

Intelligent insights into a high-risk digitally transforming world

# SMART

SECURITY solutions



[www.securitysa.com](http://www.securitysa.com)

# 2026

## Media Kit

Online and Digital  
Email News Briefs  
Conferences

Sustainable solutions for intelligent, converged security in the digital age.

***SMART Security Solutions* provides relevant insights into security and risk issues, technologies and processes: physical, digital and converged.**

- Access control
- Surveillance
- Perimeter security
- Alarm & intrusion detection
- System integration
- IT infrastructure
- Identity management
- Fire & safety
- Building & facilities management
- Risk management
- Security services
- Cybersecurity
- Managed services
- X as a service

## about



### Our readers

- Physical, cybersecurity, IT installers and system integration professionals, consultants and specifiers who recommend, design or install sophisticated security systems and solutions.
- Suppliers of security services and solutions.
- Manufacturers, developers and distributors of security products.
- Security, risk, operations and IT decision-makers responsible for protecting their organisation's people, assets and profits across the following sectors:

- Commercial
- Healthcare
- Education
- Industrial & mining
- Entertainment & hospitality
- Residential & golf estates
- Transport
- Financial
- Warehousing & logistics
- Retail
- Government & parastatals
- Agriculture & rural

ABC certified circulation, reaching in excess of 4 000 specialist readers (excluding pass-along readership).

Detailed demographics available on request.

## SMART Access & Identity Handbook

The *Smart Access & Identity Handbook* examines how access control and identity management (ACIDM) have changed, the evolving challenges, and the latest trends and solutions in physical and digital security. It will also cover the convergence of these two worlds and its benefits. The handbook includes the Biometrics Selection Guide, the Access Selection Guide, and the Directory of Access and Identity Solutions and Service Providers.

## Artificial Intelligence and SMART Surveillance Handbook

Surveillance is critical to security, but software has expanded its capabilities beyond basic monitoring to include business intelligence and health & safety. AI further broadens the scope of security cameras, shifting the industry from a reactive and hardware-centric approach to a proactive, software-driven, and data-centric one. Surveillance generates vast amounts of data with significant intelligence potential.

The *Artificial Intelligence and Smart Surveillance Handbook* will examine the evolving surveillance market, shifting usage models, and the impact of AI on security. Despite a move towards a post-hardware world, camera choice remains important, and the handbook will feature a Camera Selection Guide for the latest cameras, sensors, and capabilities. It will also include an AI & Analytics Selection Guide, covering the newest analytical options, particularly those powered by AI and AI Agents.

## SMART Mining & Industrial Security Handbook

South Africa's mining, industrial, and manufacturing sectors face complex and converging security threats. They grapple with persistent physical risks, amplified by socioeconomic factors, alongside escalating

and sophisticated cyberthreats. This dual challenge, particularly with the increasing digitalisation, creates a unique security landscape. The mining sector, a vital component of the economy, is a prime target for criminal activities, with risks deeply intertwined with social conditions. The industrial and manufacturing industries share similar socioeconomic and cyberthreats, but also face unique challenges due to complex supply chains and digital transformation needs.

## SMART Alarms and Fire Safety Handbook

The alarm, intrusion, perimeter security, and fire safety sectors in Africa perform similar functions, but each for distinct reasons. These industries are experiencing rapid transformation due to ongoing crime, unreliable power supply, and the increasing adoption of smart, integrated technologies. Therefore, their focus must include resilience, convergence, compliance, and addressing the significant skills gap. Additionally, the sector is shifting from simple detection to intelligent, proactive threat anticipation. The fire safety market – which encompasses detection, prevention, and suppression – is also driven by the need for legislative compliance, and the necessity to protect increasingly valuable and digitised assets.

## SMART Estate Security Handbook

South Africa's residential estate security market is a high-growth sector needing enhanced safety. It demands resilience, intelligence, and integration against physical and cyberthreats, requiring multi-layered systems to detect and delay incursions. The future of modern estates lies in a single, unified IoT platform managing both security and daily operations, driving efficiency, cost reduction, and data-driven decision-making.

# digital handbooks/electronic media

### **www.securitysa.com**

- All editorial is published on the website in logical, easy-to-navigate categories.
- All content and advertising is accessible and easy to read no matter when, where or how it is accessed.
- Latest issue published online: HTML, PDF and e-Book format.

### **News Briefs**

- Over 18 000+ decision-makers have requested to receive our news brief emails.
- News briefs are sent out every Tuesday, which keeps readers up to date with the most relevant opinions, news, products, trends and developments.

