

# 「smartPerimeter.ai」

## **The Leading Perimeter Safety And Security Media And Marketing Platform**

Connect with over 250,000 Buyers and Resellers in the \$20 Billion US market through our e-Newsletter, Website, Webinar and email marketing programs.

## Welcome to smartPerimeter.ai

Welcome to your marketing partner for reaching the perimeter safety and security market. Now there is a leading voice that cuts through the noise with targeted, results-driven marketing that aligns with your business objectives. Our outcome-designed media model ensures that your investment delivers measurable results. And maximizes your important brand visibility, engagement and conversions. Our subscribers rely on smartPerimeter.ai for insights and resources to do their jobs, find solutions, and make purchase decisions.

You can rely on us to connect you with them through our unequaled reach and unequaled response. Advertisers are realizing a 4.5% click-through rate and averaging over 500 contact leads per advertisement.

From our highly-read e-Newsletter to our Perimeter Education Track with ISC and SIA, our focus informs and connects professionals, thereby increasing resilience to build safe and security perimeters. Benefit from our unique and vital media and marketing platform. And contact us to discuss editorial and marketing ideas to grow your business.

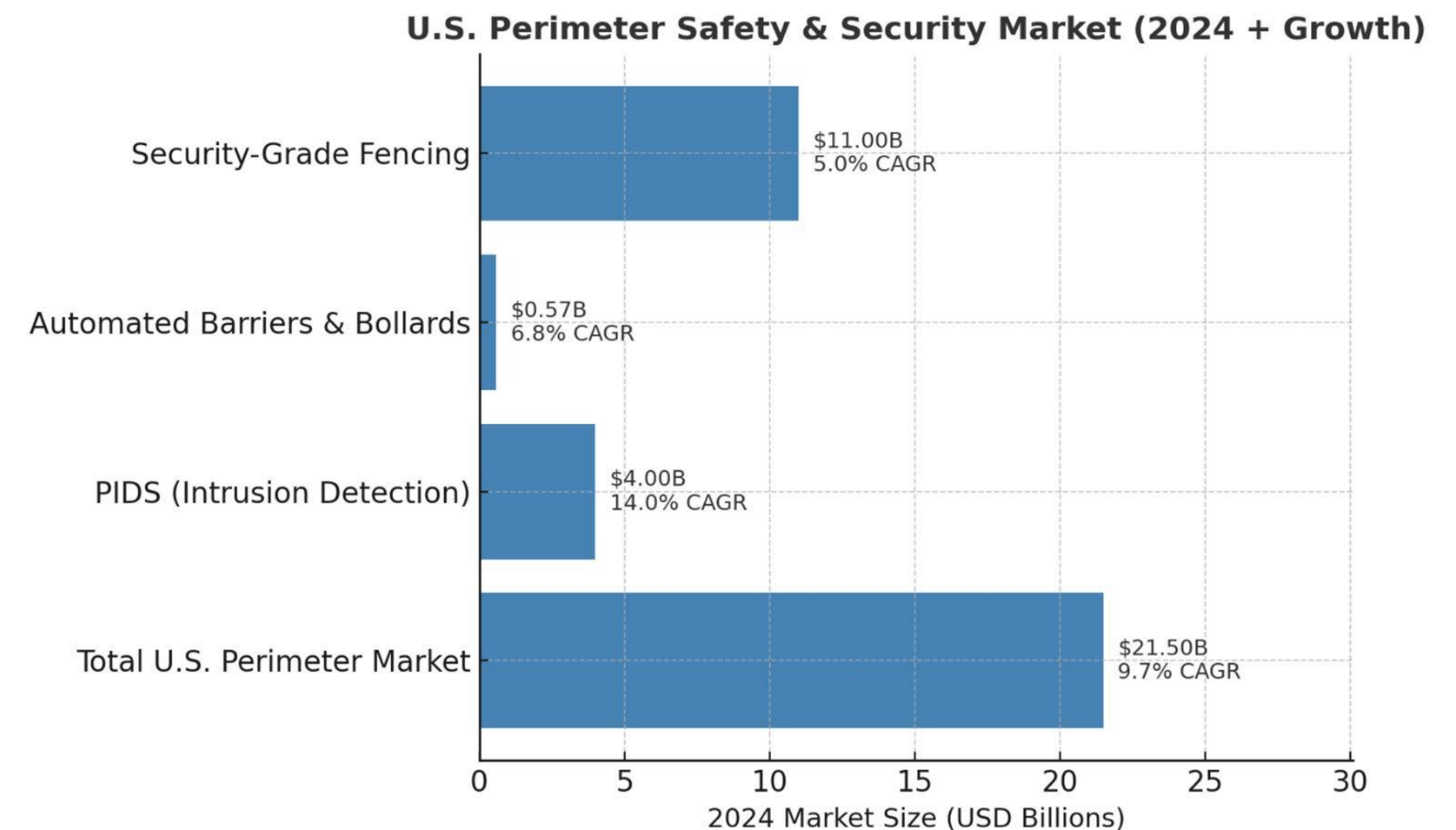
*Mark McCourt*



Mark McCourt  
Publisher  
smartPerimeter.ai

