

# BORDER SECURITY REPORT

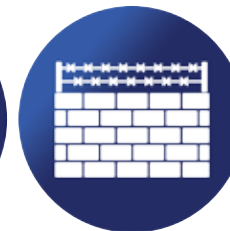
[www.border-security-report.com](http://www.border-security-report.com)

The leading publication for the world's border protection, management and security industry policy-makers and practitioners.

Flagship Media  
Partner of



Partner of the

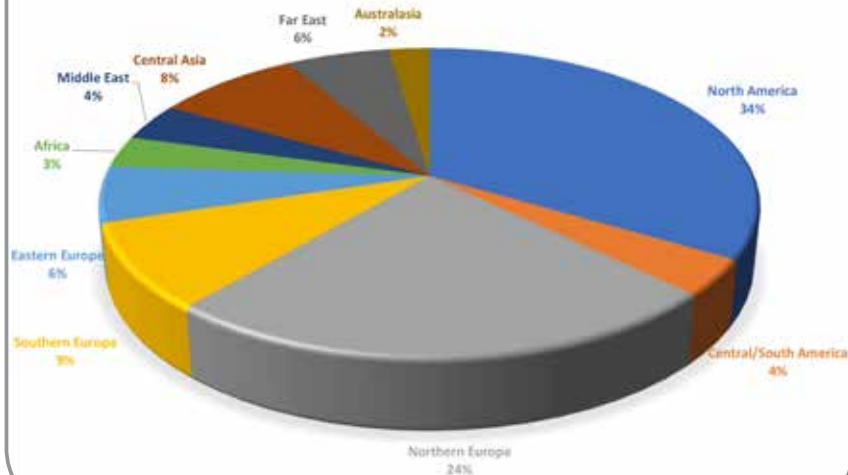


2021 Media Information

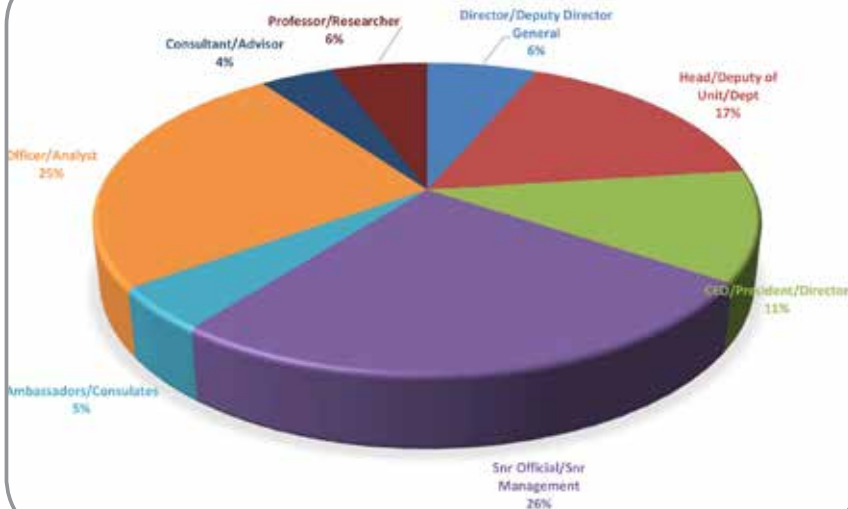
# STATISTICS

## BORDER SECURITY REPORT

### GEOGRAPHIC BREAKDOWN



### JOB FUNCTION



### DIGITAL AND PRINT MAGAZINE



Circulated to over 34,000 agency and industry experts

### E-NEWS



Distributed weekly to over 34,000 agency and industry experts

### ONLINE



border-security-report.com  
Over 60,000 visitors per mth

### SOCIAL MEDIA



Focussed 'World Border Security' social media groups for up-to-date news and views

Border Security Report as a bi-monthly publication and the premier international border management industry magazine delivering agency and industry news and developments, as well as more in-depth features and analysis to over 34,000 border agencies, agencies at the borders and industry professionals, policymakers and practitioners, worldwide.

BSR will inform and enlighten readers with up-to-date news as well as in-depth features, essential analysis and comment.

