

Canadian Security

THE PUBLICATION FOR PROFESSIONAL SECURITY MANAGEMENT



HELPING YOU REACH CORPORATE SECURITY DECISION MAKERS IN CANADA



canadiansecuritymag.com

2020 MEDIA KIT

MAGAZINE AUDIENCE



WHY ADVERTISE?

- 70% of readers identify themselves as senior security industry professionals
- 72% have purchasing influence
- 42% use the publication to help make purchasing decisions
- 39% have contacted advertisers from seeing their ads in *Canadian Security*
- 63% of readers recommend and/or are involved in product and service purchase decisions

OUR READERS

Canadian Security targets key decision makers responsible for the safety and security of the businesses, institutions and organizations they are tasked to protect. Our audience of security management personnel turn to *Canadian Security* for the latest news, opinion, advice, technology, products and solutions regarding securing facilities, assets, staff and data.

QUALITY CONTENT

- 90% indicate *Canadian Security* meets the needs of their industry
- 96% of readers rated the overall quality of *Canadian Security's* content from Excellent to Good
- 91% have visited *Canadian Security's* website
- 95% rate *Canadian Security's* website from Excellent to Good

“OUTSIDE OF CANADIAN SECURITY MAGAZINE, THERE IS NO OTHER PUBLICATION I RELY ON TO KEEP ME UP TO DATE ON INDUSTRY NEWS THAT IS RELEVANT TO ME. THE MAGAZINE IS LEADING IN INSPIRING LEADERS AND NEW PROFESSIONALS. THANK YOU CANADIAN SECURITY MAGAZINE! ”

2020 EDITORIAL CALENDAR

ISSUE	DEADLINES	CONTENT FOCUS	CASE STUDY	TECHNOLOGY FOCUS	BONUS DISTRIBUTION	
WINTER	EDITORIAL: JAN 3 AD SPACE: JAN 17 AD MATERIAL: JAN 24	EDUCATION / TRAINING	TRAVEL SECURITY	TOURISM	ACCESS CONTROL / BIOMETRICS	ISC WEST, SECURITY CAREER EXPO
SPRING	EDITORIAL: APR 3 AD SPACE: APR 17 AD MATERIAL: APR 24	TOP 10 UNDER 40	PROTECTING IP	HEALTH CARE	VIDEO SURVEILLANCE	GROWER DAY (CANNABIS)
SUMMER	EDITORIAL: JULY 3 AD SPACE: JULY 17 AD MATERIAL: JULY 24	SMART BUILDINGS	HIRING / RECRUITMENT	HOSPITALITY	LIFE SAFETY / MASS NOTIFICATION	GSX, CS HONOURS, SECURITY CANADA CENTRAL
FALL	EDITORIAL: SEPT. 11 AD SPACE: SEPT. 25 AD MATERIAL: OCT 2	CS HONOURS AWARDS	DOCUMENT MANAGEMENT	CANNABIS	PERIMETER PROTECTION / LOCKS & DOORS	ISC EAST, FOCUS ON HEALTH-CARE SECURITY

Canada's **ONLY** dedicated Security Management title!

With 12,000 readers in our verified circulation, and close to 12,000 weekly eNewsletter subscribers, plus our regularly updated website, *Canadian Security* gives you unrivaled reach to security decision makers across Canada. From Chief Security Officers to Security Directors and Security/Facility Managers to Loss Prevention Professionals and Business Executives, no other media entity gives you access to Canadian businesses from coast to coast.



