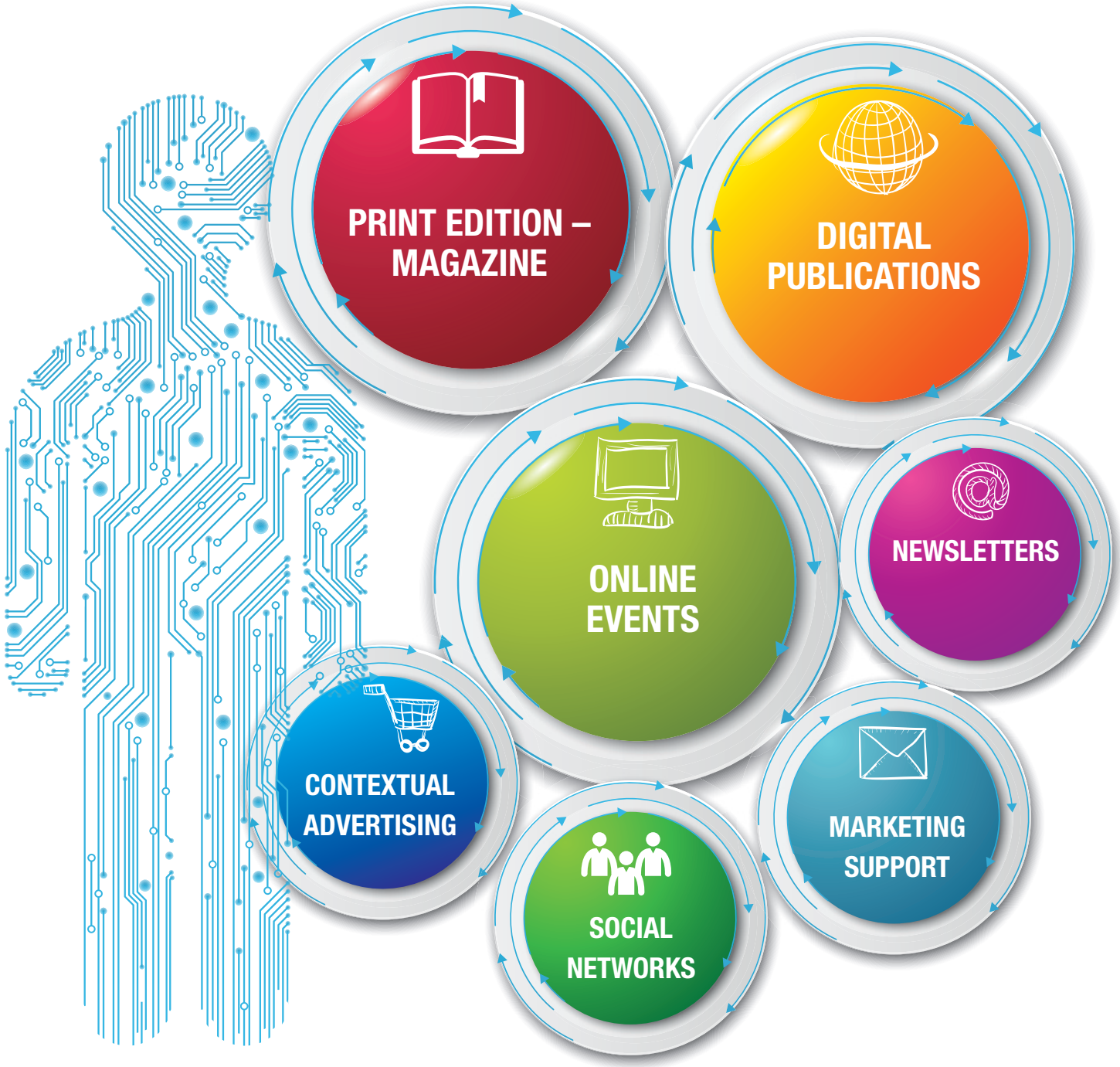
Published by Groteck since 1993

СИСТЕМЫ БЕЗОПАСНОСТИ

S&S

Every single moment we attract, engage and delight your new Russian customers!

