

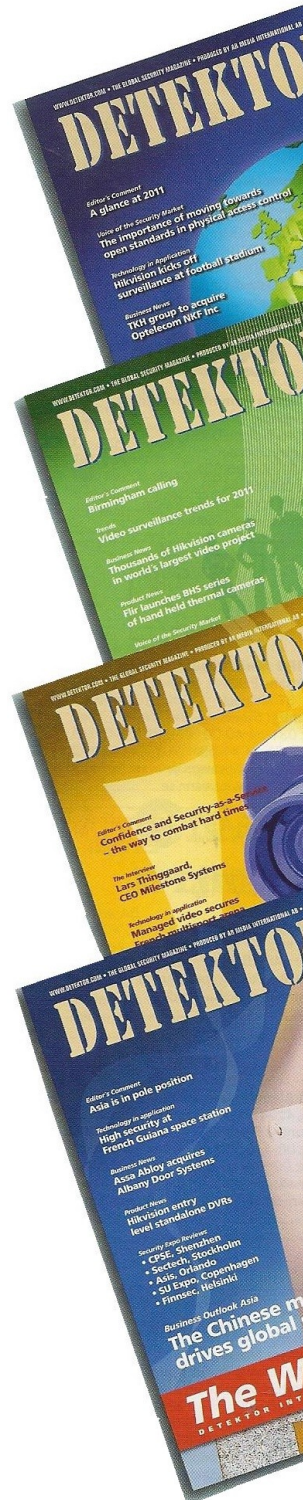
## Special Editorial Program for **DETEKTOR** (International & Scandinavian) magazines

The Detektor magazines are published by AR Media International (Sweden), the world famous publishing company 100% for Security and Surveillance industry. There are DETEKTOR International version and DETEKTOR Scandinavian version of magazines published on yearly basis. DETEKTOR International will be made 2 issues per year, while the Detektor Scandinavia ones are made in 4 issues annually.

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:

1

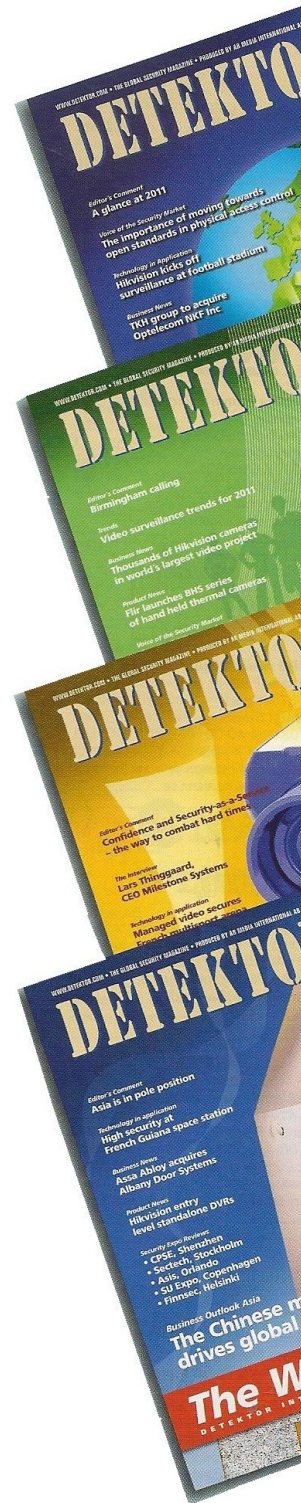
Topics of Special Editorial Feature Articles			
In DETEKTOR International magazine		In DETEKTOR Scandinavian magazine	
Issue #	Editorial Topics	Issue #	Editorial Topics
1	<p><b>Technical themes :</b></p> <ul style="list-style-type: none"> <li>- Access Control (To be published on <i>Securityworldmarket.com</i> in February)</li> <li>- Video Surveillance storage (To be published on <i>Securityworldmarket.com</i> in April)</li> </ul> <p><b>Verticals/applications:</b></p> <ul style="list-style-type: none"> <li>- Perimeter surveillance (To be published on <i>Securityworldmarket.com</i> in March)</li> </ul>	1	<p><b>Technical themes:</b></p> <ul style="list-style-type: none"> <li>- Access Control (To be published on <i>Securityworldmarket.com</i> in March or/and April)</li> <li>- Video Surveillance Image (to be published on <i>Securityworldmarket.com</i> in February or March )</li> </ul> <p><b>Verticals/application themes:</b></p> <ul style="list-style-type: none"> <li>- Perimeter surveillance (to be published on <i>Securityworldmarket.com</i> in February or March)</li> </ul>
	Publishing Week: 16 <sup>th</sup> Deadline of Ad copy: on/by Mar. 22, 2020		Publishing Week: 8 <sup>th</sup> Deadline of Ad copy: on/by Jan. 17, 2020
2	<p><b>Technical themes:</b></p> <ul style="list-style-type: none"> <li>- Intelligent Video Surveillance (To be published on <i>Securityworldmarket.com</i> in October)</li> <li>- IoT, Smart Buildings &amp; Cities (To be published on <i>Securityworldmarket.com</i> in November)</li> <li>- Cyber security (To be published on <i>Securityworldmarket.com</i> in December)</li> </ul> <p><b>Vertical themes:</b></p> <ul style="list-style-type: none"> <li>- Schools &amp; Universities (To be published on <i>Securityworldmarket.com</i> in December or in January 2021)</li> </ul>	2	<p><b>Technical themes:</b></p> <ul style="list-style-type: none"> <li>- Video surveillance incl. Video-as-a-Service / cloud solutions/ video storage solutions (to be published on <i>Securityworldmarket.com</i> in May. or June)</li> <li>- Alarm systems &amp; communication solutions incl. Intruder alarm systems, detection &amp; Alarm communication ( to be published on <i>Securityworldmarket.com</i> on in May. or June)</li> </ul> <p><b>Verticals/application themes:</b></p> <ul style="list-style-type: none"> <li>- Retail security (to be published on <i>Securityworldmarket.com</i> on in May. or June)</li> </ul>
	Publishing Week: 48 <sup>th</sup> Deadline of Ad copy: on/by Oct. 30, 2020		Publishing Week: 17 <sup>th</sup> Deadline of Ad copy: on/by Mar. 29, 2020



