



THE TECH SHIELD

A NEW HOME FOR THE SECURITY INDUSTRY

MEDIA PACK - 2017

WWW.THETECHSHIELD.COM

EVENTS & **ONLINE**

A KNOWLEDGE INITIATIVE OF

**MEDIA
KINDLE**
GET THE WORD OUT!

SECURITY. INSIGHTS.

Introducing: The Tech Shield



The community-centric *The Tech Shield* site provides daily news for the security and associated sectors such as Cyber, Commercial and Homeland.

The aim is to educate and inform the industry, provide opportunities for

knowledge sharing and provide business insights in the thriving global market.

The Tech Shield is helmed by an

experienced editorial team.

The site will updating news on a daily basis. It's widely respected weekly newsletter points out the incisive security highlights for discerning readers.

Also, we would be more than happy to host Subject Matter Experts from the field of Cyber, Commercial and Homeland segments as honorary contributors.

Further to its news and features content, *The Tech Shield* provides a direct route for advertisers to target readers explicitly interested in issues directly impacting the security sector.

We are in exciting times. Come and be a part of the growth story!

Be Secure in Knowledge!

Visitor Statistics

April 2017

Page views:	10,872
April 2017	8,311
Unique visitors:	6,783
April 2017	4,170
Visits	3,064
April 2017	2,776

TRAFFIC

It's important to us that you achieve tangible results, so we use the latest independent web analytics software to report on our traffic and advertising effectiveness.

TARGET AUDIENCE:

Our audience consists of a worldwide base of installers, consultants, integrators, suppliers, end users and manufacturers.

These professionals use the site to access all kinds of security information, including CCTV, access control, intruder alarms, physical security, networked security, guarding, management advice, training, career development, and much more.



- Wider audience base and geographical reach
- Online has taken the top slot as the primary source of information
- Matching relevant advertising to page content for listing that enables easy search engine indexing
- Range of exciting new programmes
- Only portal to provide targeted offering to its diverse visitor base

ADVERTISING OPTIONS

1, MPU'S:

Main Page Unit - the advertising space available, which runs on the top right hand corner of home page.

2, LEADERBOARDS, BASEBOARDS:

A 728 x 90 banner adverting running at the top of the page, above the main navigation

3, MIDDLEBOARDS:

A 728 x 90 banner adverting running at the bottom of the page, below the bottom navigation.

4. BUTTONBOARDS

A small button 150 x 150 adverting running just above the footer

TECHNICAL SPECIFICATIONS

A: LEADERBOARD

728 x 90, 30k max file size.

INR 100,000 One Month

INR 150,000 Two Months

INR 200,000 Three Months

B: MIDDLEBOARD

728 x 90, 30k max file size.

INR 80,000 One Month

INR 120,000 Two Months

INR 100,000 Three Months

C. MPU

300 x 250, 30k max file size.

INR 50,000 One Month

INR 100,000 Two Months

INR 80,000 Three Months

D: BUTTONBOARD

125 x 125, 20k max file size.

