

psm

PROTECTION SÉCURITÉ MAGAZINE
Les Solutions pour les Professionnels de la Sûreté - Sécurité

2025 MEDIA KIT

THE LEADING
FRENCH MEDIA FOR
SAFETY & SECURITY
DECISION-MAKERS!

- Print
- Buyer's Guide
- Special Issues
- Digital
- Directory
- Marketplace
- Database
- 2025 Editorial Calendar

“Protection Security Magazine”



**SUPPLIERS,
INTEGRATORS,
INSTALLING DEALERS,
DISTRIBUTORS...
SPECIAL SECTION!**



SECURI'DAYS

Salon Directeurs
Sécurité

GPMSE

ACCESSSECURITY

APS



salon
des maires
et des collectivités locales

CDSE

VIDEO
DAYS

ibs
Intelligent Building Systems

Milipol
PARIS

For further information, contact Jérôme PERROTTE
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N°1

on the market

The only magazine on the market to be read by almost all Security, Safety, and Fire Protection Professionals.

A top quality circulation, 100% useful to a highly targeted audience of decision makers!

Average circulation per issue
July 1st 2023 to June 30th 2024

17.734

copies

The highest circulation in the BtoB Security & Safety trade press!
Certified circulation.
Bonus circulation during trade shows.

PRINT

The only french magazine that reaches both suppliers and end users!

PSM is the n° 1 active, business communication tool, dedicated to Security, Safety and Fire Protection, in companies and communities. It has provided a solution to your specific needs for over 20 years.

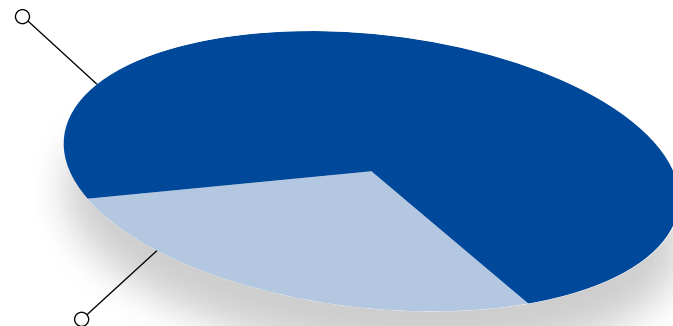
The leading source of information for professionals in Safety, Security, and Fire Protection, PSM addresses all relevant actors, be they Prescribers, Endusers, (Security and Risk Managers, Consulting Firms, Engineering Office, Buyers...) or Professionals in Security and Safety (Installers, Electricians, Systems Integrators, Service providers, Distributors, Manufacturers, Importers...) in creating awareness of what's happening in the sector.

Every 2 months, a highly qualified team of journalists offer unique, relevant editorials about the latest, most up-to-date information on the market status, new product launches, professional standards, contracting and purchasing, useful, pertinent feedback, new regulations and legal evolution, exclusive interviews with major contributors in the market, case studies...

The only magazine 100% dedicated to Security and Safety!

73 % Professionals in Security and Safety :

33% Manufacturer/Integrator, 25% Installer/Electrician, 21% Security Dealer and Distributors, 15% Security companies, 4% Consultants, Training, ...



27 % Prescribers and Endusers

45 % Service companies, 20% Government & Military, 10% Building companies, 10% Industry, 10% Institutional facilities (Health, ...), 5% Other (Infrastructure, ...)



The only magazine 100% Safety and Security!

**73 % Suppliers
27 % End Users**

➤ The only magazine on the market with such a significant circulation on Security, Safety & Fire Protection professionals!

➤ A readership of over 38.000 readers with 2.1 readers per issue!

+ SUPPLIERS, INTEGRATORS, INSTALLING DEALERS, DISTRIBUTORS... SPECIAL SECTION !



An exclusive audience you will find nowhere else!

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PRINT

An editorial environment to maximize your exposure and build brand awareness



SUPPLIER SECTION. The Integrators, Installing Dealers, Distributors, Consultants & Manufacturers Special Section cover all information and news on what is going in business within those suppliers.



THE NEWS PAGES, all relevant information on recent legislation, standards, examples of security and safety practices, trends in security, legal regulatory monitoring, market development, nominations, agendas... Ending with an interview with a leading player in the market.



VIDEOSURVEILLANCE, ACCESS CONTROL, INTRUSION, FIRE... in each issue, extensive articles on trade practices, continually updated technological know-how and field experiences, feedback and exchanges with professionals, prescribers and endusers... To assist our readers in their daily decision making.



