profiles.

#### Micro-Proximity

Target company locations, geographic targets, or attendees at a tradeshow or conference through micro-proximity or geofencing. Increase your brand awareness and drive traffic to your booth by placing display ads on mobile apps within the defined area.

#### Third-Party Emails

Using our 1st party data and insights, we reach your target audience through personalized emails. Our team of direct marketing experts will set up and deploy privacy-compliant HTML emails and provide full reporting metrics.

#### Connected TV (CTV)

Promote your brand where people are already engaged on streaming apps through a 15- or 30-second video placement. Your content can be featured before, in the middle, or after programming and targeting can be done by business/industry, NAICS codes, or company name/domain.

### The Power of AI personif.ai™

Effectively reach specific personas by delivering personalized content recommendations using our extensive 1st party data, proprietary AI technology, and machine learning capabilities. Personif.ai, our AI-powered content marketing solution, leverages behavioral insights to provide on-site content recommendations that are aligned with editorial content, resulting in a highly impactful campaign that drives traffic back to your website.

[ [LEARN MORE](#) ] 



# CONTACTS

Contact our sales representatives to discuss your marketing plans.

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## Brand Resources

**SIW SECURITY**  
INFOWATCH.COM

Website



Marketing Website



**SIW SECURITY**  
INFOWATCH.COM

**SECURITY BUSINESS**  
The National Business Magazine for Security

**SECURITY TECHNOLOGY EXECUTIVE**  
Risk Mitigation Strategies and Solutions

**SIW SECURITY**  
INFOWATCH.COM

**SECURITY BUSINESS**  
The National Business Magazine for Security

**SECURITY TECHNOLOGY EXECUTIVE**  
Risk Mitigation Strategies and Solutions



**SIW SECURITY**  
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The National Business Magazine for Security

**SECURITY TECHNOLOGY EXECUTIVE**  
Risk Mitigation Strategies and Solutions



# WE KNOW THE MARKETS

12 MILLION BUSINESS PROFESSIONALS  
IN SECTORS THAT ARE INNOVATING,  
TRANSFORMING, AND GROWING.

