

# IP focus<sup>®</sup>

promoting IP as the future technology for the security industry

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

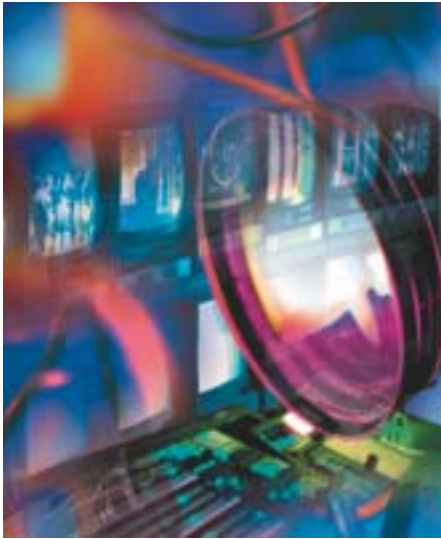
Introduce your business to some  
very important people!

**Media Pack 2009/10**

<http://www.ipfocusonline.com>



# The only magazine dedicated to networked security, life safety and BMS technology



## 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, Life 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 security 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 security and Business applications.
- Bring together potential users and suppliers to push the boundaries beyond security and Business applications.



## IPfocus is popular in both printed and interactive eZine format

**IPfocus® is a full colour publication distributed to a closed circulation of more than 10,000 individuals and companies**

IPfocus® contains a balance of technical and educational information, market and product news, consumer and user features, case studies and display and classified advertising. Intended to complement the IPUserGroup® Bulletin Boards and News Groups it is distributed quarterly in association with its monthly electronic counterparts.

Growing into a valuable reference, IPfocus® offers a voice to both Affiliates and Members alike, the editorial style is light and informative and the design clear and easy to follow. .

- IP-in-Action Case Studies
- Technical and Commercial Analysis
- Latest News and Views
- Updates on Standards and Legislation
- Comment from the most respected experts across the globe



eZine InterActive  
"Flash SWF" version  
Online NOW...



## Connecting People

- If you have an IP Product or networked service we have access to your future customers.
- If you have a need for an IP networked solution we can introduce you to the specialists.
- If you are looking to gain knowledge on IP and network technology we can provide it.
- If you prefer to get your hands-on the kit we will provide you with the opportunity.
- If you have a success story we will help you tell the world.

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



### If you have an IP product or networked service and are looking for Customers

Over the past year IPfocus has regularly been delivered to more than 10,000 individuals and companies across the UK, Europe and beyond and has been specifically developed to promote TCP/IP Technology, Video over IP, Networked Data Management and other Security and BMS Solutions.

This must read journal is the official publication of the IP UserGroup and carries the same ethos... Education, Education, Education.

Remember our circulation represents a focused audience who are technology hungry

and keen to learn more about Networked Security and BMS Solutions.... Are your products getting noticed?

- IPfocus has an audience of Knowledge Hungry readers
- Delivered in Printed Form across the UK
- 3,000 copies read online or downloaded in PDF form each issue
- Supported by regular email Campaigns
- Distributed at IP UserGroup Meetings and other Events.
- Available to Overseas readers in Printer, PDF and now Flash SWF formats

## Our Growing Audience

- A potential audience of 20,000 knowledge hungry individuals and companies who have an immediate interest in networked solutions
- International penetration into 85 countries across the World
- Access to national and international media within both security and vertical markets
- The support of most of the major suppliers, manufacturers and integrators in the industry.



# IPfocus is a respected publication representing almost 200 companies

## Why do your Customers read IPfocus? Because new IP Networked solutions are emerging daily.

Technology accounts for a large portion of security and BMS spending in the UK and across the globe. The buyers who receive IPfocus® are looking for the latest solutions to a wide range of issues, and the newest products and services to help them in this rapidly changing industry. In fact, for IP UserGroup members, the top reasons for joining is to learn about and source new products, services and technology.

The purchasing power is there. Two-thirds of member companies have an imminent need for IP products or services, and 80% of readers have a role in their company's purchasing process.