Security & Safety project is an affective community of professionals, uniting our print edition and internet-portal



WE WON'T JUST PUT YOUR AD.
WE WILL PROVIDE IT WITH STRONG EXPERT SUPPORT AND THE RIGHT AUDIENCE!

How it works

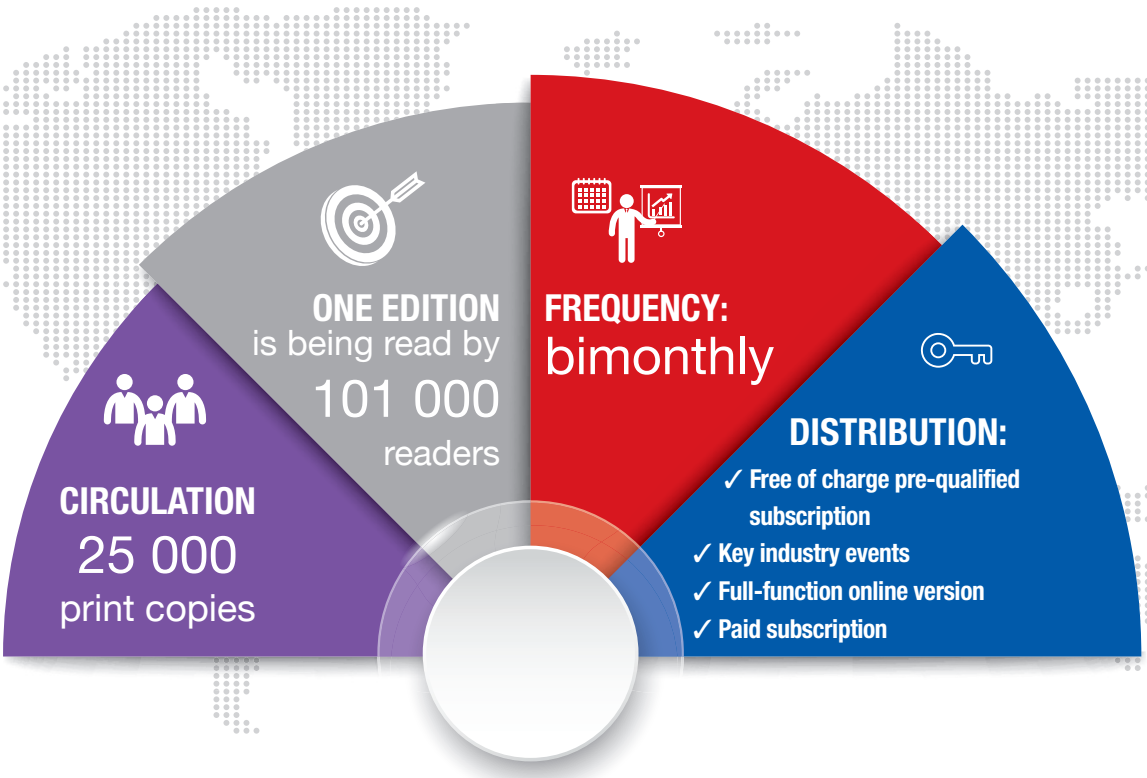
S&S magazine is a leader edition among Groteck's publications, which is being issued since 1993 for top managers and security professionals in Russia.

Bimonthly we publish from 120 to 150 pages of information about newest technologies, perspective trends, successful implementation cases, best equipment and systems.

The coronavirus pandemic has pushed the development of digital technology. The journal's expertise has been supplemented with electronic services: articles, news, product reviews, the online version of the journal is now available on the Secuteck.Ru website. Online events at Secuteck ADAPT have become a great alternative to traditional exhibition activities.

The magazine is distributed via free of charge pre-qualified subscription. Up to 10% of the circulation is being distributed via paid subscription. The edition is always presented at key industry events and professional security forums such as All-over-IP, International Forum of Security & Safety Technologies. Also the magazine is available for visitors of following events: MIPS/ Securika, Sfitex, Interpolitex, Complex Security, ARMY show, Hi-Tech Building, ITSEC, and conference events held by advertisers.

