



# Media KIT

SECURITY AND SAFETY MAGAZINE



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

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**[www.zastita.info](http://www.zastita.info)**

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### IMPRESSUM:

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Dear reader,

Magazine ZAŠTITA is the Croatian and regional trade magazine covering protection and safety of people and property. Since 2005, 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, Interprotext, 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

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](http://www.zastita.info) and find out!**

## 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.

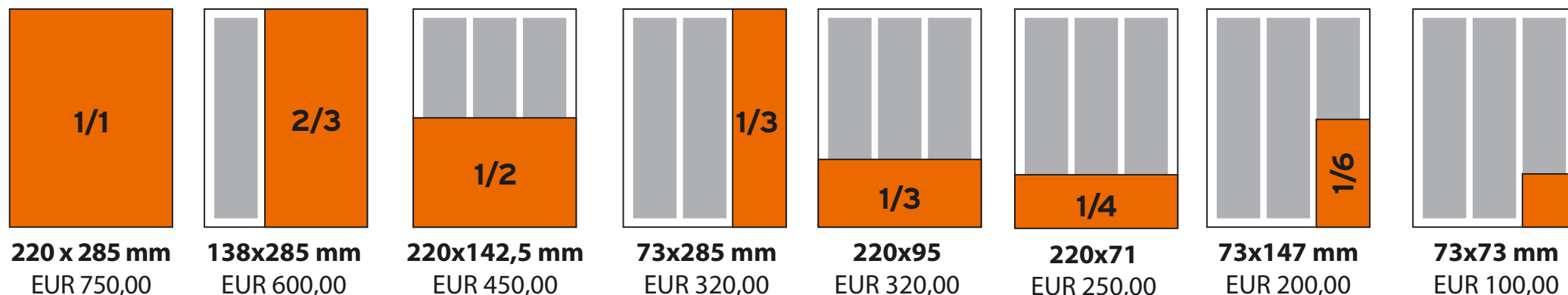
There also is a popular web portal [www.zastita.info](http://www.zastita.info), a guide through everyday news, changes and happenings from the world of protection and security.

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:

One page:	EUR 750,00
Two page:	EUR 1300,00
Extra pages per page::	EUR 350,00

### SPECIAL PLACEMENT:

Front cover:	EUR 1300,00
Other cover pages:	EUR 1000,00

### TECHNICAL REQUIREMENTS FOR ADS::

- Magazine page size - 220x285 mm
- Bleed +3 mm on each side
- file formats:
  1. PDF (press quality)
  2. TIF (300 dpi, CMYK)
  3. JPG (300 dpi, CMYK)

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

- annual contract (10 adverts) **-20%**
- semiannual contract (5 adverts) **-15%**



# ADVERTISING OPPORTUNITIES WEB PORTAL ZASTITA.INFO

## PREMIUM BANNERS

## STANDARD BANNERS

**HORIZONTAL MAIN BANNER**  
PREMIUM- 1300x300 px

**VERTICAL BANNER**  
PREMIUM 307 x 642 px

**HORIZONTAL MIDDLE BANNER**  
PREMIUM- 970 x 150 px

**VERTICAL BANNER**  
STANDARD 307 x 317 px

**HORIZONTAL MAIN BANNER**  
STANDARD - 1300x183 px

**VERTICAL BANNER**  
PREMIUM 307 x 642 px

**HORIZONTAL MIDDLE BANNER**  
STANDARD - 970 x 150 px

**VERTICAL BANNER**  
STANDARD 307 x 317 px

## HORIZONTAL MAIN BANNER

		Premium		Standard	
Size		Desktop	Mobile	Desktop	Mobile
		1300x300 px	311x210 px	1300x183 px	311 x 170 px
Placement		Home page and news articles		Home page and news articles	
Price (EUR) (VAT not included)	10 days	400,00		265,00	
	20 days	700,00		465,00	
	30 days	1060,00		665,00	

## HORIZONTAL MIDDLE BANNER

		Premium		Standard	
Size		Desktop	Mobile	Desktop	Mobile
		970x300 px	311x170 px	970x150 px	311 x 150 px
Placement		Home page		Home page	
Price (EUR) (VAT not included)	10 days	240,00		160,00	
	20 days	400,00		305,00	
	30 days	530,00		400,00	

## VERTICAL BANNER

		Premium		Standard	
Size		Desktop	Mobile	Desktop	Mobile
		307x642 px	307x210 px	307x317 px	307x 150 px
Placement		Home page		Home page	
Price (EUR) (VAT not included)	10 days	265,00		135,00	
	20 days	465,00		240,00	
	30 days	665,00		330,00	

**Discounts:** 3 months– 15% | 6 months– 20 % | 12 months – 30 %

## PR ARTICLE

PR article at zastita.info home page

80,00 EUR

\*VAT not included

## 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!



### Banner on top of newsletter (474 x 147 px)

linked to news article on [www.zastita.info](http://www.zastita.info)

Number of publications	1	4	12
Discount	-	30%	40%
Price (EUR)	265,00	745,00	1900,00

### Banner (600 x 132 px)

linked to news article on [www.zastita.info](http://www.zastita.info)

Number of publications	1	4	12
Discount	-	30%	35%
Price (EUR)	160,00	445,00	1245,00

\*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)	720,00	1150,00	1400,00

\*VAT not included