smartPerimeter.ai estimated a **\$20–23B** U.S. perimeter safety & security market in 2024, expanding near **10% CAGR**. This represents about 32.4% % of the global perimeter security market calculated at \$66.41. The fastest growing segment is PIDS at 14.0% CAGR.

**We're focused on getting you your share!**





## smartPerimeter.ai is The Industry Standard for Perimeter Safety & Security Buyers and Resellers.

### Mission:

smartPerimeter.ai works with our marketing partners to position your brand and solutions, promote your unique and vital value to create market awareness, interest and buying action across our audience of over 250,000 safety & security professionals.



### Position:

smartPerimeter.ai's market matrix

**Perimeter Physical Safety & Security:** Each category focuses on the products, their primary functions, typical applications, and key features.

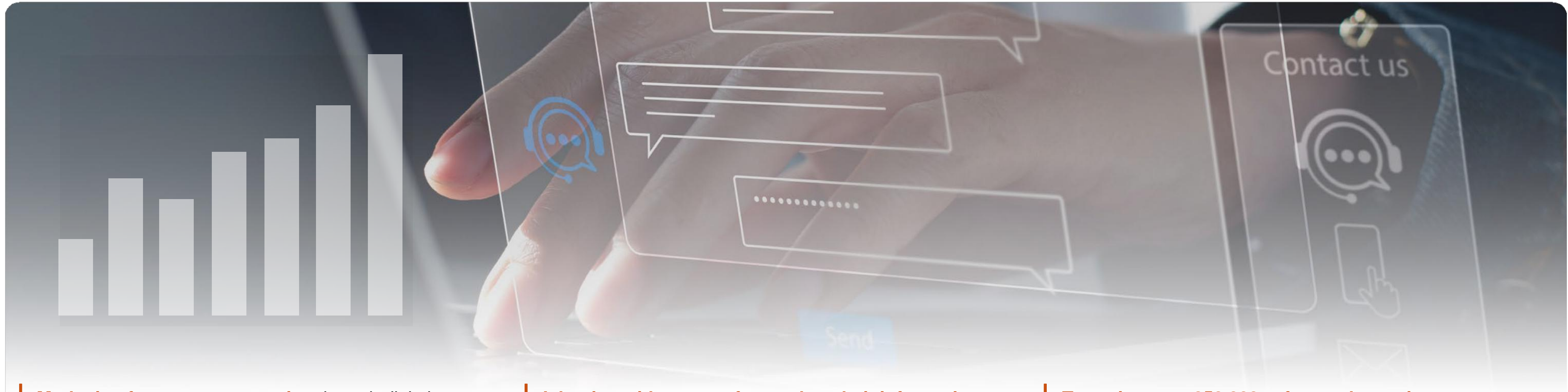
- Access Controls
- Barriers
- Surveillance
- Intrusion Detection
- Integration and Infrastructure

**Perimeter Communications:** The distinct advantages for various security and safety contexts is explored and exemplified.

- Wired
- Wireless
- Security-Specific
- Redundancy and Back-up
- Integration and Security



## smartPerimeter.ai's Audience Reach and Engagement



**Marketing for customer creation** through digital platforms surveils and shares contact information, intent and behavior for your target prospects.

**It begins with content focused on their information needs**, understand and make buying decisions about perimeter safety and security strategy, best practices, name brands, products and product integrations, and risk assessment-based outcomes.

