

## Special Editorial Program for **DETEKTOR** (International & Scandinavian) magazines

In 2019, AR Media will adjust the numbers of printed Magazine issues. The Detektor International will be published 2 issues of magazine per year instead, while the Detektor Scandinavia will be in 4 issues of publications a year. To enrich the contents of Detektor magazines, AR Media will add in editorial articles based on the Technology Feature and a Vertical Market Feature (per issue) as listed below with deeper insights stories and case studies:

Topics of Special Editorial Feature Articles			
In DETEKTOR International magazine		In DETEKTOR Scandinavian magazine	
Issue #	Editorial Topics	Issue #	Editorial Topics
1	Technology Special Feature: <b>Access Control</b>	1	Technology Special Feature: <b>Alarm &amp; Detection</b>
	Vertical Market Special Feature: <b>Perimeter Surveillance</b>		Vertical Market Special Feature: <b>Modern Retail</b>
2	Technology Special Feature: <b>Video Surveillance--AI and Video analysis</b>	2	Technology Special Feature: <b>Access Control</b>
	Vertical Market Special Feature: <b>Smart Homes &amp; Smart buildings</b>		Vertical Market Special Feature: <b>Perimeter Surveillance</b>
	<ul style="list-style-type: none"> <li>Advertiser provides a special editorial feature article of 1 page (*) <b>about the special feature subject</b> (above) based on case stories or product applications</li> <li>The feature article, in order to be regarded as editorial, will be edited by the journalists of Detektor at AR Media (otherwise it will be regarded and marked as Advertorials). (Advertiser if can't accept the article editing by AR Media editors should book Ad space(s) for Advertorial instead.)</li> <li>(*) If a feature article to be required more than 1 page in print, advertiser has to provide a shorter version to fit in. If not, Advertiser shall buy the additional page(s) and pay for that before the issue of magazine published.</li> </ul>	3	Technology Special Feature: <b>Video Surveillance--AI and Video analysis</b>
			Vertical Market Special Feature: <b>Smart Homes &amp; Smart buildings</b>
		4	Technology Special Feature: <b>Integrated System</b>
			Vertical Market Special Feature: <b>Campus Security</b>

The stories provided by the advertiser must be clearly connected to the booked or chosen subject; i.e. if the special editorial theme is about **access control**, the story can then be either to describe a system and how it works, or describe a case where the system is used, or an application when the access system ideal, as well as why it is good and how to use it etc.

**【Please Note】** To join the program, the advertiser shall book a 1/1-page for its profile/color ad and one (or more) 1/1-page of an editorial story/article.

To benefit Early-bird advertiser in 2019, the Discounted Offers below listed are provided for your marketing cost-saving:

Pricing:	Listed Price	Discounted Offer (Promotion period)
● 1/1-page Ad (Profile/Ad)	US\$3,000.-	US\$1,800.-
● 1/1-page editorial article	US\$3,600.-	US\$2,400.-
● Swedish Translation (Editorial)	US\$1,800.-	US\$ 600.-/within 2000characters in English

