

# BORDER SECURITY REPORT

[www.border-security-report.com](http://www.border-security-report.com)

The leading publication for the world's border protection, management and security industry policy-makers and practitioners.

Flagship Media  
Partner of



Partner of the

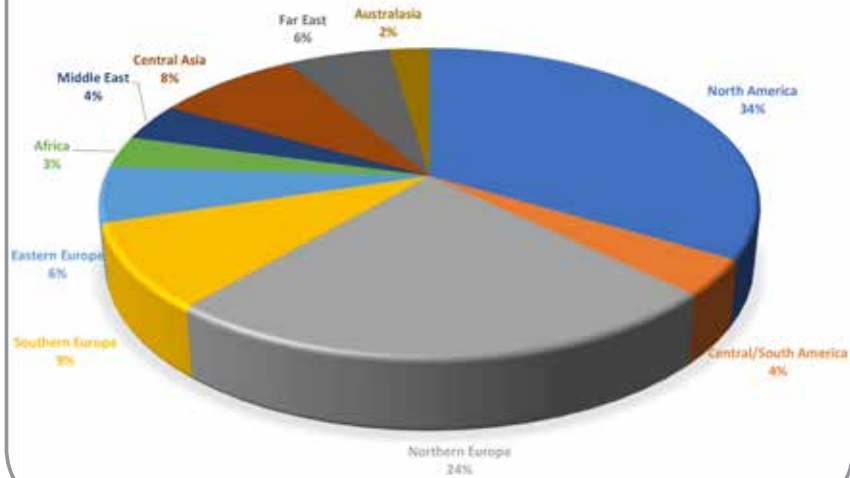


2024 Media Information

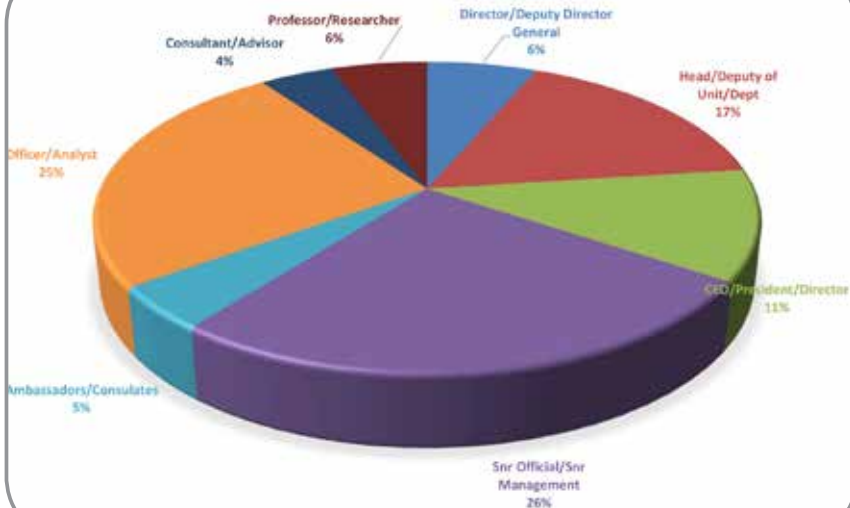
# STATISTICS

## BORDER SECURITY REPORT

GEOGRAPHIC BREAKDOWN



JOB FUNCTION



DIGITAL AND PRINT MAGAZINE



Circulated to over 32,000 agency and industry experts

E-NEWS



Distributed weekly to over 32,000 agency and industry experts

ONLINE



border-security-report.com  
Over 30,000 unique visitors per mth

SOCIAL MEDIA



Focussed 'World Border Security' social media groups for latest news and views

Continent	Users	New Users	Sessions
	26,889	22,853	32,741
1. Americas	11,824 (43.97%)	10,424 (45.61%)	14,483 (44.23%)
2. Europe	10,143 (37.72%)	8,954 (39.18%)	12,618 (38.54%)
3. Asia	2,483 (9.23%)	1,985 (8.69%)	2,965 (9.06%)
4. Oceania	1,422 (5.29%)	832 (3.64%)	1,104 (3.37%)
5. Africa	1,017 (3.79%)	658 (2.88%)	1,571 (4.80%)