### **Electronic Direct Mail Marketing (EDM)**

- 12 000+ readers have requested specialist security information directly from suppliers.
- A branded electronic mailer will be sent on your behalf to these readers.

### **www.ssbdafrica**

- South Africa's most comprehensive directory of security and security-related companies.
- Products and services covering the full spectrum of the security industry.
- The ideal place for professionals to begin their search for products and services.

**23 000+**  
users per month

**32 900+**  
pageviews per month

Dynamic Insights

# SMART content

Other	Date	Handbook	Newsbrief Focus	Conference
	January Deadline: 9 January Postage: 30 January	<b>Smart Access &amp; Identity: Access control and identity management in a changing world</b> <ul style="list-style-type: none"> <li>• Physical Access Management</li> <li>• Biometrics</li> <li>• Facilities management integration</li> <li>• Identity management</li> <li>• Cybersecurity</li> <li>• Product showcase</li> </ul>	<b>Security Trends 2026</b> <ul style="list-style-type: none"> <li>• Convergence</li> <li>• Integration</li> <li>• AI</li> <li>• Cybersecurity</li> </ul>	
	February		<b>Smart Building Automation</b> <ul style="list-style-type: none"> <li>• Facilities and building management trends</li> <li>• AI in security and operations</li> <li>• Automation and sustainability</li> <li>• Cybersecurity</li> </ul>	<b>Estate Security Conference Cape Town</b>
	March Deadline: 2 March Postage: 31 March	<b>Smart Surveillance and AI: Adding integration and intelligence to your converging security world</b> <ul style="list-style-type: none"> <li>• IoT platform integration</li> <li>• AI analytics</li> <li>• Operational benefits</li> <li>• Drones</li> <li>• Cybersecurity</li> <li>• Privacy</li> </ul>	<b>Cloud Security</b> <ul style="list-style-type: none"> <li>• Who is responsible for cloud data security</li> <li>• Integrating cloud and onsite cybersecurity defence and response</li> <li>• Hybrid cybersecurity options for businesses</li> <li>• BYOD risks and solutions</li> </ul>	
	April		<b>Logistics, Transport and Warehousing</b> <ul style="list-style-type: none"> <li>• Integrated monitoring and response services</li> <li>• Intelligence analytics for warehouse security</li> <li>• Driver optimisation technologies</li> <li>• Tracking and recovery solutions and services</li> <li>• Cybersecurity</li> </ul>	
<b>Securex Preview</b>	May Deadline: 17 April Postage: 15 May	<b>SMART Mining &amp; Industrial Security Handbook</b> <ul style="list-style-type: none"> <li>• Integrating operations and security on one platform</li> <li>• Cybersecurity – ransomware defence</li> <li>• Security in automation</li> <li>• Identity management</li> <li>• AI convergence management</li> </ul>	<b>Securex preview</b>  <b>Smart Home Automation</b> <ul style="list-style-type: none"> <li>• Automated security and controls for homes</li> <li>• Cybersecurity for home</li> <li>• Secure mobile control away from home</li> </ul>	<b>Estate Security Conference KZN</b>
<b>Securex 2026</b>	June		<b>Cybersecurity</b> <ul style="list-style-type: none"> <li>• Cybersecurity trends</li> <li>• Ransomware update</li> <li>• Cyber defence standards</li> <li>• Solutions for AI-controlled cyberattacks</li> </ul>	

