BORDER SECURITY REPORT

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

World Border Security Congress

Partner of the

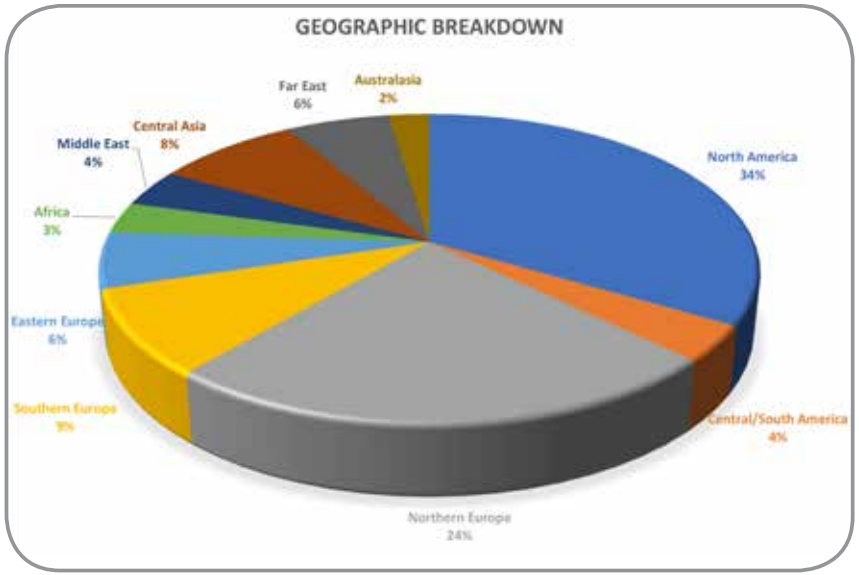
World Border Security Network
WorldBorderSecurity.net