**Targeting over 250,000 safety and security professionals** in the perimeter market with targeted editorial content and advertising, your investment is met with high readership, interest and response.

**Over 18% open rate** for every e-Newsletter.

**Every ad averages 375+ leads.**



## smartPerimeter.ai's Marketing and Media Solutions:



**e-Newsletter:** Subscribers rely on this e-Newsletter as their perimeter safety and security information source. Not only a monthly read but the e-Newsletter is posted online as an important resource.



**Webinars:** We work with you to customize a program, target audience and successful outcome by leveraging our 250,000-contact database, editorial expertise and marketing capabilities.



**Education:** Partnering with ISC and the Security Industry Association, we created and produced the Perimeter Security Education Track at ISC East and West, enabling our marketing partners unique speaking opportunities.



**E-blast Program:** Leveraging our database gives you an effective and efficient solution to reach buyers and generate brand and product awareness plus capture contact information.



**Social Media:** smartPerimeter.ai gives you additional reach through LinkedIn, X, Facebook, and Instagram as part of your marketing and media partnership program.



**The smartPerimeter.ai Awards:** Recognizing The Best in Perimeter Safety and Security Leadership, Products and Projects. Join the ONLY program recognizing important perimeter safety and security contributors.

**smartPerimeter.ai is the industry leader in audience, readership and click-thru activity for perimeter safety and security content and advertising.**

The smartPerimeter.ai e-Newsletter provides subscribers with useful and actionable information resulting in an industry leading 5% CTR.



## Reach and Engagement

### Enterprise Organizations

#### BUSINESS/INDUSTRY

Industrial/Manufacturing  
 Energy/Utilities  
 Information Technology/Data Centers  
 Construction/Real Estate/Property Management  
 Logistics/Supply Chain/Distribution/Warehouse  
 Health Care/Medical Centers/Hospitals  
 Ports (Land, Sea, Air, Rail)  
 Transportation  
 Retail /Restaurants  
 Government (Federal/State/Local)  
 Education (K-12/University)  
 Finance/Banking/FinTech  
 Arena/Venue/Hospitality/Casino/Attractions  
 Agriculture

### Security Channels

#### RESELLER / CHANNEL PARTNERS

Distributors  
 System Integrators/Resellers  
 Specifiers:  
 Architects/Engineers/Consultants  
 Manufacturer's Representatives

**Total reach 250,000  
 qualified  
 professionals**

**150,000** verified contacts  
**100,000** reached via social/digital media



## The smartPerimeter.ai e-Newsletter

### Focused Content. Engaged Opt-in Readers. Responsive Buyers.

Position your Brand, Products and Services as leaders in front of perimeter safety & security decision-makers with our exclusive editorial and marketing opportunities.

Subscribers rely on this e-Newsletter as their perimeter safety and security information source. Not only a monthly read but the e-Newsletter is posted online as an important resource.

The e-Newsletter includes our regular Trends column, News from the Edge section, and 5 Questions for smartPeople interview. Plus, these unique and vital departments:

- Key Sectors focusing on high crime targeted markets
- Critical Infrastructure looks at the best practices in DHS's 13 defined areas
- Access Control/Intrusion Detection Technology and Applications
- Identity Management: Technology and Applications
- Infrastructure and Integration: The latest in Power to Layered Solutions
- Special Events/e-Newsletters: Including our ISC Education Tracks and smartPerimeter Awards



2026 Editorial Calendar

SmartPerimeter.ai eNews	January	February	March	April	May	June
Critical Infrastructure (DHS)	Critical Manufacturing	IT	Energy: Electricity & Oil	Transportation Systems: Air	Water/Wastewater	Transportation Systems: Rail
KeySectorFocus	Logistics/Supply Chain	Schools & Campuses	Data & Communications Centers	Construction	Public Safety/Storefront	Vehicle Yards
Access Control/Intrusion Detection	Fencing/Bollards/Barriers	Video Analytics	Drones & Drone Detection	Gate Systems	Mantraps and Sallyports	Remote Guarding
Identity	Physiological Biometrics	New Identity Solutions	Is the Badge Dead?	Behavioral Biometrics	All They Carry	Voice/Speech Biometrics
Infrastructure & Integrations	Solar Power	Alarm Monitoring/Central Stations	VSOC Unified Management	Power at the Edge	Mobile Solutions	Virtual/Physical ID
Special Events/Reports	Best of ISC West					
Events	Smart Perimeter Award Nominations		ISC West/smartPerimeter Education	smartPerimeter.ai Nominees Announced		

