

# Wik

A Leading German Magazine for Security Management

Advertisement Price List no. 25, valid from 2008-01-01

## MEDIA KIT 2008

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:	<b>10,899</b>	
Spread circulation:	<b>10,274</b>	(abroad: <b>201</b> )
Sold circulation:	<b>1,977</b>	(abroad: <b>86</b> )
Subscribed circulation:	<b>1,856</b>	member: <b>985</b>
Other sales:	<b>121</b>	
Controlled circulation:	<b>8,297</b>	
Remaining and archive copies:	<b>625</b>	

Average print run per issue 1 July, 2006 until 30 June, 2007,  
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:** Quark Express, Pagemaker, Freehand, Photoshop, EPS, TIFF,  
high res PDF compatible with Acrobat 4.0; **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>	170 x 246	210 x 297	1,900	2,280	2,650	2,850
<b>2/3 page</b> horizontal	170 x 164	210 x 200	1,425	1,805	2,175	2,375
<b>1/2 page</b>	horizontal	170 x 120	1,090	1,470	1,840	2,040
	vertical	82 x 246				
<b>1/3 page</b>	horizontal	170 x 80	790	1,170	1,540	1,740
	vertical	53 x 246				
<b>1/4 page</b>	horizontal	170 x 60	600	980	1,350	1,550
	vertical	82 x 120				
<b>1/8 page</b>	82 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

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:	<b>20 %</b>
Surcharges for layout adjustment: Cut	<b>20 %</b>
All necessary data conversions are calculated at cost.	

### Additional colour charge

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

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

2 advertisements	<b>10%</b>
4 advertisements	<b>13%</b>
6 advertisements	<b>15%</b>
8 advertisements	<b>17%</b>
12 advertisements	<b>20%</b>

## 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.

## 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 08/1 with special supplement Sicherheits markt	2008-02-25	2008-02-04	Locking Systems, Access Control, Biometrics, IT-Security	Preview CeBIT, Hannover, 2008-03-04/09 Intern. Hardware Fair/Practical World, Cologne, 2008-03-09/12 light & building, Frankfurt/Main, 2008-04-06/11
WIK 08/2 with special supplement Sicherheits markt	2008-04-07	2008-03-13	CCTV, Fire Protection, Alarm Systems	Facility Management, 2008-05-06/08 IfSEC, Birmingham, 2008-05-12/15
Special: CCTV	2008-05-29	2008-04-24	CCTV	
WIK 08/3 with special supplement Sicherheits markt	2008-06-02	2008-05-07	Surveillance and Guarding Services	
WIK 08/4 with special supplement Sicherheits markt	2008-08-18	2008-07-28	Alarm Systems, Access Control, Video over IP Preview SECURITY in Essen	
WIK 08/5 with special supplement Sicherheits markt	2008-09-22	2008-09-01	Preview SECURITY and SYSTEMS with IT-SecurityArea	SECURITY, Essen, 2008-10-07/10 SYSTEMS with IT-SecurityArea 2008-10-21/24
SECURITY Special	2008-10-06	2008-09-08	Visitor's Guides SECURITY in Essen Please ask for Special Media Kit	
WIK 08/6 with special supplement Sicherheits markt	2008-12-01	2008-11-10	"Banking Security", CCTV, Products and services	BAU, Munich, 2009-01-12/17

\* 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 "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:** 30th year of publication 2008

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 Doris Porwitzki-Kotter,

Claus Schaffner

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### One-year Subscription rates

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

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

### Price per single issue

**19.50** EUR (Germany/Switzerland)

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GERMANY**

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