



**A world-class security industry
information source since 1998**

THE GLOBAL ONLINE NEWS SOURCE – for the European Security Technology Market

- **SecurityWorldMarket.com** is a leading global online information source for the security technology industry – and a highly effective marketing channel for companies targeting the European market.
- **With 317 587** active users from over 220 countries, and more than 80% of its audience based in Europe, advertisers are offered to reach out to a qualified and decision-making security audience.
- **Founded in 1998**, SecurityWorldMarket.com has long been recognised as one of the most trusted and widely used online publications within the security industry. Its fast, relevant news coverage and industry-focused editorial content make it an ideal environment for brand exposure and product promotion.
- **This unique online publication** for the security technology sector offers news on seven market editions – Global, UK, Middle East, North America and the three Scandinavian security markets (Sweden, Denmark and Norway).

With year-round company exposure from less than €600 (Company Link subscription package), SecurityWorldMarket.com delivers a cost-effective and credible way to reach out to the European security technology market – and more.



REACH OUT

– traffic statistics for the year 2025

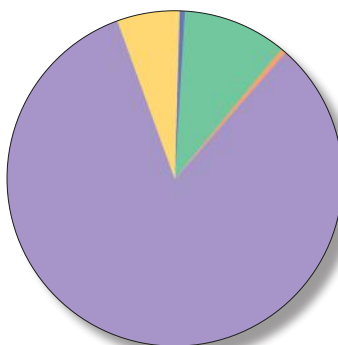
SecurityWorldMarket.com offers updated news and editorial content that reflects what is going on in the physical security industry market. This makes the website a perfect tool for companies to reach out with their brand names, products and service concepts through online advertisements.

Traffic in numbers

*We show website traffic using two values, separated by a slash. The first shows the value from users who accepted cookies. The second shows the estimated total value, including users who did not accept cookies.

Active users:	Sessions	Page views:	Events:
317 587	492 852	716 976	2,6M

EMEA	83%
America	6%
Latin America	0,5%
ASIA	10%
Oceania	0,5%



Where did they come from?

EMEA (Europe, Middle East & Africa) **83%**

Europe 80,5%, Middle East 1,5%, Africa 1%

Northern Europe that stands for 58% share of the total user traffic, includes the following countries: United Kingdom (UK), the Republic of Ireland, Finland, the Baltic states (Latvia, Estonia, Lithuania), Iceland and Scandinavia (Sweden, Denmark and Norway).

America (USA & Canada) **6%**

Latin America **0,5%**

ASIA **10%**

Far East Asia, that stands for 6% of the user traffic, include: China, Japan, South Korea, Mongolia, Taiwan, Myanmar, Phillipines, Indonesia, Cambodia, Laos, Malaysia, Singapore, Thailand and Vietnam.

South Asia, that stands for 3,5% of the user traffic, include: India, Pakistan, Bangladesh, Nepal and Sri Lanka.

Other Asian countries stands for 0,5%.

Oceania (Australia & New Zealand) **0,5%**

Methodology and Data Sources

- The data is sourced from Google Analytics 4 (property: securityworldmarket.com).
- 2025 measurement period: January 1 to December 31, 2025.

The figures have been adjusted for cookie consent-related data loss based on an assumed consent acceptance rate of 70% (Scandinavian B2B benchmark).

THE REAL DEAL for smart marketing

As a marketing channel for all kinds of security technology companies, SecurityWorldMarket.com offers an outstanding platform.

Advertisement opportunities

Company Link Package Subscription

The basic presence on Securityworldmarket.com is the a Company Link Package Subscription. It makes your company always visible and searchable at the website.

The online information about your company will include the following:

- Linked logo and website address
- Company name, address, phone number, and linked email address
- Brief company description
- Listing in six product or service categories

Editorial advantages

- Your company's logo and website will be displayed and linked in conjunction with published editorials based on press releases related to your company.
- Your company's press releases will always be requiring editors to review them and – if they meet the editorial criteria's for publication – edit and publish them.

Price: €590 per year (12 months)

Advertising on the web

Advertising on SecurityWorldMarket.com is an effective way to promote your brand, products and services. Advertisers can select from a single one-off advert for one week, or a long-term campaign for up to a year.