# EDITORIAL SCHEDULE

### What your clients will be reading

#### Jan/Feb 2024

- Focus on Drug Trafficking
- Technology: Drug Detection Systems
- News and Views from the Agencies at the Border
- World Border Security Congress (Preview issue)
- Border Watch
- Industry and technology news

#### Bonus distribution:

Critical Infrastructure Protection and Resilience North America

Ad Deadline: 8th January 2024

#### Jul/Aug 2024

- Focus on Human Trafficking
- Technology: Human Presence Detection Systems
- News and Views from the Agencies at the Border
- World Border Security Congress (Review issue)
- Border Watch
- Industry and technology news

#### Bonus distribution:

TBA

Ad Deadline: 8th July 2024

#### Mar/Apr 2024

- Focus on Migration
- Technology: Identification Systems
- Special Focus: Cybercrime - Affects on Borders & Agencies
- News and Views from the Agencies at the Border
- World Border Security Congress
- Border Watch
- Industry and technology news

Bonus distribution: World Border Security Congress

Ad Deadline: 11th March 2024

#### Sep/Oct 2024

- Focus on Securing Extended Land Borders
- Technology: Border Surveillance Systems
- Special Focus: Wildlife & Cultural Heritage Trafficking
- News and Views from the Agencies at the Border
- Border Watch
- Industry and technology news

#### Bonus distribution:

Critical Infrastructure Protection and Resilience Europe;  
International Security Expo

Ad Deadline: 9th September 2024

#### May/Jun 2024

- Focus on Maritime Border Security
- Technology: Maritime Surveillance Systems
- News and Views from the Agencies at the Border
- World Border Security Congress (Review issue)
- Border Watch
- Industry and technology news

#### Bonus distribution:

TBA

Ad Deadline: 6th May 2024

#### Nov/Dec 2024

- Focus on International Terrorism
- Technology: Information Sharing Systems
- News and Views from the Agencies at the Border
- Border Watch
- Industry and technology news

#### Bonus distribution:

TBA

Ad Deadline: 4th November 2024

#### Editorial Contacts

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## RATES & SPECIFICATIONS

### DISPLAY

	1x		3x		6x	
Full page	£1,950	\$2,535	£1,755	\$2,280	£1,650	\$2,145
Half page	£1,450	\$1,885	£1,305	\$1,695	£1,230	\$1,595
Third page	£1,150	\$1,495	£1,035	\$1,345	£975	\$1,265
Quarter page	£895	\$1,160	£805	\$1,045	£760	\$985

*\*Premium Positions - Inside Front, Inside Back, Outside Back and Islands carry a 10% premium surcharge)*

### PRODUCT FOCUS

	1x		3x		6x	
Eighth page	£500	\$650	£450	\$585	£425	\$550

### SPONSORED CONTENT / WHITE PAPERS

Full page editorial in an issue of BORDER SECURITY REPORT Sent to over 32,000 border security professionals worldwide. Sponsored content allows you to tell your existing and potential customers about your latest technology or service, exactly the way you want to say it. It gives your control of the message whilst benefitting from reaching a much bigger but still targeted audience. You send the 800-word or so piece along with images and we will also post it on the [www.border-security-report.com](http://www.border-security-report.com) homepage for one week, be shared via our social media channels and it will then remain on the site for a full 12 months.

Cost £2,250 or \$2,925

## BORDER SECURITY REPORT



# RATES & SPECIFICATIONS

## BORDER SECURITY REPORT

### DISPLAY

Magazine

Full page

Full page

Half page

Half page

Half page

Third page

Third page

Third page

Quarter page

Quarter page

Quarter page

Double page spread  
(3mm bleed head, foot and face only)

Half page spread  
(3mm bleed foot and face only)

Trim size

Bleed

Live area

Island\*

Horizontal

Vertical

Island\*

Horizontal

Vertical

Island

Vertical

Horizontal

Spread

Spread

### STANDARD SIZES (W x H)

210mm x 297mm (A4)

216mm x 303mm

190mm x 277mm

115mm x 190mm

190mm x 138mm

92mm x 277mm

115mm x 115mm

190mm x 99mm

60mm x 277mm

92mm x 138mm

45mm x 277mm

190mm x 68mm

420mm x 297mm  
(426mm x 303mm)

420mm x 145mm  
(426mm x 148mm)

