

IP focus[®]

promoting IP as the future technology for Security and Safety Applications

The Official Quarterly Technical Journal of the IP UserGroup - <http://www.ipusergroup.com>

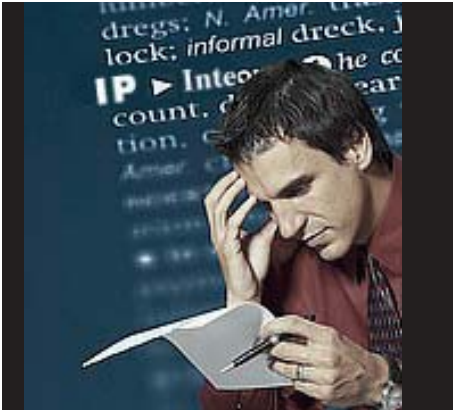
**Introduce your Company to
some very important people!**



Media Pack 2010/11

www.ipfocusonline.com

The only magazine dedicated to IP network, security, safety and BMS Applications



Without knowledge it is impossible to make informed decisions

Launched in May 2004, this publication, IPfocus is still the only publication "Dedicated to Networked Security, Safety and BMS Technologies". As the official technical journal of the IP UserGroup membership, this quarterly

publication is circulated to the UK membership FREE, four times a year and distributed at many events in the UK and Europe.

IPfocus is the launching pad and premier publication for presenting the latest in new products, technologies and industry advancements, to top industry buyers.

The publication provides advertisers with access to focussed UK and international markets and the broader audience of private and public security professionals, facilities managers, building managers, human resources executives and government decision-makers and contains a balance of technical and educational information, market and product news, consumer and user features, case studies and display and classified advertising.

IPfocus has access to a focused audience with money to spend.

Our Mission

- Build a platform upon which IP based products and services can be presented and understood by potential customers.
- Increase understanding and acceptance of IP Networked Technology across a wide range of business applications.
- Bring together potential users and suppliers to push the boundaries beyond security, safety and business applications.

IPfocus[®]

2010 - 2011

promoting IP as the future technology for Security and Safety Applications

The Official Quarterly Technical Journal of the IP UserGroup - www.ipusergroup.com

Dedicated to IP Networked Technology and its Application

IPfocus is the only publication that is solely concerned with IP networked technologies and their use

Circulated to a focused knowledge hungry audience home and abroad

IPfocus is distributed to over 6,000 Technologists in print and the IP UserGroup community of 20K electronically

A respected publication representing over 200 international organisations

Why do YOUR customers read IPfocus?
Because new IP Networked solutions are emerging daily

Need Exposure? - IPfocus should be the first people you speak to...

IPfocus provides a wide range of cost effective advertising and editorial options



www.ipfocusonline.com

IPfocus has universal appeal and an International flavour and readership



Security & Safety is a global issue and IPfocus provides a truly international platform.

As with the membership of the IPUserGroup, IPfocus® has a truly international dimension with readers of printed or digital versions from more than 85 countries worldwide.

This international perspective is also reflected in both feature and editorial content and provides information for prospective customers at a global level.

IP focus electronic eZine version is made available to the IP UserGroup membership of more than 20,000 worldwide

- more than 85 countries represented
- National & International features
- Contributions from around the world
- Views from across the Pond - USA Comment
- Creating International Business Opportunities
- Guest writers from Europe and the USA

Who reads IP focus?		Geographical Location		Supplier/Distributor of	
End-Users	34%	UK (Wales/Scotland/Northern		Security Products	4.7%
Security Practitioners	31%	Ireland/Ireland)	71%	Building Construction	0.9%
Manufacturers/Distribution	22%	Rest of the world	29%	Electrical Contracting/	
IT Professionals	13%			Engineering	1.5%
Quality of the readership		Nature of business		Government	1.44%
Chairman	3%	Installer of Security Products	35%	Hotels/Catering/Leisure	13%
Managing Directors	14%	Installer of Network/		Insurance	0.3%
Director Status	32%	Computer Products	2.9%	Manufacturing/Industry	6.3%
Manager Status	37%	Installer of Network/		Police Force	2.8%
Others	14%	Computer Systems	3.1%	Retail	1.3%
Primary Interest		Installer of Structured		Utility Services	0.9%
Video-Over IP (CCTV)	39.4%	Cabling	2%	Warehouse/Distribution/	
General	21.6%	Distributor of Network/		Transport	1.9%
Integrated Solutions	13.8%	Computer Products	1.9%	Other	16%
Access Control	13.5%	Manufacturer of Security		Number of employees	
Image Recording/Archiving	4.52%	Products	5.4%	1000+	13%
Remote Monitoring	2.23%	Manufacturer Network/		500-999	8%
Networks	1.79%	Computer Products	5.8%	100-499	7%
Intruder Alarms	1.57%	Remote video response		50-99	16%
Biometrics	1.03%	centre	1.2%	1-49	37%
Fire Detection	0.27%	Security Consultancy	2.4%	Other (No input at registration)	17%

IPfocus Advertising Rates 2010/11

Platinum Package £1,400

Full Page Cover Location Advert -

PLUS 600 word Editorial, 2 images to support editorial + Company logo and address details.

Gold Package £1,200

Full Page Advert -

PLUS 600 word Editorial, 2 images to support editorial + Company logo and address details.

Silver Package £750

1/2 Page Horizontal Advert -

PLUS 250 word Editorial, 1 image to support editorial + Company logo and address details.