*Get your products and services read and noticed by senior officials in government and non-government agencies, consultants and associates through Border Security Report.*



### Editorial Contact

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Marketing & Production  
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## What your clients will be reading

### Jan/Feb 2021

- Focus on Land Borders
- Technology: Facial Recognition
- News and Views from the Agencies at the Border
- Border Watch
- Industry and technology news

**Bonus distribution:**

TBA

**Ad Deadline:** 10th January 2021

### Jul/Aug 2021

- Focus on Wildlife Trafficking
- Technology: Airborne Surveillance Systems
- News and Views from the Agencies at the Border
- Border Watch
- Industry and technology news

**Bonus distribution:**

TBA

**Ad Deadline:** 10th July 2021

### Mar/Apr 2021

- Focus on Maritime Borders
- Technology: Biometrics
- News and Views from the Agencies at the Border
- Border Watch
- Industry and technology news

**Bonus distribution:**

Critical Infrastructure Protection and Resilience Europe

**Ad Deadline:** 6th March 2021

### Sep/Oct 2021

- Focus on Human Trafficking
- Technology: Port Security Systems
- News and Views from the Agencies at the Border
- Border Watch
- World Border Security Congress (Preview issue)
- Industry and technology news

**Bonus distribution:** Critical Infrastructure Protection and Resilience North America

**Ad Deadline:** 4th September 2021

### May/Jun 2021

- Focus on Air Border Security
- Technology: Ground Sensors
- News and Views from the Agencies at the Border
- Border Watch
- Industry and technology news

**Bonus distribution:**

Security and Counter Terror, London and IFSEC

**Ad Deadline:** 8th May 2021

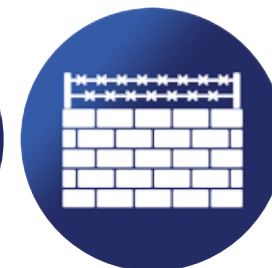
### Nov/Dec 2021

- Focus on Drug Trafficking
- Technology: Travel Hub Security Systems
- News and Views from the Agencies at the Border
- Border Watch
- Industry and technology news

**Bonus distribution:**

International Security Expo

**Ad Deadline:** 6th November 2021





## RATES & SPECIFICATIONS

### DISPLAY

	1x		3x		6x	
Full page	£1,670	\$2,150	£1,545	\$1,975	£1,420	\$1,825
Half page	£1,250	\$1,600	£1,150	\$1,450	£1,045	\$1,325
Third page	£1,050	\$1,350	£960	\$1,225	£875	\$1,100
Quarter page	£835	\$1,050	£795	\$1,000	£750	\$950

### PRODUCT FOCUS

	1x		3x		6x	
Eighth page	£450	\$575	£400	\$510	£360	\$465

### SPONSORED CONTENT / WHITE PAPERS

Full page editorial in an issue of BORDER SECURITY REPORT Sent to over 34,000 border security professionals worldwide. Sponsored content allows you to tell your existing and potential customers about your latest technology or service, exactly the way you want to say it. It gives your control of the message whilst benefitting from reaching a much bigger but still targeted audience. You send the 800-word or so piece along with images and we will also post it on the [www.border-security-report.com](http://www.border-security-report.com) homepage for one week, be shared via our social media channels and it will then remain on the site for a full 12 months.

Cost £1,850 or \$2,385



# RATES & SPECIFICATIONS

## BORDER SECURITY REPORT

### DISPLAY

Magazine

Full page

Full page

Half page

Half page

Half page

Third page

Third page

Third page

Quarter page

Quarter page

Quarter page

Double page spread  
(3mm bleed head, foot and face only)

Half page spread  
(3mm bleed foot and face only)

Trim size

Bleed

Live area

Island

Horizontal

Vertical

Square

Horizontal

Vertical

Island

Vertical

Horizontal

Spread

Spread

### STANDARD SIZES (W x H)

210mm x 297mm (A4)

