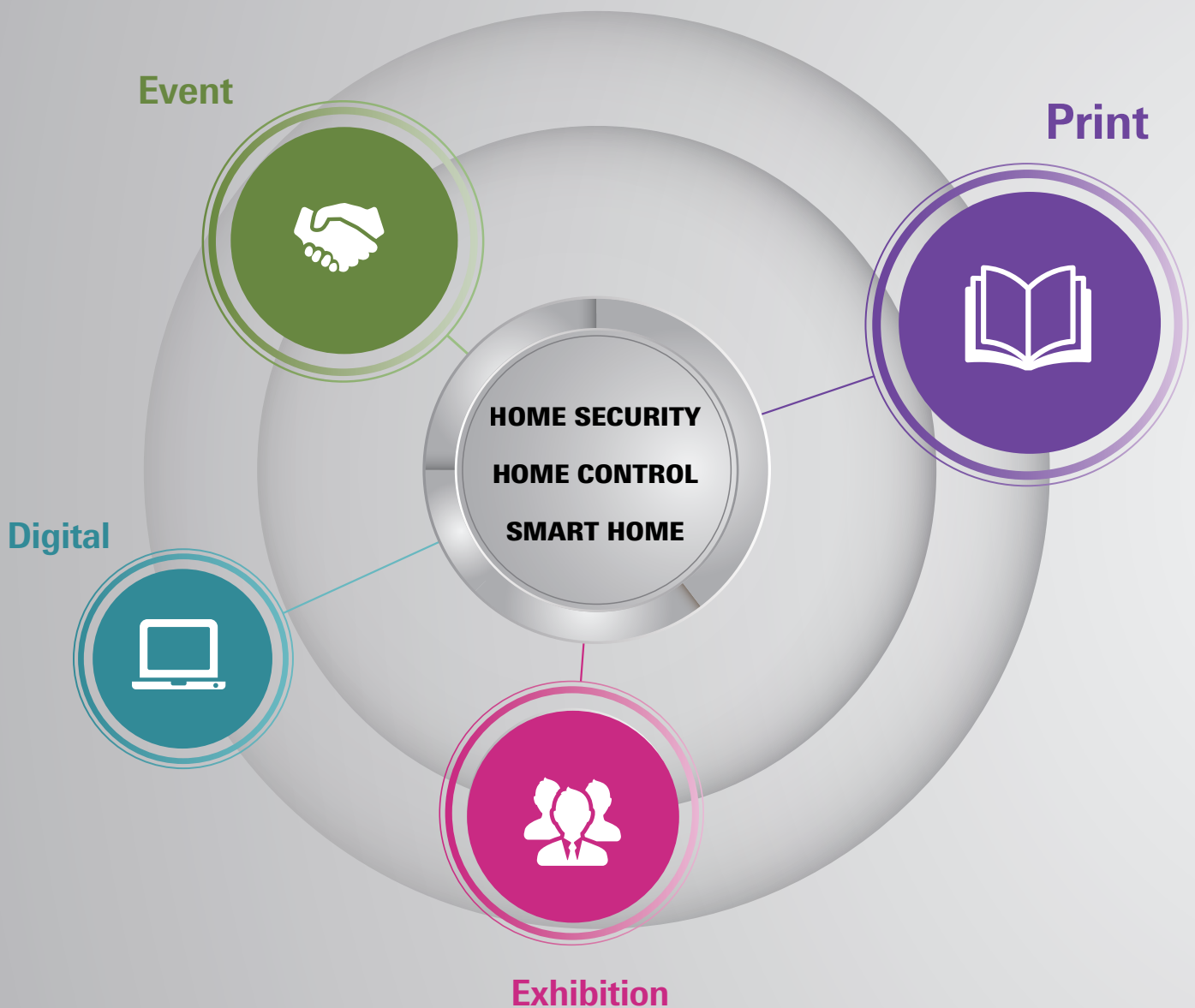




Security, Monitoring and Automation Solution for Homes

2015 Media Info



www.mySMAhome.com

Join the SMAhome Community   @SMAhome #SMAhome



powered by



mySMAhome.com

Connect Professional Buyers with Original Manufacturers

SMAhome is world's one and only professional B2B media of home security, home control, and connected home. SMAhome stands for Security, Monitoring, and Automation for Homes. With 20-year experience in security industry, SMAhome provides international professionals an integrated platform including print, digital, exhibition and event to connect with the original manufacturers around the world in home security as well as professional electronic security.



