

About The Safety & Security Directory Magazine

Safety & Security Directory magazine is uniquely focused on solutions for enterprise security across all industry sectors in South Africa as well as Africa. The directory contains a mixture of best practices, news reviews, analysis, research, case studies, products & services listings, corporate profiles, and features on a broad range of safety & security industry systems, all of which you can contribute to. Safety & Security Directory magazine provides management-focused features, opinions and trends for safety & security leaders in business, government and institutional sectors in print and online.

This journal offers you most efficient marketing and advertising solutions in print, online and your firm, brand and services will leverage unequalled editorial quality putting you on the spotlight hence increase your brand, products, services awareness across the African continent. Your audience reach in both local and international is more dynamic and impactful. And this unique, prestigious magazine ensures undisputed indepth access to quality buyers where and when they want it...



Features Schedule:

January – March 2018 Feature Articles

Airport and aviation safety; Industrial safety systems; Industrial fire systems- design & applications (IFS) & fire protection and advanced detection; Tactical medical (EPTM), Mining security services; Access control systems- alarm systems & intrusion; biometrics, CCTV and video surveillance; Boundary access control equipment- barriers, booms etc; Safety & security components- circuit boards, PCB, PCBA Communication systems; Stand out products & equipment ; Extreme working conditions clothing; Vehicle safety systems- tracking, monitoring software & surveillance; Hygiene & pest control services, Main Feature- Corporate profile on any interested company 4 pages (first come first serve)

Booking Deadline: 24th February 2018 Material Due Date: 28th February 2018

April- June 2018 Feature Articles

Covert investigation & surveillance technologies (CIST); Identification & finger print card scanning equipment supplies; Multi-modal biometric authentication products- data protection, ; Harbour & maritime security (HMS); Chemical safety/SDS; Packaging- industrial & domestic , security seals; Oil & Gas Industry safety equipment; Surge & lighting protection; Fall arrest & confined spaces; Passive fire detection systems; Integrated security systems- CCTVS, access control, lock keys, alarm keypads, Guard monitoring units; Noise monitoring; Electrical safety; Air cooling & heat stress; Safety & security support services; Sound, light and cellular communications; Securing educational facilities (SEF), Securing Mass Transit (SMT); Main Feature- corporate profile on any interested company (first come first serve basis)

Booking Deadline: 17th April 2018 Material Due Date: 21st April 2018

July–September 2018 Feature Articles

Critical infrastructure protection; Confined space access , high rise spaces & scaffolding; ID Verification, Identity Verification and Document Verification for businesses; Biometrics Access control; Security control rooms products & solutions; Pre-NSC coverage, Smoke detectors -fire protection, active fire, passive fire; Signal lighting units and alarm systems for hazardous working locations; Hazardous chemical safety; Specialized mining safety equipment; Head & face protection; Material handling & logistics, Cash in transit vehicles & accessories; Facility safety; Ergonomics, Transportation safety; Electrical safety; Fire safety behaviour based safety, Winter hazards; Farm safety-animal tracking, tagging & physical guards; Give us or share any of your company security technological achievements (4 pages)

Booking deadline: 24th August 2018 Material Due Date: 28th August 2018

October – December 2018 Feature Articles

Security & routing, network management equipment; Data & messaging management systems; Industrial security systems- design & applications (ISS); Protective apparel, Electrical safety & alternative power supply; Life safety products; Gas detection; Fire & Emergency; Road traffic safety, signs & signals, Transport & Logistics - fleet management, High resolution e-beam lithography security holograms; Security control rooms products & solutions; Underground mining surveillance, communications & construction safety; Lockout/Tagout; Disaster preparedness; Respiratory protection; Drug testing & breathalysers, Ergonomics, defibrillators & CPR; Transportation safety; Summer hazards including heat stress, festive season preparedness ; Safety & Security Training; Information technology & security services;

Booking Deadline: 16th October 2018 : Material Due Date: 29th October 2018

Readership

We have a print run of 9950 copies per issue and readership breakdown of:
 -Security Loss Prevention Management **46%**
 -Executive Management **20%**
 -Facilities Operation Management **14%**
 -IT/Network/Network Security Management **18%**
 -Other **10%**



15,000+ subscribers — with the most reach in print to the enterprise security management market.
 In-depth product features, high readership and quality circulation has positioned the Safety & Security Directory magazine as the market leader in all the major buying categories:

Aerospace, Agriculture, Automotive, Construction, Defence, Fishing, Food & Beverage, Forestry, Manufacturing, Maritime, Engineering, Medical, Mining & metals, Oil & Gas, Paper, Packaging & Printing Pharmaceuticals, Plastics, Warehousing, Domestic and many more.....

