



in partnership with

Security Industry **Group**

MEDIA KIT

2021

Google News



A NEW KIND OF INDUSTRY MEDIA

SECURITY ON SCREEN RE- ENERGISES INDUSTRY MEDIA,
FOCUSING ON THE ACCESSIBLE CONTENT YOUR
CUSTOMERS PREFER

Google News

WE SPEAK DIRECTLY TO YOUR CUSTOMERS

Your customers are on social media, on the web and on their phones. Promote your content the way your prospects want to see it on the platform of their choice.

WE ARE FULLY TRANSPARENT FROM PRICING TO RESULTS

On security on screen, you can see all of our pricing, book your own advertisements and respond to real time data. You can be confident that you are seeing the whole picture.

SAY GOODBYE TO PAY-TO-PLAY EDITORIAL

You can upload your own videos and press releases to sit alongside our unique content at the push of a button.



in partnership with

Security Industry **Group**



STRATEGIC PARTNERSHIPS

Security on screen is proud to partner with the largest community of security professionals on LinkedIn. The Security Industry Group grants access to more than 147,000 professionals on LinkedIn and a mailing list of 45,000 GDPR compliant, opt-in subscribers.

DIGITAL MARKETING INCLUDED

Create bespoke pay per click (PPC) strategies and more for your brand across google, linkedin, instagram and facebook by using our expert in-house digital marketing team.

WATCH RESULTS IN REAL TIME

With custom dashboards and reports, you can see how your campaign is performing live and refine it accordingly. We don't hold back on data.

DATA DRIVEN ADVERTISING



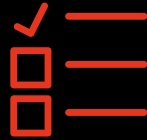
in partnership with

Security Industry Group



UPLOAD

Upload your company videos and press releases. It's completely free. Selected posts also go out over our social channels alongside our unique content.



Plan your perfect marketing campaign, from affordable advertisements to bespoke video production, media training and even fully targeted PPC cross platform social media campaigns.



Work with us to perfect your campaign and watch the results in real-time on your own dedicated customer dashboard.

HOW IT WORKS



Security Industry **Group**



EXPECT THE BEST

Stand out from the crowd with a live stream that gives you more. Our knowledge and expertise will allow you to host a live stream that feels more like a professional broadcast. With an LED screen backdrop and the ability to mix in a variety of live or recorded elements you will deliver an event that captures the imagination.

THE AUDIENCE YOU WANT

Make sure only the people you want watching can see your live stream. You can share it with the world over multiple platforms or you can choose to select a few that can view behind a password all courtesy of our dedicated portal. The choice is yours.

OUR PLACE OR YOURS?

Your needs come first. We would be delighted to welcome you to our dedicated live streaming facility in the UK but we also have the equipment and understanding to bring our live stream set to wherever you would like.

INTERACTIVE LIVE STREAMING



Security Industry **Group**



TWITTER FOLLOWERS ARE INTEGRATED INTO THE NEW SECURITY ON SCREEN VIDEO PLATFORM TO ENSURE YOU HAVE MULTIPLE ROUTES TO AUDIENCE AND THE RIGHT AVENUE FOR YOUR NEWS AND VIDEOS



JOIN THE FLOCK



SECURITY ON SCREEN RECOGNISES THE VALUE OF SOCIAL MEDIA PLATFORMS AND PARTICULARLY IN THE BUSINESS TO BUSINESS ENVIRONMENT – LINKEDIN. AS SUCH, SECURITY ON SCREEN HAS PARTNERED WITH THE SECURITY INDUSTRY GROUP ON LINKEDIN, WHICH IS THE LARGEST SECURITY FOCUSED GROUP ON THE PLATFORM.



Security on Screen is delighted to have been able to reach an agreement to manage content for the Security Industry Group, which was established over 10 years ago by Maarten Miljwart. With this agreement we can circulate our video content directly to the group, meaning we can help members understand more about what's going on in the market with our video news and bitesize interview format.