MEDIA PARTNERSHIPS

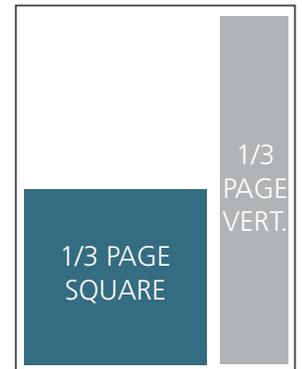
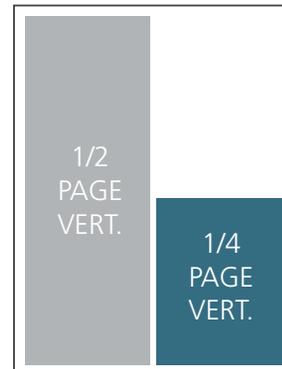
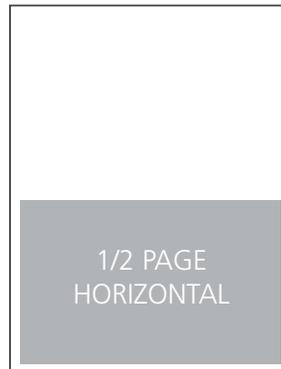
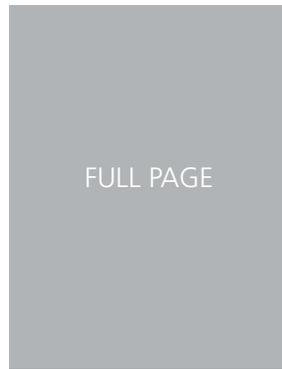
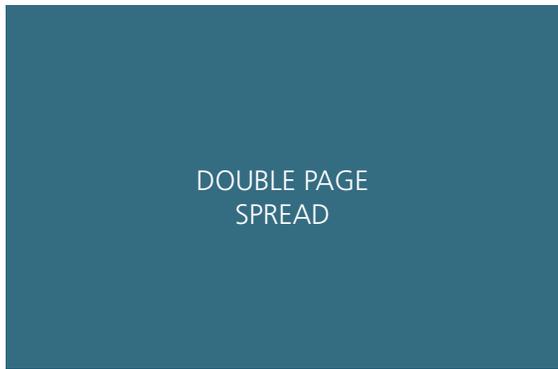


NEIL SUTTON

EDITOR
416-510-6788
nsutton@annexbusinessmedia.com



ADVERTISING RATE CARD AND SPECS



AD SIZE	SPECS	INVESTMENT (PER ISSUE)	
DOUBLE PAGE SPREAD	16" X 10.875" (TRIM)	1X \$9,510	4X \$8,540
FULL PAGE	8" X 10.875" (TRIM) 8.25" X 11.125" (BLEED)	1X \$5,180	4X \$4,870
1/2 PAGE VERTICAL	3.375" X 10"	1X \$3,965	4X \$3,620
1/2 PAGE HORIZONTAL	7" X 5"	1X \$3,965	4X \$3,620
1/3 PAGE VERTICAL	2.125" X 10"	1X \$3,080	4X \$2,885
1/3 PAGE SQUARE	4.625" X 5"	1X \$3,080	4X \$2,885
1/4 PAGE VERTICAL	3.375" X 5"	1X \$2,555	4X \$2,450

Outside Back Cover: \$6,475 • **Inside Front Cover:** \$5,960 • **Inside Back Cover:** \$5,960

PDF SUPPLIED FILES

We prefer to receive high-resolution PDFs. We accept high-resolution PDF files either e-mailed (less than 5MB) or submitted through our Loading Dock (FTP site). Files MUST BE 300 dpi and have 1/8" bleed on all bleeding sides.

FTP SITE www.annexnorth.loadingdock.ca
Follow instructions on website. An e-mail will automatically be sent to the Annex production department, making them aware of your recent upload.

ALL FILES MUST BE COMPRESSED OR STUFFED.

If you have any questions about the above information or require more information please contact:
Kim Rossiter, Account Coordinator
416-510-6794
krossiter@annexbusinessmedia.com



“CANADIAN SECURITY IS RESOURCEFUL, INFORMATIVE AND SPECIFIC TO OUR INDUSTRY WHEN IT COMES TO SIGNIFICANT EVENTS, TRAINING AND EDUCATION, AS WELL AS A POSITIVE FORUM FOR INDUSTRY LEADERS.”

DIGITAL ADVERTISING RATE CARD-WEBSITE

CANADIANSECURITYMAG.COM

Canada's premier security management website offers the most current and relevant news, views and analysis for security professionals looking to stay on top of the latest security issues and trends.

Updated on a daily basis, our website offers mobile responsive design and a great platform for advertisers to receive continuous visibility, engage in sustained brand-building campaigns and/or to increase traffic to their own website.

