


Security 2011 Editorial Calendar

ISSUE:	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY
Ad Close Date	Dec. 3, 2010	Jan. 4, 2011	Feb. 2, 2011	March 4, 2011	April 1, 2011	May 3, 2011	June 2, 2011
Special Feature	Best Practices in Securing the Global Enterprise	Guarding Special Report and Top Guard Companies	Total Facility Security in Education, Healthcare and Government	The Security Integrator Relationship: How to Manage It To Your Advantage	What Your CEO Thinks: Security's Performance Report Card	The Leadership Issue	NCS ⁴ Special Coverage: Safety and Security in Sporting Events and Arenas
Solutions by Sector with <i>SDM</i>		SOLUTIONS By Sector Education: K-12		SOLUTIONS By Sector Universities and College Campuses		SOLUTIONS By Sector Retail, Convenience Stores, Banks, Gas Stations	SOLUTIONS By Sector Ports, Terminals and Transportation
Leadership and Management	How and Why to Connect with the CFO	Hiring Security Professionals for Your International Operations	Crisis Management and Business Continuity Before and After a Natural Disaster	How to Win Funding for Special Security Projects	Managing and Leading in the Current Global Economy	Setting Standards and Evaluating Your Security Staff	Best Practices in Security Employee Motivation Programs
Enterprise Services	Proven Security Training Programs	Monitoring Programs That Impact Organizational Performance	Risk Management Solutions and Insurance Planning	IT and Physical Security Systems Management	Guarding Programs That Will Fit Your Budget	Successful Public/Private Partnerships Projects	Fire and Life Safety Best Practices and Regulatory Issues
Integrated Solutions: Video Surveillance, Identity Management and Access Control	<ul style="list-style-type: none"> • MegaPixels and High Definition Video—Making Sense of It All • Small Scale Lobby Security and Visitor Management Programs • Using Video to Secure Multiple Locations 	<ul style="list-style-type: none"> • Integrating Access Control and Biometrics • Video Surveillance Monitoring Solutions • ID Management in High-Security Areas (Transportation Environments and Ports and Terminals) 	<ul style="list-style-type: none"> • Video Analytics for Retail • Low/Light Day/Night Cameras and How They Work • RFID Card Readers Best Applications 	<ul style="list-style-type: none"> • Enterprise-Wide ID Card and Printing Solutions • Gates and Turnstiles • Retail Security and Video Surveillance Working Together 	<ul style="list-style-type: none"> • Secure Parking Lots and Garages in Hospitals and Urban Settings • Wired and Wireless Video Surveillance Solutions • Best Practices in Video System Maintenance 	<ul style="list-style-type: none"> • Mass Notification and Emergency Management Solutions • Wireless Mesh Networks Benefits • Access Control Programs for Harsh Environments 	<ul style="list-style-type: none"> • Preventing Fraud and Reducing Risk with Smart Cards • Cloud Computing and the Future of Video Storage • Guardhouses, Modular Systems and Access Points for Campuses and Universities
Vertical Sector Focus	Critical Infrastructures		Property Management		Supply Chain/ Distribution and Warehousing		
Virtual Shows & Webinars			iSecurity 				

Bonus Show Distribution	Barnes Buchanan Conference, Feb. 10-12, Palm Beach, FL	ASG Security Summit, March 8, Seattle, WA	ISC West, April 6-8, Las Vegas	Seguridad 2011, April 12-14, Mexico City, Mexico	PSA-TEC, May 16-20, Westminster, CO	<ul style="list-style-type: none"> • NFPA, June 12-15, Boston, MA • Electronic Security Association (ESA), June 6-10, Charlotte, NC 	<ul style="list-style-type: none"> • NCS⁴ Sports Security & Safety Conference, Aug. 2-4, New Orleans, LA • SecurityXchange, Aug. 7-10, Park City, UT
FREE Value Added Bonuses for Print Advertisers	Corporate Profile Sponsored Tweet to <i>Security</i> Twitter Followers	\$500 eNewsletter Ad Credit Guarding Special Report Profile	ISC West Show Exhibitor Showcase ISC West Show eProduct Showcase	AdScore Advertising Rating Study Sponsored Note on <i>Security's</i> Facebook page	\$500 Custom eNewsletter Credit	Corporate Profile Sponsored Note on <i>Security's</i> Facebook page	\$1,500 Webinar Credit for 2011
Special Bonus Opportuntites	ISC West Show Triple Play! Get a FREE 4/c Profile or Ad in our ISC West show supplement when you advertise two or more full pages in the first quarter.						

