

## 2018 Media Info pack

### Contents

- Overview and key dates
- Forward Features
- Data Analysis
- Copy Guidelines

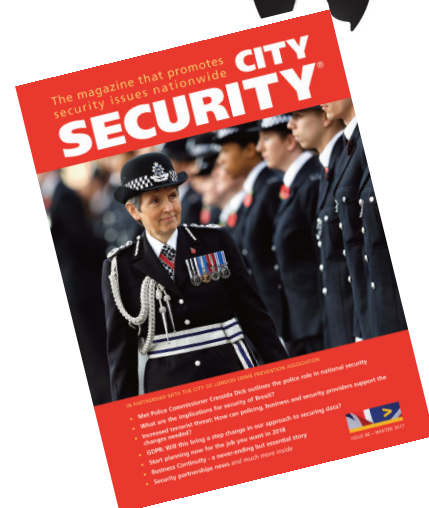
*More and more security professionals are picking up and reading City Security magazine...*

*...and with an ever-growing print and digital audience, now is no better time to increase your company brand's awareness. For 2018 we are now offering some **new digital marketing opportunities** to promote your company and services as well as the advertising in the printed issues.*

*See our print and digital booking forms for details.*



Follow us on @citysecuritymag



Before booking please contact us to check availability and content of editorial:

#### EDITORIAL

Andrea Berkoff

07803 903 970

editorial@citysecuritymagazine.com

#### ADVERTISING

David Berkoff

07957 580 550

advertising@citysecuritymagazine.com



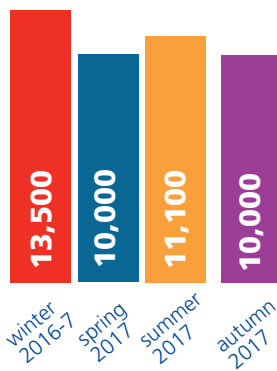








## Data Analysis at 1 October 2017



The security publication with the largest print distribution in the UK

### The printed magazine

On average, over **11,150 printed magazines** are distributed nationwide each issue. This includes 5,000 copies to named addresses in the UK, including senior security managers and directors of the leading financial organisations in the City of London. 4,000, on average, are distributed through product placement (see next page) and a further 2,000, on average, are sent to UK Police Forces, UK leading Security Associations, Security Trade shows and events, including: Security & Counter Terror Expo, IFSEC and the UK Security Expo.

Each year we have increased our distribution and in 2018 we predict an even bigger distribution for both print and digital versions.

The readership analysis below has been calculated from information provided by our named subscribers. A breakdown of data analysis for our digital issues can be seen on the next page.

### Where are City Security magazines being read?

37% London	30% South East
13% Midlands	10% North
8% Wales & SW England	2% Scotland, N.Ireland



### Who is reading City Security magazine?

- **35%** Directors
- **29%** Managers
- **26%** Specialists & other
- **10%** Owners, MDs and CEOs



### What type of company reads City Security magazine?

- **38%** Security related  
*Including: Security IT Security Systems Security Guarding and Security Specialists.*
- **12%** Govt. & Public Services  
*Including Police Forces and Law Enforcement.*
- **9%** Other
- **36%** Financial
- **3%** Construction & Facilities Mgt.
- **2%** PR & Marketing

Continued on the next page...

[www.citysecuritymagazine.com](http://www.citysecuritymagazine.com)

These figures are provided by Esco's data management services and Global Media, an ABC audit distribution company. Updated 1 October 2017.

## Data Analysis at 1 October 2017



The security publication with the largest print distribution in the UK

### Product placement



On average, we place 4,000 magazines at reception areas in 100 different locations in the City of London and Canary Wharf.

Placed at the world's largest financial institutions, on average, our magazines are taken within 2 to 3 weeks of being on display.

Displaying the magazine in this way is extremely effective, as the brand is in constant view to all employees and guests awaiting meetings.

The readership figures will also be higher than the distribution, as many may just browse through the magazine and leave it in the rack.

### Digital marketing



The new digital version was launched in the autumn of 2016. We now have over 4,000 named subscribers, with a growing international audience. All our articles are shared through social media.

Built in html5 through Yudu, the magazine can now be viewed on smartphones, tablets and laptops with flip book functionality.

Data analysis as of 1/10/17

	winter 2016/7	spring 2017	summer 2017	autumn 2017	winter 2017
Named subscribers:	1,757	1,939	3,533	4,086	4,763
Open Rate (%):	35	37	31	30	tbc
Click through rate (%):	22	31.5	28	29	tbc

City Security magazine is now read in over 20 different countries...

- 90% UK
- 5% USA
- 3% Ireland
- 1% France
- 2% other

Our quarterly e.newsletter is emailed to over 4,000 named addresses each issue and has an above-average open rate of 26% and a click through rate of 19%.

A bespoke marketing package can be tailored to meet your requirements with a mixture of print, digital advertising, social media, video, email blasts and e.newsletter marketing.

We have over 5,000 Twitter followers and our LinkedIn company page often gets over 1,000 impressions.

Our website is getting more views around the world with, predictably, the UK getting the most with 65.1%. Other locations include USA with 11.7%, Canada 4.1%, India 3.3% and Russia 2%.

Call David Berkoff on 07957 580 550 to discuss how we can help market your company, products and services with maximum effect.



Follow us @CitySecuritymag

[www.citysecuritymagazine.com](http://www.citysecuritymagazine.com)

These figures are provided by Esco's data management services and Global Media, an ABC audit distribution company. Updated 1 October 2017.



## Copy Guidelines



The security publication with the largest print distribution in the UK

These guidelines will assist you in contributing articles that meet our editorial criteria.

- Articles must be genuinely interesting and relevant to our readership.
- Articles and features must not profile a specific product, company or company's service.
- If you are writing case studies, you can include: boxes, bullet points, top ten pieces of advice or quotes to illustrate your piece.
- 1 page write between 800 and 900 words.
- DPS write between 1,750 and 1,850 words.
- Do you have a photo to illustrate your article? A picture will add visual interest and make the page brighter. If not, we can supply.
- End the article with the author's name, title, and web and email address.
- Please ensure that your article has not been, and is not due to be, published elsewhere prior to its inclusion in the City Security magazine.
- We reserve the right to modify or delete sections of articles, for stylistic or word count purposes. We will not change the overall tone or message of your article intentionally. We will endeavour to ensure all changes are made known to the author prior to publication, where time allows.
- If articles are not received by the copy deadline, we may withdraw the offer of publishing the article in this and future editions of the magazine.
- All articles submitted are subject to approval of the editorial committee.

**Format:** Please supply your article in Microsoft Word.

**Images:** Pictures and images must be high res jpeg or eps files at 300dpi.

**Title your doc:** Use the Name of article, followed by "CS article".

**Title your email:** (your name) Article for CS magazine.

It is important to do this, otherwise the email may be dismissed as 'spam'.

Email to **Andrea Berkoff** at [editorial@citysecuritymagazine.com](mailto:editorial@citysecuritymagazine.com)

Telephone: **07803 903 970** or **020 8363 2813**