

# TZ-Asia. Media kit'2015

## About the magazine

### The international magazine «TZ-Asia»

“TZ-Asia” magazine is a project of “Technologies of Protection” group, one of the leading publishing companies which has successfully worked on security market of Russia and many foreign countries for more than 15 years.

“TZ-Asia” is an international promotional magazine in Russian which deals with security technology market of Asian-Pacific states. Its purpose is to inform the readers of security market achievements: new products, techniques and technologies, development of production facilities.

All of the offers that are addressed to houses of commerce, integrators and end users of security technology in Russia, Ukraine, Belarus, Kazakhstan and other post-Soviet countries will be presented by this magazine.

“TZ-Asia” magazine will be distributed using address database of the “Technologies of Protection” magazine readers and will participate in all Russian industry exhibitions and exhibitions conducted in other Russian-speaking countries.

### Circulation and Periodicity

The format/size of TZ-Asia is 210 x 297 mm

Periodicity - 6 times in one year

Circulation - 5000 copies for each issue

The magazine website will be launched in the beginning of January 2015 as specialized internet web-site

### TZ-Asia website

All materials published in the magazine: new products, events, interviews, equipment reviews, covering from exhibitions and production sites, histories of brands, and successful solutions.



## Uniqueness and benefits of TZ-Asia project

A unique project having no analogues regarding targeted promotion of Asia-Pacific brands and technologies at the Russian market of technical security systems.

A lot of benefits and product promotion opportunities (different publishing formats), flexible discount system.

Targeting of readers, distinctly focusing on Asia-Pacific brands.

Audience formed on the basis of Technologies of Protection magazine, which has been one of the leading periodicals at the market of technical security systems for more than 15 years.

### The basic section and headings:

#### News

- new products and designs
- events

#### Successful solutions

- articles on a specific manufacturer solutions, implemented at different facilities

#### Region, market, manufacture, products (round-up articles)

#### Interview in this issue

#### Manufacture and technologies: development vectors

#### Overview of products suggested to foreign markets

#### Competitive advantages

#### Standards

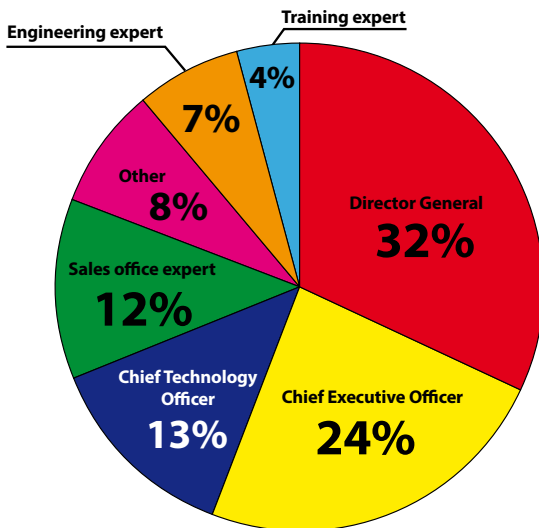
#### Outward glance from Russia

#### Brands and distributors

# Audience

TZ-Asia is a periodical with a distinct focus audience. Having placed an advertisement in the magazine, you can be sure of its effectiveness.