INR 25000 One Month

INR 45,000 Two Months

INR 65,000 Three Months

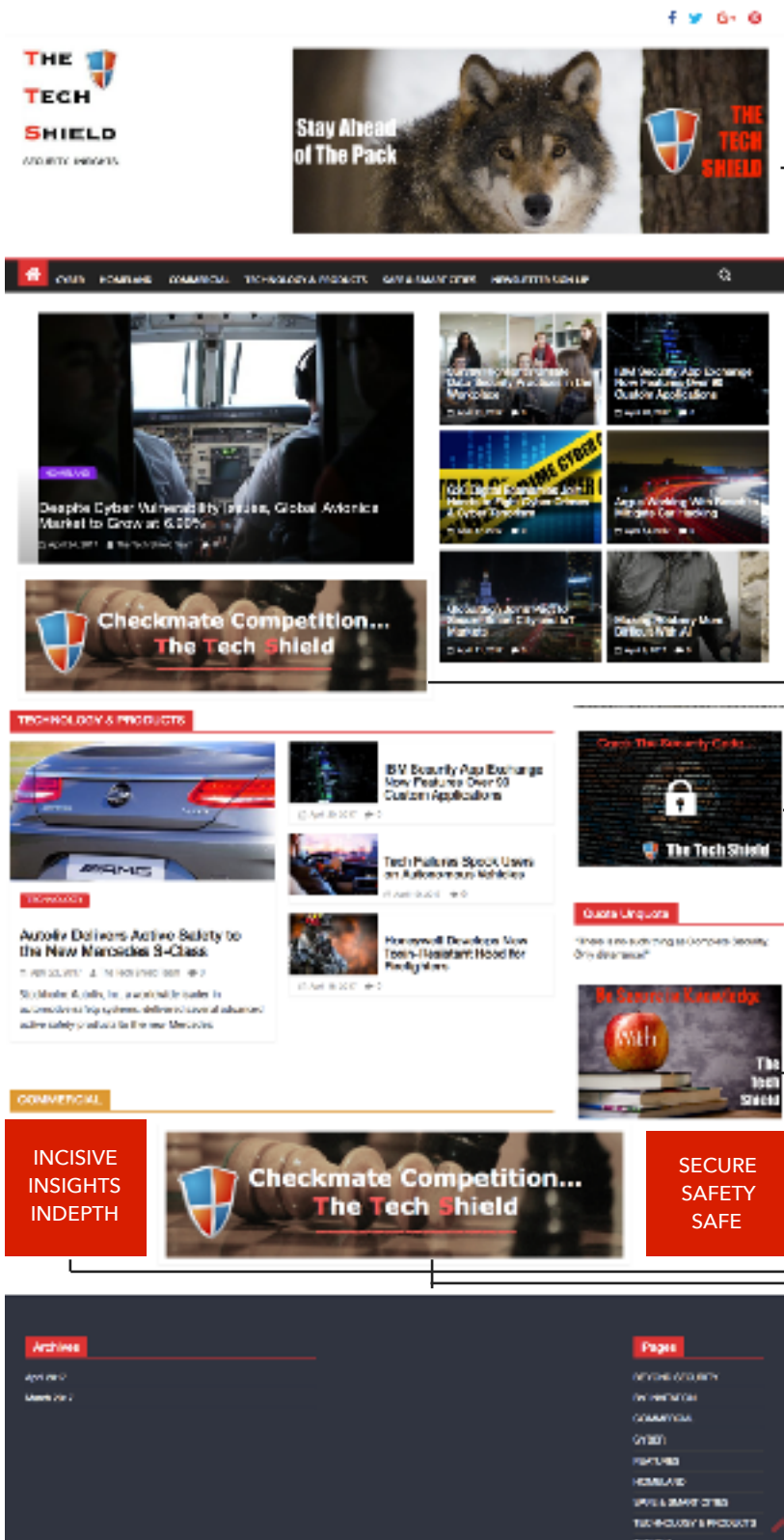
E: BASEBOARD

728 x 90, 30k max file size.

INR 80,000 One Month

INR 140,000 Two Months

INR 180,000 Three Months





THE TECH SHIELD

- ▶ Provides up to the minute news on the security industry
- ▶ Most authoritative and respected online resource for the security industry
- ▶ A new home for Indian security news
- ▶ The number one resource for Indian security industry
- ▶ Visit The Tech Shield to discover the very latest developments in the security industry
- ▶ A dedicated online security news service for burgeoning security market
- ▶ In-depth analysis on the security industry
- ▶ One-stop destination for news, features, analysis, products, opinions and training
- ▶ Neutral platform for open discussion for security industry, end users and buyers, thereby enabling them to achieve shared vision
- ▶ Suite of Newsletters provides you all the information you may need
- ▶ High quality content driven by dedicated and experienced editorial team
- ▶ Sign up for The Tech Shield Weekly Update newsletter, which provides the latest news highlights in the security space for busy readers.

The Tech Shield -
Provides a direct route
for advertisers to target
readers explicitly
interested in those issues
directly affecting the
security sector.

Interested in advertising
on The Tech Shield?

Contact

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