

Security Middle East. COM

Security Media Publishing is proud to announce another addition to our online media portfolio:

Security Middle East. COM

- **Overview**

Security Middle East. COM has been designed to function as a touch point for security professionals and companies who operate in the commercial security markets in the Middle East region; we will provide accurate, up to date market information so you can make informed decisions that will keep you one step ahead of your competitors.

Traditionally the Middle East security markets have been seen as lucrative but sometimes difficult to infiltrate, this has been a problem for companies across the globe but we are confident that Security Middle East. COM will facilitate a better understanding of the marketplace and also offer a route to market for companies looking for new business opportunities in the region.

For companies already operating in the region we will look to increase your market presence through targeted advertising, e-blasts and through regular e-newsletter releases to our qualified release database of over 43,000 recipients.

We will deliver breaking news to your desk top, via our e-newsletter, which will keep you informed of market developments, contracts up for tender, new appointments, product information and just about every other piece of news you could possibly want.

In addition to the news service we will also have an online bank of case studies, white papers and product data sheets, there will be a small fee attached for all uploads to the site but it is our intention to build a data bank that will surpass anything in the market at the moment.

Security Middle East. COM will also provide our clients with an advertising platform that will guarantee you reach out to your target audience effectively and in turn give you a return on your investment; we will also provide an online directory facility so that companies can search for suppliers in the region.

We are confident that we are delivering a product to market that will become the watch word for security media in the region, the Middle East remains one of the most buoyant markets in the world today and we will provide our patrons with the tools and knowledge to tap into this exciting and fast developing market with absolute confidence.

- **Market Analysis – Middle East Region**

The Middle Eastern security markets have traditionally been seen as cash rich and even during these times of global economic uncertainty and increased threats of terrorism this is still the case.

The Gulf Cooperation Council (GCC) and the Middle East region as a whole are still experiencing significant growth in the commercial security sectors; this is due in some part to the continuing demand from construction projects, both in the private and public sectors, but also as a direct result of the increased threat from terrorism and rising crime rates in the region.

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Saudi Arabia is the second largest market in the global Home Land Security (HLS) sector with a 4.5% share of the global spend on HLS, second only to the USA who continue to dominate spending with approximately 35% of worldwide procurement in this field. Saudi Arabia and the UAE will exhibit some of the fastest growth in the HLS markets in the next decade; this growth will come from a combination of fast economic growth, increased threat to critical national infrastructure (namely the petro-chemical infrastructure in the region), airport security, ports, terminals and border control.

Projected growth in the global HLS markets over the next ten years is forecast at 81% - from a sum total of \$140 billion in 2008 to about \$254 billion in 2018, the global HLS market will grow from 0.25% of GDP in 2008 to 0.36% in 2018. The global HLS market is robust and is predicted to grow over the next 10 years at an annual rate of 7 – 7.5% with the Middle East region a major contributing factor in this growth.

- **Growth Markets**

IT convergences, integration, installation, open platform technology and hybrid systems are reckoned to be the most important trends and drivers in the security markets of the Middle East today.

Analysts expect the market for surveillance cameras, monitoring technology, biometrics, access control, fluoroscopes (x-ray), metal detectors and alarm systems to experience the greatest growth figures over the coming years.

- The market for security technology in the Middle East is estimated to worth \$2.1 billion dollars and business is expected to increase by 50% through to 2013.
- IP based systems account for approximately 30-45% of installations in the region.
- 65% of security equipment sales generated in the Middle East region in 2007 can be attributed to surveillance systems.
- IP and open platform technology, high temperature endurance, electromagnetic interference immunity and dual redundancy are highly demanded product features.
- Biometrics are continuing to gain market share since government agencies, airports, schools and banks have been increasingly adopting biometric technology, the Middle east region is one of the fastest growing markets for this technology in the world.

Clearly, Security Middle East. COM has a lot to offer companies who wish to expand into new markets or capitalise on existing business operations in the region and in the next section we will outline exactly how we can help your company achieve its goals.

(Source: Homeland Security Market Research Inc/ intersec / ISNR Abu Dhabi / Reed Exhibitions / Gulf Co-operation Council - GCC)

Security Middle East. COM - Pricing

- **E-newsletter**

Our e-newsletter releases from Security Middle East. COM is an ideal way to notify the market of any news you may have whether it be a new appointment, product launch or notification of a contract tender.

Cost	Package 1:	£100	Single inclusion
	Package 2:	£ 500	6 inclusions for the price of 5
	Package 3:	£ 1000	12 inclusions for the price of 10

- **Case Studies / White Papers Uploads**

Upload your case studies and white papers to Security Middle East. COM

Cost	Package 1:	£ 25	single upload
	Package 2:	£ 50	3 uploads for the price of 2

- **Site Sponsor**

Site sponsorship opportunities are available on Security Middle East.COM; please contact our team for further details.

Cost	Package 1:	£1500	1 month homepage sponsorship
	Package 2:	£ 3375	3 month homepage sponsorship

- **Banner Advertising**

Display your company logo on the homepage of Security Middle East. COM, via an animated or static GIF banner with a hyperlink to a site of your choice.

Cost	Package 1:	£ 350	1 month
	Package 2:	£ 900	3 months
	Package 3:	£1620	6 months

- **Product Listings / Data Sheets**

Pages will be available to manufacturers, distributors, integrators, installers and any company wishing to display information on their products or services.

Cost	Package 1:	£10 per product
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- **E-Directory Listings**

Upload your company information to our online directory.

Cost	Package 1:	£ 600	3 Months
	Package 2:	£ 1140	6 Months
	Package 3:	£ 1920	12 Months

- **Video Production / Video Uploads and Hosting**

Security Middle East. COM can now offer companies wishing to promote their company or products a Video Production Service, whether you require a corporate DVD, product demonstration filming or a trade show review we can provide a full production service.

Security Middle East. COM has a dedicated video hosting page where you can upload your company DVD, the site visitor will be able to download and view your video with accompanying for a fixed period of time, according to your requirements.

Please contact our team for more information on Video Production and Video Hosting.

www.securitymiddleeast.com