

SECURITY NEWS

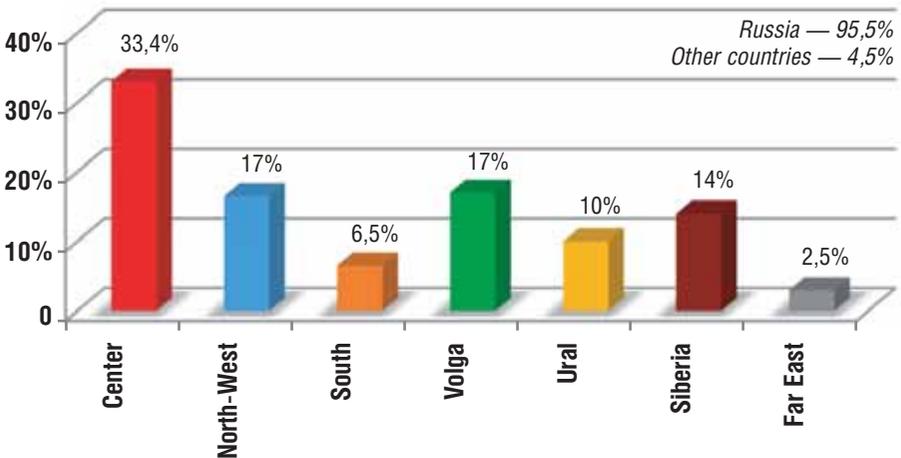
Your Key to Russian Security Market



A powerful duo consisting of a bi-monthly newspaper and a daily updated website, **SecurityNews** is one of the very few fully independent media projects covering Russian security industry. The mission of the project is to deliver hottest world news, latest technologies and newest market trends directly to top specialists and decision makers.

Watching the Industry

Printed version of **SecurityNews** has nationwide circulation covering also most of ex-USSR countries. A typical issue has 32 or 24 full color A3 pages. Certified number of 17,000 to 21,000 copies reaches Russian-speaking security professionals every 2 months. The newspaper has over 400 official distributors — most of them are reseller/installer companies and security equipment manufacturers.



Distribution of copies across different Federal Districts of Russia and abroad (mid-2008)

www.secnews.ru website counters show thousands of visitors every day; the number of subscribers to B2C section is over 27,000, to B2B — over 5,000. A lot of tech specialists, managers and decision takers start their working day from visiting **SecurityNews** website. And original newsfeeds appear in Google and Yandex just a few minutes after online publication.

Russian Market is a... Matryoshka

A matryoshka, also called Russian nested (or stacking) doll, is a set of dolls of decreasing sizes placed one inside the other. A set of matryoshkas consists of a wooden figure, which can be pulled apart to reveal another figure of the same sort inside. It has, in turn, another figure inside, and so on. The dolls have no hands (except those that are painted). The artistry is in the painting of each doll, which can be extremely elaborate.

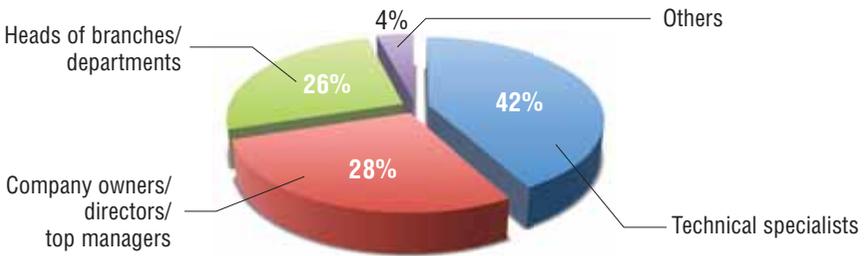


From some point of view, Russian security market has a nested (rather than segmented) structure. Multiple levels of decision taking often make complex projects to seem impossible. Each level, either corporate or public, has its own unique properties and demands. And not all hands are just painted! Multiple hierarchical structures are affecting business processes here, and a mission to pass through non-transparent legal limitations and blurred responsibilities seems to be impossible. **We assist you to provide solid background for each matryoshka's decision, on any level.**

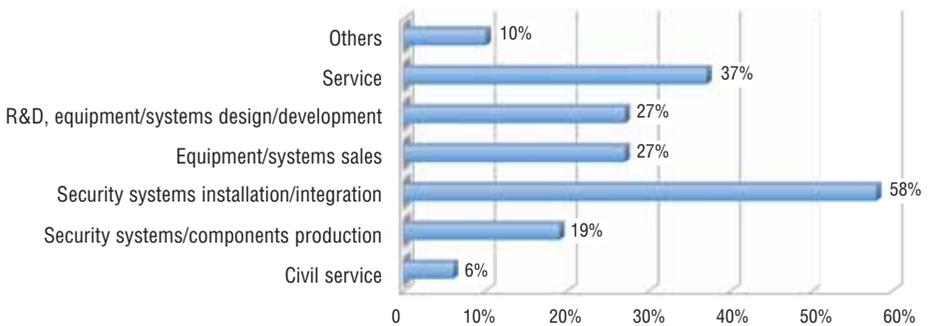
Readers' Profile

We constantly keep in touch with our audience. The figures below are taken from **SecurityNews** sprinted version subscribers' database (last updated in September, 2008). A nice illustration to our targeting policy: focus on decision makers, and coverage of most important vertical markets.