We improve sending the magazine to End-Users and Governmental regulators as a hands-to-hands delivery. Also we do it at regular face to face meetings with End-Users, which we run during the year, and via targeted channels.



Key topics

- Video surveillance, machine vision
- Access control systems
- Biometric technologies
- Digital transformation: artificial intelligence, IoT, smart city
- Intelligent buildings, building automation
- Convergence of technologies
- Business analytics
- Video storage
- Neural networks, deep learning
- Protection of the upper hemisphere
- Cyber Security
- IT infrastructure, SDN networks, converged network
- Software platforms
- Identity management
- Security and fire alarm systems, fire safety
- IP technologies
- Complex security, system integration, PSIM platforms

We write about the technological changes that are driving the security market, talk about the problems, requests and requirements of customers.

Special projects

In each edition of the magazine we publish special materials from industry point of view and from technical point of view. We create special contents to make these publications more valuable. These special publications are distributed addressable to concrete audience groups.

Audience groups

We are constantly updating the database by categories: sales partners of advertisers of the magazine and participants of All-over-IP Forum and Forum of Security & Safety Technologies, design organizations, IT integrators, industry, construction, retail – more than 6 thousand organizations in total.

In 2020 we published

208
expert articles

46
advertising articles

128
AD layouts

68
interviews with End-Users

75
expert opinions

97
new products announcements

28
production reviews and tests

24
market reports

Why do they read the magazine?

62% to check new products

44% to find a problem solution

79% to get new knowledge

31% to find new suppliers

8,9% to plan purchase

39% to learn about advanced technologies

The annual audit of the subscriber base and focus on the largest customers gives our clients a consistently high level of prestigious audience.

Who reads the magazine

46% installers and design engineers

36% department managers

34% make collective decisions on purchases

30% end-users

35% technical specialists

31% decision makers

18% manufacturers, distributors

27% top managers

25% prepare purchase decisions

To submit the article please contact Galina Skochko skochko@groteck.ru

Audience of the magazine by industry

18% industry and production

16% transport

15% government customers

13% places of mass stay of people

10% oil & gas, fuel and energy complex

9% construction (developers, builders)

9% banks and financial institutions

8% retail

3% internet and telecom providers

Geography of readers

35% Moscow and Moscow region

16% Volga Federal District

11% Central Federal District

10% Ural Federal District

8% Siberian Federal District

7,5% Northwestern Federal District (including Saint Petersburg)

6,5% Southern Federal District

4% North Caucasian Federal District

2% Far East

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Security & Safety Magazine 2021