Print

SMAhome Magazine

As the 14th periodical publication under a&s umbrella, since March 2014, SMAhome is a B2B trade magazine for smart home professionals.



Exhibition

SMAhome International Conference & Exhibition 2015

Concurrent with Secutech 2015, SMAhome international conference and exhibition is organized on April 28-30, 2015 in Taipei, Taiwan. See introduction on Page 7 and event site at www.secutech.com/smahome



Digital

mySMAhome.com

The world's one and only website dedicated to smart home professionals. The daily updates include news and info the latest innovations and products relevant to smart home.



Event

SMAhome Events

Other than the exhibition, SMAhome also organizes events ranging from small, intimate gatherings with influential and affluent members to larger events with VIP readers and subscribers. We can specifically design a custom event based on individual brand and campaign objectives.

One Leading Source for the Smart Home Industry

Target B2B

One of its kind.
Dedicated to B2B
smart home industry

21,000 buyers

Collect buyer list
via CES, Cebit, IFA,
Cedia, MWC, EU
Utility Week...

Plus Security

Reach buyers
of security big
names, involving in
electronic security.

4-in-1 service

Pro-active
campaign incl.
printed, digital,
exhibition & events

Increase Your Visibility to Crucial Purchasing Parties

According to MarketsandMarkets, the global smart home market was valued \$20.38 in 2014 and is expected to reach \$58.68 billion by 2020. With such significant growth, SMAhome targets exactly crucial purchasing parties among home automation channels and recently-formed digital business patterns. System integrators are the key customers for suppliers in traditional home automation channels; while in the new digital business model, retailers (online and physical), telecoms/ISPs, home appliance makers and even utility providers are the new customers whom suppliers should be connected with.

Smart Home Value Chain

Device Manufacturers + Software Design Houses



BURKHARD

EMINENT

DIGITUS

ISUPPLIES.DE



TOTAL REACH: 21, 365

Sample Readers

4 Major Smart Home Service Providers

Telcos

- North America: AT&T, Rogers, Verizon
- Western Europe: BT, Orange, T-mobile, French SFR, Swisscom, Telenor,
- Developing Regions: Indian Tulip, UAE Ortus

MSOs

- Comcast, Cox Communications, DirecTV (LifeShield)

Utility Providers

- VATTENFALL, RWE, E.ONSE, ELECTRICITE DE FRANCE

Alarm Monitoring Companies

- ADT Pulse, Vivint, Protection 1, Securitas Direct, G4S, Chubb, FrontPoint

Home Auto Brands and the Channels

Brands

- Home automation leaders: Savant, Crestron, Control4, Elan, Legrand, AMX, Leviton, URC, RTI, Insteon, etc.
- Multiple brands: Honeywell, Bosch, GE, Jasco, Siemens, Panasonic, Samsung, LG, Sony, Whirlpool
- Private Labels: Nest, Netgear, Swann, FirstAlert, Belkin wemo, 2GiG, HomeSeer, Gigaset, Chamberlain, Elgato, Misfit, CentraLite, Nexia

Distributors

- ADI, Wave electronics, Worthington Distribution, AVAD, Euronics

Major Retailers

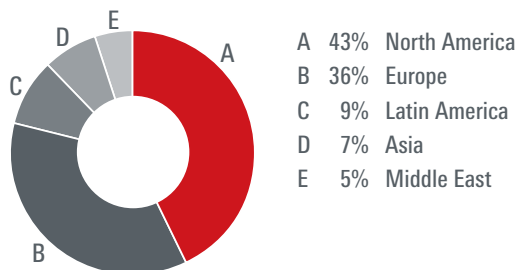
Retails

Ranging from the specialists in consumer electronics, home improvement to life-style channels