Other	Date	Handbook	Newsbrief Focus	Conference
	July Deadline: 17 June Postage: 13 July	<b>SMART Alarms and Fire Safety Handbook</b> <ul style="list-style-type: none"> <li>• Smart alarms and integration</li> <li>• Converged management platforms</li> <li>• Perimeter intrusion detection</li> <li>• LiDAR and radar</li> <li>• Surveillance analytics for alarms</li> <li>• AI integration for smarter alerting</li> </ul>	<b>Biometric Access and Identity Management</b> <ul style="list-style-type: none"> <li>• Converging cyber and physical access and identity management with biometrics</li> <li>• The latest biometric solutions</li> <li>• Identity management in the deep fake era</li> <li>• AI and its benefits in identity management</li> </ul>	
	August		<b>Asset management</b> <ul style="list-style-type: none"> <li>• Electronic key management</li> <li>• Safes and containers</li> <li>• Secure transport solutions</li> <li>• Asset tracking systems</li> </ul>	<b>SMART Security Summit</b>
	September Deadline: 31 August Postage: 28 September	<b>SMART Estate Security Handbook</b> <ul style="list-style-type: none"> <li>• Integrated security and operation management platforms</li> <li>• IoT for effective maintenance</li> <li>• As-a-Service security solutions</li> <li>• AI vs humans</li> <li>• Drone services</li> </ul>	<b>Managed Security Service Providers</b> <ul style="list-style-type: none"> <li>• Cybersecurity as a service</li> <li>• The question of skills</li> <li>• Employee cybersecurity education</li> <li>• Cyber services on offer</li> </ul>	
	October		<b>AI Enhanced Security</b> <ul style="list-style-type: none"> <li>• Cloud services: who offers what</li> <li>• AI privacy concerns</li> <li>• AI-enhanced: <ul style="list-style-type: none"> <li>• Surveillance</li> <li>• Access control</li> <li>• Identity services</li> <li>• Alarms and intrusion</li> <li>• Perimeter</li> <li>• Drone services</li> </ul> </li> </ul>	<b>Estate Security Conference Johannesburg</b>
<b>Year Planner</b>	November Deadline: 4 September Postage: 30 October	<b>SMART Security Business Directory 2027</b>	<b>Effective communications</b> <ul style="list-style-type: none"> <li>• Wired vs wireless</li> <li>• Radio technology advances</li> <li>• Secure IoT communications</li> <li>• Mesh networking for security</li> </ul>	
	December		<b>SMART Security Specials from Santa</b> <ul style="list-style-type: none"> <li>• Smart home automation</li> <li>• Home surveillance</li> <li>• Smart alarms and intrusion</li> <li>• Personal security</li> <li>• Mobile security</li> <li>• December Security specials in general</li> </ul>	

## conferences and events

launching  
**SMART summit**

*watch press for details*

Date	Conference
January	
February	<b>Estate Security Conference Cape Town</b>
March	
April	
May	<b>Estate Security Conference KZN</b>
June	
July	
August	<b>SMART Security Summit</b>
September	
October	<b>Estate Security Conference Johannesburg</b>
November	
December	

## Digital advertising rates and sizes (excluding VAT)

Size	Insertions		
	Casual	2 – 3	4+
1/4 A4	R 16 300	R 15 600	R 14 700
1/3 A4	R 19 700	R 18 700	R 16 500
1/2 A4	R 22 600	R 21 600	R 19 800
A4	R 33 100	R 31 300	R 28 200

Special positions	
Outside Front Cover.....*R42 900	*Includes production, 50-word cover story, A4 lead page, LinkedIn post, four banners on the weekly news brief. Design must comply with <i>Technews'</i> design policy and the graphic must be exclusive to <i>Technews</i> .
Inside Front Cover.....Rate on request	
Inside Back Cover.....Rate on request	
Outside Back Cover.....Rate on request	

### Sponsored content on [www.securitysa.com](http://www.securitysa.com)

- All supplied content will be edited to *Technews* style and will be marked as **Sponsored Content**.
- Eight supplied editorials in a 12-month period (maximum 1000 words per editorial piece, two high-resolution images, plus logo).
- Eight 450 x 75 middle banners on news brief, one per month to run with article.
- The articles will be placed in a relevant category on the website and will also be included in a news brief.

Cost: R 43 800 excl. VAT

# digital rates

## SMART Business Directory 2027

- Published October 2026
- Published online – [www.ssbdafrica.com](http://www.ssbdafrica.com)

Size	Cost
A4	R35 000
1/2 A4	R25 300
1/3 A4	R21 600
1/4 A4	R19 200

Special positions: Availability and rates on request

All rates quoted exclude VAT.

South Africa's most comprehensive directory of:

- Security and security-related product and solution manufacturers, suppliers and service providers.
- International manufacturers and brand names.
- Product and service tables covering the full spectrum of the security industry.

## Online Advertising Rates

The *SMART Security Solutions* ([www.securitysa.com](http://www.securitysa.com)) website, *SSBD* ([www.ssbd.africa](http://www.ssbd.africa)) website, news briefs and electronic direct mailers can effectively communicate your message to our niche audiences in a highly cost-effective and measurable fashion.

## Sponsorships

Our online advertising works in terms of sponsorships, designed to position the advertiser as a leading player in their particular sectors. We have several sponsorships available.

