

# 2008



## EDITORIAL CALENDAR

**ACCESS CONTROL  
& SECURITY SYSTEMS®**

**GOVERNMENT SECURITY®**

### EDITORIAL EXCELLENCE



Larry Anderson has eleven years of experience in the security industry and more than 28 years of journalism experience— including 20 years of experience as the editor of high-tech business and trade publications.

Larry Anderson, Editor  
(770) 618-0118  
Fax: (770) 618-0204  
landerson@securitysolutions.com

He graduated with a degree in journalism from Georgia State

University and has received numerous awards for editorial excellence.

### EDITORIAL MISSION

The Access Control & Security Systems family of publications is expanding in lockstep with the heightened awareness and increasingly prominent profile of security in the corporate, institutional and government arenas. In 2008, our coverage will address the vital needs of readers who are faced with a torrent

of evolving security issues — from the growing influence of information technology to the shifting threats of a changing world.

Our feature articles offer on-site reports from a team of professional journalists. We cover all facets of security, with solid, unbiased reporting, exclusive research and investigative reports. Our emphasis is on the important role of technology as a security tool, and how it can be incorporated into an overall security strategy.

Access Control & Security Systems and Government Security, along with our Web sites and e-newsletters, provide the information that security professionals must have to secure and defend our nation's people, facilities and resources. Our award-winning redesign has retooled and reformatted our flagship publication for today's busy reader.

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# EDITORIAL CALENDAR

## ACCESS CONTROL & SECURITY SYSTEMS

Month Closing & Material Date	Cover Story/ Technology Focus	Vertical Market Focus	IT & Network Focus	Product Focus	In Every Issue	Value-Added Opportunities/ Bonus Circulation
<b>JANUARY</b> 12/3/07	Research and Development Update	Corrections	Wireless Connectivity	<ul style="list-style-type: none"> <li>• Locks</li> <li>• Software</li> </ul>	Access control, convergence, network-related products, digital video	First Monday email newsletter <b>Profiles in Technology Section</b>
<b>FEBRUARY</b> 1/6/08	Integrating Security With Building Systems	Hospitals and Health Care	IT User Spotlight	<ul style="list-style-type: none"> <li>• Video Cameras</li> <li>• Perimeter Security</li> </ul>	Access control, convergence, network-related products, digital video	First Monday email newsletter
<b>MARCH</b> 2/4/08	Biometrics	Banking and Financial Construction	Smart Cards	<ul style="list-style-type: none"> <li>• Visitor Management</li> <li>• Wireless/Network Products</li> </ul>	Access control, convergence, network-related products, digital video	First Monday email newsletter Intent to Purchase Leads <b>Bonus Circ:</b> ISC West
<b>APRIL</b> 3/5/08	Video Analytics	Specifiers/Contractors	Identification Systems	<ul style="list-style-type: none"> <li>• Cards and Readers</li> <li>• Fire and Life Safety</li> </ul>	Access control, convergence, network-related products, digital video	First Monday email newsletter <b>Bonus Circ:</b> GovSec, PSA Security
<b>MAY</b> 4/4/08	The Next Level of Convergence	Schools and Universities	Networking Technologies	<ul style="list-style-type: none"> <li>• Metal Detectors</li> <li>• Cables/Connectors</li> </ul>	Access control, convergence, network-related products, digital video	First Monday email newsletter <b>Bonus Circ:</b> CT/ST
<b>JUNE</b> 5/5/08	Security's Role in The Corporation	Transportation	IP Technology Supplement	<ul style="list-style-type: none"> <li>• Biometrics</li> <li>• Guard Booths/Housing</li> </ul>	Access control, convergence, network-related products, digital video	First Monday email newsletter <b>Bonus Circ:</b> Buildings NY
<b>JULY</b> 6/6/08	Integration Trends	Public Events	Asset Protection	<ul style="list-style-type: none"> <li>• Smart Cards</li> <li>• Building Systems</li> </ul>	Access control, convergence, network-related products, digital video	First Monday email newsletter Intent to Purchase Leads
<b>AUGUST</b> 7/8/08	Professional Development/ Security Education	Food Supply/Agriculture	IT User Spotlight	<ul style="list-style-type: none"> <li>• Card Readers</li> <li>• Control Room Consoles</li> </ul>	Access control, convergence, network-related products, digital video	First Monday email newsletter
<b>FALL</b> 6/20/08	<b>Security Industry Technology Guide</b> — combined circulation of <i>Access Control &amp; Security Systems</i> and <i>Government Security</i>					<b>Discounts on Listings &amp; Logos</b>
<b>SEPTEMBER</b> 8/5/08	Security Director of the Year	Enterprise and Corporate Security	Encryption	<ul style="list-style-type: none"> <li>• Night Vision Cameras</li> <li>• Communication</li> </ul>	Access control, convergence, network-related products, digital video	First Monday email newsletter <b>Bonus Circ:</b> ASIS
<b>OCTOBER</b> 9/5/08	The Impact of Networks	Schools and Universities	Corporate Cyber-Crime	<ul style="list-style-type: none"> <li>• Turnstiles and Revolving Doors</li> <li>• Video Storage</li> </ul>	Access control, convergence, network-related products, digital video	First Monday email newsletter Intent to Purchase Leads <b>Bonus Circ:</b> ISC East
<b>NOVEMBER</b> 10/3/08	Software's Role in Integration	Retail Security	Internal Threats	<ul style="list-style-type: none"> <li>• Access Control Systems</li> <li>• Guard Tour Systems</li> </ul>	Access control, convergence, network-related products, digital video	First Monday email newsletter
<b>DECEMBER</b> 11/4/08	Return on Investment/ Product of the Year 2008	Hotels and Casinos	Protecting the Data Center	<ul style="list-style-type: none"> <li>• IP Video Systems</li> <li>• Card Printers</li> </ul>	Access control, convergence, network-related products, digital video	First Monday email newsletter