Monthly Sections/Columns:  
Trends  
5 Questions for smartPeople  
News from the Edge

\*Subject to change



2026 Editorial Calendar

SmartPerimeter.ai eNews	July	August	September	October	November	December
Critical Infrastructure (DHS)	Government Faciliites	Defense IndustrialBase	Commercial Facilities	FinancialServices	Transportation Systems: Road	2026 CIForecast
KeySectorFocus	Retail Theft	Stadiums/Venues/Arenas	Healthcare & Hospitals	Cannibis/Agricultural	Intermodals	Sea Ports
Access Control/Intrusion Detection	WeaponsDetection	KeyControl	Motion/Vibration Sensors	GunShot/GlassBreak	Buried Cable Sensors	Alarm Systems
Identity	Vehicle ID/LPR	CredentialManagement	Stolen IDDefense	Mobile Credentials	Weapons/Objects/Packages	IDand the Law
Infrastructure & Integrations	Wireless Communications	EmergencySystems	False Alarm Reduction	Wireless Communications	Emergency Notification	Smart Fences
Special Events/Reports		The smartPerimeter Awards			ISCEast/SmartPerimeter Education	
Events		The smartPerimeter Awards Announced				

Monthly Sections/Columns:  
Trends  
5 Questions for smartPeople  
News from the Edge

\*Subject to  
change

e-Newsletter Rate Card

e-Newsletter: Rate Base 38,000

Advertising Unit:	Size:	1X	6X	12X
Body Banner #1	600x100	\$1250	\$1150	\$1050
Body Banner #2	600x100	\$1125	\$1025	\$925
Body Banner ROS	600x100	\$1000	\$900	\$850
Top Right Hand Banner	300x250	\$1125	\$1025	\$925
Right Hand Skyscraper Banner	160x600	\$1375	\$1275	\$1175

Specifications: e-Newsletter banners must be static .jpg or .gif files only. Maximum file size is 50KB. Animated .gif files are not acceptable. Banner position may vary slightly depending on final content.



## Website Rate Card

Advertising Unit:	Size:	Rate:
#1 Top Left Skyscraper Banner	300x600	\$2700
#2 Top Right Skyscraper Banner	300x600	\$2700
#3 Left Skyscraper Banner	300x600	\$2300
#4 Right Skyscraper Banner	300x600	\$2300
#5 Left Box Banner	300x250	\$2000
#6 Right Box Banner	300x250	\$2000
#7 Left Body Banner	300x250	\$1900
#8 Right Body Banner	300x250	\$1900

Specifications: website banners must be static .jpg or animated .gif files only. Maximum file size is 75KB per banner. Banner position may vary depending on final content.





## Webinars – Tell Your Story and Position Your Brand Before Your Competitors Do!

smartPerimeter.ai's Webinar Program connects your unique and vital messaging directly with the Perimeter Safety and Security Market. With our database of over 250,000 decision-makers and powerful marketing communications program, you generate brand awareness, product fit and quality contacts to nurture and build into relationships.

Our editorial, expert technical and marketing teams partner with you to create a powerful and compelling program including content, promotion, engagement, and contact management.

### **smartPerimeter.ai Webinars start at only \$6,000 and include:**

- Customized and Branded content and marketing elements to aggressively promote your brand and products.
- A 45-minute multi-media presentation including an interactive Q&A session.
- A smartPerimeter.ai Moderator
- Customized registration, confirmation and reminder pages and communications
- Archived on smartPerimeter.ai and licensed for your use

Additional fee-based services include lead nurturing and management programs.





## Education – ISC Perimeter Security Education Track

smartPerimeter.ai



smartPerimeter.ai in partnership with ISC (Reed Expo), The Security Industry Association, is sponsoring a new Perimeter Safety and Security Education Track. will receive an exclusive panel and a powerful smartPerimeter.ai marketing program.

- Your Exclusive ISC Education Session
- Custom Marketing & Advertising Program
- Speaker Registration and Program Support



## smartPerimeter.ai Reaches Verified Perimeter Safety & Security Professionals... You Bring the Solutions

### smartPerimeter.ai is Where the Perimeter Industry Meets Its Market

The U.S. perimeter safety and security market is now a \$18B+ sector—growing at over 10% annually. From data centers to utilities, smart cities to stadiums, the demand for physical perimeter protection is surging.