S&S Mag № 1/2021 Issue date: April 2	S&S Mag № 2/2021 Issue date: May 28	S&S Mag № 3/2021 Issue date: July 23	
SHOW BONUS DISTRIBUTION			
Securika Moscow / MIPS, IFSEC International, NEFTEGAZ 2021	MAPIC Russia	Army 2021, Integrated safety & security exhibition	
Direct access to end-users! Distributed at meetings of producers and suppliers with regulators and major customers (take place throughout the year within the preparation for TB Forum)			
KEY TOPIC OF THE EDITION			
Security of industrial, oil and gas and electric power facilities	Retail	• Security of places/facilities of mass gathering. The pandemic lessons and the new reality • AgroTech	
Special projects			
1. COVID-Tech. Contactless systems for automatic monitoring of violations of the temperature regime and detection of the presence of a medical mask on the face 2. ACS for geographically distributed facilities 3. Cybersecurity of the digital enterprise 4. Gas automatic fire detection and extinguishing systems 5. Shells for video cameras in difficult operating conditions	1. COVID-Tech. Biometric solutions to fight modern threats: contactless ACS with thermometry 2. Video analytics in retail 3. Security monitoring. Software for security companies 4. High-tech equipment. Lens overview	1. Data center engineering infrastructure 2. Biometric readers of ACS 3. Smart parking systems 4. IP video camera with built-in turning devices 5. Aspiration systems	
DIGITAL TRANSFORMATION: AI, IoT, smart city			
• Computer vision and video analytics as drivers of industry digitalization • Digitalization of the security system in industry • Implementation of an intelligent video surveillance system in a coal company	• New technologies at the big data market • Retail: how to prepare business to digital transformation • How to increase sales through big data, AI and logistics • Pandemic as the trigger of digital transformation	• Digitalization of urban infrastructure. Successful methods and approaches • Cybersecurity, digital risks and threats • How to make digital transformation successful: time to think and act • Artificial intelligence for video surveillance systems	
UNMANNED AERIAL VEHICLE SYSTEMS, ANTI-DRONE			
State regulation in the field of the safe use of UAVs	Practical experience of using the unmanned aircraft. Works performed with the use of UAVs	The use of unmanned aircraft systems during emergency rescue operations, monitoring, public notifications etc.	
BUSINESS, IDEAS AND SOLUTIONS			
Secrets of video surveillance manufacturers. How to distinguish advertising from reality	"The devil is in details." How to read Datasets from IP cameras. Simply about complex	Etiquette in international business. What you need to know if you work in several countries	
VIDEO SURVEILLANCE			
• How to improve the efficiency of video surveillance system at the facility • The use of video analytics to improve the efficiency of production processes, monitoring and quality control • How hardware video analytics improves the video surveillance industry	• Thermovision to detect people with high temperatures: application features, standards and recommendations • Import substitution in video surveillance systems • Design features of video surveillance systems with video analytics at retail facilities	• Use of software and video analytics to recognize specific and threat-forming events • Video surveillance vs coronavirus: temperature measurement, mask detectors, video surveillance over quarantine compliance in medical institutions • Trends and forecasts of video analysis	
MACHINE VISION			
Application of machine vision to solve production problems: gassing of coke batteries and security	Ensuring the specified image quality. Machine vision cameras: interfaces, sensors, functionality	• Computer vision in the HR service • 8 examples of using computer vision	
IN THE FOCUS			
Testing of 4K dashboard cameras	Review of cameras with Wi-Fi up to 4 Mpx	Review of cameras with built-in video analytics	

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Editorial Calendar

	S&S Mag № 4/2021 Issue date: September 17	S&S Mag № 5/2021 Issue date: November 19	S&S Mag № 6/2021 Issue date: February 2, 2022
	Sfitex, Hi-Tech Building, Interpolitex	All-over-IP Forum	The International Forum of Security & Safety Technologies, INTERSEC, NAIS
	• Smart city, digital region • Implementation of intelligent technologies in the utilities sector	• Digital transformation of the financial sector: trends and forecasts • Biometric acquiring	Transport. Improvement of technological security and regulatory framework
	1. COVID-Tech. The air disinfection system and disinfection of objects. Tunnel passageways with sterilization systems 2. Intercom systems 3. Electromagnetic locks 4. Address wire system of security and fire alarm	1. ACS controllers for medium and large capacity systems 2. Secure remote access 3. Integration systems 4. Module fire extinguishing systems	1. Surveillance on facilities of transport infrastructure 2. Equipment for passenger and baggage inspection 3. Perimeter protection 4. Data storage systems 5. Reception and control devices, security and fire equipment
	• Smart building: comfort, security, digital services • Digital zoning of the cloud platform of accounting and analysis of production data in the field of water supply • Smart communications: a digital platform for residents and a management company	• How regions are switching to the management based on big data • Cybersecurity: how to protect an enterprise in the era of Industry X.0 • Digital transformation, security and clouds • Target orientation of digital transformation processes	• How Big data and artificial intelligence manage the security of companies • Features of ensuring cyber security of train traffic management systems • The problem of cloud computing privacy
	Development of the unmanned aircraft market. Current state, international and Russian experience	Modern technologies and IT solutions for unmanned aircraft systems	Methods and means of countering UAVs
	What is Beyond Security and why is this market constantly growing?	10 tips for a video surveillance specialist for career growth	Win-Win strategy in the "integrator – customer" relationship or why to develop the competence of end customers
	• Video analytics for global monitoring and situational centers • Face recognition and cybercrime: is it easy to cheat the biometric system? • Calculation of server performance for video analysis modules of various manufacturers • New technologies for office space and shopping centers	• Strategy of combining separate security systems in network branches for centralized video monitoring and management from the head office • Video identification: ensuring security. How to make a successful project • Predictive analytics based on behavior	• The use of video analytics to improve the efficiency of production processes, monitoring and quality control • Auto-tracking of objects using PTZ. Tasks to be solved. Limits of applicability • Video analytics in regulatory documents of Russia
	• The case of the ChelPipe Group: testing pipes based on machine vision • Computer vision: technologies, market, perspectives	A sharp eye for AI. Embedded machine vision systems as a cost-effective and efficient platform for neural networks	Application of machine vision systems for railway transport
	Review of cameras with cloud video surveillance	Testing of cameras with a motorized lens at sub-zero temperatures	Review of PTZ night vision cameras