### PRODUCT FOCUS

Eighth page - 93mm x 64mm

PRODUCT  
FOCUS

FULL PAGE

HALF PAGE

QUARTER  
PAGE  
(Island)

THIRD PAGE

QUARTER PAGE  
(Horizontal)

THIRD  
PAGE  
(Island\*)

QUARTER  
PAGE  
(Vertical)

### FORMATS

#### File Types

High resolution PDF (minimum of 266 dpi output) with crop marks as well as bleed marks

#### Accepted Formats

PDF only

#### Email

Below 5MB or enquiries can be sent to [copy@torchmarketing.co.uk](mailto:copy@torchmarketing.co.uk). If above 5MB please email for instructions.

# EMAILS RATES & SPECIFICATIONS

## BORDER SECURITY REPORT

### WEEKLY E-NEWS BANNER

**BORDER SECURITY REPORT**  
for the world's border protection, management and security industry policy-makers and practitioners

**Combating Wildlife Trafficking, Contraband and Smuggling**  
Weds 9th March - 9am EST / 2pm UK / 3pm CET

**Weekly ENews Roundup**

Welcome to the latest Border Security Report e-newsletter, giving you the latest news and updates on international border security, management and protection.

**U.S. Customs and Border Protection Officers within the El Paso Field Office had a busy month in September seizing a large amount of drugs. The El Paso Field Office encompasses ports of entry in West Texas and New Mexico.**  
There were over 70 drug seizures in September, the narcotics included marijuana, cocaine, meth, heroin, and fentanyl. The seizures totaled [ . ]

**Read more...**

**17th - 19th May 2022 LISBON, PORTUGAL**  
World Border Security Congress  
www.world-border-congress.com

#### Premium position - Horizontal

728 x 90px

1 issue	4 issues
£655 \$850	£590 \$765
8 issues	12 issues
£555 \$720	£525 \$680

#### Mid position - Horizontal

728 x 90px

1 issue	4 issues
£550 \$715	£495 \$640
8 issues	12 issues
£465 \$605	£440 \$570

### MONTHLY ROUND-UP BANNER

Border Security Report delivers a monthly round up of news from 4 key topic areas, keeping you up to date of your specific market sector, and offering you a uniquely targeted newsletter:

- 1st week - Migration & Trafficking Monthly News

**BORDER SECURITY REPORT**

**Migration & Trafficking/THB News**

- 2nd week - Cross Border/Organised Crime, Drugs & CT Monthly News

**BORDER SECURITY REPORT**

**Cross Border/Organised Crime, Drugs & CT News**

- 3rd week - Biometrics & Technology Monthly News

**BORDER SECURITY REPORT**

**Biometrics & Technology News**

- 4th week - Smuggling, Illicit Goods & Trade Monthly News

**BORDER SECURITY REPORT**

**Smuggling, Illicit Goods & Trade News**

#### Premium position - Horizontal

728 x 90px

1 issue	4 issues
£655 \$850	£592 \$765
8 issues	12 issues
£555 \$720	£525 \$680

#### Mid position - Horizontal

728 x 90px

1 issue	4 issues
£550 \$715	£495 \$640
8 issues	12 issues
£465 \$605	£440 \$570



## EMAILS RATES & SPECIFICATIONS

## BORDER SECURITY REPORT

### BI-MONTHLY ISSUE ALERT BANNER

## BORDER SECURITY REPORT

For the world's border protection,  
management and security industry  
policy-makers and practitioners



### Your latest issue of Border Security Report has arrived

[Click here to download your copy of Border Security Report \(pdf\) >>](#)

Please find here your downloadable copy of the September/October issue of **Border Security Report** for the latest views and news.

#### Border Security Report in this issue:

- Combatting the Illegal Wildlife Trade
- Wildlife Trafficking in Trinidad And Tobago
- Cannabis trafficking and endangered-tortoise trade drive corruption in Madagascar
- South Africa's Border Management Authority Dream Could be a Nightmare
- Fighting drug trafficking in the Golden Triangle
- Kiosk systems – the key to border control?
- Border Security: A Quarantined Pandemic



### Premium position - Horizontal

728 x 90px

1 issue      3 issues (6 mths)

£655 \$850    £590 \$765

6 issues (1 yr)

£555 \$720



### ONLINE SPONSORED CONTENT

Sponsored content allows you to tell your existing and potential customers about your latest technology or service, exactly the way you want to say it. It gives your control of the message whilst benefitting from reaching a much bigger but still targeted audience.

