

WIK

A Leading German Magazine for Security Management

MEDIA KIT 2010

Offizielles Organ der Arbeits-
gemeinschaft für Sicherheit
der Wirtschaft e. V. (ASW),
B e r l i n





1. Circulation and Distribution Analysis

Number of printed copies:	9,580	
Spread circulation:	9,053	(abroad: 157)
Sold circulation:	1,901	(abroad: 82)
Subscribed circulation:	1,768	member: 1,007
Other sales:	133	
Controlled circulation:	7,152	
Remaining and archive copies:	527	

Average print run per issue 1 July, 2008 until 30 June, 2009,
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. Advertising formats and prices (prices in EUR)

Format	Format (Width x height mm)		basic price B/W	2-colours*	3-colours*	4-colours*
	Type area	Trimmed Page add 3 mm trimming edge				
full page	170 x 246	210 x 297	1,900	2,280	2,650	2,850
2/3 page across	170 x 164	210 x 200	1,425	1,805	2,175	2,375
1/2 page across	170 x 120	210 x 140	1,090	1,470	1,840	2,040
	vertical	82 x 246				
1/3 page across	170 x 80	210 x 100	790	1,170	1,540	1,740
	vertical	53 x 246				
1/4 page across	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
inside front + outside back cover		210 x 297				3,300
inside back cover		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 10/1 with special supplement SicherheitsMarkt	2010-02-22	2010-02-01	Locking Systems Access Control Time Recording Preview CeBIT	CeBIT, Hannover, 2010-03-02/06 Facility Management, Frankfurt/Main, 2010-03-09/11 light + building, Frankfurt/Main, 2010-04-11/16
WIK 10/2 with special supplement SicherheitsMarkt	2010-04-19	2010-03-29	CCTV (incl. Video over IP, Cameras)	IFSEC, Birmingham, 2010-05-10/13
WIK 10/3 with special supplement SicherheitsMarkt	2010-06-14	2010-05-25	Security Services Control Centres / Protection of Property	The Security Fair, Munich, 2010-07-07/08
WIK 10/4 with special supplement SicherheitsMarkt	2010-08-02	2010-07-12	Alarm Technology Fire Protection	
WIK 10/5 with special supplement SicherheitsMarkt	2010-09-20	2010-08-30	SECURITY Preview it-sa	SECURITY, Essen, 2010-10-05/08 it-sa IT Security trade fair Nuremberg, 2010-10-19/21
Visitor's guide	2010-10-05	2010-09-08	Visitor's guide to SECURITY in Essen with a print run of 15,000 copies	
WIK 10/6 with special supplement SicherheitsMarkt	2010-12-06	2010-11-15	Banking Security Physical Security CCTV	BAU, Munich, 2011-01-17/22 EuroShop, Düsseldorf, 2011-02-26/03-02

* 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

Structure of Readers according to Lines of Business

User here of	74 %
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: 32th year of publication 2010

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One-year Subscription rates

105.00 EUR (Germany, postage included)

126.80 EUR (abroad, postage included)

Price per single issue

20.00 EUR (Germany/Switzerland)

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