ISSUE:	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	BUYERS GUIDE – 13 th Issue
Ad Close Date	July 6, 2011	Aug. 3, 2011	Sept. 7, 2011	Oct. 3, 2011	Nov. 3, 2011	Nov. 3, 2011
Special Feature	Most Influential People in Security	Security's Role 10 Years After the Events of 9/11	High-Tech Guard Systems That Create Business Value	SECURITY 500 The Security 500	6 th Annual Innovations and Technology Report and Security Forecast for 2012	Special 13th Print Issue!
Solutions by Sector with <i>SDM</i>		SOLUTIONS By Sector Government: Federal, State and Local		SOLUTIONS By Sector Healthcare/Hospitals/Pharma/Medical Centers		Display Advertiser Bonuses: <ul style="list-style-type: none"> • Boldface Basic Listing in print & digital edition • Live Web and email Links • 4/c logo in print, digital supplier section and online • Improved online search ranking (appear 2nd) • Unlimited product listings
Leadership and Management	Creating the Next Generation's Security Leader	Establishing and Implementing a Strategic Plan	After the Acquisition: Integrating New Facilities and Personnel	Protecting Your Company's Intellectual Property – The Do's and Don'ts	Emerging Regulations and New Compliance Acts in 2012	
Enterprise Services	The Top Ways to Prevent Loss and Track Your Assets	Proven Solutions in Securing the Supply Chain	Workplace Violence Prevention Best Practices	Systems Integration: Green Architecture and Engineering	Leading Applications of Crime Prevention Through Environmental Design	
Integrated Solutions: Video Surveillance, Identity Management and Access Control	<ul style="list-style-type: none"> • Tried and True Video Storage Strategies • Sophisticated Facility Access Control Programs in Healthcare and K-12 • Intelligent Intercom Systems 	<ul style="list-style-type: none"> • Outdoor Video Systems For Harsh Environments • Managing Temporary Workers and Their IDs in Government Organizations • Proven and Lower Cost Solutions to Access Control 	<ul style="list-style-type: none"> • Intelligent Video Solutions Showcase • Securing the Perimeter • Video Analytics Trends and Benefits 	<ul style="list-style-type: none"> • MegaPixel Cameras Role in Surveillance • Migrating from Keys to Electronic Access Control • Best Access Control Installations 	<ul style="list-style-type: none"> • IT-Based Video Storage Solutions • Doors – Electromagnetic, Electric and Standalone Solutions • New ID Printer Solutions for the K-12 Market 	
Vertical Sector Focus	Stadiums/Arenas/ Large Public Venues		Finance and Banking	Security 500: 18 Sectors Covered!		
Virtual Shows & Webinars	Most Influential Webinar			Security 500 Webinar		
Bonus Show Distribution		<ul style="list-style-type: none"> • ASIS, Sept. 12-15, Orlando, FL • CEDIA, Sept. 8-11, Indianapolis, IN 	SECURITY WEEK <ul style="list-style-type: none"> • Securing New Ground/Security 500 Conference, Nov. 1-2, New York, NY • ISC Solutions, Nov. 3-4, New York, NY 			
FREE Value Added Bonuses for Print Advertisers	Sponsored Tweet to <i>Security</i> Twitter Followers Corporate Profile	ASIS Show Exhibitor Showcase ASIS Show eProduct Showcase	\$500 <i>TSI</i> eNewsletter Advertising Credit	<i>SecurityTV</i> Video on Demand \$1,000 Online Advertising Credit in November	Online Whitepaper Posting (1 month) 50% Off Print Buyers Guide Display Advertising	Trade Shows and events throughout 2012!
Special Bonus Opportunitites	ASIS Show Double Play! Get a FREE 4/c Profile or Ad in our ASIS show supplement when you advertise two or more full pages in Aug./Sept.					