You send the 800-word or so piece along with images and we will post to the [www.border-security-report.com](http://www.border-security-report.com) homepage for one week, be shared via our social media channels and it will then remain on the site for a full 12 months.

Cost £550 (\$715)



# DIGITAL RATES & SPECIFICATIONS

## BORDER SECURITY REPORT

### WEBSITE BANNER



#### Top Premium position

728 x 90px

1 month	3 months	6 months	12 months
£655 \$850	£620 \$805	£590 \$765	£560 \$730



### MIGRATION



### ADVERTS



#### SquareBanner Ad

125px 125px

1 month	3 months	6 months	12 months
£375 \$485	£350 \$455	£325 \$420	£295 \$380



# DIGITAL RATES & SPECIFICATIONS

## BORDER SECURITY REPORT

### BORDER TECHNOLOGY VIDEO LIBRARY

Your company videos represent a significant investment in time and resources, and yet, not many people see them or even know they exist. And those that do view them, usually know who you are anyway! Maximise your investment in your video resources by allowing us to promote it for you.

Include your company or product video in our exclusive Border Technology Video Library and reach our global border security community. Your video will be included on the BORDER SECURITY REPORT web site, the closed WORLD BORDER SECURITY NETWORK and promoted via our magazine, monthly eNewsletter and social media channels.

Cost £1,350.00 (\$1,750) it will remain on the site for a full 12 months

The screenshot shows the 'Video Tech Library' section of the Border Security Report website. The navigation bar includes links for WEBINARS, FEATURES, VIDEOS, EVENTS, ADVERTISE, LOOKING BACK, and CONTACT. The main heading is 'BORDER SECURITY REPORT Video Tech Library'. Below this, there's a 'Videos' section with a 'Click to view' prompt. The first video thumbnail, 'Anduril Sizzle Reel 2020 - Sentry no audio', is highlighted with a red border. Other visible thumbnails include 'Parsons & Border Security: Technology Integrator & Infrastructure Constructor', 'MSAB Ecosystem of Mobile Forensics', and '3DX-RAY'. To the right, there are event listings for 'critical infrastructure PROTECTION AND RESILIENCE AMERICAS' and 'World Border Security Congress', along with a 'Download Latest Issue' button and a thumbnail for the 'BORDER SECURITY REPORT' magazine.

### PRODUCT FOCUS VIDEO

A Product Focus Interview is an incredibly powerful and attractive way of reaching new customers and generating new leads. Like a podcasts, it allows you to reach a global audience without your potential customer having to leave comfort of this or her office or home.

With you, we will produce and host a scripted interview about your product and share it via our web sites and social media channels, including YouTube, LinkedIn and Twitter.

The Product Focus Interview will remain hosted on the website for twelve months.

Cost £1,295.00 (\$1,685) each it will remain on the site for a full 12 months.

The screenshot shows a 'PRODUCT FOCUS' video player. The video title is 'FIRST-CLASS SCREENING' and the thumbnail features two men in a video call. The 'BORDER SECURITY REPORT' logo is visible in the top right corner. Below the video player, there's a '3DX-RAY' logo with the tagline 'INSIGHT WHERE IT MATTERS'.

Get your products and services read and noticed by senior officials in government and non-government agencies, consultants and associates through Border Security Report.

# WEBINARS & PODCASTS

### WEBINARS

Webinars provide a powerful, interactive audio-visual opportunity to reach your international audience who may not be in a position to hold a meeting or attend an event.

Hosted by our Editor-in-Chief, Tony Kingham. Interview style with Tony as moderator and 1-4 speakers supplied by the sponsor. Topic is driven by sponsor. Program should be 30-45 minutes in length. Audio with power point. Power point provided by Sponsor.

The sponsor of the webinar and their speakers will be featured in all of the promotional efforts:

What we provide:

- Software platform.
- Email Blast – Several DEDICATED EMAIL blasts to 30,000 contacts. Typically 2 prior and one post live event.
- Website – Home page banner on our web sites with click through to the webinar.
- Push Notices – to our LinkedIn Groups.
- Banners in our monthly e-newsletter. Typically 2 prior and one post live event.
- Advert specifically for your webinar in Border Security Report or World Security Report.
- Host the webinar video for 2 months.
- Details of those who registered to watch the video after the webinar.
- Registered viewers will be given the opportunity for sponsor follow up; in line with GDPR regulations.
- Details of those who registered to watch the video after the webinar; in line with GDPR regulations.

