

Security Industry Group

Unique media platform for the
Security Industry

SecIndGroup.com is the online home
of the Security Industry Group,
the largest and most active
physical security community
on LinkedIn.

Total Reach:
147.500

Media Kit

SecIndGroup.com

The online security trade show

SecIndGroup.com helps
security managers and consultants
get a **better idea** of how security vendors
and manufacturers can help ensure
business continuity and mitigate security
risks....



- News
- Insights
- Specials
- Discussion
- Glossary
- Videos
- Products
- Reviews
- Jobs



Explicate®

The SecIndGroup.com
communications platform
is initiated and managed
by Explicate

<https://Explicate.nl>



Security Industry Group and subgroups on LinkedIn:

Security Industry Group – 114.662 members

Subgroup Physical Security – 10.747 members

Subgroup Training & Certification – 3.775 members

Subgroup CCTV – 3,296 members

Subgroup Access Control – 2.705 members

Subgroup Americas region – 1.645 members

Subgroup Standards – 1.428 members



Maarten Mijwaart
is owner of Explicate
and founder and initiator
of the Security Industry
Group and SecIndGroup.com.

As the former MD of Nedap
Identification Systems and with
over 20 years of **experience** in
management, IT and security
technology, he understands
your business and your
marketing needs.



SecIndGroup.com is vendor neutral.
But we do understand and respect your
interests.

We are certain that you have based your
solutions and products on a sound
understanding of the market and the
requirements of your clients.

Why don't you share your knowledge,
insights and vision with the industry
and be perceived as a real
thought leader?

SecIndGroup.com is the perfect extension to your
existing marketing channels. We use the **Explicate
Marketing Model** to make sure that your brand and
solution are not just noticed, but that people actually
are excited about them...

Explicate Marketing Model

1	<i>Define audience, select channels</i>	🎯	Perceive it
2	<i>Frequency, engagement, planning</i>	📊	Remember it
3	<i>Message deconstruction, content, form</i>	🧠	Understand it
4	<i>References, 3rd party endorsement, evidence</i>	👤	Believe it
5	<i>Compelling story, emotion, inspire</i>	🔒	Feel it

Objectives

Present your products. Share your vision.
Educate the industry. Lead the community...

And make your brand **shine**!

You remain in the driving seat. And we are ready to
support you where needed to reach your destination
quicker...

Industries:

Security and Investigations	37,11%
Information Technology and Services	8,92%
Computer & Network Security	3,33%
Electrical/Electronic Manufacturing	2,84%
Computer Software	2,55%
Telecommunications	2,20%
Construction	1,90%
Management Consulting	1,72%
Defense & Space	1,40%
Facilities Services	1,37%

56%

of members work at security technology related businesses.

44%

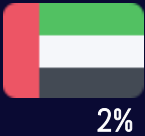
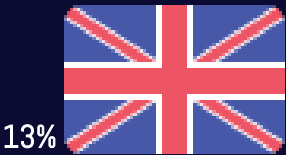
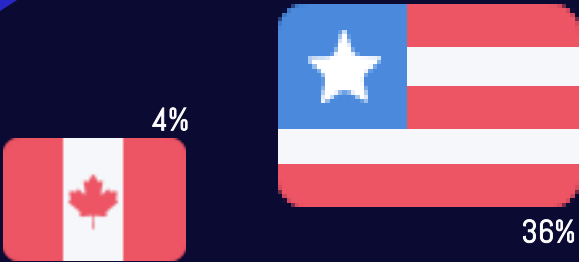
of members are involved with security as end-users.

17,4%

of members are CEO or managing director.

43%

of members are in management positions.



Continental spread:

North America	40,3%
Europe	28,1%
Middle East	12,5%
Asia	6,8%
Africa	4,3%
Pacific	4,1%
Latin America	3,3%



We are a proud partner of Security On Screen!

Security On Screen is an initiative from security media veteran **Peter Mawson**. Peter and his team have made Security on Screen to reflect what they think security media should look like in the modern world.

SOS is a multi-channel platform with focus on high-quality video content. Experts from the security industry regularly share their experience and ideas on the website and the social media channels.



The Security Industry Group and Security On Screen work together to make sure the ROI of **your campaigns** is maximized.

PR and marketing opportunities include video campaigns and dedicated webinars. Details can be found in a separate **media kit**.



Let's work together...

We propose 3 plans
to make your brand stand out!

MOST
VALUE !

First Class Membership Plan

Register as a vendor
Publish 12 products
Submit press releases and
whitepapers.

We will always publish your content.
We may edit it to fit the site context and increase
value for site visitors.

Your logo or banner appears on the front page and
in rotating banner spaces in the side bar of pages.

Your brand will be included in recommended
content at least 1 x per year
to 125,000 members!

499 Euro per year

Free Membership Plan

Register as a vendor
Publish 2 products
Submit press releases and
whitepapers.

We will publish your content
and link to your brand and
products if it is of value to our
audience.

Jobs!

Submit your vacancies in
our jobs section and save
recruitment fees.

Custom Membership Plan

Additional services to maximize visibility
of your brand and solutions:

Sponsored brand exclusive post on LinkedIn
and on SecIndGroup.com - **499 Euro**

Sponsored post with LinkedIn recommendation
to 135,000 members - **799 Euro**

Brand exclusive sponsored e-mail message
to 45,000 members - **999 Euro**

Fixed full width banner on frontpage and
in the side bar of most pages, per month **750 Euro**

Content writing, campaign definition and
additional support services, per hour **129 Euro**

© Explicate, January 2021

Explicate
Broekhoekweg 34
7582 PT Losser, The Netherlands

maarten@explicate.nl
+31 (0)6 1973 5553