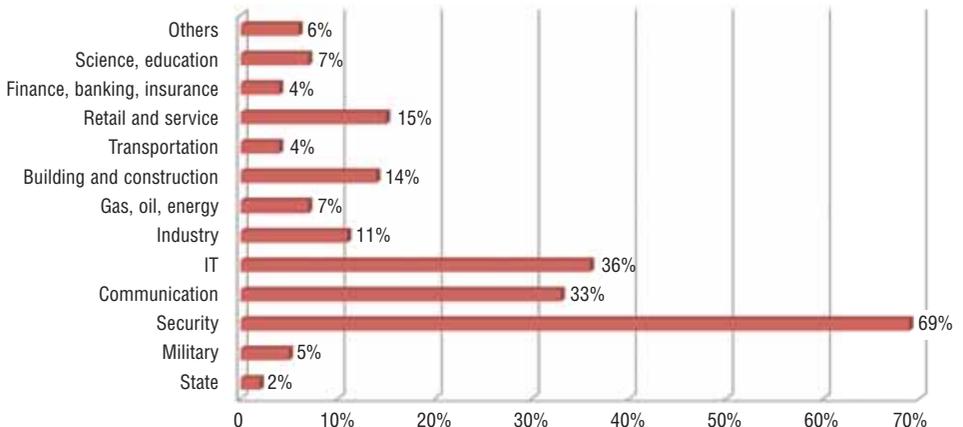
Personal position



Company activity

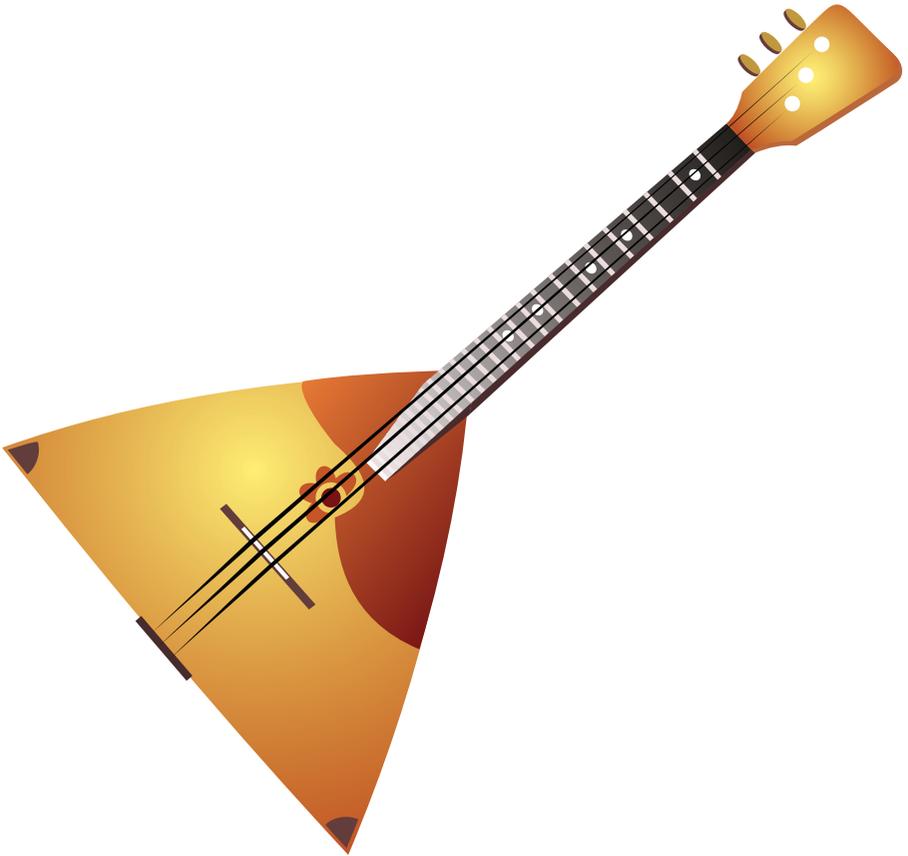


Vertical affiliation



Russian Market is a... Balalaika

The balalaika — Russian stringed musical instrument, with a triangular body and a long fretted neck. Usually there are three strings, which are generally plucked with a pick. The balalaika is made in various sizes, and several may be combined to make a band or orchestra. Like the guitar, it has been much used to accompany folk songs and country dances.