THE FOCUS PAGES, an opportunity to step back and focus on specific categories of products, recently launched products, new trends in the market...



IN WHAT'S NEW, all new products, start-ups, the latest trends and developments on the market and an exclusive interview with a manufacturer



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PRINT

2025 Print Advertising Rates (€)



FORMAT	MM (L X H)	RATES
Gatefold Cover	Front 100 x 215 / Back 100 x 297	5.950 €
On Cover	Front 210 x 150 / Back 210 x 297	6.400 €
2nd Cover	210 x 297	4.800 €
3rd Cover	210 x 297	4.800 €
4th Cover	210 x 297	5.300 €
Page	210 x 297	4.500 €
1/2 Page	Horizontal : 181 x 126 / Vertical : 91 x 257	3.200 €
1/4 Page	91 x 124	1.750 €
Special Advertising Section	210 x 297	4.800 € (Layout and editorial: + 250 €)
Posed inserts or samples (on the magazine cover, 2 or 4 pages maximum 20 gr. Price not discountable)		4.600 €
Loose inserts or samples (inserted in the magazine, 2 or 4 pages maximum 20 gr. Price not discountable)		5.800 €
Bounded inserts (4 pages, maximum 20 gr. Price not discountable)		5.500 €
Classified ads: 1 module, 2 modules, 3 modules	1 module : 85 x 58	670 € 1.015 € 1.690 €

SPECIAL OFFERS

Post-it
Adhesive sample
Banderole
Memento
Facsimile
Flap on 1st cover
Customized Buyer's Guide
Customized Directory
Bookmark

Contact us

BI MÉDIA PACK

Print + Digital - 5 %

TRADESHOW PACK

Take advantage of **PSM's** large number of e-communication tools to be better positioned at tradeshows, generate more visitors and contacts, benefit from our converged media services to highlight your new products and product presentations!

1/2 Page 4 colour + Editorial (tradeshow dossier)

- + Top Banner web site protectionsecurite-magazine.fr 1 month before tradeshow date
- + Top Banner Marketplace e-protectionsecurite-magazine.fr 1 month before tradeshow date
- + Top Banner annuaire-securite.fr 1 month before tradeshow date
- + Button e-newsletter 1 month (2nd newsletter) before tradeshow date

(Price not discountable)

- 40 %

4.260 € instead of 7.100 €

NEW PRODUCT & SERVICE PACK

New product or service to launch on the market?

PSM offers an effective, customized tool to ensure a successful launch!

1/2 Page 4 Colour + What's New Editorial magazine

- + What's New E-newsletter with a direct link to your product on e-salon-protectionsecurite.fr
- + Your product referenced for 1 year on Marketplace e-protectionsecurite-magazine.fr
- + Top Banner on e-salon-protectionsecurite.fr 1 month

- 25 %

5.475 € instead of 7.300 €

Special Position: + 10% - B&W and 2 colors = 4 color -20% - Payment terms: 30 days - Policy Regulation on www.psm-magazine.fr
Mechanical Requirements: High resolution 300dpi (jpeg) or Adobe Acrobat files (pdf) - Color proof required - Provide a 5 mm overflow.

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PRINT

2025 SPECIAL OFFER (€)



PRINT PRIVILEGE SPECIAL CONTRACT

+ 50% Discount!

PACKAGE A	9 x 1/4 pages + 1 Page Special Advertising Section + 3 month companion site banner Extra 1/4 page: 992 €	11.376 € instead of 22.755 €
PACKAGE B	13 x 1/4 pages + 1,5 Page Special Advertising Section + 3 month companion site banner Extra 1/4 page: 925 €	16.080 € instead of 32.155 €
PACKAGE C	17 x 1/4 de page + 2 Page Special Advertising Section + 3 month companion site banner Extra 1/4 page: 907 €	20.772 € instead of 41.555 €
PACKAGE D	21 x 1/4 de page + 2,5 Page Special Advertising Section + 3 month companion site banner Extra 1/4 page: 802 €	25.476 € instead of 50.955 €
PACKAGE E	25 x 1/4 de page + 3 Page Special Advertising Section + 3 month companion site banner Extra 1/4 page: 758 €	30.180 € instead of 60.355 €

You may use your 1/4 pages as you want (1/4 page or 2 for 1/2 page or 4 for 1 page), except for Covers, and when you want (inside 1 year after signature or acceptance of Order).