AD UNIT	SPECS	INVESTMENT
Wallpaper		\$2,600 per month (run of site)
Leaderboard	728 x 90 px	\$1,250 per month (run of site)
Mobile Responsive	300 x 50 px	
Big Box	300 x 250 px	1,145 per month (run of site)

KEY STATS:



**monthly averages

DID YOU KNOW?

- 91.2% of readers Have visited the CS website
- 80.7% find the the website useful
- 94.6% rate the website from Excellent to Good

BENEFITS

- Builds brand reputation/recognition
- Drives interaction with targeted audiences
- Entices buyers to take action



PUBLISHED BY
111 Gordon Baker Road,
Suite 400,
Toronto, ON M2H 3R1

PAUL GROSSINGER
Group Publisher
T: 416-510-5240 • C: 416-564-2513
pgrossinger@annexbusinessmedia.com
canadiansecuritymag.com

JASON HILL
Associate Publisher
T: 416-510-5117 • C: 437-922-6513
jhill@annexbusinessmedia.com
canadiansecuritymag.com

DIGITAL ADVERTISING RATE CARD-ENEWSLETTER

WEEKLY EUPDATE

Canadian Security's exclusive weekly eNewsletter keeps security management personnel up to date on the latest industry developments, trends and best practices.

Our CASL-compliant list ensures your marketing message is seen by a collection of decision makers responsible for the security decisions at their respective organization and/or company.

AD UNIT SPECS INVESTMENT

AD UNIT	SPECS	INVESTMENT
Leaderboard	728 x 90 px	\$1,800 (4 ads)
Mobile Responsive	300 x 50 px	
Big Box	300 x 250 px	\$1,500 (4 ads)
Sponsor's Message (75-100 words)	300 x 250 px	\$2,400 (4 ads)

BENEFITS

- Prominent visibility among a trusted news source
- Visually adapts across any device
- Targeted to opt-in industry professionals

KEY STATS:



*monthly averages

DID YOU KNOW?

Email is the third most influential source of information for B2B audiences, behind only colleague recommendations and industry specific thought leaders.

IT'S A FACT!

Annex Business Media and its properties are the first (and so far the only) media company to undergo a third party Canadian Anti-Spam Law (CASL) audit for certification.



PUBLISHED BY
111 Gordon Baker Road,
Suite 400,
Toronto, ON M2H 3R1

PAUL GROSSINGER
Group Publisher
T: 416-510-5240 • C: 416-564-2513
pgrossinger@annexbusinessmedia.com
canadiansecuritymag.com

JASON HILL
Associate Publisher
T: 416-510-5117 • C: 437-922-6513
jhill@annexbusinessmedia.com
canadiansecuritymag.com

LEAD GENERATION EBLASTS

E-MAIL MARKETING THAT WORKS

With our CASL-compliant subscriber list, lead generation e-mail campaigns have never been easier.

Use our eBlast platforms to share some of your great content with security professionals across Canada, promote upcoming events, new products and services and/or to expand overall brand awareness.

This is a one-of-kind opportunity to reach purchase influencers through a custom eBlast. More importantly, you get to send your exclusive marketing message to our targeted list of opt-in subscribers — in your industry.

INVESTMENT: \$3,465 PER EBLAST

KEY STATS:



**eBlast averages

DID YOU KNOW?

Email is the third most influential source of information for B2B audiences, behind only colleague recommendations and industry specific thought leaders.

IT'S A FACT!

Annex Business Media and its properties are the first (and so far the only) media company to undergo a third party Canadian Anti-Spam Law (CASL) audit for certification.

BENEFITS

- Exclusive marketing message to our targeted list of opt-in subscribers.
- Reach decision maker and influencers quick and easily
- Above average click-through rates and conversions
- Our strategically placed call-to-action buttons are tested and true.



