

# Information Security

## ИНФОРМАЦИОННАЯ БЕЗОПАСНОСТЬ

Publications  
www.itsec.ru

InfoSecurity Russia 2013

TB Forum 2014

ALL-OVER-IP 2013

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WWW.GROTECK.COM

**Groteck**  
Business Media

Information  
Security Magazine

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Buyers' Guide

www.itsec.ru

Business Events

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# IT & INFORMATION SECURITY PROJECT

- 6 editions of Information Security Magazine per year. Circulation: 10 000 print copies each time full IMAG version of each edition
- Annual IT Security Buyers' Guide. Circulation: 10 000 print copies + full IMAG version
- Website [www.itsec.ru](http://www.itsec.ru) – over 2000 unique visitors per day
- **IS Weekly E-Bulletin** (e-mailed each Thursday) - current and most relevant Information Security and IT news
- **IS Weekly E-Newsletter** (e-mailed each Tuesday and Thursday) - companies' news, product news, industry events updates
- **InfoSecurity Russia 2013** - the only business event in Russia with 10 years history in the fields of Information Security, Data Storage, Document Management and e-Government: subjects represented at the show cover all aspects of IT industry, so it is very flexible event for IT specialists.
- **TB Forum 2013** - traditional networking event for security suppliers and the largest end-users in Russia, attracting 15,000+ leading security and IT professionals from over largest Russia's regions. Product Areas of the show include Information Security, Networks Security, Data Storage, Biometrics, Cryptography and other IT-solutions.



**Alexander Vlasov**  
Business Development  
Executive  
[int@groteck.ru](mailto:int@groteck.ru)

“ Our mission is to support all the main industry events of the year in Russia.  
In 2012, the project highlighted over 30 industry events.”



# SPECIALIZED EDITIONS

## Information Security Magazine



**Frequency: 6 times per year**  
**Circulation: 10 000 copies**

**Information Security Magazine** - is circulated amongst key purchasers of Information Security products and solutions in Russia and CIS.

Builds professional relations and forms strong reputation to its advertisers. Provides the

market players with up-to-date and professional information.

The recipients of the Magazine are no nonsense professionals with budget authorization and a desire to purchase quality products.

The Magazine covers an extensive range of specialized products. Our critical analysis of technology and products provide security managers with a guide for budgeting and purchasing decisions, and how to navigate the security market. And, our policy and process and technology guides provide security managers with knowledge of how to implement best practices and tools for securing IT assets and measuring performance and effectiveness. 'Information Security' Magazine is an indispensable guide for any security manager and executive charged with protecting information assets and reducing risk. Particular attention is paid to innovative solutions now available on the market. The qualified team of experts provides reliable analyses of all developments.

## IT Security Buyers' Guide



**Frequency: Annual**  
**Circulation: 10 000 copies**

**IT Security Buyers' Guide** - IT Security Buyers' Guide - specialized and fully dedicated to different applications of IT products and systems: typical solutions, integrated solutions, equipment and systems, specialized services and many other actual information.

Market analysis from leading businessmen, discussions of the key-specialists, case studies form leading market vendors. Annual table-book for those who are interested to buy and implement modern IT solutions at their enterprisers.

Through the '**IT Security Buyers' Guide**', manufacturers and suppliers may reach potential purchasers of their products. Our research indicates that buyers refer to the guide multiple times throughout the year and so is a powerful means through which purchasers may be influenced. Our trends reports, case studies and industry-leading exposes provide security managers with insight into how their peers are addressing and solving key security issues. The Guide covers an extensive range of IT security products, from computer systems to IT security audit tools. Particular attention is paid to innovative solutions now available to the market. The Guide is comprehensive and easy to use, with well-structured references making it straightforward to locate the desired product.