- Hunger for Knowledge
- Identifying potential suppliers or partners
- Developing Strategic Alliances
- Analysing Market Trends
- Developing Business Opportunities



## IPfocus supporting companies

A sample of the companies who have supported, advertised or been featured in IPfocus...

802 Global	CBC Europe	Ekahau	Initsys / Premlink	Meyertech	Salent Technologies	TSSI
ACTI Corporation	CBL Systems	ENAI Systems	Inner Range (Europe Ltd)	Micro-P	Schroff	Tyco Traffic & Transport
ADI Gardiner Security	CCTV Center	Envisage	Intellio	Milestone Systems	Senstar Stellar/Magal	UBIQZ
Advanced Security Partners	CCTV Mobile	Ernitec UK	Internet Video Solutions	MLC Security	Servision	VDT
AlwaysON Group	CEM Systems	E-Surveillance Software	Intruder / Mitie	Mobotix	SeSys Ltd	Veracity UK
Amplicon	Chris Lewis Security	Eurotec Solutions	IP Control Systems	MultiPix Imaging	Siemens OTN	Verint Systems
Anixter	Cieffe S.p.A	Faber Maunsell Ltd - Advance	IP Skills Match	Nedap AVI	Silvernet	Vianet
ATEME	Clearview Communications	Faber Maunsell Ltd	IPCCTV	Norbain SD	Sinovia	Vicon Industries
Avigilon	CodeStuff	FAST / Sigma	Ipstotek	NICE Systems	Smart CCTV	Videalert
Axis Communications AB	COE Ltd	Fibre Options	IQinVision	Norbain / VIS	SMTechnology	Videotec s.p.a
Axis Communications UK	Complus Teltronic	First Sight (Stemmer Imaging UK Partner)	J Hamilton & Associates	OnSSI	Sony	Vidionics
BAE Systems	Computer Networks Ltd	Fluidmesh	J2K Video	Optelecom NKF	SP Vision / SIRRUS	Vigilant Technology
Barco Control Rooms nv	Confidence Vidionics	G + A Technology	JVC	Panasonic	Stemmer Imaging	Virage / Autonomy Systems
Basler Vision Tech	Controlware	G4Tec	Kane Computing Ltd	Panvista	Synetics	Visioprime
Bewator	Communications	Gallagher Security	Leigh Visual	Pelco	Taylor Lock Company	Visual Verification
Bfi Optilas	CoVi Technologies	GE Security	LinkSec A/C	Pointer	Technetix	VIVOTEK Inc
Borer Data Systems	Dallmeier Electronics	Honeywell Security	Manchester Metronet	Professional Security Mag	TeleEye Europe	VSK Electronics
Bosch Security	Dedicated Micros	IDCS / VSK	March Networks	Python Security	Telindus	Wavelet Technologies Ltd
BT Redcare	Detector Technologies	Indigo Vision	Mason Communications	Raytec CCTV	Tellemachus	Wavesight
Canon	DV Networks / Plexnet		MAXxess Systems	Redhand	TOA	Y-Cam
Cathexis Technologies	DVTEL		Mayflex		Touchstone Electronics / TEL	Zenitel

# IPfocus has universal appeal and an International flavour and readership



## Security is a global issue and IPfocus provides a truly international marketing platform.

As with the membership of the IPUserGroup, IPfocus® has a truly international dimension with readers of printed or digital versions from more than 60 countries worldwide.

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

Approaching 3,000 copies of IPfocus® are downloaded (pdf) providing an even wider reach.

- more than 60 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?