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S&S Mag № 1/2021 Issue date: April 2	S&S Mag № 2/2021 Issue date: May 28	S&S Mag № 3/2021 Issue date: July 23	
ACCESS CONTROL SYSTEMS			
• ACS in hydropower: protection of hydroelectric power plants and dams. The monitoring of the safety of surface and underwater water areas • The impact of the pandemic on technologies of access control • ACS trends based on video identification for critical infrastructures	• Benefits of technologies of remote registration of visitors at business centers during a pandemic • Integration of medical information into ACS • Biometrics, Bluetooth and IP intercoms as components of a modern ACS solution	• Experience of integrating ACS and security video surveillance systems during a pandemic • Barrier-free solutions in door automation for public places • Biometric solutions to fight modern threats: contactless ACS with thermometry	
BIOMETRICS			
The use of neural networks in automated fingerprint information systems. An impact assessment	Promising technologies of image recognition using AI	Contactless access in practice. Pros and cons of technologies, the possibility of their combination	
IDENTITY MANAGEMENT			
The implementation of IdM. Procedures and technical means, training and adaptation of employees	Features of providing access and information security in distributed automated control systems and information and measurement systems	Practice of combining access control to placements and information resources	
INSPECTION SYSTEMS			
Development of inspection technologies. Market trends	X-ray inspection systems: technology's secrets	Personal inspection in places of mass gathering	
COMPLEX SECURITY			
• Russian platforms for integrated security systems • Gas analysis system as a complex part of the safety of a hazardous production facility • Issues of total cost of ownership and operation of complex security systems. Comparative examples	• Modern technical means of radiation, chemical and biological protection • Cybersecurity of complex security systems • Development and introduction (adoption) of domestic standards for various security systems. Differences between domestic and foreign standards	• Complex system to fight the spread of infectious diseases • Implementation of PSIM. What is more important, a product or a project? New sources of complex threats • A system to monitor the deformation of bearing structures to ensure the safety of a unique sports facility	
PERIMETER SYSTEMS			
Comprehensive security of oil and gas linear facilities	Key functions of systems of perimeter security. Identification of threats Automatic response systems	Technical means to protect the perimeter of places of mass gathering	
CONVERGENCE: SECURITY AND AUTOMATION			
New aspects of building automation	Artificial intelligence as a building automation tool	Expected challenges of building automation and cognitive buildings	
FIRE & INTRUDER ALARMS, FIRE SAFETY			
• Improvement of the regulatory and legal basis to ensure fire safety at facilities of mass gathering and a deserted technological process • Reliable and fault-tolerant fire safety system in the light of new standards	• Fire alarm systems and complex integrations. New security opportunities • New rules of fire safety regulations: practical application • Current problems of fire safety in retail	• Risk-oriented approach to the state fire supervision • Mandatory fire insurance of facilities of mass gathering • Main problems during the examination of project documentation of buildings and structures	