Countries which receive the Safety & Security Directory magazine:

We have a print run of 9,950 copies per issue - Zambia (950 copies), Botswana (413 copies), Congo DRC (925 copies), Mozambique (862 copies), Zimbabwe (1000 copies), Angola (320 copies), Malawi(350 copies), Tanzania (650 copies), Kenya (900 copies), Uganda (370 copies), Rwanda (100 copies), Burundi (110 copies) Nigeria (1260 copies), Ghana (900 copies), Namibia (520 copies) South Africa (800 copies)

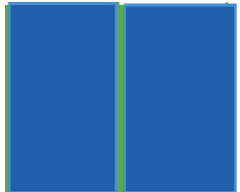
Distribution:

- Distributed at various health, safety and security related international trade shows throughout the year.
- Each issue of the Safety & Security Directory magazine is also distributed at all African Trade Shows
- Through organisers of trade shows and exhibitions. The directory is given out for free at such usual events.
- Distributed to various buying / procurement departments, to specifiers, security headquarters, locally, internationally and to both private and government owned enterprises.
- Through our major distribution offices which are in Zimbabwe, Botswana, Mozambique, Zambia, DRC, Nigeria Tanzania and Ghana.

Advertising rates & requirements (Vat exclusive)

Double Page Spread Full Page (Vertical) Half Page (Horizontal)

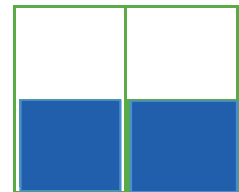
R24, 450-00/US\$1,820.00 **R18, 500-00/US\$1,420.00** **R12, 250-00/US\$940.00**



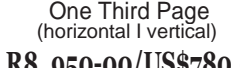
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 Type Area 180 x 267mm



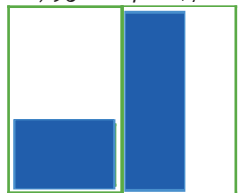
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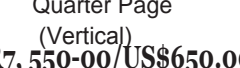
Advert size 185 x 135 mm Or
 Trim 210 x 148 mm
 Bleed 220 x 170 mm
 Type area 180 x 135 mm



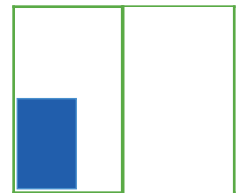
One Third Page (horizontal | vertical)
R8, 950-00/US\$780.00



Advert size 185 x 90 mm Or
 Advert size 65 x 273 mm



Quarter Page (Vertical)
R7, 550-00/US\$650.00



Advert size 91 x 135 mm



Strip Advertisement (horizontal)
R4, 950-00/US\$420.00



Advert size 185 x 65 mm



MATERIAL REQUIREMENTS PDF:
 (press-ready PDF) J PG or TIF high resolution fles may be supplied Resolution should be not lower than 300dpi. All graphics should be CMYK.

FREE ADVERT DESIGN IS AVAILABLE:
 Required: high resolution logo, high resolution images copy and contact information (in editable Word format)



Benefits of Advertising with Us

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- brands to attract top buyers and investors.
- You get the opportunity to promote your brand on a global platform and gain competitive edge in the region.
- Add value to your brand through our comprehensive marketing campaigns. You benefit from our niche concept to present your solutions to targeted buyers
With 20 years of experience in the safety & security industry we managed to create a comprehensive database of all major contractors, suppliers, distributors and government institutions who regularly import safety equipment from around the world to the African continent and you will have direct access to this target audience

Our role is to inform and entertain while serving as a conduit between our valued advertising customers and our loyal readers. Customer satisfaction is our main focus in our ongoing quest to exceed our goals for market, professional and personal growth.

Do Not Call Policy

If you do not want to be contacted by Safety & Security Export Directory magazine by telephone for sales-related purposes, please let us know by calling, mailing or emailing according to the guidelines in our Do Not Call Policy. Sales-related purposes include, but are not limited to subscriptions, classified advertising.



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DIRECTORY **MAGAZINE**