

Wik

A Leading German Magazine for Security Management

MEDIA KIT 2009

Offizielles Organ der Arbeitsgemeinschaft für Sicherheit der Wirtschaft e. V. (ASW), Berlin





1. Circulation and Distribution Analysis

Number of printed copies:	10,230		
Spread circulation:	9,756	(abroad:	253)
Sold circulation:	1,973	(abroad:	88)
Subscribed circulation:	1,850	member:	989
Other sales:	123		
Controlled circulation:	7,783		
Remaining and archive copies:	474		

Average print run per issue 1 July, 2007 until 30 June, 2008,
approved by IVW audit (Informationsgemeinschaft zur Feststellung der
Verbreitung von Werbeträgern e.V., www.ivw.de).

2. Formats

Magazine format:	210 mm wide, 297 mm high
Type area:	170 mm wide, 246 mm high

3. Printing process

Offset – fine screen 60 (150 lpi/2400 dpi)

File formats: high rescue PDF (PDF X3), JPG/TIFF in 4-colour euroscale (CMYK) with 300 dpi 1:1, EPS

7. Layout and rates of advertisements (prices in EUR)

Format	Format (Width x height mm)		basic price b/w	2-c	3-c	4-c
	Type area	with cut plus 3 mm				
1/1 page	170 x 246	210 x 297	1,900	2,280	2,650	2,850
2/3 page	horizontal 170 x 164	210 x 200	1,425	1,805	2,175	2,375
1/2 page	horizontal 170 x 120	210 x 140	1,090	1,470	1,840	2,040
	vertical 82 x 246	105 x 297				
1/3 page	horizontal 170 x 80	210 x 100	790	1,170	1,540	1,740
	vertical 53 x 246	75 x 297				
1/4 page	horizontal 170 x 60	210 x 80	600	980	1,350	1,550
	vertical 82 x 120					
1/8 page	82 x 60		330	710	1,080	1,280
2nd + 4th coverage		210 x 297				3,300
3rd coverage		210 x 297				3,050

Data-Upload: <http://www.secumedia.com/kontakt/druckdaten-upload/>
E-Mail: anzeigen.wik@secumedia.de

CD-ROM send to:

Verlagsbüro Andreas Hey · Am Hahn 1 · 55758 Hottenbach · GERMANY

4. Publication dates

bi-monthly, 6 issues p.a.

5. Publisher's address

SecuMedia Verlags-GmbH
Lise-Meitner-Str. 4
55435 Gau-Algesheim · GERMANY
P.O. Box 12 34
55205 Ingelheim · GERMANY

Mailing address:

6. Terms of payment

Payment within 14 days of date of invoice with 2% discount or within 30 days net. If prepaid in advance of publication, 3% discount on advertisements.

Bank account: Mainzer Volksbank eG
BLZ (551 900 00) Acc.-no.: 177 001 013
SWIFT Code: MVBMD55
IBAN DE67 5519 0000 0177 0010 13

The familiar General Terms and Conditions of
SecuMedia Verlags-GmbH / Gau Algesheim will also apply.



8. Surcharges

Surcharges for preferred placement:	20 %
Surcharges for layout adjustment: Cut	20 %
All necessary data conversions are calculated at cost.	

Additional colour charge

for colours of the European Ink Chart	380 EUR
special colour	500 EUR
4c CMYK	950 EUR

9. Rebates (for ads placed within one calendar year)

2 advertisements	10%
4 advertisements	13%
6 advertisements	15%
8 advertisements	17%
12 advertisements	20%

10. Advertisements under headings

“WIK List of useful Addresses” 1 column 2.60 EUR per millimeter, black and white (no discount available)
Minimum order 3 issues. Advance payment for 3 issues.

11. Sew-in Pages, Supplements, Attached-to Postcards

Sew-in pages:

Format: 210 x 297 mm (plus 5 mm cut)	
Price: 4 pages per 1,000 items	290 EUR

Supplements: 205 x 290 mm	
up to 25 grams per 1,000 items	275 EUR
up to 50 grams per 1,000 items	315 EUR

Postcards attached to advertisements

(Please do not forget: free space of max. 10 mm in each direction required!):

approx. 100 x 145 mm per 1,000 items	150 EUR
Net prices plus p&p.	



Issue	Issue Date*	Close Date*	Topics	Fairs/Events/Special Distribution
WIK 09/1 with special supplement SicherheitsMarkt	2009-02-16	2009-01-30	Locking Systems, Access Control, Biometrics, IT-Security Alarm Systems	CeBIT, Hannover, 2009-03-03/08 eltefa, Stuttgart, 2009-03-25/27
WIK 09/2 with special supplement SicherheitsMarkt	2009-04-20	2009-03-27	CCTV, Fire Protection, Facility Management, Video over IP, Preview IFSEC	Facility Management, Frankfurt/Main 2009-04-21/23 IfSEC, Birmingham, 2009-05-11/14
Special: Guarding services / cash and valuables transport				
WIK 09/3 with special supplement SicherheitsMarkt	2009-06-22	2009-05-28	Alarm Systems, Fire Detector, Security Management, CCTV, Biometrics	The Security Fair, Munich, 2009-07-08/09
WIK 09/4 with special supplement SicherheitsMarkt	2009-08-10	2009-07-20	Integrated Security, CCTV, Door Security Systems, Locking Systems	
WIK 09/5 with special supplement SicherheitsMarkt	2009-09-28	2009-09-07	IT-Security, Video Management Systems, Video over IP, Access Control	SAFEKON, Karlsruhe, 2009-09-30/10-02 A+A, Düsseldorf, 2009-11-03/06 E.B.I.F., Frankfurt/Main, 2009-11-17/19
WIK 09/6 with special supplement SicherheitsMarkt	2009-11-30	2009-11-09	"Banking Security", CCTV, Products and services, Alarm Systems, Fire Protection	

* dates according to ISO 8601: YYYY-MM-DD/UNTIL

Topics covered in each issue:

Protection systems, access control and time management systems, CCTV systems, alarm systems, locks and fittings including mechatronics, doors and windows, perimeter intrusion protection systems, services (guarding, investigation, consulting, cash carrying services), IT-Security, security systems for banks.

Content Analysis - At a Glance

- WIK, the magazine for security management, provides bi-monthly information on security-related topics
- Information on topical trends
- Reports on practical operation
- Security systems - ideas and products
- Business and market trends
- Industrial security management
- Background knowledge, checklists, surveys
- Supplement "SicherheitsMarkt" (Security Market) with additional news and reports mainly for system integrators, installers and distributors of security systems
- In addition to the six regular issues, we also publish one special edition on a selected topic each year providing readers with basic knowledge, practical hints, surveys and important addresses

Structure of Readers according to Lines of Business

User	74 %
here of	
Big businesses	33 %
Guarding services/cash and valuables transport	15 %
Banks / Insurances / Leasing	8 %
Wholesalers and retailers	5 %
Fire department and fire detection	4 %
Hotels, hospitals, museums	3 %
Traffic departments and Forwarding agents	3 %
Energy supply companies, Facility Management and Communication	3 %
Distributors, producers, installers and dealers	17 %
Miscellaneous	
(Consulting, Police, Authorities, others)	9 %

Years of publication: 31th year of publication 2009

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126.80 EUR (abroad, postage included)

Price per single issue

20.00 EUR (Germany/Switzerland)

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