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Media KIT

SECURITY AND SAFETY MAGAZINE



Security guards Police Military Video surveillance Fire department Detectives Security Management CBRNe Rescue Services worksafety Analogue/ IP/Hybrid Cameras Cloud computing Alarms Access control Biometrics Protective equipment Safety engineers Fire arms IT security Terrorism/Counterterrorism

ZASTITA MAGAZINE MARKETING DEPARTMENT: Dražen Najman | T: + 385 91 6976 330 | drazen@zastita.info | www.zastita.info

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IMPRESSUM:

Co-Publisher: HGK – Udruženje istražnih i zaštitnih djelatnosti Editor-in-Chief: Nataša Gajski Kovačić Staff: Dražen Najman, Krešimir Pučić Editorial Advisers: Dragan Horvat, Frano Marušić, Krešimir Paić Photography: Ratko Mavar

Marketing and Advertising: Dražen Najman +385 91 6976 330 drazen@zastita.info Distribution: Hrvatska pošta Printed by: AKD d.o.o., Savska cesta 31, Zagreb



Would you like to receive **the latest information** about security and protection in our weekly newsletter? Would you like to know which **conferences** we prepare? Are you interested in **more information** about our magazine?

Visit www.zastita.info and find out!

Dear reader,

Magazine ZAŠTITA is the Croatian and regionaltrade magazine covering protection and safety of people and property. For the last eighteen years we have been bringing the latest news from the international and domestic safety and security sector, with special attention to physical and technical protection. Additionally, we provide analyses of technological breakthroughs on video surveillance and alarm systems markets, opening topics of vital importance to the safety and security industry and present the problems of protection and safety, which we believe will be the key issues of the 21st century, to the general public.

Growing safety and security industry in Croatia, including both the public and the private sector, recognised the value of ZAŠTITA as an important partner. Our articles, themes and analyses are used as references by other printed and electronic media in Croatia.

ZAŠTITA features a broad range of authors, from the highest state officials, eminent safety and security professionals, security companies directors, top technological security equipment manufacturers and importers, security managers, renowned police, fire fighting and security experts.

We cooperate with the best Croatian and foreign security companies. We are not just a proud media sponsor of security conferences and meetings (ASDA, Interprotex, iSEC, Adria Security Summit...) but we also organise our own security conferences – for instance Adriatic City Security, School Security, Security in Banks, Civil Protection, CUAV, UAV & Robotics Show etc.

We strongly believe that you will find your interest for advertising in the magazine, and improving your business through our cooperation.

Welcome to the world of ZAŠTITA magazine!

Team of ZAŠTITA

Contents

EDITORIAL - Word from prominent guest expert or editor

IN BETWEEN TWO ISSUES - important news from Croatia, Europe and the world in the field of security and protection that have occurred between the two editions of Magazine

INTERVIEW - exclusive interviews with key people in the field of security - ministers, CEO's, national and international experts...

CURRENT – Covering current topics and reports from Croatia, region and the world - security services, police, antiterrorism, security markets....

MAIN TOPIC - exhaustive and thoroughly investigated topics (for example: security in museums, security and safety at concerts and stadiums, women in dangerous occupations...)

NEW PRODUCTS - overview of the latest and best technological products from the pen of top experts

TECHNOLOGY - detailed analyses of new technologies and technological trends in the country and in the world

FIRE PROTECTION - trends, products and events in the fire service

HALO 92 - the most interesting happenings from the police world

COLUMNS – articles written by most prominent domestic and foreign experts, police officers, criminalists, detectives, engineers... **SECURITY GUARDS** - topics, columns, and expert articles on education, skills, weapons, working hours and security guards activities

MILITARY - the most interesting happenings from the military world

IT PROTECTION – articles from top specialists in IT security

CORPORATE SECURITY – interviews, case studies and articles on security practice from the best and the biggest Croatian companies and corporations

SAFETY AT WORK – top experts discuss safety legislation

THINK GREEN – news and articles on how to protect the environment and preserve the Planet Earth most efficiently

PROTECTION IN THE COMMUNITY -

protection and security in cities, counties and family; urban security and crime prevention

PLANET PROTECTION – sketches from all corners of the world

PSYCHO CORNER – two prominent psychologists talk about current problems in society and security profession and how to deal with them

MAGAZINE – list of security, safety, protection and defence fairs in Europe and the world;

PROTECTOSCOPE - interesting and relaxed interviews with celebrities on safety and security topics



WHY ADVERTISE IN ZAŠTITA MAGAZINE?

Introduce your company, products and services, and meet people from the world of protection and security.

Our readers – more than 7000 – come from the leading companies for physical and technical protection, police, bodies of state and local administration, military and fire departments; they are detectives, security managers, safety engineers, bodyguards and everybody else who is active in the security business not only in Croatia, but also in the neighbouring countries (Bosnia and Herzegovina, Kosovo, Macedonia, Montenegro, Serbia and Slovenia). Because of similar languages, Magazine Zaštita has readers in all the countries of former Yugoslavia.