216mm x 303mm

190mm x 277mm

115mm x 190mm

190mm x 138mm

92mm x 277mm

115mm x 115mm

190mm x 99mm

60mm x 277mm

92mm x 138mm

45mm x 277mm

190mm x 68mm

420mm x 297mm  
(426mm x 303mm)

420mm x 145mm  
(426mm x 148mm)

### PRODUCT FOCUS

Eighth page - 93mm x 64mm

PRODUCT  
FOCUS

FULL PAGE

HALF PAGE

QUARTER  
PAGE  
(Island)

THIRD PAGE

QUARTER PAGE  
(Horizontal)

THIRD  
PAGE  
(Island)

QUARTER  
PAGE  
(Vertical)

### FORMATS

#### File Types

High resolution PDF (minimum of 266 dpi output) with crop marks as well as bleed marks

#### Accepted Formats

PDF only

#### Email

Below 5MB or enquiries can be sent to [copy@torchmarketing.co.uk](mailto:copy@torchmarketing.co.uk). If above 5MB please email for instructions.

# EMAILS RATES & SPECIFICATIONS

## BORDER SECURITY REPORT

### WEEKLY E-NEWS BANNER

#### Premium position - Horizontal

728 x 90px

1 week	4 weeks
£625 \$800	£545 \$700
8 weeks	12 weeks
£500 \$640	£460 \$590

#### Mid position - Horizontal

728 x 90px

1 week	4 weeks
£500 \$640	£460 \$590
8 weeks	12 weeks
£420 \$540	£375 \$480

### FEATURE HIGHLIGHT BANNER

#### Premium position - Horizontal

728 x 90px

1 issue	3 issues
£625 \$800	£545 \$700
6 issues	12 issues
£500 \$640	£460 \$590

### DEDICATED EMAIL / EBLAST

Dedicated email campaign, providing your own email, delivered by Border Security Report to our 34,000+ subscribers circulation list.

Cost £2,250.00 (\$2,900)



## EMAILS RATES & SPECIFICATIONS

### BI-MONTHLY ISSUE ALERT BANNER



#### Your latest issue of Border Security Report has arrived

[Click here to download your copy of Border Security Report \(pdf\) >>](#)

Please find here your downloadable copy of the September/October issue of **Border Security Report** for the latest views and news.

#### Border Security Report in this issue:

- Combatting the Illegal Wildlife Trade
- Wildlife Trafficking in Trinidad And Tobago
- Cannabis trafficking and endangered-tortoise trade drive corruption in Madagascar
- South Africa's Border Management Authority Dream Could be a Nightmare
- Fighting drug trafficking in the Golden Triangle
- Kiosk systems – the key to border control?
- Border Security: A Quarantined Pandemic



#### Premium position - Horizontal

728 x 90px

1 month      3 months

£625 \$800    £545 \$700

6 months      12 months

£500 \$640    £460 \$590

## BORDER SECURITY REPORT

### PRODUCT FOCUS VIDEO

A Product Focus Interview is an incredibly powerful and attractive way of reaching new customers and generating new leads. Like a podcasts, it allows you to reach a global audience without your potential customer having to leave comfort of this or her office or home.

With you, we will produce and host a scripted interview about your product and share it via our web sites and social media channels, including YouTube, LinkedIn and Twitter.

The Product Focus Interview will remain hosted on the website for twelve months.

Cost £1,215.00 (\$1,450) each it will remain on the site for a full 12 months.



# DIGITAL RATES & SPECIFICATIONS

## BORDER SECURITY REPORT

### WEBSITE BANNER

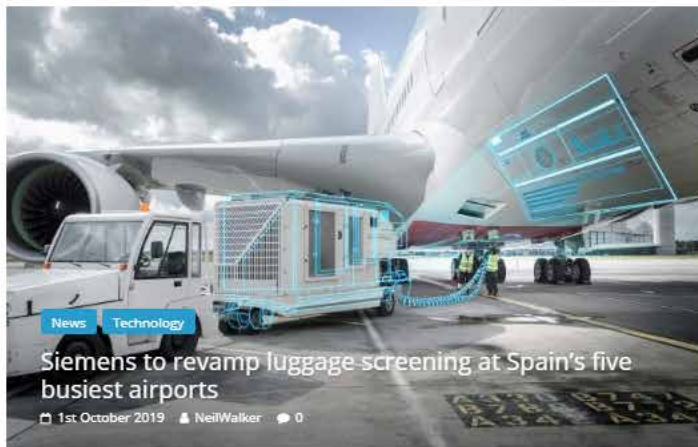
Tuesday, October 1, 2019 Latest: IDEMIA invests further in APAC Border processing capability platform



