



Targeted Custom Media Program Designed for Your Unique Marketing Needs

Custom Media is a rapidly growing and robust marketing communications strategy. It offers a dedicated environment in which marketers can manage and control editorial content and deliver strategic messaging that shapes the perceptions and buying behavior of prospects and customers.

Custom Media includes a wide array of print, online and event product offerings which are uniquely tailored to meet clients' specific marketing needs and objectives. The customized approach allows clients to create strategic, high-impact marketing tools that promote brand leadership and delivers compelling content to a targeted audience.

CUSTOM MEDIA: An Integral Component of High Impact Marketing Campaigns

Custom Media Offerings

Security Products Media Group provides marketers with a comprehensive portfolio of cost-effective custom media programs to enhance their integrated marketing strategies. Our staff works closely with clients to produce dynamic, customized products that reach and impact targeted decision makers.

Print Products

Content-Based Inserts, Supplements and White Papers

(single and multi-sponsor projects.)

Marketers can communicate targeted strategic messaging to security buyers on their market position, industry partnerships, agency implementations, government contracts, products, technologies and solutions within content-based custom inserts, supplements and white papers.

Magazines and Catalogs

Security Products custom media team can help marketers create topic specific or multi-faceted corporate magazines, as well as solutions catalogs, for distribution to our qualified circulation of 70,000** subscribers.

Template-Based Print Series

(Contact Your Media Consultant for Rates and Specifications)

Security Products offers several new template-based custom media products that allow marketers to reinforce their position of security market leadership.



Format Options

- One Page w/one page of custom editorial
- Two Pages w/two pages of custom editorial
- Four Pages w/four pages of custom editorial

Each Template-Based Custom Insert is available on a monthly basis, one per issue- so each is an exclusive opportunity per issue. Contact your *Security Products* Media Consultant for rates and specs to reserve your exclusive placement. (Online components are available for all template-based custom media product offerings.)

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