

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



## the website

Since the re-launch in January 2016 of [www.securitymiddleeastmagazine.com](http://www.securitymiddleeastmagazine.com) the magazine and website combined has firmly established itself as the most successfully integrated media platform in the GCC and Middle East region for security, safety and fire professionals.

With an average of over 28,000 hits per month in the last nine months\* the website has generated well over 1.2 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 keep up-to-date with the latest news stories as well as access and contact key security product suppliers and distributors.

**Ranked No: 1 on Google** the website is well optimised and provides a range of branding and interactive services including – homepage web banner and buttons, monthly group and solus ezines as well as our online directory and product showcase.

To ensure Security Middle East magazine stays interactive with its readers, every month we email an ezine/newsletter to our 'opt in' database of over 40,000 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 a further month 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 taken from January to September 2016.

## the interactive magazine

SME and FME's new fully interactive magazine, in association with Intersec, enables you to showcase your products and services directly to our readers in a totally new format. If you have a new product you want to demonstrate, showcase, promote or if you simply want to educate the market about an event you're attending then this platform enables you to do just that. Plus all web traffic is channelled directly back to your own site allowing them to get even further information about what your company has to offer.

## 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. This bi-monthly magazine is read by over 40,000 security professionals across the GCC and the Middle East and has a circulation of 14,000. 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, explosives detection, health & safety, homeland security and fire and rescue.

Security Middle East magazine also regularly focuses 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 commercial security, safety and fire markets of the Middle East are all now at an exciting growth stage, with specialist local integrators working closely with equipment suppliers from overseas.

Integrators and installers are key to this market. It is their growing expertise through working with experienced international suppliers that is underpinning the development of both the security and safety sectors across the region.

It is also recognised that fire safety as a discipline has much development work ahead of it in most of the Middle East – which is why consultancy and training services are in strong demand. This is the reason why in 2008 we launched a sister publication called Fire Middle East to address this demand. With these two titles you will get a comprehensive picture of security developments across the region.

For more information visit our website at [www.securitymiddleeastmagazine.com](http://www.securitymiddleeastmagazine.com)

## the readers

Security Middle East Magazine has a circulation of 14,000 and a readership of over 42,000 (pass-on rate of 3 per issue – Jan'06 reader survey). 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 airport/port security. We also reach security professionals in the military, civil defence, police, fire and safety sectors.

The magazine's circulation was independently audited by the ABC (Audit Bureau of Circulations) in 2006 and is the only publication in the region's security sector to have had an ABC certificate. This certificate verifies the circulation figures we quote giving you assurance that your advertising is reaching the right people. For more information visit the website at [www.abc.org.uk](http://www.abc.org.uk)

### circulation breakdown

Total circulation: 14,033



## 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:

**Ms Claire Mahoney**  
T: +44 7812 106992  
E: [smefdovertailcomms.co.uk](mailto:smefdovertailcomms.co.uk)  
@smemag

### 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."  
Mohammad Azeem Aziz, project sales engineer (Abu Dhabi & Al Ain), security & L.V. systems division, Al Futtalm Engineering

"Very informative and useful magazine for security & safety professionals, excellent magazine."  
Anil Issac John, technical manager, IT & security division, FirstTrading & Contracting Group, Kuwait

## 2018 features list

**January/February (Issue 100)**

- Intersec 2018 show report
- Biometrics
- Surveillance and the Cloud

**SPECIAL 100<sup>th</sup> EDITION**

**March/April (Issue 101)**  
INTERSEC SAUDI ARABIA 2018 PREVIEW  
(extra distribution of 4,000 copies at show)

- Access control
- Alarm systems and incident response
- Managed services

**May/June (Issue 102)**

- Retail security
- Cyber security
- IFSEC preview

**July/August (Issue 103)**

- Perimeter protection
- Storage and data security
- Thermal imaging

**September/October (Issue 104)**

- Critical infrastructure
- Explosives detection
- Transport

**November/December (Issue 105)**

INTERSEC DUBAI 2019 PREVIEW  
(extra distribution of 8,000 copies at show)

- Intersec Dubai 2019 preview
- Network security
- Banking and finance