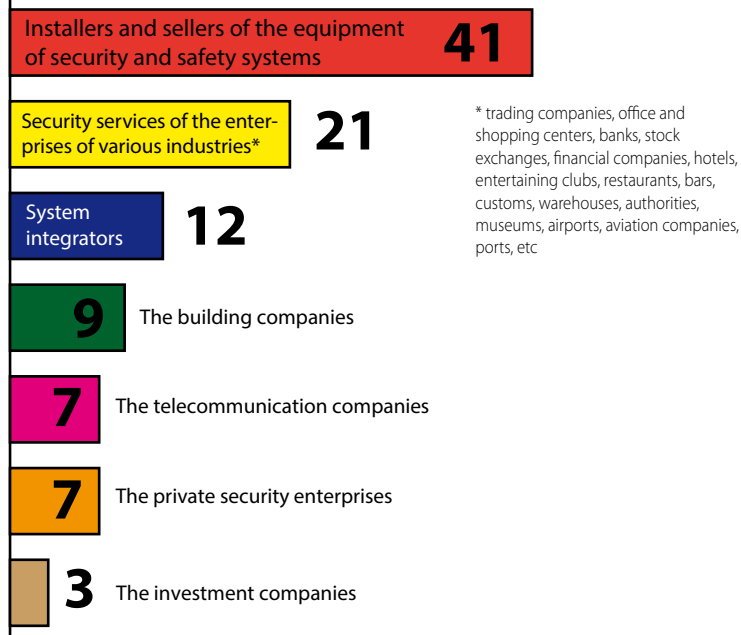
## Social status



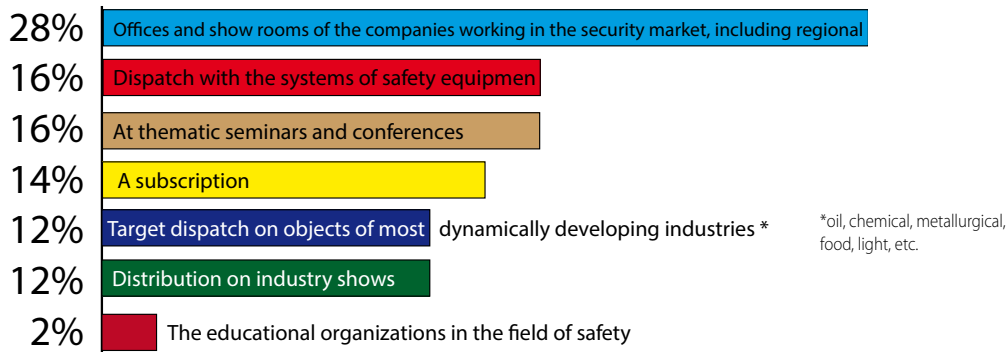
## Sphere of activity

The basic lines of activity of the companies-representatives of target audience

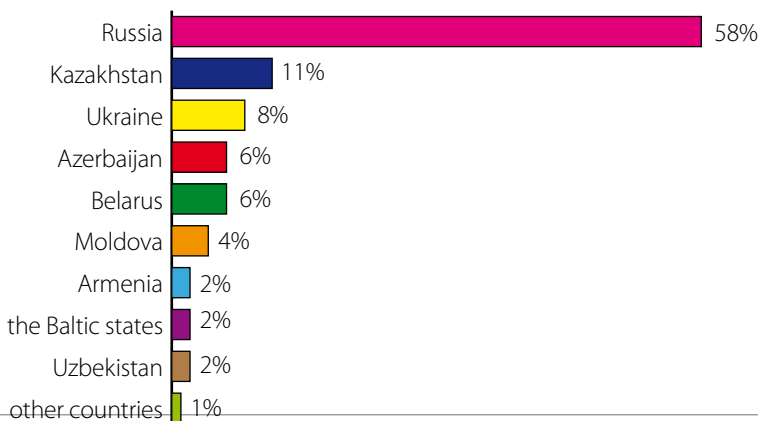
%



# How do we distribute the magazine



## TZ-Asia is distributed in the following countries:



## Events calendar 2015

EXHIBITION	DATE	CITY
Security technology	February 10-12	Moscow
Corporate Security Conference (MSB events)	February 26 - 27	Moscow
KIPS	March 3-5	Kiev, Ukraine
AIPS	March 11-13	Alma-Ata, Kazakhstan
Security Forum	April 1-3	Ufa
MIPS, CARDEX & IT SECURITY	April 13-16	Moscow
SECUTECH	April 28-30	Taiwan, Taipei
INTEGRATED SECURITY	May 19-22	Moscow
SECURITY - Anti-terror	May 27-29	Krasnoyarsk
SAFETY AND SECURITY	May 28-30	Tyumen
Exhibition-Forum "Engineering Safety"	June 4-5	Minsk, Belarus
WORLD SECURITY	June 17-19	Volgograd
IFSEC	June 16-18	UK, London
INTEGRATED SECURITY	September 15-17	Izhevsk
AUTOMATION, SECURITY, COMMUNICATION	September 16-19	Khabarovsk
XII International Trade Fair		
Fire safety of XXI century	September 23 -26	Moscow
SIPS	September 23-25	Novosibirsk
SENTEX	October 9-11	Nizhny Novgorod
BEZPEKA	October 14-17	Ukraine, Kiev
INTERPOLITEX	October 20-23	Moscow
SECURITY CHINA 2015 EXPO	October 28-31	China, Beijing
SFITEX	November 10-12	St. Peterburg
SECURITY FORUM URAL	November	Ekaterinburg
All-over-IP	November 18-19	Moscow
SAFETY AND SECURITY	November	Chelyabinsk
SAFETY. PROTECTION AND INFORMATION.	November 25-27	Ekaterinburg
Conference RBC "The video surveillance system: new challenges"	December	Moscow

# Technical requirements for magazine “TZ-Asia”

In order to be posted in the magazine “TZ-Asia” the advertising materials should meet the following requirements:

## 1. Requirements for electronic layouts.

All advertisements should have “advertisement” or “sponsored feature” mark.

### 1.1 File formats and requirements.

Electronic layouts are accepted in the formats of programs Adobe InDesign CS, CS2, CS3, CorelDraw (up to version 13), Adobe Illustrator (up to version CS5), Photoshop. All for IBM PC.

For layouts made in CorelDRAW and Adobe Illustrator – the layouts should be converted to curves. Images are attached separately! For Illustrator - images should be relinked and saved in CMYK.

