

**PHILOSOPHY
OF PREVENTION**

Concepts,
analytics,
trends

COVER STORY

Close look at
main issues
of corporate security
policy

FOUND SOLUTION

Policies,
experience,
solutions,
cases

SECURITY TOOLS

Safety
and
security
engineering

ДИРЕКТОР ПО БЕЗОПАСНОСТИ

www.s-director.ru



SECURITY DIRECTOR - Russian Security Magazine

99%

of our readers buy security
products



ADVERTISING OPPORTUNITIES

WE TRANSFORM ADVERTISEMENT INTO CLIENT CALLS

ABOUT THE PROJECT

Security of business as a basis for success

«SECURITY DIRECTOR» – is the only Russian practical magazine on business security for senior executives of companies.

What is the «Security Director»?

Concept:

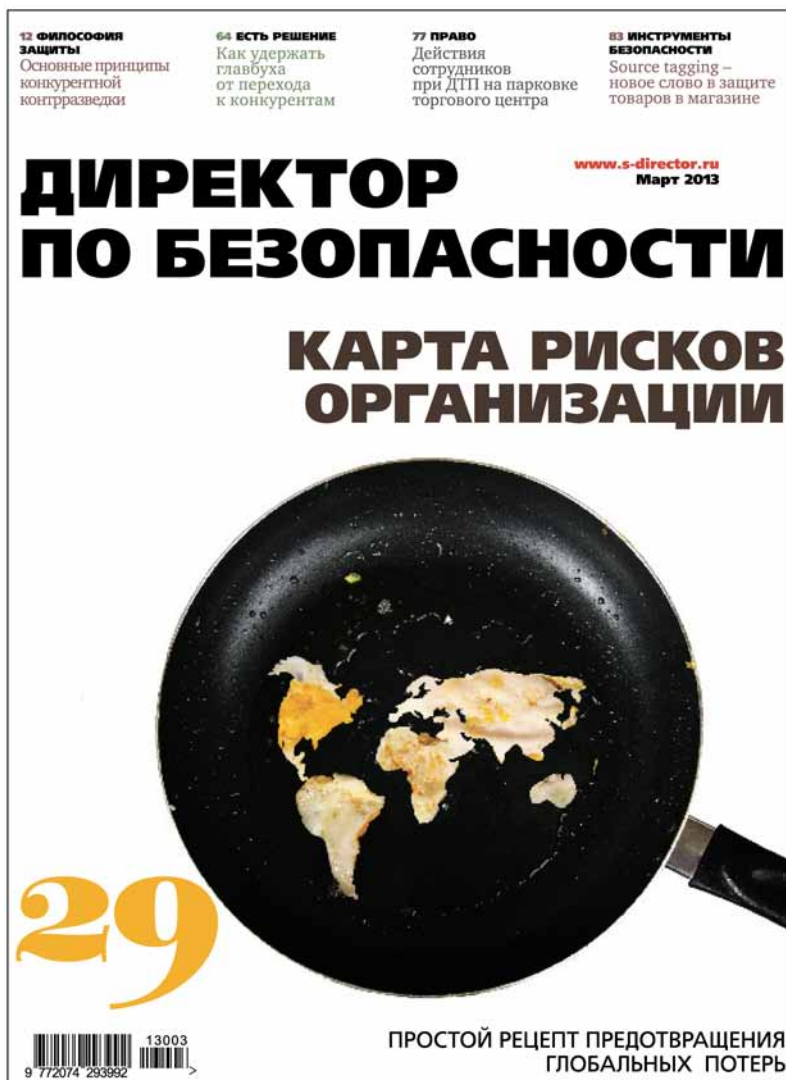
- Magazine of practical importance for business security management;
- It reveals complex approach to security management;
- Focus on the specific target audience – CEOs and top managers, responsible for the security of their enterprises;
- Applicable materials;
- Relevance of covered issues;
- Articles are interesting, easy to read and understand.

