



Special Sections and Selection Guide Supplements

Security Products provides the most comprehensive, targeted coverage of some of the hottest areas of the security marketplace. These special emphasis forums are the ideal medium for security product marketers wanting to reach their best prospects.

Special Sections

HOMELAND SECURITY – Published in every issue of *Security Products* magazine, this section focuses on the issues of homeland protection and urban area security. Advertisers who are marketing urban security or homeland protection products and services can include their messages in this specially focused section reaching key security decision makers in government and highly populated areas.

The Integrated Home

Most opportunities exist for security dealers looking into whole-home integration

By Coleen Starns

THE NEW WORLD

Gone are the days when a home security system was just a collection of bells and whistles. Today, the security industry has been looking for ways to integrate its products with other home systems, such as energy management, entertainment, and home automation. The idea is to create a seamless, integrated home environment that can be controlled from a single interface. This is the future of home security, and it's happening now.

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BUYING BOOM

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THE INTEGRATED HOME – Security products suppliers and integrators are quickly realizing this hot area for product and revenue growth. This section is seen by dealers and integrators who cater to the residential custom electronic market. Security marketers can take advantage of this targeted section with an advertisement or sponsorship.

FIRE - WARNING AND DETECTION –

This new section will appear in the March and July issues. Suppliers who provide fire and smoke detection products and warning systems will be highlighted in a Fire Protection focused editorial environment that will provide readers with solutions to their fire protection challenges.

Selection Guide Supplements

Contact your Media Consultant for advertising rates and specifications.

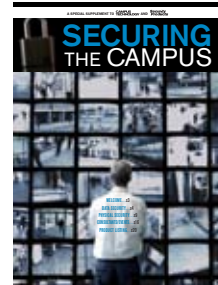
NETWORK-CENTRIC SECURITY – This 6x publication provides exclusive editorial on the integration of physical security and IT. Each edition includes news, updates, features and new technology. Plus, each edition targets selected end-users, dealers, integrators and IT decision makers and features show-related coverage!



MONITORING

– Planned for 3x in 2008, this special publication will provide dealers and integrators with the latest industry news, updates, products and services.

Monitoring advertisers also can sponsor the publication. Each edition will include bonus circulation at an industry trade show. Scheduled issue dates are January, May and August.



SCHOOL SECURITY

– Published in July and October, this targeted supplement offers advertisers the perfect venue to reach decision makers responsible for school security.

Bonus distribution at the Campus Technology Conference and Florida Educational Technology Conference.

GAMING SECURITY – Published with the November issue, this targeted selection guide will reach both professionals who are responsible for casino security and suppliers who sell to the gaming industry. Advertisers will receive bonus circulation at the 2008 Global Gaming Expo in Las Vegas.

CASE STUDIES – This special reference publication will feature recent case studies from security product companies. Each profiled company will receive a full-page ad placed adjacent to their full-page case study. Security professionals will receive this publication with the September issue of *Security Products*. There will be bonus circulation at the 2008 ASIS International Conference in Atlanta.

LOCKS, HARDWARE AND DOOR ENTRY

– Locks, Hardware and Door Entry will be published twice in 2008; once in March in conjunction with ISC West, and then again in September, in conjunction with ASIS International, where we will highlight mature and emerging markets by focusing on door opening solutions that fit the rapidly growing global market.