Homepage	Cost per month			
	Casual	3 – 5	6 – 11	12
Leaderboard				R11 900
Skyscraper	R 11 200	R 10 100	R 9 200	R 7 500
Buttons	R 14 400	R 13 000	R10 400	R 7 200
180 x 150	R 6 800	R 5 300	R 4 800	R 3 900

Category Sponsorships	Cost per month			
	Casual	3 – 5	6 – 11	12
Leaderboard	R10 400	R 9 800	R 8 500	R 7 100
Skyscraper	R 8 200	R 7 300	R 7 000	R 6 300
180 x 150	R 5 200	R 4 800	R 3 900	R 3 100

Weekly News Briefs (Sent every Tuesday)	Cost per week			
	Casual	3 – 5	6 – 11	12
Leaderboard	R 8 800	R 8 200	R 7 000	R 5 900
450 x 75 middle banner	R 5 800	R 5 200	R 5 000	R 3 700
600 x 100 bottom banner	R 6 900	R 5 600	R 5 100	R 3 700

# online rates

### Direct mailers

- Rates on request.
- Mailer to be supplied as per *Technews* specifications.

### Notes

- All rates exclusive of VAT.
- Rates quoted are cost per month.
- Online rates are exclusive of banner design, any custom integration of web interactivity and form design.
- Discounts are determined by the number of insertions placed within a 12-month period.
- Advertising placed by overseas advertisers is subject to a 5% service fee, to cover the costs of international money transfer and related bank and administrative charges.
- Online advertising is invoiced in the month prior to the month in which the adverts will be loaded.

Each in-person event will offer the following sponsorship opportunities: providing giveaway or promotional gifts, branding on electronic delegate invitations, branding on the conference website, one brochure in each delegate bag, and access to contact details of guests who opt in to share their information. Sponsors will also be permitted to display two pull-up banners or a single, larger banner within their designated display area.

# event sponsorships

## 1 x Platinum sponsor @ R59 300 ex VAT

This sponsorship package includes:

- Up to four people from your company to attend the conference at no charge.
- Display area: Platinum: 5 m x 2 m, includes: trestle tables, chairs, tablecloth.
- A4 full-colour advertisement and a 650-word editorial in the relevant handbook.
- Banner (450 x 75) on two news briefs before and after the event.
- Your chance to shine, with a 15-minute presentation – kindly note that the duration is not to exceed this time limit.

## 2 x Gold sponsorship packages @ R46 500 ex VAT each

This sponsorship package includes:

- Up to three people from your company to attend the conference at no cost.
- Display area: Gold: 4 m x 2 m, includes: trestle tables, chairs, tablecloth.
- 1/2 A4 full-colour advertisement and a 400-word editorial in the relevant handbook.
- Participation in Sponsor Speed Dating (details below).

## Silver sponsorship packages @ R37 200 ex VAT each

This sponsorship package includes:

- Up to two people from your company to attend the conference at no cost.
- Display area: Silver: 3 m x 2 m includes: trestle tables, chairs, tablecloth.

## Sponsor Speed Dating

Gold Sponsors are able to 'speed date' the delegates with a 6-minute presentation promoting their company and/or what attendees can find at their display areas. This is an excellent opportunity to educate the audience and promote your expertise and relevant experience in the field. Presentations are strictly limited to 6 minutes in duration.



Let your product speak for itself – literally.

SMART Security Solutions is excited to introduce a powerful new way to launch your product to the security industry: SMART Security Solutions' SMARTpod Product Launch Podcast. In just 15 minutes, you can engage directly with a targeted audience of decision-makers and professionals in the security sector.

#### What's Included:

- A professionally hosted 15-minute podcast featuring your product.
- A product editorial in the latest issue of SMART Security Solutions.
- A banner ad on three SMART Security News Briefs, linked to the podcast, reaching over 18 000 subscribers.

#### Why Podcast?

Podcasts are personal, engaging, and highly shareable, making them the perfect platform to showcase your innovation and brand personality.

Cost: R15 900 ex VAT

## SMARTpod & SMART Videos

### Videos

#### Reach Your Target Audience with SMART Videos

SMART Videos offers a unique opportunity to directly showcase your innovations to a highly engaged audience of over 18 000 security industry professionals. The SMART Videos news brief is sent every two months to the SMART Security Solutions opt-in subscriber database of security professionals.

Imagine your product, service, or solution featured in a dedicated news brief, delivered straight to the inboxes of potential customers actively seeking the latest information on security-related solutions.

#### We handle the distribution; you provide the content

Simply supply a concise 250-word description highlighting the value and benefits of your offering, along with a link to your YouTube video (5 minutes or less), or send us the video, and we will publish it on our YouTube channel.

This is your chance to demonstrate real-world applications and inspire our extensive subscriber base with your solutions, services and products. Partner with SMART Security Solutions to amplify your reach and connect with decision-makers across the security market.

Cost: R7 600 ex VAT per entry

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