





## 1. Circulation and Distribution Analysis

Number of printed copies:	<b>12,150</b>	
Spread circulation:	<b>11,077</b>	(abroad: <b>140</b> )
Sold circulation:	<b>2,010</b>	(abroad: <b>83</b> )
Subscribed circulation:	<b>1,852</b>	member: <b>989</b>
Other sales:	<b>155</b>	
Controlled circulation:	<b>9,067</b>	
Remaining and archive copies:	<b>1,073</b>	

Analysis of circulation according to quarter 3/2006 and 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:	182 mm wide, 247 mm high

## 3. Printing process

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

**File formats:** Quark Express, Pagemaker, Freehand, Photoshop, EPS, TIFF, high res PDF; **Data medium:** CD-ROM;

## 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				
<b>1/1 page</b>	182 x 247	210 x 297	1,900	2,280	2,650	2,850
<b>2/3 page</b> vertical	116 x 247	130 x 297	1,425	1,805	2,175	2,375
<b>1/2 page</b>	horizontal	182 x 122	1,090	1,470	1,840	2,040
	vertical	85 x 247				
<b>1/3 page</b>	horizontal	182 x 80	790	1,170	1,540	1,740
	vertical	55 x 247				
<b>1/4 page</b> horizontal	182 x 60		600	980	1,350	1,550
<b>1/8 page</b>	85 x 60		330	710	1,080	1,280
<b>2<sup>nd</sup> + 4<sup>th</sup> coveragepage</b>		210 x 297				3,300
<b>3<sup>rd</sup> coveragepage</b>		210 x 297				3,050

**Online-Transmission:** E-Mail, MacLeonardo (a colour proof is required as well as specification of colour)

Leonardo (Eurofile Transfer): +49 6721 4089763  
(voice phone): +49 6721 498270

## 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

A reduction of 3 % is granted for all payments made prior to the publication of the advertisements; a reduction of 2 % is granted to all payments made within two weeks after invoicing – or within 30 days net.

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



## 8. Surcharges

Surcharges for preferred placement: **10 %**

Surcharges for layout adjustment:

**Cut 10 %, page and space reservation 10 %**

All necessary data conversions are calculated at cost.

### Additional colour charge

for colours of the European Ink Chart **380.00 Euro**

special colours **500.00 Euro**

4c CMYK **950.00 Euro**

## 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 Adresses” 1 column 2.60 Euro per millimeter,  
black and white (no discount available)

Minimum order 3 issues. Advance payment for 3 issues.

## 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 **290.00 Euro**

### Supplements: 205 x 290 mm

up to 25 grams per 1,000 items **275.00 Euro**

up to 50 grams per 1,000 items **315.00 Euro**

### 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 **150.00 Euro**

Net prices plus p&p.



Issue	Issue Date*	Close Date*	Topics	Fairs/Events/Special Distribution
WIK 07/1 with special supplement Sicherheits markt	2007-02-19	2007-01-29	Locking Systems, Access Control, Card Technology, Biometrics	Preview CeBIT, Hannover, 2007-03-15/21
WIK 07/2 with special supplement Sicherheits markt	2007-04-16	2007-03-22	CCTV, Video over IP, Fire Protection, Facility Management	Facility Management, 2007-04-24/26, IfSEC, Birmingham, 2007-05-21/24 Public Private Security, Hannover, 2007-06-12/14
<b>Special: Outsourcing Including Preview PPS 2007</b>				
Special: Access Control	2007-05-30	2007-04-25	Access Control	
WIK 07/3 with special supplement Sicherheits markt	2007-06-18	2007-05-24	Alarm Systems, Fire Detector, Security-Management	
WIK 07/4 with special supplement Sicherheits markt	2007-08-13	2007-07-23	Integrated Security, CCTV, Door Security Systems	A+A, Essen, 2007-09-18/21
WIK 07/5 with special supplement Sicherheits markt	2007-10-15	2007-09-24	IT-Security, Video Management Systems, Preview SYSTEMS with IT-SecurityArea	SYSTEMS with IT-SecurityArea 2007-10-23/26
WIK 07/6 with special supplement Sicherheits markt	2007-12-03	2007-11-12	"Banking Security", CCTV, Products and services	

\* 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), security in information technology, 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 "Sicherheits markt" (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 %
<b>Distributors, producers,</b>	
<b>Installers and dealers</b>	17 %
<b>Miscellaneous</b>	9 %
(Consulting, Police, Authorities, others)	

**Years of publication:** 29th year of publication 2007

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### One-year Subscription rates

**101.00 Euro** (Germany, postage included)

**114.50 Euro** (abroad, postage included)

### Price per single issue

**19.50 Euro** (Germany/Switzerland)

# wik

Zeitschrift  
für die Sicherheit  
der Wirtschaft

A Leading German Magazine for Security Management

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