End-Users	34%
Security Practitioners	31%
Manufacturers/Distribution	22%
IT Professionals	13%

### Quality of the readership

Chairman	3%
Managing Directors	14%
Director Status	32%
Manager Status	37%
Others	14%

### Primary Interest

Video-Over IP (CCTV)	39.4%
General	21.6%
Integrated Solutions	13.8%
Access Control	13.5%
Image Recording/Archiving	4.52%
Remote Monitoring	2.23%
Networks	1.79%
Intruder Alarms	1.57%
Biometrics	1.03%
Fire Detection	0.27%

### Geographical Location

UK (Wales/Scotland/Northern Ireland/Ireland)	71%
Rest of the world	29%

### Nature of business

Installer of Security Products	35%
Installer of Network/Computer Products	2.9%
Installer of Network/Computer Systems	3.1%
Installer of Structured Cabling	2%
Distributor of Network/Computer Products	1.9%
Manufacturer of Security Products	5.4%
Manufacturer Network/Computer Products	5.8%
Remote video response centre	1.2%
Security Consultancy	2.4%

### Supplier/Distributor of

Security Products	4.7%
Building Construction	0.9%
Electrical Contracting/Engineering	1.5%
Government	1.44%
Hotels/Catering/Leisure	13%
Insurance	0.3%
Manufacturing/Industry	6.3%
Police Force	2.8%
Retail	1.3%
Utility Services	0.9%
Warehouse/Distribution/Transport	1.9%
Other	16%

### Number of employees

1000+	13%
500-999	8%
100-499	7%
50-99	16%
1-49	37%
Other (No input at registration)	17%



# IPfocus Advertising Rates 2009/10

## 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**



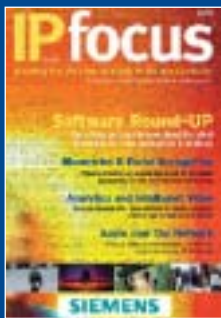
[www.ipfocusonline.com](http://www.ipfocusonline.com)

Advertising enquiries: +44 1293 786822

Email: [info@ipusergroup.com](mailto:info@ipusergroup.com)

## IPfocus Features Calendar

ISSUE MONTH (Copy Deadline)	FEBRUARY'09	MAY'09 (April4th) IFSEC issue	AUGUST'09 (July 4th)	NOVEMBER'09 (Oct 5th))	FEBRUARY'10 (DEC 10th)
ISSUE THEME	IIPSEC Show Guide - True Risk identified	Identifying IP Application Benefits	Global and Corporate Security Requirements	Open systems - Platforms & Protocols	IIPSEC Show Guide - Information Overload
VIDEO/ SURVEILLANCE	CCTV as a Business Tool	Transmission Options, 360 degree Imaging	Surveillance as a deterrent, NVR v DVR	Remote Monitoring ans Storage Options	Adding Value with Analytics
ACCESS CONTROL	Managing People Movement	RFID and cardless access - explained	Biometrics and facial recognition update	Webbased Access Control & Management	Hi Security ID Solutions
NETWORKING & BMS SOLUTIONS	Intelligent Buildings	Selecting a comms partner or ISP	Wireless & Mobile Technology Explained	Back to basics - Beginners Guide	Managing Network & Data Security
VERTICAL MARKETS	Securing Health and Education	Securing Ports and Airports	Entertainment and Gaming Facilities	Homeland Security & Border control	Securing the Community
CONVERGENCE	Business benefits of Consolidation	Large Scale Integration	Audio , Voice and Intercom Applications	Toys for Boys - Latest Technologies	Emerging Trends and a look back
ROUND-UP	IP Cameras	Access Control & Intruder Detection	Management Software	NVR / DVR	Megapixel and HD Cameras
ON-THE-RECORD	Available	Available	Available	Available	Available
MOVING FORWARD (Contributions welcome)	Immigration Controls & Homeland Security Technology for Technologies sake. Securing the Data Network. Changing Society.	Getting staff to support IP deployments. Finding IP Savvy installers 10 things the CEO should know.	How to establish true needs. Increased opportunity and margin. Selling & Identifying ROI issues. Who is the Customer?	What is IP and how does it work? What do I ned and how do I choose? Who can I turn to for help? What should I ask?	Securing National Infrastructure. Investing in IP. Finding Partners. Sharing the benefits of crime reduction. Managing IT Staff



### Ten integrated products

- IIPSEC® - 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>  
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