IP UserGroup Affiliate Member and Series Advertising Discounts available.

Special Sponsorship and Promotional Packages Available - CALL

IPfocus Features Calendar 2010/11

ISSUE MONTH Booking Deadline Copy Deadline	FEBRUARY January 8th January 15th	MAY IFSEC issue April 5th April 12th	AUGUST IIPSEC Preview July 5th July 12th	NOVEMBER Show guide September 27th October 4th	FEBRUARY'11 December 20th January 10th
ISSUE THEME	SaaS, hosted services & Virtualisation	Open systems - Platforms & Protocols	Wake Up and smell the Coffee	Identifying IP Application Benefits	Display Systems Information Overload
VIDEO/ SURVEILLANCE	Adding Value with Analytics	Remote Monitoring and Off-site Storage Options	More than another pair of eyes	Recording, Transmission & Archiving explained	A Vision of the future (survey)
ACCESS CONTROL / INTRUDER DETECTION	Hi Security ID Solutions	Webbased Access Control & Management	Multi function and Hybrid devices	Biometrics and facial recognition update	Detection v Identification
NETWORKING & BMS SOLUTIONS	Managing Network & Data Security	Back to basics - Beginners Guide	Selecting a comms partner or ISP	Wireless & Mobile Technology Explained	Building Management a look to the future
IP-IN-ACTION	Retail Crime - Who pays?	Securing Health - Hospital 2020	Hospitality, Sport & Leisure	Securing Community & Education	Olympics 2012 - Are we ready?
CONVERGENCE	Emerging Trends and a look back	Large Scale Integration. Cloud Computing	Business Benefits of Consolidation	Green IT and Security Issues	IP as a messaging platform
ROUND-UP	Megapixel and HD Cameras	Software solutions	Wireless & Mobile Comms	Access Control & Intruder Detection	Storage and Archiving
ON-THE-RECORD	Available	Available	Available	Available	Available
MOVING FORWARD (Contributions welcome)	Securing National Infrastructure. Investing in IP. Finding Partners. Sharing the benefits of crime reduction. Managing IT Staff.	Establishing a relationship with IT. Customer Centric Selling. Understanding IT speak. Who owns the Customer? Too Old to learn?	Getting staff to support IP deployments. Finding IP Savvi installers 10 things the CEO should know. Selling Green IT	What is IP and how does it work? What do I need and how do I choose? Who can I turn to for help? What should I ask?	How to establish true needs. Increased opportunity and margin. Selling & Identifying ROI issues. Who is the Customer?

Advert Booking Form

Please complete and email back to paul.hennings@theippeople.com

Order Details (Please indicate)

Edition	Platinum Package	Gold Package	Silver Package	Special Instructions
Feb 10	<input type="checkbox"/> Full Page (cover)	<input type="checkbox"/> Full Page	<input type="checkbox"/> Half Page	Editorial As Required
May 10	<input type="checkbox"/> Full Page (cover)	<input type="checkbox"/> Full Page	<input type="checkbox"/> Half Page	Editorial As Required
Aug 10	<input type="checkbox"/> Full Page (cover)	<input type="checkbox"/> Full Page	<input type="checkbox"/> Half Page	Editorial As Required
Nov 10	<input type="checkbox"/> Full Page (cover)	<input type="checkbox"/> Full Page	<input type="checkbox"/> Half Page	Editorial As Required

Contact Details – Please complete

Name	
Company	
Order No	
Address 1	
Address 2	
Address 3	
County	
Post Code	
Country	
Tel No	
Email Address	

Advertising material accepted subject to the standard terms and conditions enclosed.
Invoice will be tendered upon publication. Payment within 30 days..

As an authorised person I accept the terms and conditions as set out over leaf for and on behalf of the Company.

Name:

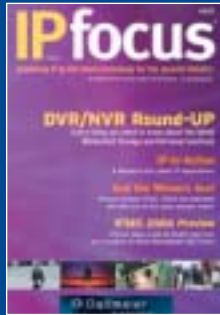
Signature:

Job Title:

Company:

This booking form constitutes an official Contract between the company named above and IP Security Events and Media Limited (the Publisher).

Terms and Conditions available at www.ipfocusonline.com



Ten integrated products

- IPSEC® - International IP Solutions Exhibition & Conference
- IP UserGroup® - Security Technology Forum & Portal
- IPfocus® - closed circulation publication for the IP UserGroup
- IP in Security Awards - Rewarding Innovation
- IP-in-Action LIVE - One day technology road-shows
- IP UserGroup USA™ - Security Technology Forum & Portal USA
- IP UserGroup Award - Nominated & Voted for by the Members
- IP Savvi™ - Installer, Integrator and Consultant Directory
- IP Education - CDs and DVDs video footage and presentations
- IP Comms - A suite of electronic and direct mail services

About Us:

IP Security Events and Media Limited is the company behind some of the most innovative activities within the Physical Security Technology Sector.

Our business is to promote, support and develop IP based technology within the security, life safety and building application sectors. We have ten specific services which have been designed to meet the requirements of manufacturers, system integrators and users of such technology.

<http://www.ipfocusonline.com>
 Advertising enquiries: +44 1293 786822
 Mailto:info@ipusergroup.com

IP Security Events & Media Ltd.
 Unit 6 Burstow Park Business Centre
 Antlands Lane, Horley, Surrey. RH6 9TF. UK