The first issue of the «Security Director» was published in 2009. It was quick to gain popularity among the executives and professionals of Russian companies according to the reviews.

The «Security Director» offers to the readers up-to-date, reliable and useful practical information on Russian and global experience in the field of complex security policies for business. In our magazine you will find the latest news, solutions, regulations reviews, information on events, and etc.

How do we differ from other relevant publishers?

First of all, the «Security Director» is the only periodical rather addressed to CEOs who are responsible for making the financial decisions than to other experts. All materials are thoroughly selected and edited, so the readers can read only the things that they really need, while saving their valuable time.



SECURITY DIRECTOR

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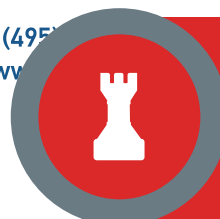
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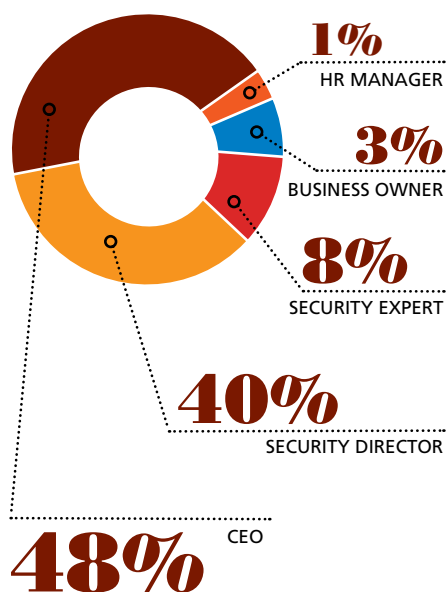
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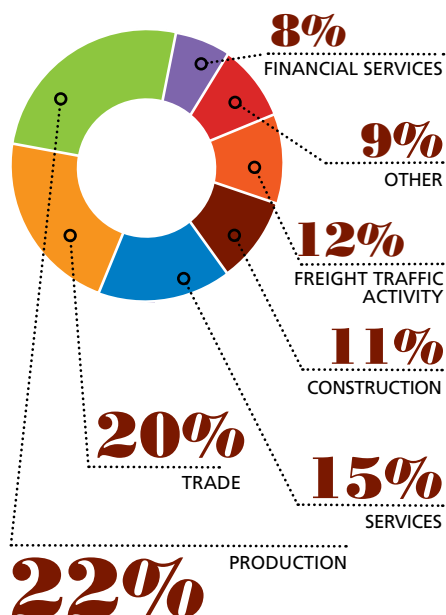
AUDIENCE

Security Director Magazine is a practical issue that addresses the issues of security management in business. That is why our published materials can be relevant to all professionals who face the problems of corporate security. These can be a one-time task or regular work – anyhow, the information is valuable and might be helpful in practice for all categories of our readers.

OFFICE



FIELD



READER'S PROFILE:

GENDER: male

AGE: 26–50

EDUCATION: university Degree
SOCIAL STATUS: owners and senior executives for big and medium-sized businesses, persons responsible for the security issues in businesses decision-making on the procurement of equipment.

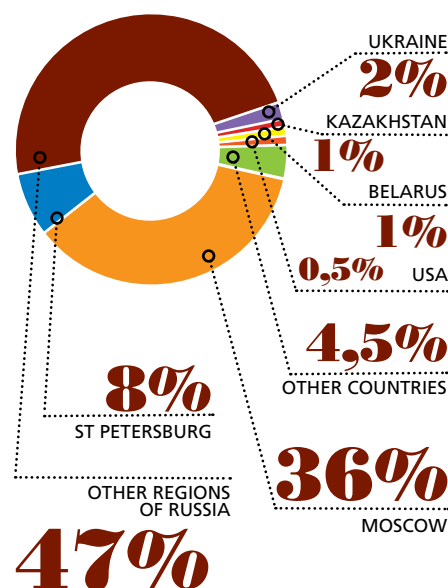
INCOME: from high to very high.

