



「smartPerimeter.ai」

2025 Q4 Promotion

Advertise in the #1 Perimeter Security Newsletter

Reach over 250,000 Perimeter Safety & Security Leaders

The smartPerimeter.ai newsletter is highly read by subscribers with over 50% open rates. And advertisers are getting results from a 4.9% click-through rate.

— Advertising Performance Report, August 2025

smartPerimeter.ai unites the builders, sellers and buyers in the \$20B US Perimeter Safety & Security market with laser-targeted content that engages readers with unique and vital information. Only smartPerimeter.ai provides the resources and solutions buyers need to do their jobs.

smartPerimeter.ai is the market megaphone for perimeter safety and security solution providers. Raise your volume here:

Reserve your space today!

SPECIAL Q4 OCTOBER AND NOVEMBER/ DECEMBER PACKAGE:

Your Banner Ad will appear in the October and November/ December newsletters and on the smartPerimeter.ai Website through 12/31/2025 at a **special \$2,500 rate**.

PLUS, you will receive First Right of Refusal for your advertising position in 2026.

smartPerimeter.ai 2025 Q4 Promotion

THE OCTOBER NEWSLETTER SPECIAL EDITORIAL FEATURES!

Vehicle Storage Yards: Vehicle Theft, Parts Theft, Vandalism, and Unauthorized Access all contribute to the high risk faced by this sector. Beyond property and asset losses, business resilience is highly compromised as a result of not stopping crime. The best solutions and case studies are explored.

Intermodals: Why is Intermodal Cargo Theft Surging? Intermodal shipments are most vulnerable to theft while containers sit stationary in rail yards, depots, and switching terminals. smartPerimeter.ai explores the strategies and technologies that are preventing crime.

Identity: Speeding people through airports with curb to couch using advanced identify solutions is on the rise. The best practices to ensure privacy, compliance, and customer success are detailed.

Access Control: All About Gates. Managing vehicle entry and exit is a vital part of effective security and efficient business operations. Smart Gates layer solutions to ensure safety and security results.

5 Questions for Smart People: Larry Bowe, CEO, PureTech Systems.

Special Event Co: ISC East PERIMETER SECURITY EDUCATION TRACK

Sponsored and Produced by smartPerimeter.ai in partnership with The Security Industry Association & ISC East. smartPerimeter.ai will sponsor and produce the First SIA Perimeter Security Education Track at ISC East this November 18-20, 2025, at the Jacob Javitz Convention Center in NYC.



Reach your buyers in perimeter safety and security!



Why smartPerimeter.ai?

The Media & Marketing Megaphone for the \$20B U.S. Perimeter Safety & Security Market

- **Vital, Purpose-Built Content** – 100% focused on perimeter safety & security
- **Unequaled Reach** 38,000+ and growing!
- **Powerful Readership** – Over 50% open and read the Newsletter
- **High Engagement** – 4.5% average click-through on ads and editorial.
- **Advertiser Results** – 500+ qualified leads per banner ad, including prospect’s emails
- **Market-Defining Community** – Where builders, sellers & buyers connect and buy.

October Newsletter Rate Base 38,000

Advertising Unit:	Size:	CPM	1X	3X	6X
Body Banner #1	600 x 100	\$50.00	\$1,250.00	\$1,150.00	\$1,050.00
Body Banner #2	600 x 100	\$45.00	\$1,125.00	\$1,025.00	\$925.00
Body Banner ROS	600 x 100	\$40.00	\$1,000.00	\$900.00	\$850.00
Top Right Hand Banner	300 x 250	\$45.00	\$1,125.00	\$1,025.00	\$925.00
Right Hand Skyscraper Banner	160 x 600	\$55.00	\$1,375.00	\$1,275.00	\$1,175.00

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.

smartPerimeter.ai 2025 Q4 Promotion

smartPerimeter.ai Newsletter Circulation

BUSINESS/INDUSTRY			JOB TITLE/FUNCTION	
Enterprise Organizations	Total	Percent	Safety & Security Executive & Business Management	Facilities, IT and Operations Management & Staff
Industrial/Manufacturing	4160	10.90%	2980	1180
Energy/Utilities	5120	13.42%	3255	1865
Information Technology/Data Centers	3180	8.33%	2168	1012
Construction/Real Estate/Property Management	2384	6.25%	1749	635
Logistics/Supply Chain/Distribution/Warehouse	3179	8.33%	2349	830
Health Care/Medical Centers/Hospitals	1653	5.28%	1306	347
Ports (Land, Sea, Air, Rail)	3724	9.76%	3150	574
Transportation	1036	2.71%	932	104
Retail /Restaurants	1830	4.80%	1466	364
Government (federal/State/Local)	1730	4.53%	1168	562
Education (K-12/University)	1011	2.65%	893	118
Finance/Banking/FinTech	834	2.19%	610	224
Arena/Venue/Hospitality/Casino/Attractions	1147	3.01%	873	274
Agriculture	327	0.86%	212	115
TOTAL ENTERPRISE ORGANIZATIONS	31315	82.06%	23111	8204
Security Channel				
Distributors	315	0.83%	315	0
System Integrators/Resellers	5213	13.66%	3975	1238
Specifiers: Architects/Engineers/Consultants	1190	3.12%	822	368
Manufacturer's Representatives	128	0.34%	128	0
TOTAL SECURITY CHANNEL	6846	17.94%	5240	1606
TOTAL CIRCULATION	38161	100.00%	28351	9810

Key Dates:

- Reserve your space TODAY. Closing date is **October 24, 2025**
- Materials due by **October 27, 2025**
- Issue deploys **October 29, 2025**

To secure your editorial and advertising placements, contact:

Publisher:
mark@smartperimeter.ai
610.390.7139

Sales Manager:
Kent.Beaver@verizon.net
310.927.4475



smartPerimeter.ai 2025 Q4 Promotion

YEAR-END NOVEMBER / DECEMBER NEWSLETTER SPECIAL EDITORIAL FEATURES!

Active Shooter Defense Planning: Stopping an active shooter starts at the perimeter with identify and demands strategy, technology and processes for surveillance, analysis, communication, and response. We explore the solutions being deployed by businesses, educational, government and healthcare institutions before shooters reach their doors.

Water Utilities: Dams, Reservoirs, Treatment Facilities. Municipal Water Services: The persistent threat of vandalism, sabotage, and criminal activities against water utilities can heavily disrupt metropolitan areas. This special feature focuses on how risk assessments are leading to the implementation of smart fences and barriers, electronic security, and aerial patrols to ensure public safety and facility resilience.

Identity: At the Borders: The United States has land, water and air borders that require constant vigilance and defense. How is the federal government expanding its coverage, intelligence and tracking to sort identities quickly, accurately and electronically? We found out.

Access Control: Emergency Services Facilities: Superior physical security, especially for public safety facilities like police and fire stations is necessary to ensure resilience and reliability for the stakeholders. The best solutions are presented.

5 Questions for Smart People: Dennis Crowley, COO, Asylon.

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- Materials due by **December 4, 2025**
- Issue deploys **December 9, 2025**

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