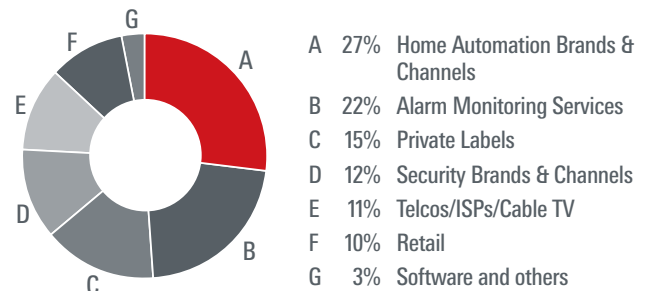
- Americas: Amazon, Best Buy, Target, ACE, Lowe's, Staples, Home Depot, Walmart
- Europe: Media Markt, Saturn, OBI, Dixon, Argos, PC World, Currys, Maplin, Fnac

Key Statistics

By region



By business nature



Reach a targeted, engaged audience

SMAhome interacts with all professionals of supplying smart home and home security solutions, especially in CES, IFA, CEDIA and related-home-security shows worldwide.

DEUTSCHE TELEKOM

SOMFY

NEDIS

PROOVE



SMAhome Magazine

12,000 Bimonthly Copies

- Published in English
- Averagely 72 pages per issue
- Ad closing date: 15th of the prior month
- Publishing date: mid of the month
- Rotate circulation worldwide

Our Mission

SMAhome magazine and mySMAhome.com are the global resource for engineers, researchers, procurement professionals providing comprehensive coverage of smart home technologies, products and markets. We report on and analyses the latest developments and significant trends in both technology and business in the worldwide home automation industry.



Editorial Focus

Connection is at the heart of all SMAhome magazine and mySMAhome.com content. Through this guideline, we focus on four core themes,

- **Introduce the industry who's who**
to connect you with the quality manufactures and buyers
- **Unveil the latest technologies**
to connect you with the tools for innovations
- **Showcase the new gadgets of smart homes**
to connect you with the innovations you can select
- **Discuss the new business models**
to connect you with what's going on in the markets now

Regular Column

- **Cover Story:** Makers' leaders share their perspectives on the industry trends and developments
- **Cover Products:** The trust guide to what's new by offering editorial insights on the products
- **Channel Insights:** Comments from buying sides
- **What's Happening:** news collection of smart home
- **Something New:** product collection

mySMAhome.com

Site Features

REVIEWS

- Product Introduction: covering the product features in bullet points for buyers' easy understanding
- Product Review: the authentic observation reports of the smart home products from SMAhome editors

COMPANY

Interviewing the worldwide home security and smart home manufacturers by SMAhome editors for buyers' better realization of their company background, technique specialties and core competence.

NEWS

Keeping yourself posted with the latest movement of smart home updates around the world

FEATURE

Check out SMAhome's monthly editorial features, ranging from the trendy smart home product items to the real-time show reports.

VIDEO

A collection of smart home related videos. Submission welcome!

SMA100

Linking buyers with quality manufacturers supplying components, home/wireless cameras, alarm, DIY kits, door solutions, sensors, software and accessories, a great buyer guide for product sourcing manager and professional in connected-home fields.

WEEKLY E-NEWSLETTER

A recap of what happening in the smart home industry of the week. Free subscription now!