## GOVERNMENT SECURITY

Month Closing & Material Date	Main Feature	Technology Feature	Product Focus	In Every Issue	Value Added Opportunities/ Bonus Circulation
<b>JAN/FEB</b> 1/6/07	Transportation Security	Emergency Response/ Interoperability	<ul style="list-style-type: none"> <li>• Video cameras</li> <li>• Perimeter Security</li> </ul>	Access control, convergence, network-related products, digital video	First Monday email newsletter
<b>MAR/APR</b> 3/5/08	State/Municipal Government Security	Digital Video	<ul style="list-style-type: none"> <li>• Card Printers</li> <li>• Software</li> </ul>	Access control, convergence, network-related products, digital video	First Monday email newsletter Intent to Purchase Leads <b>Bonus Circ:</b> GovSec, ISC West
<b>MAY/JUN</b> 5/5/08	Port Security	Visitor Management	<ul style="list-style-type: none"> <li>• Biometrics</li> <li>• DVRs and NVRs</li> </ul>	Access control, convergence, network-related products, digital video	First Monday email newsletter <b>Bonus Circ:</b> Buildings NY
<b>JUL/AUG</b> 7/8/08	Critical Infrastructure	Photo ID/Badging	<ul style="list-style-type: none"> <li>• Fire and Burglar Alarms</li> <li>• Guard Booths</li> </ul>	Access control, convergence, network-related products, digital video	First Monday email newsletter <b>Bonus Circ:</b> ASIS
<b>FALL</b> 6/20/08	<b>Security Industry Technology Guide</b> — combined circulation of <i>Access Control &amp; Security Systems</i> and <i>Government Security</i>				
<b>SEPT/OCT</b> 9/5/08	Homeland Security Update	Access Control	<ul style="list-style-type: none"> <li>• Locks</li> <li>• Smart Cards</li> </ul>	Access control, convergence, network-related products, digital video	First Monday email newsletter <b>Bonus Circ:</b> ISC East
<b>NOV/DEC</b> 11/4/08	Border Security	Perimeter Security	<ul style="list-style-type: none"> <li>• Guard Technologies</li> <li>• Night Vision Cameras</li> </ul>	Access control, convergence, network-related products, digital video	First Monday email newsletter

## Beyond the Printed Page

### ONLINE & INTERACTIVE

Interactive marketing campaigns surrounding relevant content engage your customers, position your brand and create measurable results. Sponsor any of the subjects in the Editorial Calendar through one of our many online vehicles. Editorial topics may be featured, expanded upon and presented through the following online channels (right).

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# Who's Who

with **ACCESS CONTROL & SECURITY SYSTEMS**  
and **GOVERNMENT SECURITY**

## ADVERTISING CONTACTS

**Gregg Herring, Publisher**  
(770) 618-0333  
Gregg.Herring@penton.com

**Marty McCallen, Associate Publisher**  
(919) 567-8166  
Marty.McCallen@penton.com

**Karen Blandford-Anderson,  
Eastern Sales Manager**  
(603) 432-9290  
Karen.Anderson@penton.com

**Tim Lyons, Western Sales Manager**  
(913) 981-6131  
Tim.Lyons@penton.com

**Gary Kazmier, Classified Sales  
Manager**  
(800) 443-4969 Ext. 4  
Gary.Kazmier@penton.com

## EDITORIAL CONTACTS

**Larry Anderson, Editor**  
(770) 618-0118  
landerson@securitysolutions.com

**EDITORIAL OFFICE**  
6151 Powers Ferry Road NW  
Suite 200  
Atlanta, GA 30339-2941

Visit [SecuritySolutions.com](http://SecuritySolutions.com) for editorial guidelines

## OTHER CONTACTS

**Chris MacAdam, Ad Production**  
(913) 967-1809  
Fax: (913) 967-1629  
Chris.MacAdam@penton.com

Visit [www.pentonads.com](http://www.pentonads.com) for the Digital Ad Resource Center.

## 2008 INDUSTRY EVENTS

FOSE	Washington, DC	April 1-3	(202) 772-5738	<a href="http://www.fose.com">www.fose.com</a>
ISC West	Las Vegas, NV	April 2-4	(800) 840-5602	<a href="http://www.iscwest.com">www.iscwest.com</a>
GovSec	Washington, DC	April 23-24	(800) 524-0337	<a href="http://www.govsecinfo.com">www.govsecinfo.com</a>
PSA Security	St. Charles, IL	May 5-9	(303) 252-8607	<a href="http://www.psasecurity.com">www.psasecurity.com</a>
CT/ST	Orlando, FL	May 13-15	(800) 803-3424	<a href="http://www.ctst.com">www.ctst.com</a>
Buildings NY	New York, NY	June 11-12	(888) 334-8702	<a href="http://www.buildingsny.com">www.buildingsny.com</a>
ASIS	Las Vegas, NV	September 15-18	(703) 519-6200	<a href="http://www.asisonline.org">www.asisonline.org</a>
ISC East	New York, NY	October 29-30	(800) 840-5602	<a href="http://www.isceast.com">www.isceast.com</a>

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