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	S&S Mag № 4/2021 Issue date: September 17	S&S Mag № 5/2021 Issue date: November 19	S&S Mag № 6/2021 Issue date: February 2, 2022
	• Features of guest registration in the business center • Multi-format readers • Information security in ACS based on IP technologies • Mobile access as a method to improve workplace safety	• Thermography and masks – new trends in ACS • Integration of ACS with automation systems • Wireless ACS actuating devices and their place in the market	• Protection of water areas • ACS • Search and inspection equipment and ACS for critical infrastructure and socially significant facilities
	The technology of identification by finger-prints. Principles of work and perspectives for development	A single biometric system: transformation in a new environment	Software and hardware complexes for biometric identification technologies
	Biometric authentication with logical access control. Risks of digital services and cloud platforms	Management of privileged accounts. Technologies and solutions	Modern technologies to integrate physical and logical access
	Inspection equipment against terror, contraband and theft	Russian market of inspection equipment – 2021	Inspection equipment for railway stations and airports
	• How to break the chain from threat to incident and ensure 24/7 security • Technologies of intelligent data analysis to improve the efficiency of complex security systems • Open architecture of the security management software solution as a competitive advantage during the construction of complex security system	• Digital transformation in the field of object security of the company • Integration of alarm and automation systems: expansion of functionality and cost optimization • Counterfeit projects, equipment, advertising. Examples of effective control	• The future of integrated security systems in the digital economy • Smart transport solutions in the design of a smart city • Standardization of anti-ramming systems • Obstacles to high quality integration of object-oriented systems
	Video surveillance and video analytics on perimeter protection. Features of systems to solve such problems	How to integrate a perimeter protection system into a comprehensive facility security system	How are perimeter protection, fencing and alarm systems connected at the airport
	Hardware-software platforms and ecosystems as modern trends of building automation	Digital transformation as a driver of building automation: necessity, ways of implementation	Problems of digitalization of the automated building management system. The necessity to neutralize cyber risks
	• Fire safety of residential complexes • Technical maintenance of fire safety systems by a contractor or independently. Pros and cons. • Modern solutions to prevent fire • Technical regulation in the field of fire safety	• Practice of ensuring fire safety at the bank's facilities • Private-state partnership in the field of fire safety • Fire prevention in electrical installations: recommendations to reduce the risk of fires in commercial buildings	• Fire prevention in electrical installations: recommendations to reduce the risk of fires in commercial buildings • Ensuring fire safety at civil airdromes • Possibilities to use technologies of information modeling to ensure fire safety of facilities

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SPECIAL PROJECTS

To bring our clients closer to end users and sales partners who are looking for business opportunities in specific industry projects, we have developed industry focuses and special projects. Study the thematic plan, choose the most relevant for you.

№ 1/2021

Security of industrial, oil and gas and electric power facilities

1. COVID-Tech. Contactless systems for automatic monitoring of violations of the temperature regime and detection of the presence of a medical mask on the face
2. Access control for large industrial enterprises
3. Cybersecurity of the digital enterprise
4. Gas automatic fire detection and extinguishing systems
5. Shells for video cameras in difficult operating conditions

№ 2/2021

Retail

1. COVID-Tech. Biometric solutions to fight modern threats: contactless ACS with thermometry
2. Video analytics in retail
3. Security monitoring. Software for security companies
4. High-tech equipment. Lens overview

№ 3/2021

Security of places/facilities of mass gathering. The pandemic lessons and the new reality

AgroTech

1. Data center engineering infrastructure
2. Biometric readers of ACS
3. Smart parking systems
4. IP video camera with built-in turning devices
5. Aspiration systems

№ 4/2021

Smart city, digital region

Implementation of intelligent technologies in the utilities sector

1. COVID-Tech. The air disinfection system and disinfection of objects. Tunnel passageways with sterilization systems
2. Intercom systems
3. Electromagnetic locks
4. Address wire system of security and fire alarm

№ 5/2021

Digital transformation of the financial sector: trends and forecasts

Biometric acquiring

1. ACS controllers for medium and large capacity systems
2. Secure remote access
3. Integration systems
4. Module fire extinguishing systems

№ 6/2021

Transport. Improvement of technological security and regulatory framework

1. Surveillance on facilities of transport infrastructure
2. Equipment for passenger and baggage inspection
3. Perimeter protection
4. Data storage systems
5. Reception and control devices, security and fire equipment