## BORDER SECURITY REPORT



CONTACT



News Technology

### Siemens to revamp luggage screening at Spain's five busiest airports

1st October 2019 Neil Walker 0



#### Siemens to revamp luggage screening at Spain's five busiest airports

1st October 2019 0



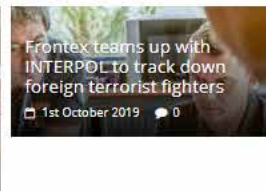
#### Protecting Borders with second-generation Motion Detection Technology

1st October 2019 0



#### IDEMIA invests further in APAC Border processing capability platform

1st October 2019 0



#### Frontex teams up with INTERPOL to track down foreign terrorist fighters

1st October 2019 0

### MIGRATION



Migration News Technology

### Frontex teams up with INTERPOL to track down foreign terrorist



#### Mediterranean Migrant Arrivals Reach 55,918 in 2019; Deaths Reach 929

30th September 2019 0



#### Morocco boosts security at border crossing with Mauritania

30th September 2019 0



#### Wildlife trafficking: organized crime hit hard by

### ADVERTS



### Top Premium position

728 x 90px

1 month	3 months	6 months	12 months
£650 \$825	£595 \$760	£545 \$700	£495 \$630

### SquareBanner Ad

125px 125px

1 month	3 months	6 months	12 months
£350 \$450	£325 \$410	£290 \$370	£250 \$320



# DIGITAL RATES & SPECIFICATIONS

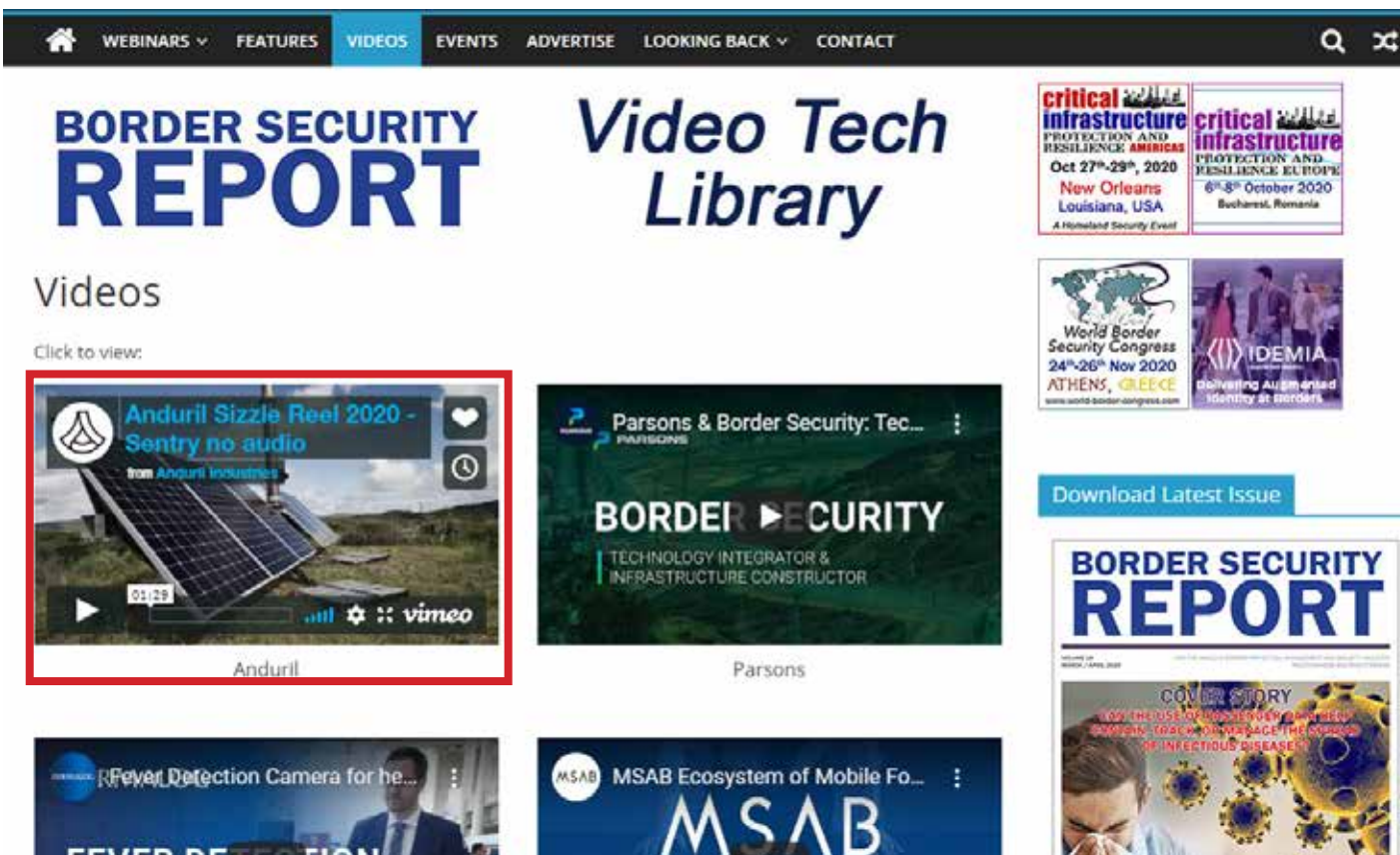
## BORDER SECURITY REPORT

### BORDER TECHNOLOGY VIDEO LIBRARY

Your company videos represent a significant investment in time and resources, and yet, not many people see them or even know they exist. And those that do view them, usually know who you are anyway! Maximise your investment in your video resources by allowing us to promote it for you.

Include your company or product video in our exclusive Border Technology Video Library and reach our global border security community. Your video will be included on the BORDER SECURITY REPORT web site, the closed WORLD BORDER SECURITY NETWORK and promoted via our magazine, monthly eNewsletter and social media channels.