Monthly Traffic

- **Visitors: 14,920**
- **Page view : 46,827**
- **Average time onsite: 3:12**
- **Visitors from 210 countries and regions**



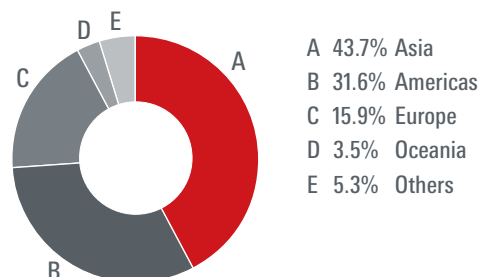
Tablet version also available!



Site Viewers

SMAhome expanded database assets ensure campaign audiences are accurate.

By region



Top 10 Country of Visitors: the United States, South Korea, Malaysia, Italy, Singapore, Canada, the United Kingdom, Thailand, India, Japan

2015 Editorial Calendar

Month	Feature Online*	Deadline	On Air*	On Print Issue
Jan.	Smart Home Gateway & Hubs	"Editorial submission deadline is 10 working days before the "On Air" Date of each feature."	1.15	ASH06
	Show Report: CES 2015		12.20, 2014	ASH06
Feb.	Climate Control in Home		2.05	ASH06
	Show Report: MWC 2015		2.20	ASH08
Mar.	All-in-one Home Camera		3.15	ASH07
	Show Report: Cebit 2015		3.05	(TBD)
Apr.	Storage Solution in Home		4.05	ASH07
	Show Report: SMAhome by Secutech 2015		4.15	ASH08
May	Smart Home Software & Integration		5.05	ASH08
	Show Report: Computex 2015		5.20	(TBD)
Jun.	Smart Home Starter Kit		6.05	ASH08
	Special: The key components of smart home		6.15	ASH08
July	Energy Management		7.05	ASH09
	Special: What's New from Asia in 2015		7.15	ASH10
Aug.	Smart plugs		8.05	ASH09
	Show Report: Integrate Expo 2015		8.10	(TBD)
	Show Report: IFA 2015		8.20	(TBD)
Sept.	Smart Door Solution		9.15	ASH10
	Special: Cloud services in smart home		9.05	(TBD)
Oct.	Multifunctional Sensors		10.15	ASH10
	Show Report: GiTex 2015		10.05	(TBD)
Nov.	Lighting Systems		11.15	ASH11
	Special: Home Security Industry Report		11.05	ASH11
Dec.	Global Smart Home Market Review & Preview		12.10	ASH11
	Show Report: CES 2016		12.20	(TBD)

Issue	AD Closing Date	Publishing	Bonus Distribution*	
ASH06	12.20, 2014	Late Jan, 2015	MWC (3/2-5)	Cebit (3/16-20)
ASH07	2.20	Late Mar, 2015	SMAhome Int'l Conference & Exhibition (4/28-30)	
ASH08	4.20	Late May, 2015	Computex(6/2-6)	IFSEC(6/16-19)
ASH09	6.19	Late July, 2015	IFA(9/4-9)	Cedia Expo (USA) (10/14-17)
ASH10	8.20	Late Sept, 2015	HongKong Electronic Fair -- Autumn	
ASH11	10.20	Late Nov, 2015	CES 2016	

* Subjects to change without advance notice

SMAhome International Conference & Exhibition

Fast Factsheet

- April 28-30, 2015; Annually held in Taipei, Taiwan
- Runs concurrently with Secutech
- The world's only trade-fair for smart home equipment & devices
- 200 exhibitors, +1,000 product collections
- 20 technical & application seminar sessions

Visitor Profile

- Hosts +2,000 global professionals from 91 countries with 54.7% from Asia, 17% from North America, and 14.5% from Europe
- High-profile professionals includes importers/distributors (48.5%), dealers/resellers (29.4%), system integrators (27.0%), consultants and planners (23.4%) and so forth