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The structure of industry focuses and special projects leads the buyer to make a decision through all the main stages:

1. Detecting a problem
2. Understand the problem
3. Finding solution

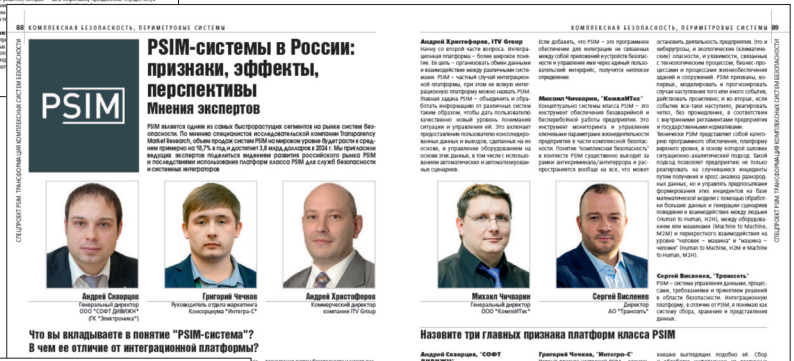
Materials on behalf of consumers and regulators 1

Ведущие тенденции безопасной идентификации

Materials on behalf of system integrators 2

Пандемия коронавируса станет драйвером сегмента бесконтактных решений в СКУД

Experience and opinions of 3 leading experts 3



PSIM-системы в России: признаки, эффекты, перспективы

Мнения экспертов

Overview of 4 technical solutions 4

Система технического зрения SBRD-Q: высокие технологии при малых размерах

Представляет ООО "ФЕСТО-РФ"
www.festo.com

Камеры LUCID Triton – ясный взгляд на мир

Представляет LUCID Vision Labs
www.thinklucid.com

Просто подключить NM Card и получить умную систему

Представляет ЗАО НТЦ "Модуль"
www.module.ru

Комплекс автоматической фиксации нарушений ПДД "Астра Трафик": камеры там, где нужно, а не там, где можно!

Представляет ООО "Астра Лаб"
www.astra-lab.com

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How to participate

On the website Secuteck.Ru

We have developed several service packages. You can choose to publish news, articles, or present specific products and solutions.

Each service package has additional benefits: news automatically gets to Facebook, as well as to the weekly newsletter Secuteck Weekly. when an article is published with the title placed on the main banner of the website or when participating in a special project, advertisers can publish their news on the website for three months.

Our website is created on a modern platform that is well indexed by search engines. Additionally, we can develop a promotion plan for you using contextual advertising in Yandex.Direct and / or Google AdWords.

News

What do you get:

- Company press releases (up to news a month) will be published in the news section on secuteck.ru
- The content will be promoted in the S&S Magazine's Facebook and VK account
- News content: press releases, news, promotions, announcements of upcoming company events, etc. (up to 10 items per month)

Number of website views each month	72 300
Average number of website views per day	1980
Number of unique visitors a month	30 390

3 monts	6 monts	1 year
320 €	450 €	850 €

Technical review

Placing a product description in a Special Project (industry focus or products and solutions review) on the website Secuteck.Ru and in the Security&Safety magazine

- 3 months of publishing your news
- Special distribution program: targeted delivering of printed and electronic versions to managers and specialists of the industry, which is the issue of the magazine is dedicated to

Cost for package	955 €

Prices are in euros including VAT

To submit the article please contact Galina Skochko skochko@groteck.ru

Print magazine

Advertisers get complex service for their advertising and marketing campaigns.

Advertiser's package includes basic AD placement (under the standard price list) and additional package of complimentary placements, which dramatically increases visibility of the AD campaign in the edition and make it maximally native.
We represent customers and their competence in different editorial formats, in the context of reader's interests.

We recommend our customers most popular topics and formats for additional complimentary editorial placements. Thus, our advertisers unobtrusively "await" for readers where they search for concrete content and look for answers to their questions.

FORMATS: editorial articles, expert comments, interview with top management "in Forbes style", interview with satisfied customer of the company, technical reviews and bench tests. Advertisers of all 6 editions of the magazine during the year participate in SPECIAL PROJECTS rubric or INDUSTRY FOCUS rubric free of charge.