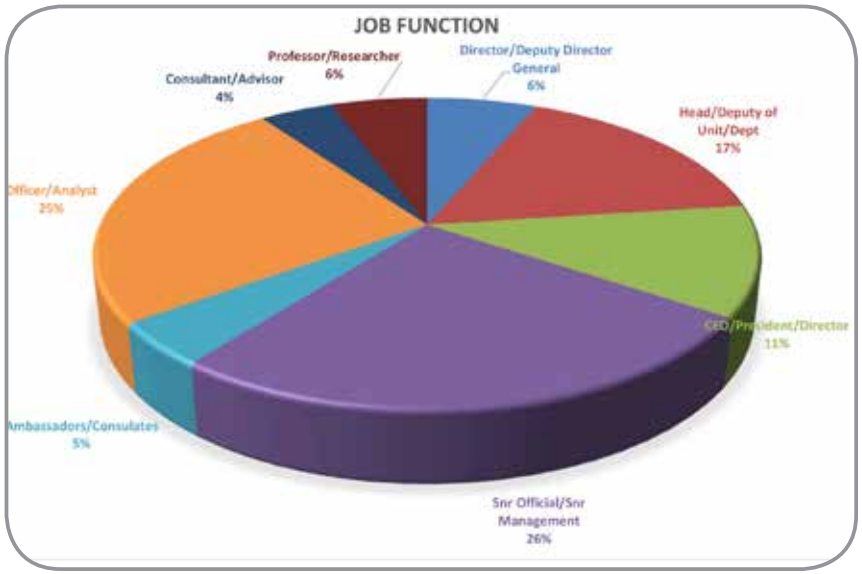


2023 Media Information

STATISTICS

BORDER SECURITY REPORT





LinkedIn Twitter Facebook YouTube

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

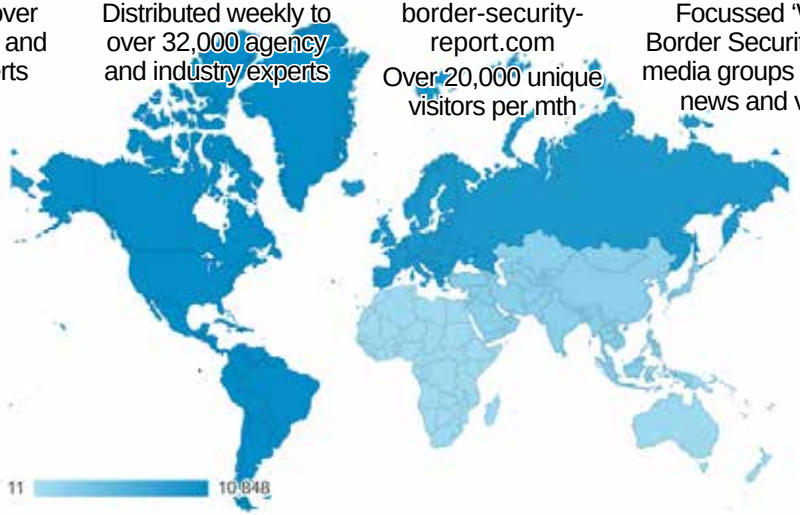
ONLINE



border-security-report.com
Over 20,000 unique visitors per mth

SOCIAL MEDIA

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



Continent	Users	New Users	Sessions
	23,726	22,960	28,360
1. Americas	10,848 (46.02%)	10,821 (47.13%)	11,916 (42.02%)
2. Europe	9,343 (39.64%)	8,960 (39.02%)	11,724 (41.34%)
3. Asia	1,959 (8.31%)	1,875 (8.17%)	2,558 (9.02%)
4. Oceania	711 (3.02%)	687 (2.99%)	858 (3.03%)
5. Africa	699 (2.97%)	607 (2.64%)	1,292 (4.56%)

EDITORIAL SCHEDULE

BORDER SECURITY REPORT

What your clients will be reading

Jan/Feb 2023

- Focus on: International Cross Border Crime
- Technology: Non Intrusive 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 Deadliine: 13th January 2023

Mar/Apr 2023

- Focus on: Intermodal Cross Border Travel
- Technology: Entry/Exit 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 Deadliine: 10th March 2023

May/Jun 2023

- Focus on: Countering the Trade in WMD
- Technology: CBRNe 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 Deadliine: 5th May 2023

Jul/Aug 2023

- Focus on: Countering HumanTrafficking
- Technology: Identification Systems and Biometrics
- 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 Deadliine: 7th July 2023

Sep/Oct 2023

- Focus on: Countering the Global Drugs Trade
- Technology: Drug Detection and Screening
- 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 Deadliine: 8th September 2023

Nov/Dec 2023

- Focus on: Countering Irregular Migration at Sea
- Technology: Maritime Surveillance Systems
- News and Views from the Agencies at the Border
- Border Watch
- Industry and technology news

Bonus distribution:
TBA

Ad Deadliine: 3rd November 2023

Editorial Contacts

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RATES & SPECIFICATIONS

BORDER SECURITY REPORT

DISPLAY

	1x		3x		6x	
Full page	£1,670	$2,150	£1,545	$1,975	£1,420	$1,825
Half page	£1,250	$1,600	£1,150	$1,450	£1,045	$1,325
Third page	£1,050	$1,350	£960	$1,225	£875	$1,100
Quarter page	£835	$1,050	£795	$1,000	£750	$950

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

PRODUCT FOCUS

	1x		3x		6x	
Eighth page	£450	$575	£400	$510	£360	$465

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 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 £1,850 or $2,385