TARGET AUDIENCE

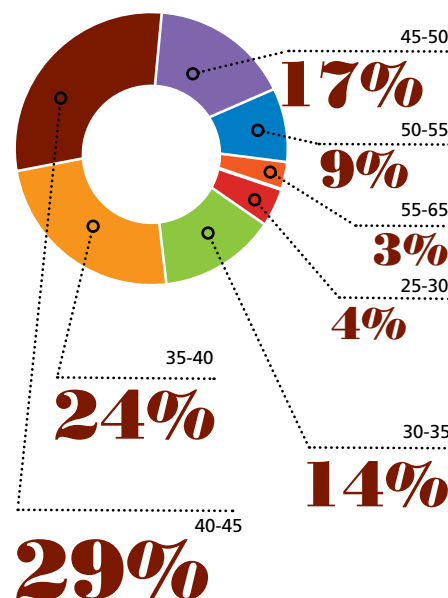
Officers in charge of security issues in businesses (owners and general managers of big and medium-sized companies, chiefs of security departments, senior executive officers, security policy coordinators).

Range of issues, interesting to the representatives of the listed target audience groups, is not dependent on the company size and envisages the scaled solutions regarding to the company size but without any serious qualitative changes. The degree of mastery on the subject and experience level within the specified target groups is relatively the same. It helps us focus on the contents, while consulting the interests of all readers.

GEOGRAPHY



AGE



SUBSCRIBERS

Major state owned and private trade organizations, banks, logistics providers, It-companies, energy and production enterprises.

Our readers:



... and 8000 more subscribers

UNIQUE POSSIBILITIES

Benefits of advertising in the «Security Director»

Magazine is the right thing, if you need an advertisement, targeted on the specific audience group.

- There is no other type of advertisement so effective to deliver your information to specific categories of population, picked up according to demographic, occupational and other criteria.
- Sufficient level of expertise that is common to the readers of industry specific periodicals allows to publish more specialized and sophisticated advertising texts. It is the case when you are encouraged to tell the reader about your position and sell products.

At the present, the „Security Director” is the only periodical that is directly focused on the industry specific objectives.

It is used by the readers to share their experience, ideas and practical advice.

Our materials are crucial for any executive officers, regardless of their business size, role and life-cycle stage. The readers accept the published materials with due attention and confidence.



All promotional and information reports are guaranteed to appear on the top managers' desks.

SUBJECT AREA

Subjects in the magazine reflect a comprehensive approach to corporate protection policies and consider its all integral parts:

- economic security
- information protection
- personnel security
- occupational safety
- physical security
- fire safety

Our governing principle for every issue is to provide the most profound coverage of questions within the framework of corporate security. We do not make special issues, addressing a singled out problem, but try to make it possible for each reader to find the material of their interest and practical value inside each edition.

Main columns:

PHILOSOPHY OF PREVENTION

Conceptual issues on security, trends, research and overview.

COVER STORY

Deep insight into an industry specific theme with every new issue: stories, opinions, analytics and advice from experts.

FOUND SOLUTION

All things that concern finding the right solution for specific tasks, examples and advice from experts.

LAWS AND REGULATIONS

Each and every regulation in the field of security, including the latest updates on drafts and already passed acts, legal precedents.

SECURITY TOOLS

Technical reviews, testing, expertise and application methodology.

BUSINESS CASES

It consists of two sections. 1) problem description 2) solution

NEWS FROM COMPANIES

Brief notes that cover the industry events in Russia and abroad..

Видеокамеры, тепловизоры и мультиспектральные комплексы компании «Гардлайнер»

- Охрана территориально-распределенных объектов в условиях плохой видимости
- Детекция и анализ поведения нарушителей
- Технологический контроль специализированного оборудования
- Контроль за возникновением и распространением чрезвычайных ситуаций
- Использование в составе комбинированных систем охраны



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