

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, contractors 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%

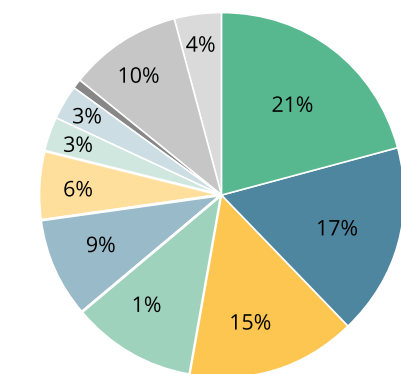
Breakdown Distributors

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

Scope Print + Online	Copies/ Followers
(Date: 31.08.2021)	
Print	20,000
Digital/Social Media*	
www.git-security.com (monthly users)	5,900
LinkedIn	14,679
Twitter	2,143
Newsletter (DOI**)	1,096
Scope total	43,818

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