**ATTENTION!** If you want your layout to be refined by our design studio, layouts sent in CoralDraw, Adobe Illustrator must not be made in curves, and collages should be made in layers (psd format). Bit maps of layouts must also be made in layers. Fonts **MUST** be attached! Everything should be made for PC.

For layouts made in Photoshop. Layouts should be presented in TIFF, EPS, PSD formats with resolution at least 300 dpi (CMYK).

For layouts made in the programs Adobe InDesign:

- assembly (images are saved separately)
- linked files in TIFF, EPS, JPEG with resolution of at least 300 dpi, CMYK color palette
- used fonts (PC platform).

Files can be provided in archived form in RAR or ZIP format.

## 2. In case of absence of electronic layout the following should be provided:

- Texts in electronic form (.txt, .doc, .rtf formats)
- Slides, photos, illustrations, including their electronic forms (TIFF, EPS, CDR, AI, JPEG for IBM PC (bitmap images with resolution 300 dpi)).
- Company logo in TIFF, EPS, CDR, AI, JPEG format for IBM PC (bitmap images with resolution 300 dpi)).
- If you have suggestions for the layout please provide a sketch in any form.

## 3. Formats for advertisements:

For all layouts of bleed size: + 5 mm on each side and spaces from the cut line for all significant elements – no less than 5 mm.

	cut size	bleed size
1/1 page	210 x 297 mm	220x307 mm
1/2 page	horisontal 192 x 130 mm	230 x 144 mm
	vertical 90 x 260 mm	114 x 307 mm
1/3 page	horizontal 192x90 mm	
	vertical 68x264 mm	vertical 70x297
1/4 page	vertical 90 x 130 mm	

**Note:** ALL completed advertisement materials must be accompanied by a signed copy.

# Editorial plan

Overviews on the topic of "Video surveillance".	Overviews on the topic of Access Control Systems (ACS).	Reviews on the topic of Security and Fire Alarms.	Selection of views	Opinion pieces
№ 1-2015				
Work in low lighting conditions and extended dynamic range. Overview of cameras with WDR.	Electromagnetic locks and latches. Overview.	GSM alarm systems for small facilities. Home systems. Review of systems.	Video surveillance in retail.	RFID market of Asia-Pacific Region. Areas of technology adoption.
№ 2-2015				
Multi-touch video cameras. Overview.	Electromechanical locks. Overview.	Wireless motion sensors for internal use (PIR). Overview.	Industry standards.	IP-Surveillance in transport.
№ 3-2015				
The capabilities of the modern VMS. Overview of VMS from different manufacturers.	Door closers. Overview.	Accumulators for security systems. Overview.	Video analytics in transport.	The system of quality control at the production factory of ACS.
№ 4-2015				
Data storage systems. Overview.	IP-Intercom. Overview.	Outdoor volumetric motion sensors. Overview.	Video in 4K ULTRA HD format.	Organization of customer technical support at the production factory of video surveillance systems components.
№ 5-2015				
Fiber-optic communication lines in television security systems. Overview of transmitter-receivers.	Biometric ACS. Overview.	Sewerage and electricity. How can alarm system help.	Compression formats.	Experience of implementation of biometric access control systems at various sites. Effective utilization of technology.
№ 6-2015				
VsaaS. Overview of devices with possibility of working "in clouds".	RFID readers. Overview.	Water alarms. Overview.	Wireless ACS.	Virtualization systems in technical security systems

\* Editorial features will be modified without further notices

## Dates of publication

Nº	Published	Presenting of the materials
Nº 1-2015	till 08.02.2015	till 15.12.2015
Nº 2-2015	till 10.04.2015	till 10.03.2015
Nº 3-2015	till 25.06.2015	till 20.05.2015
Nº 4-2015	till 25.09.2015	till 30.08.2015
Nº 5-2015	till 13.11.2015	till 10.10.2015
Nº 6-2015	till 25.12.2015	till 20.11.2015

## The price list of the magazine “Technologies of protection-Asia”

	The size	price (USD)	The size	price (USD)	The size	price (USD)	The size	price (USD)
Price for client (1 publicaton a year)	1/1 page	2700	1/2 page	1900	Back cover	3400	Second or Third cover	3100
Discounted price for clients (2 publicaton a year)		2400		1700		3000		2800
Discounted price for clients (3-4 publicaton a year)		2200		1500		2700		2500
Press-release or advertising article		1600		800				

## Address and contacts

8th Tekstilchikov str., 13, bld. 2,  
Moskow, Russia, 109129  
Tel.: +7(495)662-8984  
E-mail: tz@tzmagazine.ru  
www.tzmagazine.ru

## General partner in Asian-Pacific states

Jurassic Communications Corp.  
7th Floor-7, No. 108, Section 2, Chang An East Road,  
Taipei 10491, Taiwan, R.O.C.  
Tel: +886-2-2508-2467  
Fax:+886-2-2508-1673  
E-mail: service@jccbiz.com