Cost £3,750.00 (\$4,900) for the live webinar which will also remain on the site for a full 12 months



### THE PODCAST PACKAGE

Podcasts are an incredibly powerful and attractive way of reaching new customers and generating new leads. Podcasts allow you to reach a global audience without your potential customer having to leave comfort of this or her office or home.

It gives the viewer the freedom to tune and watch when they want at a time that suits their schedule.

With you, we will host, produce, and share a 15-minute presentation podcast about your company and its products via our web sites and social media channels.

We will send a dedicated email to our entire subscriber list inviting them to register to view the podcast and we will share those contact details with the client.

The podcast will be advertised in the next available issue of BORDER SECURITY REPORT magazine.

The podcast will remain hosted on the website for twelve months and we will continue to send you any new registrants.

Cost £2,250.00 (\$2,900) each it will remain on the site for a full 12 months.

### WEBINARS (EDITORIAL DRIVEN)

Webinars provide a powerful, interactive audio-visual opportunity to reach your international audience who may not be in a position to hold a meeting or attend an event. Hosted by our Editor-in-Chief, Tony Kingham, these discussion style webinars include 2-3 speakers from relevant government agencies and 1 subject matter speaker supplied by the sponsor (the sponsor speaker not to promote their solution).

The full webinar lasts approx. 1 hour, and the sponsors' presentation should be 10 minutes in length, in line with each speaker. Presentations will be followed by Q&A. Audio with power point. Power point provided by Sponsor. The sponsor of the webinar and their speaker will be featured in the promotional efforts.

What we provide:

- Software platform.
- Email Blasts – The webinar will be promoted with Several dedicated email blasts to over 30,000 contacts. One post live event email will also promote the publishing of the webinar recording.
- Website – A webinar banner on our web sites with click through to the webinar details.
- Push Notices – to our LinkedIn Groups and App subscribers.
- Banners in our monthly e-newsletter. Typically 2 prior and one post live event.
- Advert specifically for your webinar in Border Security Report or World Security Report.
- Host the webinar video for 12 months.
- Typically our webinars attract 200+ delegates with 70% - 80% Government Agencies with remaining being commercial organisations and academia/research establishments.



What will be needed from Sponsor is speaker, usually one telephone conversation with Tony to work through the details, and 1 speaker profile.

Speak to your representative for the editorial topics for the forthcoming webinars.

Cost £1,995.00 (\$2,750) for the live webinar which will also remain on the site for a full 12 months





## IN PARTNERSHIP WITH

## BORDER SECURITY REPORT

### WORLD BORDER SECURITY CONGRESS

The World Border Security Congress is a high level event that discusses and debates current and future policies, implementation issues and challenges, as well as new and developing technologies, that contribute towards safe and secure border and migration management.

The Congress is THE premier multi-jurisdictional transnational platform where the border protection, management and security industry policy-makers and practitioners convene annually to discuss the international challenges faced in protecting borders.

The World Border Security Congress gives you a great opportunity to meet key decision makers and influencers, offering a limited number of opportunities exist to commercial organisations to be involved with the conference and the opportunity to meet and gain maximum exposure to a key and influential audience.

[www.world-border-congress.com](http://www.world-border-congress.com)

*Flagship Media Partner of*



### WORLD BORDER SECURITY NETWORK

WORLD BORDER SECURITY NETWORK global extranet for border officials..

The World Border Security Network is an international collegiate network for agencies at the border.

As members you will be able to communicate and share information with other members, keep up-to-date with the latest threats, best practise, training opportunities and more.

Access is restricted to government personnel only.

World Border Security Network is the official network of the World Border Security Congress

[www.worldbordersecurity.net](http://www.worldbordersecurity.net)

*Partner of the*



Get in front of your key prospects and potential customers with Border Security Report - the leading publication for the world's border protection, management and security industry policy-makers and practitioners.

### CONTACT US TODAY

## ADVERTISING CONTACTS

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