PUBLISHED BY
111 Gordon Baker Road,
Suite 400,
Toronto, ON M2H 3R1

PAUL GROSSINGER
Group Publisher
T: 416-510-5240 • C: 416-564-2513
pgrossinger@annexbusinessmedia.com
canadiansecuritymag.com

JASON HILL
Associate Publisher
T: 416-510-5117 • C: 437-922-6513
jhill@annexbusinessmedia.com
canadiansecuritymag.com

2020 DIGITAL EDITORIAL CALENDAR

	SPOTLIGHT (THEMED ENEWS)	MARKET TRENDS (DIGITAL MAGAZINES)	CONTENT WEEKS	WEBINARS	SECURITY INSIDER VIDEO SERIES	BONUS ENEWSLETTERS
JANUARY	Event Security	Video Surveillance			Campus Security	Top of the Month
FEBRUARY	Loss Prevention/Retail Security					Top of the Month
MARCH	Cyber Security	Cyber Security	Cyber Security	Threat Assessments	National Security	Top of the Month
APRIL	Public Safety					Top of the Month
MAY	Campus Security	Loss Prevention/ Retail Security			Cyber Security	Top of the Month
JUNE	Video Surveillance			Video Surveillance		Top of the Month
JULY	Cannabis Security	Securing Cannabis			Loss Prevention/ Retail Security	Top of the Month
AUGUST	K-12 security					Top of the Month
SEPTEMBER	Sports Security	Access Control	Loss Prevention/ Retail Security	Social Media	Cannabis Security	Top of the Month
OCTOBER	Identity Management					Top of the Month
NOVEMBER	Emergency Management	Health Care Security			Health Care Security	Top of the Month
DECEMBER	Health Care Security			Mass Notification		Year in Review

Security Content Designed for Security Professionals

Canadian Security's online content is unmatched when it comes to offering security decision makers with the information they need to secure and protect their respective company/organization. At Canadian Security, we delve into the themes, markets, and solutions that matter most to security management personnel across the country.

NEIL SUTTON

EDITOR

416-510-6788

nsutton@annexbusinessmedia.com



Follow us on





MARKET TAKEOVER

Use Canadian Security's **Themed eNewsletters** to let security managers, directors and end users in Canada know about your company's market-specific solutions, technologies, knowledge and industry **EXPERTISE!**

SPOTLIGHT!

Spotlight is where content and context intersect. Canadian Security's Spotlight eNewsletter provides our readers with news, articles and insights on a particular topic and area of interest in the security industry, while offering advertisers the opportunity to connect their brands with a particular industry theme.

What You Get

- Exclusive Takeover of eNewsletter
- 3 ad positions: 2 leaderboards, 1 Sponsor's Message
- 2 links in Sponsored Content section (drives traffic back to your site)
- Lead generation report following Spotlight deployment

Investment: \$2,040

TOP OF THE MONTH

Canadian Security's Top of the Month eNewsletter offers our loyal readers a recap of that month's most popular industry articles/news from Canadian Security's highly visited website. Top of the Month (released the last Saturday of every month) provides one company the opportunity to takeover this eNewsletter with exclusive advertising throughout.

What You Get

- Exclusive Takeover of eNewsletter
- 3 ad positions: 2 leaderboards, 1 Sponsor's Message
- 2 links in Sponsored Content section (drives traffic back to your site)
- Feature Product (40-word description and image)
- Lead generation report following Top of The Month deployment

Investment: \$2,040

2020 SCHEDULE

- | | |
|--|--|
| <ul style="list-style-type: none"> ➤ JANUARY
EVENT SECURITY
Release Date: Jan 17 ➤ FEBRUARY
LOSS PREVENTION / RETAIL SECURITY
Release Date: Feb 14 ➤ MARCH
CYBER SECURITY
Release Date: March 13 ➤ APRIL
PUBLIC SAFETY
Release Date: April 17 ➤ MAY
CAMPUS SECURITY
Release Date: May 15 ➤ JUNE
VIDEO SURVEILLANCE
Release Date: June 19 | <ul style="list-style-type: none"> ➤ JULY
CANNABIS SECURITY
Release Date: July 17 ➤ AUGUST
K-12 SECURITY
Release Date: Aug 14 ➤ SEPTEMBER
SPORTS SECURITY
Release Date: Sept 18 ➤ OCTOBER
IDENTITY MANAGEMENT
Release Date: Oct 16 ➤ NOVEMBER
EMERGENCY MANAGEMENT
Release Date: Nov 13 ➤ DECEMBER
HEALTH CARE SECURITY
Release Date: Dec 11 |
|--|--|





Security Insider Video Series: The Power of Video

Canadian Security's Security Insider Video Series tells the story of security management working in various sectors of the industry. From cannabis to retail, Security Insider videos go behind the scenes to provide insights into the trends impacting key vertical markets in the security industry.



