Reach over 42,000 security and safety professionals in the Middle East

the magazine

Security Middle East magazine – the Middle East’s first choice for security technology news

Security Middle East Magazine is the market leading publication for the security industry in the Middle East. The bi-monthly magazine is read by over 42,000 security professionals across the GCC and Middle East and has a circulation of 10,000. We are an official media partner of all the leading trade shows and conferences in the region.

The magazine covers all the key areas relevant to those working in the security business today, with regular features on CCTV & IP-based security networks, access control, biometrics, alarm systems, explosive detection, health & safety, homeland security and fire and rescue.

Security Middle East magazine also regularly features on specific installation areas such as banking, retail and airport security, analysing the key challenges facing security stakeholders involved in the protection of people and assets.

A regular new products section brings the reader vital, up-to-date information on the latest technology and solutions available to the regional market. Each issue also carries regional and international installation stories offering best practice advice and clear examples of the latest technology in action.

The readers

Security Middle East Magazine has a circulation of 4,000 and a readership of over 42,000 professionals in the Middle East. Our readers are based in the UAE, GCC and Middle East countries and work in a variety of sectors from banking and finance, through to retail, property management, the power industry and airports’ port security. We also reach security professionals in the military, civil defence, police, fire and safety sectors.

The magazine’s circulation is independently audited by the ABC (Audit Bureau of Circulations) in the GCC and is the only publication in the region’s security sector to have had an ABC certificate. This certificate validates the circulation figures and guarantees you that your advertising is reaching the right audience. For more information visit the website at www.securitymiddleeastmagazine.com

the editorial

Published bi-monthly, the magazine offers a wide range of promotional and marketing opportunities for all businesses selling into, and trading in the region.

Every issue includes news, products & services updates, company profiles, articles from leading experts on a range of topical issues, plus case studies, product and technology features on key industry areas.

If you would like to submit a press release, news story, or article for consideration please contact the editor:

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what our readers say

“I found this magazine very attractive. It is packed with the latest advances and technology news. Thanks to all the team for this publication. It’s great!”

Mohammed A. Enany, Architectural Designer

“I have been a subscriber of your publications for many years, and find them very informative and easy to read!”

M. Enany, Architectural Designer

For further information and to view the latest issue visit: www.securitymiddleeastmagazine.com

Follow us on twitter for all the latest news from the security industry: @smemag

the website

Since the relaunch in January 2016 of www.securitymiddleeastmagazine.com, the magazine’s digital website has firmly established itself as the most successfully integrated media platform in the GCC and Middle East region for security, safety and firefighting professionals. With an average of over 24,000 hits per month in the last nine months, the website has generated well over 1 million page impressions – confirming that not only do readers value our magazine but that the website is an equally integral resource for security professionals in the region.

As well as being able to read an online version of the magazine, visitors can sign up-to-date with the latest news stories as well as access and contact key security product suppliers and distributors.

Ranks #1 on Google the website is well optimised and provides a range of engaging and interactive services including -

- Home page banner and auctions
- Monthly group and roles access as well as our online directory and product showcases.

To ensure Security Middle East magazine stays interactive with its readers, every month we email an email newsletter to our ‘opt in’ database of over 42,000 senior buyers, installers, integrators and end-users. This service allows advertisers to promote their latest products and services. All news, reviews & features are also posted on the website for formal requests to increase visibility.

Whatever your online needs - Security Middle East magazine online has the solution. Contact one of the online team to discuss your requirements.

*Statistics from their January to September 2016

the interactive magazine

SME and FMI’s new fully interactive magazine. In association with Intersec, Middle East’s leading show for security and safety professionals, we showcase your products and services directly to our readers in a totally new format. If you have a new product you would like to show at the show or if you simply want to educate the market about your business, our digital platform enables you to do just that. Plus, all web traffic is channelled directly back to you, allowing them to access further information about your company at their leisure.