Coming from a background in access control and having managed Nedap in Europe for well over a decade, Maarten recognised the power of video from both an educational and promotional perspective and was therefore happy to align with Security on Screen. The cross platform, mobile first approach was acknowledged by Maarten as the best way to communicate and share news and views both inside and outside of the group and as such, a rolling agreement has been reached and signed.

MEMBERS OF THE SECURITY INDUSTRY GROUP ARE ELIGIBLE FOR SPECIAL PROMOTIONS AND DISCOUNTS SHOULD THEY CHOOSE TO PROMOTE THEIR BRANDS ON SECURITY ON SCREEN.



Security Industry Group



sos

SECURITY ON SCREEN



PETER MAWSON IS THE FOUNDER OF SECURITY ON SCREEN. PETER HAS AN EXTENSIVE BACKGROUND IN SECURITY SPECIFIC MEDIA PLATFORMS.

With a career spanning over 25 years Peter is a seasoned professional and has enabled numerous brands to deliver their message to a global audience across print, digital and video news products. Now focusing on video, Peter and the team at Security On Screen are aligned with and managing content for the Security Industry Group - this ensures members see the very latest in product releases, case studies and thought leadership content but in bite size, manageable and engaging video formats.

Google News

sos^o

in partnership with

Security Industry Group



44%

of members are involved with security as end-users.

56%

of members work at security technology related businesses.

INDUSTRIES:

Security and Investigations	37,1%
Information Technology and Services	8,9%
Computer & Network Security	3,3%
Electrical/Electronic Manufacturing	2,8%
Computer Software	2,5%
Telecommunications	2,2%
Construction	1,9%
Management Consulting	1,7%
Defense & Space	1,4%
Facilities Services	1,3%

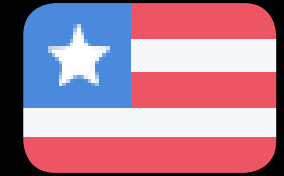
43%

of members are in management positions.

17.4%

of members are CEO or managing director.

4%



36%

13%



CONTINENTAL SPREAD:



4%



2%



2%



2%



2%



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



in partnership with

Security Industry Group



LET'S WORK TOGETHER...

PICK A PLAN TO SUIT YOUR
BUDGET AND MAKE YOUR
BRAND STAND OUT

Google News

eos^o
in partnership with
Security Industry **Group**



OFFERED AT £24,995

1. Two videos per month to appear in the 'Featured' Video slider on the home page for 1 week per month.
2. One remote appearance in the Security On Screen studio per month – this could be pre online trade show news, product launch, new senior executive profile or a case study or commercial win you want to promote.
3. Dedicated page on the website for a library of up to 100 videos per annum.
4. Social Media sharing of all videos uploaded to the website across every social platform.
5. Discounted rates across all services offered – take 15% off our rate card.
6. Four webinar 'Premier Sponsor' or 'Technical Sponsor' status in the Security On Screen webinar program during your campaign. You choose your favoured position and we work with you to select the best subject matter to suit your objectives.
7. Social media support across Twitter, LinkedIn, Facebook, Instagram and Google.
8. Promotional web banner on the website for 12 months.
9. A monthly post with your brand will appear in the largest LinkedIn group (110,000 members) and also in relevant smaller groups.
10. Your LinkedIn post will be recommended by the administrator of the group - this will improve the views.
11. The LinkedIn post will also appear as an article on our partner website SecIndGroup.com with links to the Security On Screen post for SEO and optimised exposure.
12. The LinkedIn post will also be highlighted in a digital e-mail newsletter to more than 45,000 LinkedIn Security Industry Group members.

