



A Dynamic Platform of Online Marketing Opportunities

Security Products offers an array of dynamic, online programs that deliver measurable marketing results. Our interactive offerings provide ideal forums for generating leads, driving traffic to your Web site and positioning your brand as a market leader.

www.secprodonline.com

The Essential Online Resource for Smart Security Product Marketers

Security Products reaches industry professionals at their desktops daily. Our secprodonline.com Web site, our weekly and monthly targeted e-newsletters and our custom lead generating webinar programs offer online opportunities that can connect you to security product decision makers in the global security market!

This comprehensive Web site offers information and tools that security product decision makers can use to achieve the best results.

Hot Topics

These separate, “microsites” covering Access Control/Identity Management, Business Continuity, Convergence, CCTV, Dealers and Integrators, Fire Protection/Life Safety, Government, Guard Services, Homeland/Urban Area, IT/Corporate Info, Integrated Home, International and Monitoring offer options for the savvy online marketer to target their best prospects.

- Daily breaking news
- Industry associations
- Current and past Security Products magazine issues
- Searchable archives
- Features and columns
- Product updates and technology news
- Industry research
- Vendor catalogs
- White paper library
- Industry events
- Webinars
- Blogs
- Industry directory
- Case studies

Large Loyal Audience*

- Monthly Page Views - 127,000
- Monthly Visitors- 43,000
- Average Visit Length - 11 minutes



*WebTrends August 2007