**smartPerimeter.ai** is the media platform built to serve this market—and deliver it to you.

We reach and engage the influencers across architecture, engineering, construction, integration, and enterprise security.

### What You Get with Direct email marketing to our qualified database:

- Access to verified targeted industry professionals
- Your promotional material or our professionally created HTML
- Real-time reporting on opens and CTRs

### Who You Can Reach:

#### Enterprise-buyers Across 15 Unique Sectors:

Agriculture	Industrial/Manufacturing
Arena/Venue/Hospitality/Casino/Attractions	Information Technology/Data Centers
Construction/Real Estate/Property Management	Logistics/Supply Chain/Distribution/Warehouse
Education (K-12/University)	Ports (Land, Sea, Air, Rail)
Energy/Utilities	Retail /Restaurants
Finance/Banking/FinTech Government	Transportation
(Federal/State/Local)	<b>Reseller Partners</b>
Health Care/Medical Centers/Hospitals	



### The Channel: Distributors, System Integrators and Resellers Specifiers: Architects, Engineers, Consultants

#### Want to get in front of perimeter buyers now?

**smartPerimeter.ai** offers it qualified database for direct marketing at \$325/1000 contacts. This includes customized list selection, email platform, open and CTR metrics. The minimum list purchase is only 2,000 names.

**Contact Kent Beaver at [kent.beaver@verizon.net](mailto:kent.beaver@verizon.net) for more information.**

See you on the perimeter.  
— smartPerimeter.ai  
Media for Perimeter Safety & Security Professionals



## Social Media

Your important marketing programs are also published on leading social media platforms for additional reach, recognition and lead generation as a part of your marketing partnership with smartPerimeter.ai.





## The smartPerimeter.ai Awards: Who are the Leading Buyers and Resellers in Perimeter Safety & Security?

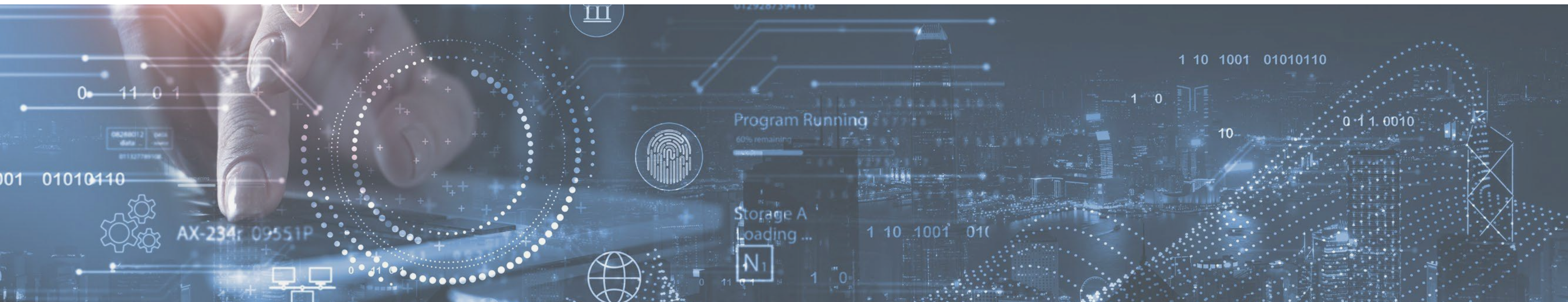
smartPerimeter.ai Awards Program recognizes the People, Companies, Solutions and Projects making a difference in our market. The 2026 Schedule is:

**January:** Award Program Categories, Details and Nomination Process

**April:** Nominations Deadline

**August:** smartPerimeter.ai Award Winners Announced

**November:** smartPerimeter.ai Awards Reception at ISC East





# 「smartPerimeter.ai」

**Publisher** | [mark@smartPerimeter.ai](mailto:mark@smartPerimeter.ai) · [610.390.7139](tel:610.390.7139)

**Sales Manager** | [Kent.Beaver@verizon.net](mailto:Kent.Beaver@verizon.net) · [310.927.4475](tel:310.927.4475)