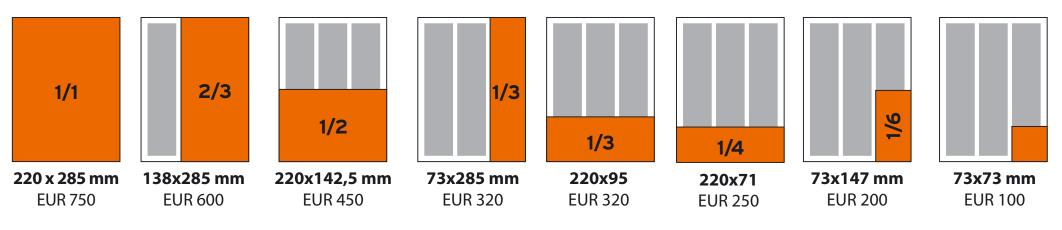
Our Editorial Board gathers a team of professionals and experts; their articles provide guidance for the analysis of new technologies and improvement of security in society. There also is a popular web portal www.zastita.info, a guide through everyday news, changes and happenings from the world of protection and security.

A wide range of seminars and conferences that are regularly organized by Zaštita magazine is an added value and proves us a worthy partner for cooperation.

In a time when market is overcrowded with the widest range of printed and electronic media, it is clear that one cannot closely monitor all, but will only look out for the best sources of information and will only devote its time to the most useful articles of the highest quality.

Our magazine offers precisely that – through our topics, interviews, articles and news we are making business and everyday life of our readers easier, bringing them the best cost benefit.

TRADE JOURNAL ZAŠTITA - ADVERTISING OPPORTUNITIES



*VAT not included

** BLEED +3 mm on each side

SPONSORED ARTICLE:		SPECIAL PLACEMEN:		TECHNICAL REQUIREMENTS FOR ADS:
One page: Two page: Extra pages per page::	EUR 750 EUR 1300 EUR 350	Front cover: Other cover pages:	EUR 1300 EUR 1000	 Magazine page size - 220x285 mm Bleed +3 mm on each side file formats: PDF (press quality) TIF (300 dpi, CMYK) JPG (300 dpi, CMYK)

DISCOUNTS (FOR FORMATS 1/3 PAGE AND LARGER):

• annual contract (1

(10 adverts) -20%

• semiannual contract (5 adverts) -15%



KONFA MEDIA d.o.o. za usluge, nakladništvo i turistička agencija



Modecova 10, 10 000 Zagreb, Croatia | Office: II. Loparska 2 10000 Zagreb | VAT ID: 5619354196 Contact: Dražen Najman | e-mail: drazen@zastita.info | mob: +385 91 69 76 330

ADVERTISING OPPORTUNITIES WEB PORTAL ZASTITA.INFO

PREMIUM BANNERS		STANDARD BANNE	HORIZONTAL MAIN BANNER								
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Discounts: 3 months- 15% | 6 months- 20 % | 12 months - 30 %



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ADVERTISING OPPORTUNITIES ZASTITA NEWSLETTER

The ZAŠTITA magazine newsletter is sent once a week to more than 8,000 e-mail addresses throughout Croatia and Region. It contains the most interesting news in the field of protection and safety of persons and property, as well as announcements of events relevant for the field.

The presentation of your products and services is key to achieving concrete and measurable results. If you want your ads to be seen by potential customers, advertising in Zaštita newsletter is the right choice for you!

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ferencija časopisa Zaštita	
Chilina zaštita i sigurnost javulih prostoral tekon popultasja mjera i poboljisalja epidemiološke situacije, časopis zabita je edizio nastaviti s organizacijem konferencije planizane za 17. i 18. lipeja 2020. počise. Kako tri sa čor belje pellapodi travutnoj stuaciji, promijenjema je samo lokacija održavanja te će se konferencije održat u briela Turist u Varstidinu u ranije navedenom čatuma, čuim toga, i sama toma konferencija djelomično ču sa održi travutnoj situaciji te novi naslev glasi "Civila zatitu i sugurost javuh ra". U okviru toga održat će se i modul koji će se baviti tozovima Scheregena, m konferencije objavi čeno ludu tjedan, čoki vojte prijeve možete proneb ču/DLT.	Price (EUR)
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op of newsletter (474 x 147 px)

s article on www.zastita.info

Number of publications	1	4	12
Discount	-	30%	40%
Price (EUR)	265	745	1900

x 132 px)

s article on www.zastita.info

Number of publications	1	4	12
Discount	-	30%	35%
Price (EUR)	160	445	1245

*banner design not included

Premium corporate newsletter

The premium corporate newsletter is sent no more than once a week. The emphasis is on exclusivity because subscribers only receive your premium newsletter that week.

Number of publications	1	2	3
Discount	-	20%	35%
Price (EUR)	720	1150	1400

News Zagre

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proste Progra a prija

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ZAŠ⁻ SECURITY REPORT

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