### Please Note:

- Advertiser provides a special editorial feature article of 1 page (\*) **about the special feature subject** (above) based on case stories or product applications.
- 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.)
- (\*) 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.
- Publishing week means that the magazine's distribution starts during that period of time. Due to the different geographical location of the subscribers, the delivery time for the magazine may differ by up to 10 days, depending upon the speed of the postal service within each country.

Topics of Special Editorial Feature Articles	
In DETEKTOR Scandinavian magazine	
Issue #	Editorial Topics
3	<b>Technical themes:</b> <ul style="list-style-type: none"> <li><b>Video Surveillance</b> Incl. Analytics / Night vision (to be published on Securityworldmarket.com on in September .or October)</li> </ul>
	<b>Verticals/application themes:</b> <ul style="list-style-type: none"> <li><b>IoT, Smart Buildings &amp; Cities</b> (to be published on Securityworldmarket.com on in September .or October)</li> </ul>
Publishing Week: 40 <sup>th</sup> Deadline of Ad copy: on/by Sept. 1, 2020	
4	<b>Technical themes:</b> <ul style="list-style-type: none"> <li><b>Video Surveillance</b> Incl. Image Quality/VMS Systems / Cyber Security (to be published on Securityworldmarket.com on in November.or December)</li> </ul>
	<b>Verticals/application themes:</b> <ul style="list-style-type: none"> <li><b>Schools &amp; Universities</b> (to be published on Securityworldmarket.com in November.or December)</li> </ul>
Publishing Week: 47 <sup>th</sup> Deadline of Ad copy: on/by Oct. 26, 2020	



### Pricing:

	Listed Price	Discounted Offer (Promotion period)
● 1/1-page Color 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 3000characters

### Remarks:

- The above prices are offered in US Dollars (w/o VAT).
- The discount offer of Color Ad is applicable if in one order with the Editorial article (min. 1 page).
- 1/1-page Editorial can be accommodated texts (incl. spaces and punctuation, max. 3000 characters), and a couple of images/tables.
- The above Editorial pricing, including printed in DETEKTOR magazine (per issue) and online releasing for (at least) 1 month in [www.SecurityWorldMarket.com](http://www.SecurityWorldMarket.com) (4 editions: Global, Middle East, North America, and United Kingdom)