Single invoice at time of signature or acceptance of Order.
Full cash payment before 1st insertion.
Net prices, not discountable or commissionable.

If cancellation before the end of the contract, price will be recalculated according to standard price minus following discount:

1 to 2 insertions = -10%,
3 to 4 insertions = -15%,
> 4 insertions = -20%.

PRINT

The PSM PRIVATE SECURITY Special Issue, additional marketing tool to the magazine



2025 CONTENTS

- The new private security outfits
- What tools to manage your workforce?
- Drones and robots for private security
- Put an end to turnover!
- Continuum: 1 year later, what remains of the Olympics?
- ...

PRIVATE SECURITY SPECIAL ISSUE

The PSM PRIVATE SECURITY Special Issue will be sent with next november **PSM** issue.

Editorial will be dedicated to all information helping Security Managers to better handle changes in their business and technological advances.

A unique information and marketing tool on the market to reach Private Security companies, End Users and Government.

FORMAT	MM (L X H)	RATES
2nd cover (facing Summary)	170 x 240	4.800 €
3rd Cover	170 x 240	4.800 €
4th Cover	170 x 240	5.300 €
Page	170 x 240	4.500 €
1/2 Page	Horizontal: 135 x 85 Vertical: 65 x 190	3.200 €
1/4 Page	65 x 85	1.750 €
Special Advertising Section	170 x 240	4.800 € (Layout and editorial: + 250 €)

PRINT + DIGITAL

The MarketPlace + Annual Buyer's Guide bi-media offer: generate more demands and contacts for your products!



The combined offer **MarketPlace + Annual Buyer's Guide** allows you to properly showcase your products to buyers in the sector, whether digitally or on paper. This bi-media exhibition allows you to fully cover the market with these two media.

The Annual Buyers' Guide, with its complete technical data sheets, filed by topics, is sent to all subscribers (17.734 copies) with May issue and distributed on trade shows where we are media partner and especially **APS 2025** trade show.

As for the **MarketPlace e-protectionsecurite-magazine.fr**, it is the 1st Security & Safety MarketPlace in France.

- The industry's only platform, connecting buyers and sellers!
- In your customer zone the specification sheet of your products: videos, more picture, contacts, technical brochure, catalogs, quotation request and prices, your distribution list, your upcoming exhibitions...
- Your products and videos are regularly highlighted throughout the year on this site and on the magazine's companion site.
- You present as many products as you want, you can modify them during the year whenever you want!
- Starting **€ 225 only** per product for this bi-media offer!
- A complementary platform to your own merchant site.



The MarketPlace + Annual Buyer's Guide 2024 bi-media
(1 year, including reporting, modifications, administration)

PER PRODUCT	Technical data sheet + videos, + visuals, + contacts, catalogue, technical brochures...	450 €
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DISCOUNT: 2 to 3 products -25% - 4 products and more -50%

4th Cover	148 x 210 mm	4.400 €
Page	148 x 210 mm	3.250 €
1/2 Page	148 x 100 mm	2.450 €

Top Banner home page - 1 month	728 x 90 pixels	1.200 €
Banner (all pages) - 1 month	728 x 90 pixels	1.800 €

THE MAGAZINE'S BUYER GUIDE

The Magazine's Buyer Guide is a very practical section at the end of the magazine that provides complete referential support and enables our readers to quickly locate a supplier by main category.

A regular and economic press coverage with your logo and contacts At a very low cost, you will systematically be seen at the end of the magazine by our 38.000 readers. We connect you with a highly targeted audience, your clients and prospects will easily find you. An inexpensive, complementary communication tool that enhances and maximizes your visibility!



Magazine's Buyer Guide
(Price not discountable)

6 issues - 1 year	Module 40 x 43 mm with logo, text and contacts	1.150 €
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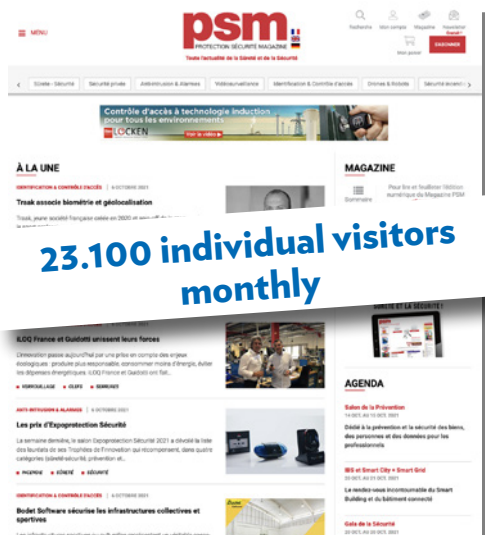
For further information, contact Jérôme PERROTTE
jp@protectionsecurite-magazine.fr or
info@protectionsecurite-magazine.fr
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DIGITAL