What you get

- Logo recognition at beginning, middle and end of video; each Security Insider video runs between 2-3 minutes
- Logo recognition on video eBlast sent to Canadian Security's subscriber list
- Logo recognition on all ads promoting video, including weekly eNewsletter, website and across our social media platforms.
- Sponsorship is available on an individual video basis, as well as on the entire video series.

2020 SCHEDULE

- **FEBRUARY**
CAMPUS SECURITY
- **MARCH**
K-12 SECURITY
- **MAY**
CYBER SECURITY
- **JULY**
**LOSS PREVENTION/
RETAIL SECURITY**
- **SEPTEMBER**
CANNABIS SECURITY
- **DECEMBER**
HEALTH CARE SECURITY

INVESTMENT: \$2,500

VALUE: \$3,500



SHOWCASE YOUR COMPANY'S THOUGHT LEADERSHIP TO OUR **AUDIENCE OF SECURITY** DECISION MAKERS

MARKET TRENDS

Canadian Security's Market Trends is a series of digital magazines that focus on a specific sector, market and/or service within the security industry. Each Market Trends issue provides focused content to specific security end users and managers working in a specific market/industry. Each Market Trends includes original content written by industry experts, plus sponsored content provided by advertisers.

With its digital-only format, Market Trends is an innovative, educational, multi-platform, interactive and cost-effective content marketing tool that security professionals in Canada use as a resource to stay ahead of the game. For advertisers, Market Trends is a content marketing and lead generation opportunity that places your expertise in front of security decision makers in Canada.

2020 SCHEDULE

➤ JANUARY

VIDEO SURVEILLANCE

Ad Close: Jan. 10

Ad Material Due: Jan. 15

➤ MARCH

CYBER SECURITY

Ad Close: March 6

Ad Material Due: March 11

➤ MAY

LOSS PREVENTION/ RETAIL SECURITY

Ad Close: May 8

Ad Material Due: May 13

➤ JULY

SECURING CANNABIS

Ad Close: July 3

Ad Material Due: July 8

➤ SEPTEMBER

ACCESS CONTROL

Ad Close: Sept. 4

Ad Material Due: Sept. 9

➤ NOVEMBER

HEALTH CARE SECURITY

Ad Close: Nov. 6

Ad Material Due: Nov. 11

Market Trends Promotion & Benefits

- Full page ad in Market Trends edition
- Inclusion of 500-600 word article that focuses on thought leadership, company expertise, technology and security solutions (e.g., case study)
- Article posted on Canadian Security website
- Article link included in Sponsored Content section on home page of website
- Article promoted via dedicated ads on website and eNewsletter, as well as on Canadian Security social media platforms

INVESTMENT: \$1,500

VALUE: \$2,500



2020

WEBINAR SERIES

WHY SPONSOR?

Don't miss this exclusive and unique sponsorship opportunity to provide thought leadership to a valued group of industry decision makers.

- Exposure to over 8,000 security management personnel across Canada
- Complete lead-generation reports from all promotions

- Exclusive Sponsorship Recognition In:
 - Pre-webinar Promo Eblasts
 - Post-webinar Eblast
 - Weekly Enewsletters
 - Canadian Security Website
 - Twitter, Facebook & LinkedIn Promotions

UPCOMING
WEBINAR
TOPICS



March: Threat Assessments
June: Video Surveillance
September: Social Media
December: Mass Notification

Canadian
Security
THE PUBLICATION FOR PROFESSIONAL SECURITY MANAGEMENT

STAND ABOVE YOUR COMPETITION!

Jason Hill: Associate Publisher • T: 416-510-5117 • C: 437-922-6513
jhill@annexbusinessmedia.com