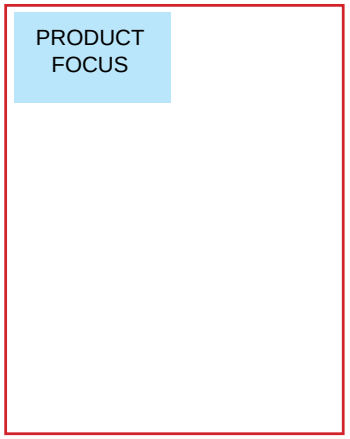
RATES & SPECIFICATIONS

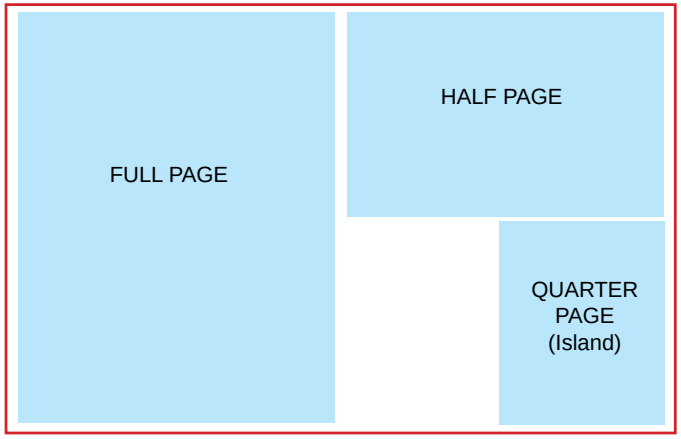
BORDER SECURITY REPORT

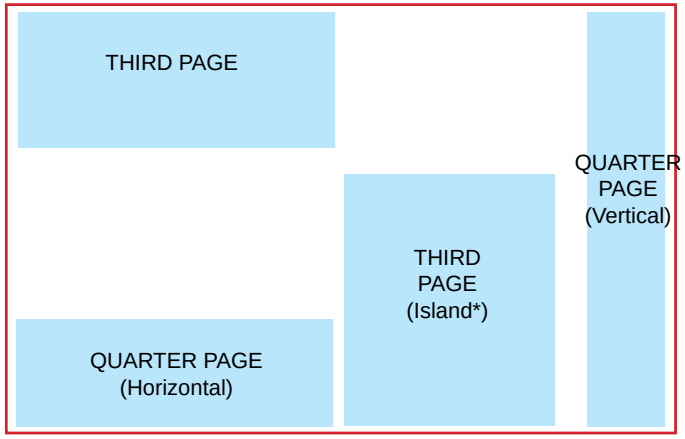
DISPLAY		STANDARD SIZES (W x H)
Magazine	Trim size	210mm x 297mm (A4)
Full page	Bleed	216mm x 303mm
Full page	Live area	190mm x 277mm
Half page	Island*	115mm x 190mm
Half page	Horizontal	190mm x 138mm
Half page	Vertical	92mm x 277mm
Third page	Island*	115mm x 115mm
Third page	Horizontal	190mm x 99mm
Third page	Vertical	60mm x 277mm
Quarter page	Island	92mm x 138mm
Quarter page	Vertical	45mm x 277mm
Quarter page	Horizontal	190mm x 68mm
Double page spread (3mm bleed head, foot and face only)	Spread	420mm x 297mm (426mm x 303mm)
Half page spread (3mm bleed foot and face only)	Spread	420mm x 145mm (426mm x 148mm)

PRODUCT FOCUS

Eighth page - 93mm x 64mm







FORMATS

File Types

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

Accepted Formats

PDF only

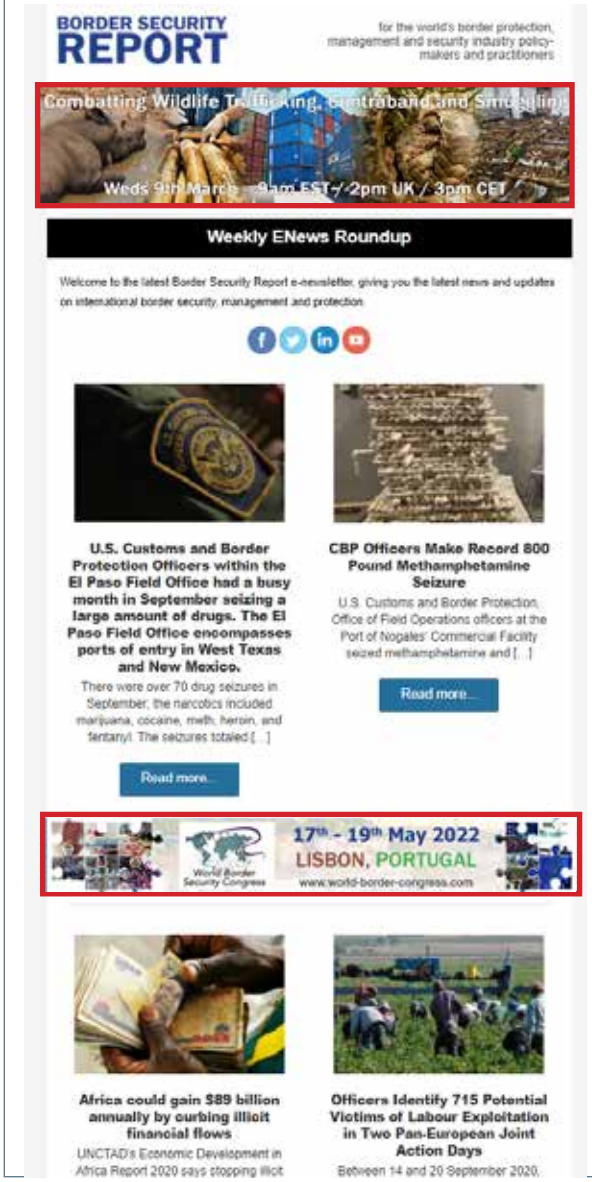
Email

Below 5MB or enquiries can be sent to copy@torchmarketing.co.uk. If above 5MB please email for instructions.

EMAILS RATES & SPECIFICATIONS

BORDER SECURITY REPORT

WEEKLY E-NEWS BANNER



Premium position - Horizontal

728 x 90px

1 issue		4 issues	
£625	$800	£545	$700
8 issues		12 issues	
£500	$640	£460	$590

Mid position - Horizontal

728 x 90px

1 issue		4 issues	
£500	$640	£460	$590
8 issues		12 issues	
£420	$540	£375	$480

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



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



- 3rd week - Biometrics & Technology Monthly News



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



Premium position - Horizontal

728 x 90px

1 issue		4 issues	
£625	$800	£545	$700
8 issues		12 issues	
£500	$640	£460	$590

Mid position - Horizontal

728 x 90px

1 issue		4 issues	
£500	$640	£460	$590
8 issues		12 issues	
£420	$540	£375	$480

EMAILS RATES & SPECIFICATIONS

BORDER SECURITY REPORT

BI-MONTHLY ISSUE ALERT BANNER



Premium position - Horizontal			
728 x 90px			
1 issue		3 issues (6 mths)	
£625	$800	£545	$700
6 issues (1 yr)			
£500	$640		