**A global, digital information offer,
available on all terminals!**

THE COMPANION WEBSITE **protectionsecuritemagazine.fr**

With more than 23.100 individual visitors monthly, 83.950 pages viewed every month, the companion website, protectionsecurite-magazine.fr, is clearly and by far the 1st professional web portal in terms of audience, on the subject of security and safety. With its News updated on a daily basis, its Archives (accessible to paying subscribers only), the Special Features, the tradeshow agenda, the classified ads, new products, and links to different **PSM** sites (directories, online tradeshow...), protectionsecurite-magazine.fr has definitely become the best, most dedicated website in security and safety!



15.100 subscribers



THE E-NEWSLETTER

The only bi-monthly newsletter in the sector, keeping our readers closely connected, more efficient, breaking news... the **PSM** e-newsletter is sent to more than 15.100 subscribers. This quick pace and top quality exclusive business information (many of you have congratulated us on the quality of our articles!) makes this an ideal source of web communication.

NATIVE ADVERTISING

Native advertising is a type of advertising online, that matches the form and function of the platform upon which it appears. In many cases, it manifests as an article produced by an advertiser with the specific intent to promote a product, while matching the form and style which would otherwise be seen in the work of the platform's editorial staff. The word «native» refers to this coherence with the tone of the section in which it appears: News (company information) or What's New (product information), for more efficiency!

Whether it's News or What's New, this Native Advertising will also be featured on a LinkedIn post (over 5,000 subscribers!)



Website



e-Newsletter



LinkedIn



Marketplace



e-Directory!

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DIGITAL

2025 Digital Advertising Rates (€)

(rotation)

THE COMPANION SITE protectionsecurite-magazine.fr

THE MARKETPLACE e-protectionsecurite-magazine.fr

THE ONLINE DIRECTORY annuaire-securite.fr

	PIXELS (l x h)	3 MONTHS	2 MONTHS	1 MONTHS
Top Banner Dynamic Option (Desktop & tablet only. Your banner remains always visible when the user scrolls)	728 x 90 et 320 x 100	2.600 € Dynamic 3.100 €	1.900 € Dynamic 2.250 €	1.250 € Dynamic 1.500 €
Banner	728 x 90 et 320 x 100	2.205 €	1.700 €	1.100 €
Square Dynamic Option (Desktop & tablet only. Your square remains always visible when the user scrolls)	200 x 200	1.400 € Dynamic 1.650 €	1.000 € Dynamic 1.200 €	750 € Dynamic 900 €
Wallpaper (Desktop & tablet only)		4.900 €	3.500 €	2.400 €
Native Advertising News Linkedin post included!		3.500 €	2.700 €	1.850 €
Native Advertising What's New Linkedin post included!		2.700 €	2.150 €	1.550 €
Pop-Up (Desktop & tablet only)		2.500 €	2.000 €	1.400 €
Interstitial (Mobile only)		2.400 €	2.000 €	1.300 €
VideoAd Top banner & Banner (We do not host your video)	420px – 2 Mo	+950 €	+ 850 €	+550 €