Leaderboard Position Prime page Duration 1 week Price €1,080 (regular) / €1,620 (maxi)

Middle Rectangle

Position	Duration	Price
Prime page	4 weeks	€1,220 (1) / €1,830 (2)
News page	4 weeks	€830 (1) / €1,245 (2)

Right Rectangle

Position	Duration	Price
Prime page	4 weeks	€830 (1) / €1,245 (2)
News page	4 weeks	€520 (1) / €780 (2)

Advertising on the mobile version

35% of the users of SecurityWorldMarket.com are utilising their mobile phones when logging in to the website. Advertisers can select from a single one-off advert for one week, or a long term campaign for up to a year for their advertisement campaign. Usually, the advertising in the mobile version is complementary to the advertising in the desktop version.

Mobile leaderboard

Position	Duration	Price
Prime page	1 week	€260

Mobile rectangle

Position	Duration	Price
Prime page	4 weeks	€140
News page	4 weeks	€120

Mobile rectangle Prime

Position	Duration	Price
Prime page	4 weeks	€210
News page	4 weeks	€180

E-Newsletter Sponsorship

SecurityWorldMarket.com sends one weekly e-newsletter to subscribers of the different market editions (Global, Middle East, North America, United Kingdom, Sweden, Denmark and Norway). This means a total of more than 350 mailings per year, reaching a total of 20,000 subscribers. In addition, Breaking News dispatches are sent when something urgent or extraordinary happens.

This means another advertising opportunity.

Duration and prices

Advertisements in the e-newsletter can be placed for 4 consecutive weeks duration up to a year.

Price for 4 weeks (min 4 newsletters) from €1,100



CONTENT MARKETING

– The Perfect Tool to Promote Your Business

Traditional banner advertising on SecurityWorldMarket.com offers an excellent opportunity to strengthen your brand and increase visibility for your company and products.

But why stop there?

With our complementary Content Marketing solutions, you can effectively communicate the unique benefits of your products and services – engaging your target audience in a more informative and impactful way.

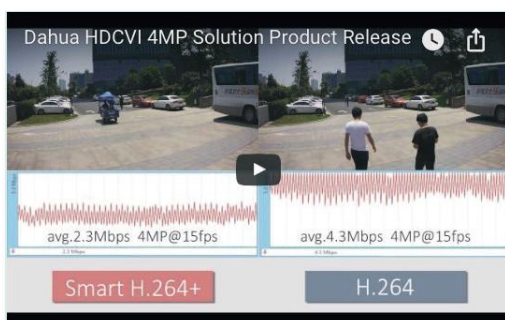
Advertisement opportunities

Video-in-News – Add-on service for Company Hyperlink Package subscribers

Video-in-News is a semi-content marketing add-on available to all subscribers of the Company Hyperlink Package (€590/year).

For an additional €260 per year, SecurityWorldMarket.com enables you to publish a video clip instead of a static image alongside a news item based on your press release. A video dramatically increases engagement and visibility – helping your message stand out and creating significantly greater impact.

Price: €260/year



Advertorials on SecurityWorldMarket.com

Our advertorial placements offer a powerful opportunity to inform the market about your case studies, products, or services through editorial-style advertising. Each advertorial is visible in the daily news flow of the website, or it can be displayed in the upper right section – aside from the news flow, if requested.

Each advertorial includes:

- A compelling headline
- An image
- A short introduction

When readers click on the advertorial, they access the full article. Your advertorial remains in the news flow on the opening page of SecurityWorldMarket.com during the full four-week advertising period, ensuring sustained exposure and long-term visibility.

Price: €3,000/4 weeks



...We are security

EVENT

SECTECH EXPO & SEMINARS



This compact exhibition with seminars is the leading security technology event in Scandinavia since 2001. Sectech events to come:

- **Sectech Norway**, Nova Spektrum, Lillestrøm
17th – 18th of March 2027
- **Sectech Sweden**, Stockholmsmässan
26th – 27th of October 2027

www.Sectech-expo.com

PRINTED & DIGITAL PUBLICATIONS

DETEKTOR



www.Detektor.com

Detektor Scandinavia, the leading security technology trade magazine for the markets of Sweden, Norway and Denmark.

DETEKTOR



www.Detektor.com

Detektor International is a security technology trade magazine targeting the EMEA-market.

ONLINE PUBLICATIONS

security WORLDMARKET.COM



www.SecurityWorldMarket.com

SecurityWorldMarket.com, is a leading source of information for the security technology industry, divided into seven market editions: Global, UK, Middle East, North America, and the three Scandinavian markets (Sweden, Denmark, and Norway).

SecurityUser.com



www.SecurityUser.com

Securityuser.com – with a Swedish and Danish market edition – serves as a news portal and an information channel, focused on events related to crimes, crime prevention and law enforcement in the two Scandinavian countries.

For more information about smart marketing opportunities please contact us!

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