



Media Pack 2017

Get in touch with the most influential professionals
in the security printing industry.





Editorial overview

Keesing Journal of Documents & Identity (KJD&I) is a bi-monthly specialist magazine for and by users, developers and suppliers in the field of security documents, security printing, banknotes and identity management. Experts from all over the world offer a unique source of information and insight, featuring gripping articles and sharp analyses on trends in areas such as biometrics, e-passports, security printing and banknotes. KJD&I is a well-known and respected journal within the industry, providing its readers excellent information on the latest developments. Since 2003 there has not been a better specialist magazine for thousands of industry and government professionals worldwide. An annual subscription to KJD&I consists of 3 regular and 3 special issues. It is also possible to order a single copy (of previous issues).

Editorial Calendar 2017

Publication date	Journal	Ad submission
16 February 2017	Issue 52	1 December 2016
14 April 2017	Overview of Banknotes	1 February 2017
15 June 2017	Issue 53	3 April 2017
15 Augustus 2017	Overview of Travel Documents	1 June 2017
16 October 2017	Issue 54	3 August 2017
15 December 2017	Annual Report: Identity Management	1 September 2017
15 February 2018	Issue 55	1 December 2017

Regular Issues

- New security features
- E-passports, biometrics and chips
- Printing techniques and testing
- Border management

Special Issues

- Overview of the world's Travel Documents
- Overview of the world's Banknotes
- Annual Report Identity Management
- Excellent overviews including thumbnail images

Readership & Circulation

KJD&I reaches a projected readership of thousands of professionals at government institutions, immigration and border control authorities, financial institutions, Central Banks, security printers and suppliers to the security document and identity management industry.

- Distributed in more than 100 countries
- A regular issue has a circulation of 3,000 copies
- A special issue has a circulation of 5,000 copies
- KJD&I is distributed at dozens conferences and events worldwide

Maximum
impact on
your target
audience



Readers

On a global scale	by organization	by department
36% Western Europe	31% Government institutions	30% Corporate Management
14% Eastern Europe	22% Financial institutions	21% Marketing / Sales
14% North America	14% Security Printers	14% Security
8% Oceania	13% Other Industry Participants	16% R&D
12% Africa	7% Consultants	19% Other departments
11% Asia	7% Suppliers	
5% South & Central America	6% Service industry	

Advertising

Are you looking for the best way to get in touch with the most influential professionals in the security printing industry? Advertising in KJD&I gives you the opportunity to reach this specific target market. Advertising space is available from EUR 1,975.

KJD&I is an editorially led publication that has a strictly limited amount of advertising in each issue. Therefore, your advertisement will be prominent and have maximum impact on your target audience.

2017 Rates

Display advertising rates	Regular issue	Special issue
Full page (vertical)	EUR 2,800	EUR 3,950
Half page (horizontal)	EUR 2,000	EUR 2,800

Premium positions

Display advertising rates	Regular issue	Special issue
Outside back cover	+20%	+20%
Inside front cover	+15%	+15%
Inside back cover	+10%	+10%

Direct Response Card

With a direct response card you place your company center stage, while opening direct dialogue through a very simple reply mechanism.

- 1 x Black/white response card 150mm x 100mm EUR 1,975

Special Offers

- 2 Ads ordered simultaneously = 5% discount
- 3 Ads ordered simultaneously = 10% discount
- 4 Ads ordered simultaneously = 15% discount
- 5 Ads ordered simultaneously = 20% discount

2017 Special

Your full page advert in every 2017 KJD&I edition (6 ads) for only EUR 15,000 (regular price EUR 20,750)

Technical Specs

Sizes

- Full page (vertical) 202 mm x 266 mm
- Half page (horizontal) 202 mm x 133 mm
- Bleed 5 mm around
- Bleed 5 mm around
- Delivery size 212 mm x 276 mm
- Delivery size 212 mm x 143 mm

It is imperative that the artwork is supplied including the bleed. Artwork supplied as EPS (fonts embedded or supplied) or printable PDF.

Rates

Prices are exclusive of VAT and any costs incurred due to unclear instructions with submitted material. Extra costs made for the production of the sponsored cover will be charged to the advertiser.

Cancellation clause

Cancellation permitted only before the first of the month prior to issue date. Cover positions are non-cancellable.

Publishers Protective Clause

The publisher reserves the right to cancel or reject any advertising at any time, and to add the word 'advertisement' at the top of any copy which in the publisher's opinion simulates editorial matter and might be misleading the reader. The publisher will not be bound by any conditions, printed or otherwise, appearing on order blanks or copy instructions when such conditions conflict with the regulations set forth in the rate card.

General conditions

Please refer to our website for our general conditions.

www.keesingtechnologies.com



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