**Olga Rytenkova**  
 Editor,  
 Telecom  
 & IT Group  
[rytenkova@groteck.ru](mailto:rytenkova@groteck.ru)

■ ■ The editions' tasks are to help the consumer to orient by the choice of IT and IS systems and services, as well as to contribute to the search of reliable business partners. ■ ■



**Gennady Emelyanov**

Head of the Chair, Association  
 of Information Protection Head  
 of IT Security Magazine  
 Supervisory Board

■ ■ IT Security Magazine, IT Security Buyers' Guide, [www.itsec.ru](http://www.itsec.ru) website and Information Security Weekly e-newspaper cover fully the latest developments, hardware, software and solutions by the leading Russian and foreign manufacturers. I'm sure the publications will be an indispensable desk reference for any user of information security systems. ■ ■

PRINT

## Information Security Magazine and IT Security Buyers' Guide

- Building an effective information security management system;
- Providing business continuity;
- Making feasibility study of implementing information security management systems.

The solutions to these challenges can be found in the Magazine by the heads of security agencies, information security departments, economic security agencies, IT and telecom departments, the heads of HR departments, chief financial officers.

### Editions Cover:

- Case studies of information security systems implementation and support;
- Product reviews;
- White papers;
- Complex solutions by the best manufacturers and integrators;
- Researches of the Russian IT security market;
- Exclusive interviews with key specialists of the industry;
- Analyses by the leading market experts.

IT Security Buyers' Guide is a comprehensive reference on typical solutions and the only guide in Russia on the products and systems certified for use.

This is a perfect tool to form a reliable reputation and support the customer's choice.



**Natalya Rokhmistrova**

Chief- Coordinator  
of IT Security Project  
rohmistrova@groteck.ru

Every Groteck publication is supported by its digital analogue (iMAG). Advertising in a print publication, the advertiser gets additional placement of the info in the digital publication. This enables interested readers to go to the company website directly from the Magazine e-pages. Thus, the number of potential customers increases substantially, and so does the ROI.



Advertisement



Article



Expert opinion/Interview



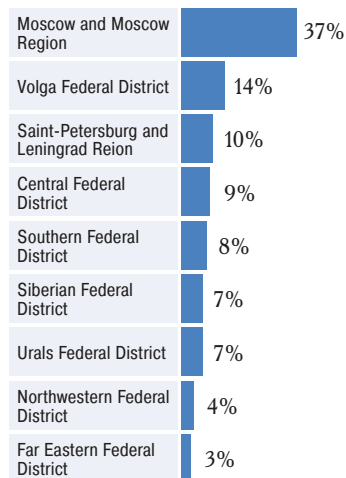
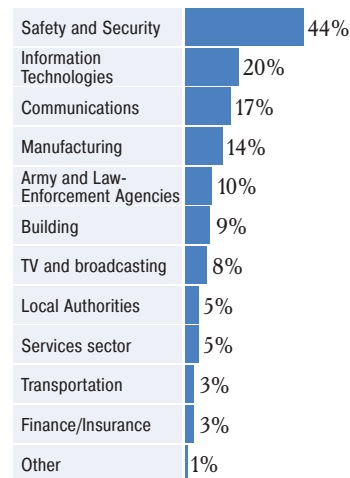
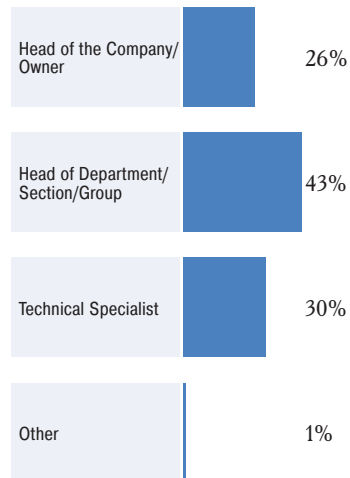
Product Info



Company Info



## AUDIENCE

Subscribers  
by Regions:Subscribers  
by Industry Sector:Subscribers  
by Job Titles:

**Anna Ipatova**  
Head of Circulation Department  
[int@groteck.ru](mailto:int@groteck.ru)



The total amount of readers for one publication of Information Security Magazine reaches 53 000 security executives and decision-makers in Russia and CIS.