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 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 £500 ($600)





DIGITAL RATES & SPECIFICATIONS

BORDER SECURITY REPORT

WEBSITE BANNER



Top Premium position							
728 x 90px							
1 month		3 months		6 months		12 months	
£650	$825	£595	$760	£545	$700	£495	$630

SquareBanner Ad							
125px 125px							
1 month		3 months		6 months		12 months	
£350	$450	£325	$410	£290	$370	£250	$320

DIGITAL RATES & SPECIFICATIONS

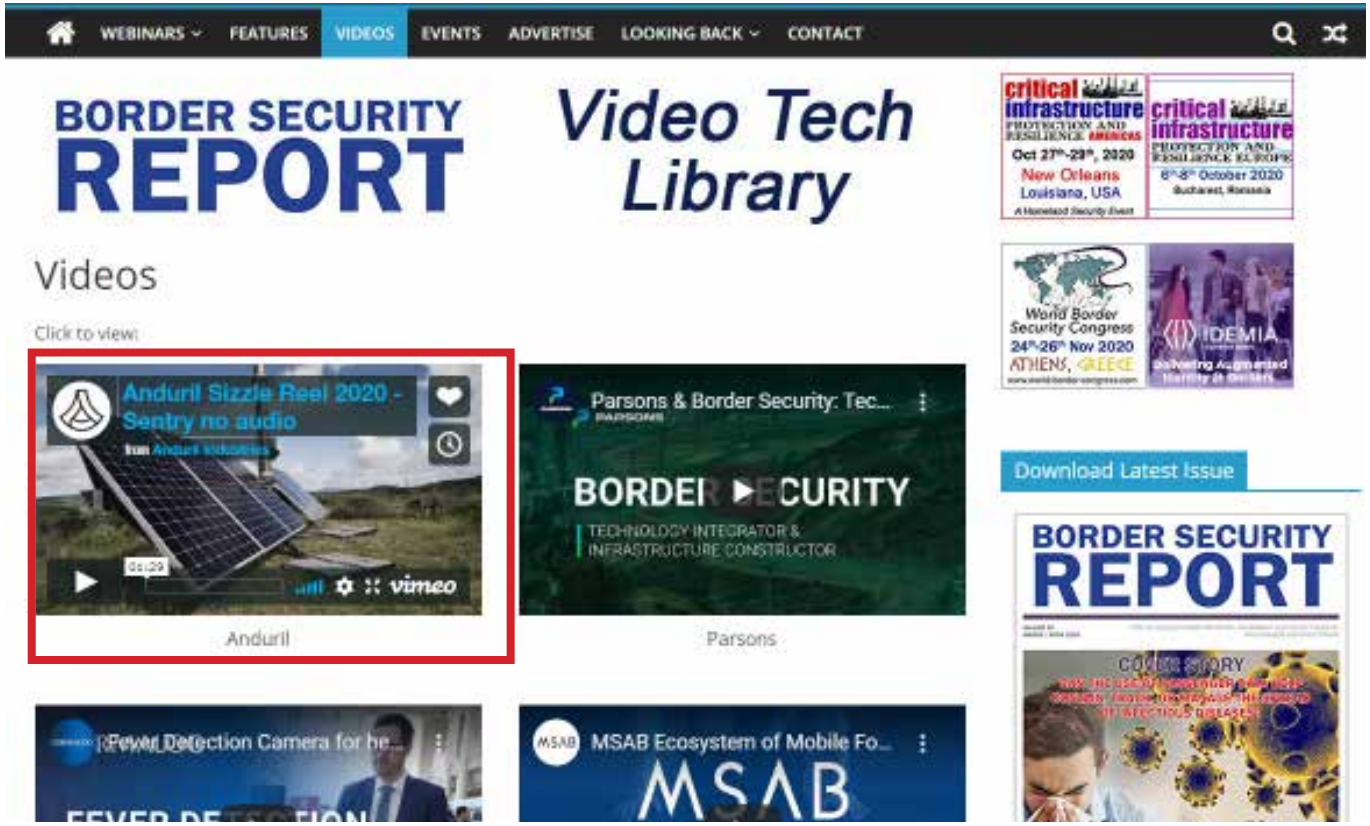
BORDER SECURITY REPORT

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 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 £1,250.00 ($1,600) it will remain on the site for a full 12 months



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 £1,215.00 ($1,450) each it will remain on the site for a full 12 months.



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

BORDER SECURITY REPORT

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

BORDER SECURITY REPORT

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 £1,950.00 ($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

Flagship Media Partner of

World Border Security Congress

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

Partner of the

World Border Security Network
WorldBorderSecurity.net



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.

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