

# > 2024 Advertising Information

# SIC

## Cybersecurity, information security and privacy



## ABOUT US

SIC Cybersecurity, information security and privacy is, since 1992, the information security and IT systems security widest read magazine in Spain. Directed to CISOs, CIOs and other information security manager profiles, this **Ediciones CODA** publication serves as a cohesion tool for its professional readers in Spanish.

The magazine contents are focused on cybersecurity and risk management from the technical, organizational and regulations perspectives.

Moreover, Ediciones CODA promotes and organizes other specialized events like **Securmática**, **Respuestas SIC**, **Espacio tiSEC**, **Tendencias SIC** and **IdentiSIC**, likewise **ÁgoraSIC** Cybersecurity Knowledge Center.



\* Ask for a free issue

## SIC READERS

- CISOs
- CSOs
- CIOs
- DPOs
- Information Security Administrators
- Compliance Managers
- Privacy Managers
- IT Managers
- AI Managers
- Business Continuity Managers (BCM)
- Network and Systems Administrators
- Area Development Managers
- Information Control Managers
- Anti-fraud and money laundering office managers
- SecDevOps Areas
- Internal and External Security Auditors
- IT Security Consultants
- Academics and Researchers
- Digital Business Manager

SIC's current print run is 5000 copies

## INDUSTRIES

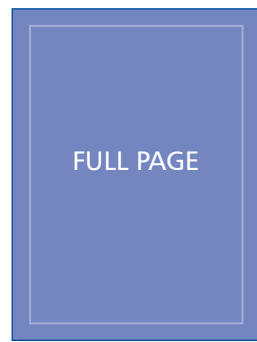
- Aerospace
- ASPs
- Banking
- Chemical industry
- Computing
- Construction
- Distribution
- Electric
- Electronics
- Energy
- Finance / Fintech
- Food and beverages
- Government
- Investigation (Research, Development and Innovation)
- Insurance
- ISPs
- Motoring
- MSPs
- Oil & Gas
- Pharmaceutical
- Professional Associations
- Sector forums & Clusters
- Strategic and essential critical Infrastructures
- Telecommunications
- Telecoms. Operators
- Tourism
- Transports
- Other institutions and independent contractors

## GEOGRAPHICAL DISTRIBUTION

- Madrid: 51%
- Barcelona: 22%
- Other provinces: 18%
- Europe: 3%
- Latin America: 6%

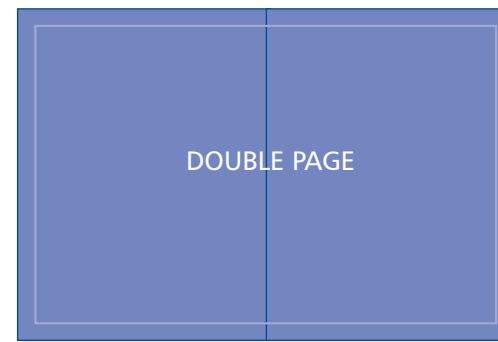
## 2024 ADVERTISING RATES

>PAGE SIZE (in millimeters, width x height) SIC's paper size: DIN A4 (210 x 297)



> Full Page	<b>1.980 €</b>
> Back Cover	<b>3.400 €</b>
> Inside Front Cover	<b>2.600 €</b>
> Inside Back Cover	<b>2.300 €</b>

Bleed 210 x 297  
Spot 185 x 262



Bleed 420 x 297  
Spot 370 x 262

> Inside Front Cover + Next Page	<b>3.850 €</b>
> Standard Double Page	<b>3.450 €</b>

\* VAT not included

### > ADVERTISING DELIVERY

All advertising material and artwork should be received in electronic format with the next specifications:

- 300 dpi resolution life-size
- TIF, PDF (high resolution) or EPS files
- CMYK colour separation

### > FLYERS

Oriental rates

Flyers size should not exceed 200 x 285

> 1 Page	<b>3.700 € / 4.700 €</b>
> Diptych	<b>4.700 € / 5.700 €</b>
> Triptych	<b>5.700 € / 6.700 €</b>

## 2024 ADVERTISING RATES

### > GENERAL CONDITIONS

- VAT not included.
- Advertisement campaign (5 insertions): 15% discount.
- Agency discount: 10%.
- Preferred position extra charge: 20%.
- Final advertisement design and artwork will be on the advertiser, with the exception of a previous agreement.
- All material supplied must be of the advertisers property or be legally allowed by its owners.
- All content and design of flyers and advertisement material should be supplied well in advanced for its checking and admission.
- Other formats or sizes would require a previous consultation.
- Before their publication, the contracted insertions should comply with SIC Magazine's advertising general conditions.

### > ADVERTISING DEADLINE

SIC Magazine is an every two month publication

Editions	Booking deadline	Material deadline
February	January 16 <sup>th</sup>	January 25 <sup>th</sup>
April	March 14 <sup>th</sup>	March 25 <sup>th</sup>
June	May 16 <sup>th</sup>	May 24 <sup>th</sup>
September	July 12 <sup>th</sup>	July 26 <sup>th</sup>
November	October 16 <sup>th</sup>	October 24 <sup>th</sup>

### > TECHNICAL SPECIFICATIONS

- 175 lines per inch
- Printing process: CTP offset
- Colour separation: four-colour (CMYK)
- Internal paper: 60 grs. stucco
- Cover paper: 200 grs. stucco with 1 side laminated.
- Binding: paperback

### > DELIVERY ADDRESS AND CONTACT

**Rafael Armisen / Fernando Revilla**

Marketing & Advertising  
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## WEB ADVERTISING

SIC Magazine offers the possibility of contracting advertising placements at the publication website ([www.revistasic.com](http://www.revistasic.com)), in order to increase companies digital visibility on the IT market.



Interstitial



### > ORIENTATIONAL RATES LIST

Option A. 920 x 114 pixels banner (200 Kb maximum) \*

Placement	15 days	1 month	3 month
Home page	730 €	1150 €	2400 €
Other pages	490 €	730 €	1770 €

Option B. 225 x 225 pixels banner (130 Kb maximum) \*

Placement	15 days	1 month	3 month
Home page	560 €	940 €	1880 €
Other pages	420 €	680 €	1040 €

Option C. Temporary floating banner (ask for sizes) \*

	15 días	1 mes
	890 €	1510 €

Option D. Interstitial \*

	15 days	1 month
	1250 €	1770 €

\* jpg or gif formats

VAT not included

**Audience Data**  
(by month)

Unique users	13526
Visits	62484
Pages	140585



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