BI-MÉDIA PACK

Print + Digital - 5 %

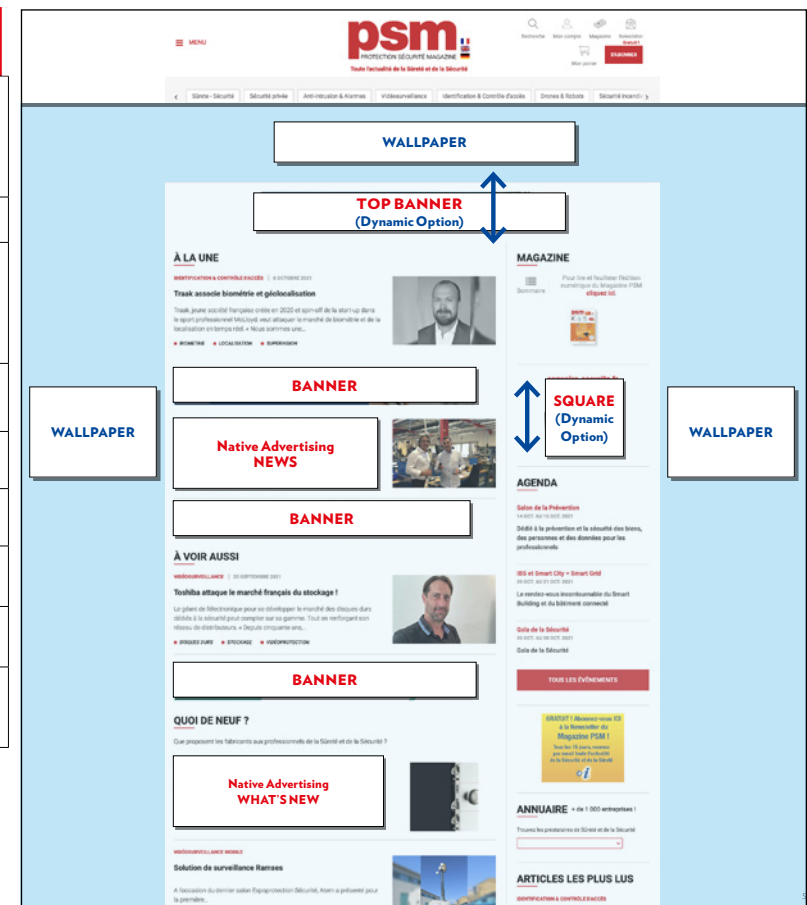
DIGITAL PACK

2 Digital - 5 % (ex : E-newsletter + Companion Site)

3 Digital - 10 %

4 Digital - 15 %

5 Digital - 20 %



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DIGITAL

2025 Digital Advertising Rates (€)

THE E-NEWSLETTER (Watch out! Limited advertising space!)

	PIXELS (l x h)	3 MONTHS (6 e-newsletter)	2 MONTHS (4 e-newsletter)	1 MONTHS (2 e-newsletter)
Top Banners	640 x 200	4.500 €	3.000 €	2.100 €
Banner	640 x 200	3.500 €	2.500 €	1.800 €
Square	200 x 200	2.600 €	1.900 €	1.400 €
Native Advertising News Linkedin post included!		5.400 €	3.600 €	2.500 €
Native Advertising What's New Linkedin post included!		5.100 €	3.400 €	2.400 €

BI-MÉDIA PACK

Print + Digital - 5 %

DIGITAL PACK

2 Digital - 5 % (ex : E-newsletter + Companion Site)
 3 Digital - 10 %
 4 Digital - 15 %
 5 Digital - 20 %



DIGITAL

The most comprehensive listing in the sector!



THE ONLINE SECURITY & SAFETY DIRECTORY

annuaire-securite.fr

The Security and Safety Directory classifies almost 1.000 Manufacturers, Distributors, Installers, Integrators, Distributors, and Service providers referenced with their professional contact details, classed by geographical regions.

This Directory is available all year on

annuaire-securite.fr.

You will have a higher visibility in this online directory with your framed logo + text at a very low cost.

1 year on the online Directory!



Security and Safety Directory Advertising 2025 Rates (€)

(Price not discountable)

PER COMPANY (Price not discountable)	1 year on web site annuaire-securite.fr	230 €
	1 year on web site annuaire-securite.fr + framed logo + text	350 €

For higher visibility !

DISCOUNT: 2 to 3 products -25% - 4 products and more -50%

Top Banner home page - 1 month	728 x 90 pixels	1.200 €
Top Banner your page - 1 year	728 x 90 pixels	1.600 €

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DATABASE



The most up to date, qualified, targeted base to maximize your multichannel marketing!

Thanks to its wide base of online users (prospects, subscribers, and those registered for the E-newsletter), **PSM** provides you with its client file.

As our database is continually updated during the year by phone calls, you are able to directly contact major Distributors, Integrators, Installers, Electricians, Security Managers... 18.000 nominative postal addresses and 15.100 nominative emails.

