

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

The Detektor International magazine is published 2 issues per year instead, while the Detektor Scandinavia one is a total of 4 issues a year. To enrich the contents of Detektor magazines, AR Media has been increased the Theme Reports 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: Access Control	1	Technology Special Feature: Alarm & Detection
	Published Market Special Feature: Perimeter Surveillance		Published Market Special Feature: Modern Retail
2	Technology Special Feature: Video Surveillance--AI and Video analysis	2	Technology Special Feature: Access Control
	Vertical Market Special Feature: Smart Homes & Smart buildings		Published Market Special Feature: Perimeter Surveillance
	<ul style="list-style-type: none"> 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. 	3	Technology Special Feature: Video Surveillance--AI and Video analysis
			Vertical Market Special Feature: Smart Homes & Smart buildings
4		4	Technology Special Feature: Integrated System
			Vertical Market Special Feature: Campus Security

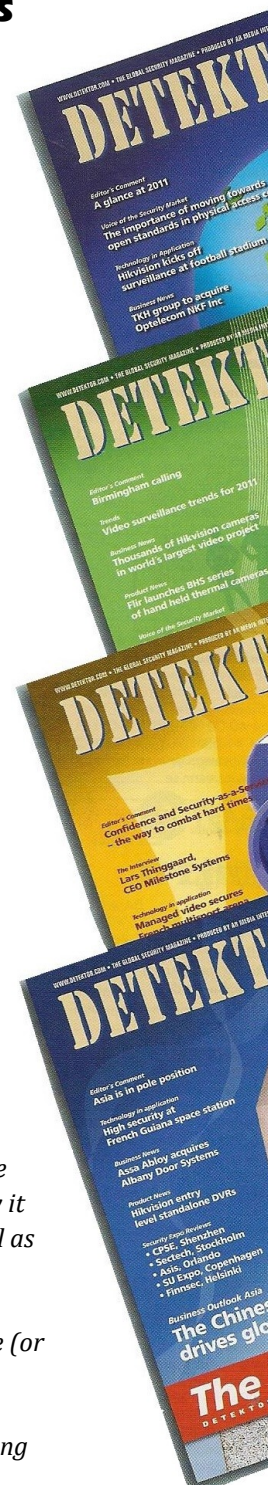
The stories provided by the advertiser must be clearly connected to the booked or chosen subject; i.e. if the special editorial theme is about **access control**, the story can then be either to describe a system and how it works, or describe a case where the system is used, or an application when the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

- | | | |
|--|-----------------------------|-----------------------------|
| | <u>Listed Price</u> | <u>Promotional Offer</u> |
| • 1/1 Color Ad in Editorial Theme pages
(will included 1/1-page Introductory article,
to meet the selected Theme, of Advertiser's system, successful cases) | US\$4,600./theme | US\$3,500./per theme |
| • Swedish Translation (Editorial) | US\$1,800./per | US\$ 600.-/per |
- The offer is made for texts on an article (per) that kept within (no more than)3000characters in English



【 Remarks 】

- 1) The above prices (offers) are made in US Dollars °
- 2) The Color Ad of this Editorial Program will be only published (inserted) in the pages of selected Theme articles on printed DETEKTOR magazine(s).
- 3) The appendant Editorial Article (comes with booked Color Ad) will be edited by AR Media's editor(s) , according to submitted materials (incl. texts, pictures, statistics, and/or charts), to meet the selected Theme to publish.
- 4) The editorial article, in the program and within the promotional period, will be extended and released online in four (4) editions (Global, ME, NA and UK) of www.SecurityWorldMarket.com for 1 months (scheduled by AR Media) at free.
- 5) During the online displaying period, a banner of the Editorial Theme will be marketed via weekly eNews-letter of the mentioned four (4) edition that will be eblasted (once per edition a week) to subscribers' email addresses—38,000+ per week—for (at least) 2 weeks.