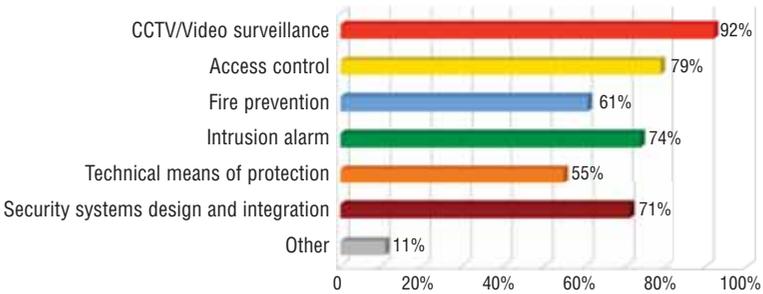


Just a few strings to play with... not a great deal of choice for a typical Western operator. What do you need to play your part in a huge balalaika band successfully? To know exactly how to tune your business instruments, the order of strings to pull, and the exact moment to start your solo part. No conductor at the market desk? OK, now it's your time to grab control. **We use our expertise to become your personal trainer; let's make your market experience positive and successful.**

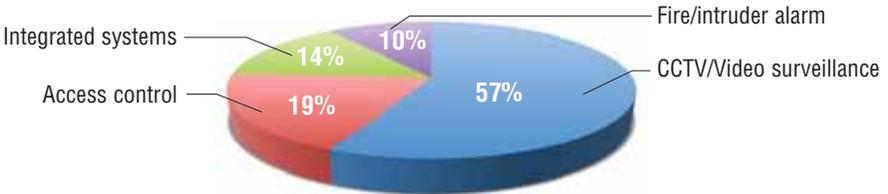
Topical structure

We keep on meeting our readers' expectations in each and every issue of **SecurityNews**. Regular feedback brings us feeling of what kind of information the audience needs, and why. Combined with our expert vision of the future of security industry, this feeling gives birth to newer and newer creative ideas. World leading security brands are listed in our clients' database: **SecurityNews** is a right place for spreading the Word.

Readers' topics of interest



Content – topics (by area)



Profile of CCTV related companies



Area distribution



Russian Market is a... Samovar

A samovar is a heated metal container traditionally used to heat and boil water in and around Russia. Since the heated water is usually used for making tea, many samovars have an attachment on top of its lid to hold and heat a teapot filled with tea concentrate. It is particularly well-suited to tea-drinking in a communal setting over a protracted period. The Russian expression “to have a sit by samovar” means to have a leisurely talk while drinking tea from samovar.



Yes it's a lot like Japanese tea ceremony — but deeper and larger. In Russia, most of your business actions must have ceremonial flavor. Unique conventionalities and nuances sometimes make it difficult to follow your plans and to reach your operational goals. Does sitting by a horrible looking boiler slow down your business? Not at all... if you know the rules, of course. **We are able to optimize your market behavior in time and content — to let you drink tea with peace in your mind.**

SecurityNews Client's Guide

Due to “dual” nature of **SecurityNews** project, our clients are free to choose the preferred channel — the Newspaper and/or the Website. Normally, we do not “automatically” meet our clients with a full price list. We ask additional questions to get into each particular market situation, to specify goals; then we generate a media decision that fits best. And since we know much more than we publish — about companies and end users, hidden numbers and trends — we can act as your personal consultant. Such collaborations lead to new, even more interesting ideas and projects, and even partnerships.

SecurityNews newspaper options:

- ✓ **Modular advertising.** The most basic form of using our pages. Modular ad sizing means area selling by logical page portions, such as full, half, quarter, eighth, etc. Although it has its limitations, we can match standard size modules to the rest of published context.
- ✓ **Articles by outside authors.** We try to avoid this if possible. It's unfair to assert that “inserted” articles would work fine. We believe that any sort of our content has to be tightly adapted to Russian market conditions. A typical compromise could be achieved in a specially edited translation from English source.
- ✓ **Company news and/or articles by SecurityNews authors.** This is our most preferred operation mode. The output is accepted more naturally by the audience, making marketing communications easier. Russian representatives of top world security brands can confirm that this approach is effective and efficient.

SecurityNews website options:

- ✓ Email broadcasting over subscribers database
- ✓ Banner placement
- ✓ News and articles publishing (illustrations enabled)
- ✓ Advertising on dedicated sections of the website (same for client's website)

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