With its new sponsored e-mailing offer, PSM Magazine allows you to publish an e-mailing using the magazine's brand, for an interview, a white paper, a file, or the presentation of a new product. Includes a 1 year online publication on the magazine's website and a 1 month digital push via its e-newsletter (Square)

**BOOST YOUR GROWTH
AND INCREASE YOUR
CUSTOMER PORTFOLIO**

thank's to:
Our subscribers
+
**E-newsletter readers
database**

E-MAILING	Fixed cost: 250 € (l x h)
15.100 direct email – Overall management of sending – Tracking – Targeting not available	
E-mailing without follow-up	3.100 €
E-mailing with follow-up (1 month maxi after 1st campaign)	4.300 €
PSM Magazine sponsored e-mailing (Interview / Expert advice, White paper, News / Technical file, What's New) Included 1 year on the site + 2 push (e-newsletter Square for 1 month)	4.650 €
The prices include: bulk emailing with one visual «ready to send» by client, format HTML or 1 image PDF, JPEG, GIF, price not discountable. Graphic design from self provided elements: 450 €	

MAILING	Fixed cost: 250 €
One time rental 18.000 nominative addresses Targeting not available (price not discountable)	4.875 €

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2025 EDITORIAL CALENDAR



www.protectionsecurite-magazine.fr

PSM

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**IF YOU WISH
TO INTERVENE
ON A SUBJECT,
DO NOT HESITATE
TO CONTACT US.**

🎯
We can then work
with you on a joint deal
editorial/advertising which
will increase your exposure
and achieve your goals
within your budget.



N°	SECTIONS	SPECIAL SECTIONS	DEADLINE
N° 287 Jan/Feb	VIDEOSURVEILLANCE: Eye-fish cameras ACCESS CONTROL: The new intercoms INTRUSION: Early detection FIRE: Depleted air RISK: Les highways FOCUS: Hand-held fire extinguishers	The specific characteristics of public orders	Dec 10
N° 288 Mar/Apr	VIDEOSURVEILLANCE: Drones ACCESS CONTROL: Biometrics, constantly evolving! INTRUSION: Tracking tools FIRE: Smoke detectors RISK: Thefts from construction sites FOCUS: Automatic gates	Safety and Security digitalization SECURI'DAYS GALA DIRECTEURS SÉCURITÉ Media Partner – Bonus circulation!	Feb 12
Mai	THE 2025 ANNUAL BUYER'S GUIDE (Sent with n° 289 May-June issue and distributed on APS 2025!)		April 17
N° 289 May/Jun	VIDEOSURVEILLANCE: How to properly design a video surveillance system ACCESS CONTROL: Access control and Cloud INTRUSION: What tools to manage your alarms? FIRE: Emulsifiers and additives RISK: Unoccupied buildings FOCUS: Dome cameras	Security Departments: more skills, more missions! GPMSE CONGRES + ACCESSECURITY Media Partner - Bonus circulation!	April 17
N° 290 Jul/Aug	VIDEOSURVEILLANCE: PTZ cameras ACCESS CONTROL: How far will the badges go? INTRUSION: Fine intrusions detection FIRE: What alternatives to PFAS? RISK: Prison FOCUS: Panoramic cameras	The security issues of new ways of working	Jun 20
N° 291 Sept/Oct	VIDEOSURVEILLANCE: Software and VMS ACCESS CONTROL: Anti-vandal solutions INTRUSION: Motion detectors FIRE: Foam RISK: Banks FOCUS: Smoke extraction	APS 2025 SPECIAL SECTION Media Partner – Bonus Exhibition circulation! Effective security technologies for your business NUIT DE LA SÉCURITÉ GLOBALE TROPHÉES DE LA SÉCURITÉ IBS (INTELLIGENT BUILDING SYSTEMS) Media Partner – Bonus Exhibition circulation!	Aug 13
Nov	PRIVATE SECURITY SPECIAL ISSUE (Sent with n° 292 Nov-Dec issue) The new private security outfits – What tools to manage your workforce? – Drones and robots for private security Put an end to turnover! – Continuum: 1 year later, what remains of the Olympics?		Oct 3
N° 292 Nov/Dec	VIDEOSURVEILLANCE: ANPR technology ACCESS CONTROL: Key management INTRUSION: New generation intrusion control panels FIRE: Remember to check your fire extinguishers! RISK: High-rise buildings FOCUS: Infrared barriers	MAYORS AND COMMUNITIES 2025 EXHIBITION + MILIPOL SPECIAL SECTION Media Partner – Bonus Exhibition circulation! Making urban public spaces safer COLLOQUE CDSE VIDEODAYS Media Partner – Bonus Exhibition circulation!	Oct 3
N° 293 Jan/Feb	VIDEOSURVEILLANCE: Cybersecure your cameras! ACCESS CONTROL: Autonomous access control systems INTRUSION: Robots or human intervention? FIRE: Detection by image analysis RISK: The supply chain FOCUS: Connected locks	The new career paths for security executives	Dec 10