Cost £1,250.00 (\$1,600) it will remain on the site for a full 12 months



### ONLINE SPONSORED CONTENT

Sponsored content allows you to tell your existing and potential customers about your latest technology or service, exactly the way you want to say it. It gives you control of the message whilst benefitting from reaching a much bigger but still targeted audience.

You send the 800-word or so piece along with images and we will post to the [www.border-security-report.com](http://www.border-security-report.com) homepage for one week, be shared via our social media channels and it will then remain on the site for a full 12 months.

Cost £500 (\$600)



# DIGITAL RATES & SPECIFICATIONS

## BORDER SECURITY REPORT

### WEBINARS

Webinars provide a powerful, interactive audio-visual opportunity to reach your international audience who may not be in a position to hold a meeting or attend an event.

Hosted by our Editor-in-Chief, Tony Kingham. Interview style with Tony as moderator and 1-4 speakers supplied by the sponsor. Topic is driven by sponsor. Program should be 30-45 minutes in length. Audio with power point. Power point provided by Sponsor.

The sponsor of the webinar and their speakers will be featured in all of the promotional efforts:

What we provide:

- Software platform.
- Email Blast – Several DEDICATED EMAIL blasts to 34,000 contacts. Typically 2 prior and one post live event.
- Website – Home page banner on our web sites with click through to the webinar.
- Push Notices – to our LinkedIn Groups.
- Banners in our monthly e-newsletter. Typically 2 prior and one post live event.
- Advert specifically for your webinar in Border Security Report or World Security Report.
- Registration engine to capture details of those who register for the webinar.
- Details of those who registered for the webinar provided in a spreadsheet to Sponsor.
- Host the webinar video for 2 months.
- Details of those who registered to watch the video after the webinar.