* Figures are collected from 2014 show

Exhibits

-  **Home Security:** Video Surveillance, Alarm Systems, Door Locks & Access Control, Video Door Phones
-  **Auto Controlling & Integration:** Intelligent Control Panels, Gateways/Hubs, Software & Platform
-  **Energy Management:** Thermostats & Sensors, HVAC control, HEMS, Smart Grid...
-  **HealthCare:** Nursing Care, Exercise and Health Monitoring...
-  **Multimedia:** Speakers, A/V system, Home Theater...
-  **Key Component:** SoC/ISP, Networking IC/Chips
-  **Accessory & Others:** Sockets, Switches, Cables, Structured Wiring



2015 Show Calendar

Exhibition	Venue	Country	Date
CES	Las Vegas	USA	6–9 January
Mobile World Congress	Barcelona	Spain	2–5 March
Cebit	Hannover	Germany	16–20 March
ISC West	Las Vegas	USA	15–17 April
SMAhome International Conference & Exhibition	Taipei	Taiwan	28–30 April
CES Asia	Shanghai	China	25–27 May
Computex	Taipei	Taiwan	2–6 June
IFSEC	London	UK	16–19 June
IFA	Berlin	Germany	4–9 September
Integrate Exhibition	Melbourne	Australia	25–27 August
Hong Kong Electronic Fair-Autumn	Hong Kong	Hong Kong	13–16 October
GITEX Technology Week	Dubai	U.A.E.	18–22 October
CEDIA	Dallas, Texas	USA	14–17 October
EU Utility Week	Vienna	Austria	3–5 November
Korea Smart Home Show	Seoul	Korea	4–6 November

Remarks: The 2015 show calendar is subject to change without advance notice.

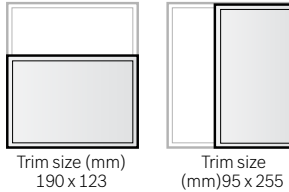
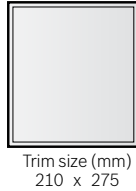
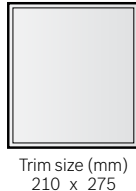
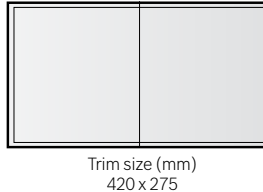
About Messe Frankfurt New Era Business Media

With professional recognition and 20+ years experience, Messe Frankfurt New Era Business Media (MFNE, formerly a&s Group) is regarded as a well-known and trusted partner for the security industry. Leveraging the resources of quality editorial coverage and analysis, interactive digital platforms, exhibitions and events, MFNE provides optimal marketing options in both global and regional markets to meet the needs of security players.



ADVERTISING RATES & SPECS

Print Price List (USD, tax excluded)

Half page	Inside Regular			
1 issue	1450			
2-3 issues	1350			
4-6 issues	1250			
Full page	Inside Regular	Page 2 - 16		
1 issue	2450	3450		
2-3 issues	2350	3200		
4-6 issues	2200	2860		
Full page	Inside front cover	Inside back cover	Back cover	
1 issue	4300	3750	5100	
2-3 issues	4100	3550	4850	
4-6 issues	3850	3200	4650	
Spread page	Inside Regular			
1 issue	4300			
2-3 issues	4100			
4-6 issues	4000			

Note:

- 10% additional charge for preferred placement of a Full Page inside regular AD; 15% additional charge for half page placement.
- The price is effective from 1 January – 31 December 2015.
- AD file format: Mac preferred / Resolution: 350 dpi
- AD applicable software: Illustrator CS4 (Outline creation is needed) / Photoshop CS4 / InDesign CS4
- AD saved in TIFF (in CMYK) / PDF (only high-resolution, print-quality) / PSD / EPS

Digital Price List (USD, tax excluded)

AD Options		Price (USD)
Top Banner	1	\$1,000/week
Article Highlight	2	\$1,200/week
Banner A	3	\$800/week
Banner B	4	\$700/week
Sponsor Post	5	\$600/week
Feature Video	6	\$600/week
Banner C	7	\$500/week
E-newsletter Advertorial		\$300/week
E-blast Service		\$3,000/per time

Ad options from 1 – 7 will display on homepage.



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