

2012 Editorial Calendar

SECURITY

| Month | January | February | March | April | May | June |
|---|--|---|--|---|--|--|
| Ad Close Date | Dec. 2, 2011 | Jan. 6, 2012 | Feb. 3, 2012 | March 5, 2012 | April 4, 2012 | May 4, 2012 |
| Editorial Deadline | Nov. 20, 2011 | Dec. 20, 2011 | Jan. 20, 2012 | Feb. 20, 2012 | March 20, 2012 | April 20, 2012 |
| Special Report | Five Security Projects: Their Secrets to Success | Guarding Special Report and Top Guard Companies | The Security Integrator Relationship: What's Working, What's Not | Protecting the Facility Against Risk | What Your CEO Thinks: Security's Performance Report Card | The Leadership Issue |
| Leadership and Management | Social Media and Security: Taking a Leadership Role | Mergers and Acquisitions: Security's Function | Preventing IP Theft: The Do's and the Don'ts | Creating & Implementing Crisis and Emergency Management, Business Continuity Resilience Plans | How to Train Your Staff to Prevent Workplace Violence | Your CEO and You: The Top 5 Ways to Manage the Relationship |
| Enterprise Services | Hosting the Cloud in 2012: Risks and Benefits | Proven Security Training Programs | Mass Notification and Emergency Management | Winning Monitoring Programs | Successful Public/Private Partnerships | How Public Sector Standards & Regulations Drive Private Sector Adoption |
| Integrated Solutions: Video Surveillance, ID Management, Access Control | <ul style="list-style-type: none"> Video Analytics: Why You Can't Afford to Discount It Remote Access Control Solutions That Work Using Wireless Video to Secure Multiple Locations | <ul style="list-style-type: none"> Understanding and Implementing Megapixel Video New VMS Features and Benefits Intelligent Intercom Systems | <ul style="list-style-type: none"> Gates and Turnstiles Designing the Best Badge and ID for Universities and Campuses Best Practices in Securing the Great Outdoors | <ul style="list-style-type: none"> Hostile Environment Video Solutions Cloud Security – Hosting as a Service Managing Temp Workers and Their IDs in Government | <ul style="list-style-type: none"> Day/Night Cameras: How They Work Migrating from Prox to Smart Cards Success! Top 5 People Tracking Solutions | <ul style="list-style-type: none"> Moving Legacy Access Control into Open Systems H.264's Impact on Video Surveillance New Printers and Badging Systems |
| Vertical Sector Focus | Critical Infrastructures | | Property Management | | | Finance/Banking/Insurance/Retail |
| Solutions By Sector with SDM | | SOLUTIONS By Sector Education: Universities and College Campuses and K-12 |  | | SOLUTIONS By Sector Retail, Convenience Stores, Banks, Gas Stations | |
| Month | January | February | March | April | May | June |
| Bonus Show Distribution | Barnes Buchanan Conference, Palm Beach, FL | ASG Security Summit, Seattle, WA | ISC West, Las Vegas, NV | Expo Seguridad, Mexico City, Mexico | PSA-TEC, Westminster, CO NFPA, Las Vegas, NV | ESA Expo, Nashville, TN |
| FREE Value Added Bonuses for Print Advertisers | FREE Corporate Profile \$500 eNewsletter Credit (TSI or Security) | FREE Sponsored Note on Security's Facebook Page | \$500 Digital Edition Advertising Credit | FREE AdScore Advertising Rating Study FREE ISC West Post-show Exhibitor Print and eProduct Showcases | FREE Mobile Tag Showcase | FREE Online Showroom Posting June-December |
| Special Bonus Opportunities | ISC West Show Triple Play! Get a FREE 4/c Profile or Ad in our ISC West show supplement when you advertise a half page or larger in each first quarter issue. | | | | | |

2012 Editorial Calendar

| Month | July | August | September | October | November | December |
|---|---|---|--|--|--|--|
| Ad Close Date | June 4, 2012 | July 9, 2012 | Aug. 6, 2012 | Sept. 7, 2012 | Oct. 3, 2012 | Nov. 2, 2012 |
| Editorial Deadline | May 20, 2012 | June 20, 2012 | July 20, 2012 | Aug. 20, 2012 | Sept. 20, 2012 | Oct. 20, 2012 |
| Special Report | Solving The Big Three: Theft, Asset Tracking, IP Theft | Most Influential People in Security | Securing the Global Enterprise | Workplace Violence: Policies, Procedures and Prevention | The Security 500  7th Annual Innovations, Technology and Regulations Report and Forecast for 2013 | |
| Leadership and Management | Setting Standards and Evaluating Your Security Staff | Employee Fraud Prevention Solutions | Best Examples of a Long-Term Strategic Security Plan | Metrics and Measurement: Measuring Security's Role | How to Show ROI and Secure Funding | Best Ways to Motivate and Train Your Guard Force |
| Enterprise Services | Guarding Programs For Your Budget | Securing the Supply Chain and Ensuring Food Safety | Fire & Life Safety and Regulatory Issues | Risk Management Solutions and Insurance Planning | How Security is "Going Green" | Public-Private Partnership Success Stories |
| Integrated Solutions: Video Surveillance, ID Management, Access Control | <ul style="list-style-type: none"> Doors – Electromagnetic, Electric and Standalone Systems The Costs Associated with Megapixel Video Parking Lot and Garage Security in Hospitals | <ul style="list-style-type: none"> Video Surveillance Monitoring Solutions Effective Access Control at a Lower Cost Enterprise Wide ID Card and Printing Solutions | <ul style="list-style-type: none"> New Ways to Control Access in Difficult Environments Video Analytics for Retail Wireless Mesh Network Benefits | <ul style="list-style-type: none"> Thermal Cameras: Why They are Hot Guardhouses and Access Points for Universities and Campuses Analytics: Bio, Facial and Voice Recognition | <ul style="list-style-type: none"> Mass Notification Systems and Emergency Management Solutions Securing the Perimeter Video Storage Solutions For Small and Medium Sized Enterprises | <ul style="list-style-type: none"> Asset Tracking in Retail – Tales from the Front Best Applications in Hosting the Cloud Smart Card Update and New Solutions |
| Vertical Sector Focus | | Sporting Events and Arenas | | Supply Chain/Distribution/Warehousing | | Casinos and Gaming |
| Solutions By Sector with SDM | | | SOLUTIONS By Sector Government: Federal, State and Local | SOLUTIONS By Sector Casinos & Gaming | SOLUTIONS By Sector Healthcare/Hospitals/Pharma/Medical Centers | |
| Month | July | August | September | October | November | December |
| Bonus Show Distribution | NCS ⁴ Sports Security & Safety Conference | CEDIA, Indianapolis, IN SecurityXchange, Park City, UT | ASIS, Philadelphia, PA | SECURITY WEEK Securing New Ground™/Security 500 Conference, New York, NY ISC Solutions, New York, NY | | |
| FREE Value Added Bonuses for Print Advertisers | FREE 3-minute Online Video Ad FREE Social Media Showcase | FREE ASIS Pre-Show Exhibitor Print and eProduct Showcases FREE App Spotlight | \$500 Digital Edition Advertising Credit | \$1,000 Webinar Credit | FREE Security 500 Database \$500 iSecurity Booth Credit | FREE Online Whitepaper Posting FREE Social Media Print and eProduct Showcases |
| Special Bonus Opportunities | | ASIS Show Double Play! Get a FREE Profile or Ad in our ASIS show supplement when you advertise two or more full pages in August & September. | | | | |

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