

Analysis

GIT SECURITY is the security publication with the largest distribution in the EMEA market (20,000 copies)

GIT SECURITY is targeting 50-50: 50% in the distribution channel for security products (distributors, installers, system integrators, planners and consultants / see breakdown distribution channel) **and 50% end-users of security products in key branches** (security officers, heads of departments, project managers, facility managers and IT specialists / see breakdown end-users)

Circulation Breakdown

Copies per Issue	Copies
Print Run	20,000
Total circulation	19,580

Breakdown of GIT SECURITY EMEA coverage

Country / Region	% or Circulation
Total Circulation	20,000
Middle East	15
Germany	14
United Kingdom	12
Russia	10
Nordic Countries	6
Africa (exc. SA)	6
France	5
Spain	4
Italy	4
Poland	3
Benelux	3
Switzerland	2
Czech Republic	2
South Africa	1
USA	1
Other countries	12%

Breakdown END-Users

Section	%
Retail	20%
Transportation	16%
Banking/Finance	14%
Sport/Leisure	12%
Manufacturing Industry	10%
Airport Services	10%
Education	8%
Government/Critical Infrastructure	7%
Energy & Water	3%

Breakdown Distributors

Section	%
Installers	33%
Wholesalers/Retailers	27%
Integrators	23%
System Vendors	10%
Planners	7%

Scope Print + Online

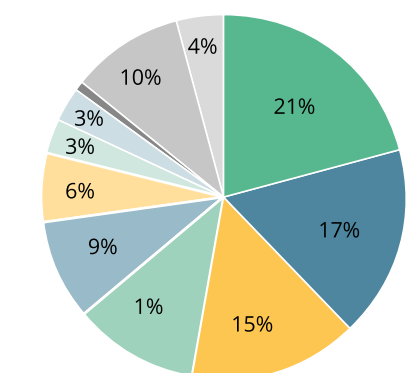
(Date: 31.08.2020)












	Copies/ Followers
Print	20,000
Digital/Social Media*	
www.git-security.com (monthly users)	3,500
LinkedIn	5,942
Twitter	446
Newsletter (DOI**)	1,200
Scope total	31,088

* Sum of followers in our Editorial Team

** DOI = Double-Opt-In: Every user is personally registered with a double opt in procedure which is why our opening rates are above 50 percent

Geographical Distribution



 Central Europe	 Scandinavia
 Eastern Europe	 Africa
 Middle East	 Asia
 Western Europe	 Americas
 Southern Europe	 Trade Shows
	 Archive/Specimen Copies