OFFER 1 | ANNUAL

12 MONTHS

**EXPOSURE ACROSS
THE PLATFORM**



Security Industry **Group**



OFFERED AT £15,995

1. Two videos per month to appear in the 'Featured' Video slider on the home page for 1 week per month.
2. One remote appearance in the Security On Screen studio per month – this could be pre online trade show news, product launch, new senior executive profile or a case study or commercial win you want to promote.
3. Two videos per month to appear in the 'Featured' Video slider on the home page for 1 week per month.
4. Dedicated page on the website for a library of up to 50 videos per annum.
5. Social Media sharing of all videos uploaded to the website across every social platform.
6. Discounted rates across all services offered – take 10% off our rate card.
7. Two webinar 'Technical Sponsor' status in the Security On Screen webinar program. We work with you to select the best subject matter to suit your objectives.
8. Social media support across Twitter, LinkedIn, Facebook, Instagram and Google.
9. Promotional web banner on the website for 6 months.
10. A monthly post with your brand will appear in the largest LinkedIn group (110,000 members) and also in relevant smaller groups.
11. The LinkedIn post will also appear as an article on our partner website SecIndGroup.com with links to the Security On Screen post for SEO and optimised exposure.
12. The LinkedIn post will also be highlighted in a digital e-mail newsletter to more than 45,000 LinkedIn Security Industry Group members.

OFFER 2 | BI-ANNUAL

6 MONTHS

**EXPOSURE ACROSS
THE PLATFORM**



Security Industry Group



OFFERED AT £9,995

1. Two videos per month to appear in the 'Featured' Video slider on the home page for 1 week per month.
2. One remote appearance in the Security On Screen studio per month – this could be pre online trade show news, product launch, new senior executive profile or a case study or commercial win you want to promote.
3. Dedicated page on the website for a library of up to 25 videos per annum.
4. Social Media sharing of all videos uploaded to the website across every social platform.
5. Discounted rates across all services offered – take 5% off our rate card.
6. 'Technical Sponsor' status in one Security On Screen webinar program during your campaign period. We work with you to select the best subject matter to suit your objectives.
7. Social media support across Twitter, LinkedIn, FaceBook, Instagram and Google.
8. Promotional web banner on the website for 3 months.
9. A monthly post with your brand will appear in the largest LinkedIn group (110,000 members) and also in relevant smaller groups.
10. The LinkedIn post will also appear as an article on our partner website SecIndGroup.com with links to the Security On Screen post for SEO and optimised exposure.
11. The LinkedIn post will also be highlighted in a digital e-mail newsletter to more than 45,000 LinkedIn Security Industry Group members.

OFFER 3 | QUARTERLY

3 MONTHS

**EXPOSURE ACROSS
THE PLATFORM**



Security Industry **Group**



OFFERED AT £2,995

1. Web banner advert linking to your own website for 1 month.
2. One video to appear in the 'Featured' Video slider on the home page for 1 week.
3. One remote appearance in the Security On Screen studio. This could be pre online trade news, product launch, new senior executive profile or a case study or commercial win which you want to promote.
4. Dedicated page on the website for a library of up to 10 videos per annum.
5. Social Media sharing of all videos uploaded to the website across every social platform.
6. Social media support across Twitter, LinkedIn, FaceBook, Instagram and Google.
7. A post with your brand will appear in the largest LinkedIn group (110,000 members) and also in relevant smaller groups.
8. The LinkedIn post will also appear as an article on our partner website SecIndGroup.com with links to the Security On Screen post for SEO and optimised exposure.
8. The LinkedIn post will also be highlighted in a digital e-mail newsletter to more than 45,000 LinkedIn Security Industry Group members.

OFFER 3 | MONTHLY

1 MONTH

**EXPOSURE ACROSS
THE PLATFORM**



Security Industry **Group**



IF YOU PREFER SPECIFIC
PORTFOLIO ELEMENTS RATHER
THAN A FIXED PLAN WATCH
EXPLAINER VIDEOS AND BUILD A
BESPOKE CAMPAIGN

DISPLAY ADVERTISING

VIDEO SERVICES

DIGITAL MARKETING

EXPLAINER VIDEOS



Google News

The Tannery, 3a John Street, Tunbridge Wells,
Kent TN4 9RU

ENQUIRIES: +44 (0)1892 525141

FEEL FREE TO CONTACT
FOUNDER PETER MAWSON
petermawson@securityonscreen.com



Security Industry **Group**