Cost £3,750.00 (\$4,900) for the live webinar which will also remain on the site for a full 12 months



### THE PODCAST PACKAGE

Podcasts are an incredibly powerful and attractive way of reaching new customers and generating new leads. Podcasts allow you to reach a global audience without your potential customer having to leave comfort of this or her office or home.

It gives the viewer the freedom to tune and watch when they want at a time that suits their schedule.

With you, we will host, produce, and share a 15-minute presentation podcast about your company and its products via our web sites and social media channels.

We will send a dedicated email to our entire subscriber list inviting them to register to view the podcast and we will share those contact details with the client.

The podcast will be advertised in the next available issue of BORDER SECURITY REPORT magazine.

The podcast will remain hosted on the website for twelve months and we will continue to send you any new registrants.

Cost £2,250.00 (\$2,900) each it will remain on the site for a full 12 months.

# DIGITAL RATES & SPECIFICATIONS

### WEBINARS (EDITORIAL DRIVEN)

Webinars provide a powerful, interactive audio-visual opportunity to reach your international audience who may not be in a position to hold a meeting or attend an event. Hosted by our Editor-in-Chief, Tony Kingham, these discussion style webinars include 2-3 speakers from relevant government agencies and 1 subject matter speaker supplied by the sponsor (the sponsor speaker not to promote their solution).

The full webinar lasts approx. 1 hour, and the sponsors' presentation should be 10 minutes in length, in line with each speaker. Presentations will be followed by Q&A. Audio with power point. Power point provided by Sponsor. The sponsor of the webinar and their speaker will be featured in the promotional efforts.

What we provide:

- Software platform.
- Email Blasts – The webinar will be promoted with Several dedicated email blasts to over 30,000 contacts. One post live event email will also promote the publishing of the webinar recording.
- Website – A webinar banner on our web sites with click through to the webinar details.
- Push Notices – to our LinkedIn Groups and App subscribers.
- Banners in our monthly e-newsletter. Typically 2 prior and one post live event.
- Advert specifically for your webinar in Border Security Report or World Security Report.
- Host the webinar video for 12 months.
- Typically our webinars attract 200+ delegates with 70% - 80% Government Agencies with remaining being commercial organisations and academia/research establishments.



What will be needed from Sponsor is speaker, usually one telephone conversation with Tony to work through the details, and 1 speaker profile.

*Speak to your representative for the editorial topics for the forthcoming webinars.*

Cost £1,950.00 (\$2,750) for the live webinar which will also remain on the site for a full 12 months





## IN PARTNERSHIP WITH

## BORDER SECURITY REPORT

### WORLD BORDER SECURITY CONGRESS

The World Border Security Congress is a high level event that discusses and debates current and future policies, implementation issues and challenges, as well as new and developing technologies, that contribute towards safe and secure border and migration management.

The Congress is THE premier multi-jurisdictional transnational platform where the border protection, management and security industry policy-makers and practitioners convene annually to discuss the international challenges faced in protecting borders.

The World Border Security Congress gives you a great opportunity to meet key decision makers and influencers, offering a limited number of opportunities exist to commercial organisations to be involved with the conference and the opportunity to meet and gain maximum exposure to a key and influential audience.

[www.world-border-congress.com](http://www.world-border-congress.com)

*Flagship Media Partner of*



### WORLD BORDER SECURITY NETWORK

WORLD BORDER SECURITY NETWORK global extranet for border officials..

The World Border Security Network is an international collegiate network for agencies at the border.

As members you will be able to communicate and share information with other members, keep up-to-date with the latest threats, best practise, training opportunities and more.

Access is restricted to government personnel only.

World Border Security Network is the official network of the World Border Security Congress

[www.worldbordersecurity.net](http://www.worldbordersecurity.net)

*Partner of the*



## CONTACT US

**BORDER SECURITY  
REPORT**

Get in front of your key prospects and potential customers with Border Security Report - the leading publication for the world's border protection, management and security industry policy-makers and practitioners.

### CONTACT US TODAY

## ADVERTISING CONTACTS

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