IMAG version of the magazine (flip-book) is easy to read from anywhere: you can save needed page or print it. All hyper- likns in advertisers' publications are active. HTML version of the magazine is being easily searched by search engines.

AD Layouts

A4 X 2	8217 €
A4 page	5448 €
1/2 page	3374 €
1/3 page	2636 €
1/4 page	1911 €

Advertorial articles

A4 page	4760 €
A4 x 2	6810 €
A4 x 3	9559 €

Premium Positions

2nd Cover	6846 €
3rd Cover	6300 €
4th Cover	7530 €
1st Cover clap	10 800 €
Hard insertion, A4 x 2	9800 €
2 page spread before the Table of Contents	9040 €
Right page in the Table of Contents	6575 €

Special placements

Special Project 1/2 page (Technical review)	955 €
Special Project A4 page (Technical review)	1629 €

AD Design service

2 pages	326 €
1 page	220 €
1/2 page	190 €
1/3 page	175 €
1/4 page	163 €

Prices are in euros including VAT

Long-term cooperation provides flexible discounts

To submit the article please contact Galina Skochko skochko@groteck.ru

Our digital services

Content syndication

With a help of white paper you can highlight the most actual industry agenda and your role in it. We guarantee 30 leads for every white paper promotion we run on the website. The best results come from non advertising papers.

The package includes:

- Placement of your white paper on secuteck.ru for downloading
- Two email shots throughout our unique base of customers (we segment your list taking into account your audience)
- Yandex.Direct and Google AdWords digital AD (during the week)
- The list of leads and the statistics by views/clicks after the campaign

Cost per campaign 2370 €

Remarketing

Displaying your advert on thousands of other popular websites and driving those users back to your website. Provide us with your campaign adverts and we'll do the rest for you.

How it works:

- On a daily basis secuteck.ru is visited by thousands of visitors from professional security community
- Each visitor is assigned a specific identification code. After that your AD message will be shown to potential client on third-party sites and resources
- Your AD will be linked to your website
- In the end of campaign we will provide you with the statistics by view/clicks

Cost per month 2190 €

Online advertising

Draw more attention to your brand by placing your banner on the top position of the website! With over 34 508 views and over 18 953 visitors per month we will promote your company and get it seen by decision makers across the industry. The banner clicks will be also tracked to give you accurate statistics (top position on top, the size: 1000x50 pxl).

Cost per week 264 €

Prices are in euros including VAT

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Email opportunities

Sponsored e-newsletters – we'll add your banner to our Secuteck Weekly newsletter and send it out to a targeted audience through the database of 1500 active subscribers.

Cost 166 €

Sponsored e-reviews – send your message with any information regarding your company/ products/services to our readers and your potential clients. We have an opportunity to select list of recipients according your target segments + provide you with the statistics by view/clicks.

Cost 1854 €

Sponsored content

- The content will be published on the top position of secuteck.ru for one week
- The content will be branded with your company's logo and hyperlinks back to your website
- The content will be promoted in our Secuteck Weekly e-newsletter to the base of 1500 active subscribers
- The content will be promoted in the S&S Magazine's Facebook account
- Web traffic/impression report so you can check the number of professionals your content is reaching
- 3 months of publishing news

Cost per month 2500 €

Webinars

Demonstrate your knowledge and expertise on industry most topical issues. Get to know your target audience as well as understand their requirements.
Secuteck.ru will become the place to promote your webinar via newsletters and website, attract attention to your company, gather an audience and will let to held post-questioning to collect impressions and wishes.

The package includes:

- Two newsletters throughout our base (we segment the list taking into account your audience)
- Two posts in the blog
- Placement of banner on the main page of website during the week
- Automated questioning of the leads after the webinar and collection of impressions (the data will be sent to you)

Cost 2000 €

Prices are in euros including VAT

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Effective community of professionals

THE MAGAZINE FOR TOP-MANAGERS AND SECURITY PROFESSIONALS

2021