Among them are:

Those reading the print edition:

10 000 x 3,7 = 37 000 professionals\*

\*3,7 is an average reading index for one magazine copy (each copy is applied to by several professionals within the company, from the technician to a decision-maker).

Those reading the digital edition (IMAG): 16 000 professionals



The total amount of readers for one publication of IT Security Buyers' Guide reaches 55 000 security executives and decision-makers in Russia and CIS.

Among them are:

Those reading the print edition:

10 000 x 3,4 = 34 000 professionals\*

\*3,4 is an average reading index for one magazine copy (each copy is applied to by several professionals within the company, from the technician to a decision-maker).

Those reading the digital edition (IMAG): 21 000 professionals

# EDITORIAL CALENDAR

IS Mag #1 February 28	IS Mag #2 April 22	IS Mag #3 June 10	IS Mag #4 September 23	IS Mag #5 October 28	IS Mag #6 December 23
<b>IN FOCUS</b>					
Integration of technologies for information security in the delivery of public services	Legislation and business realities - who will win?	Review of major leakage of corporate information	Counteraction to fraud: advanced methods and technologies	Protection of personal data in social networks	Threats of 2014: what really threatens business
<b>RULES AND REGULATIONS</b>					
Clouds under conditions of the Russian legislation	Problems of electronic signatures certification	PCI DSS projects : how to reconcile the requirements of business and the regulators?	Incidents in RBS (Remote Banking Systems) and investigation	Effective protection of the private data under conditions of the Russian legislation	Licensing in the field of information security
<b>SPECIAL</b>					
<b>CLOUD COMPUTING</b>	<b>EDP</b>	<b>DLP</b>	<b>MOBILE SECURITY</b>	<b>CYBER WAR</b>	<b>DATA-SYSTEMS</b>
The practical use of cloud technologies: global trends and new tools	EDP (Electronic Document Processing) standardization and regulation	DLP: resistance to internal malefactors and insiders	The use of mobile devices for a qualified electronic signature	Cyberwar: confrontation with the state or the fight of "business sharks"	Data Center and continuous data protection
Cloud Security: Myths and reality, ensuring the safety and security-as-service	Providing legal value of the electronic document processing	Can DLP work in the cloud?	BYOD methodology - inevitable trend of the corporate sector development	Cyber threats and cyber warfare: statistics, practice of counteractions and forecast	Should we outsource IS department or build our own secure data center?
	The use of digital signatures in electronic documents	Features of construction of DLP-systems	RBS security for mobile clients		Specificity of information security threats and protection against them in the data center
Readiness of the market in Russia and CIS to the clouds, or that hinders the development of?	PKI technology in EDP		Protection and management of the mobile enterprise communication	Overview of the largest cyber attacks in 2013	The issue of trust: how to decide on the transfer of data to another data center?
The differences in the information security models IaaS, PaaS and SaaS: Russian Reality	What awaits the market for electronic documents In 2013?	Comprehensive protection of the perimeter - DLP solution	Overview of threats to mobile OS	The strategy and tactics of cyber warfare	How to ensure the protection of personal data in the data center? Who is responsible?

# EDITORIAL CALENDAR

How to build the infrastructure cloud security		DLP market: 2012 results, 2013 trends, 2014 outlook		Control of cyberspace: Who will win: hackers or legislators?	
<b>JOB</b>					
Overview of the labor market in the IT- and IS-industry	The level of education of specialists and high demands of employers: Who wins?	How much does CISO cost?	Transformation: CIO to CISO	Do Russian CISOs correspond to the CISOs from other world countries?	How does the modern CISO look like - prospects for 2014
<b>TECHNOLOGY</b>					
Advanced data storage technology	Security of automated systems: PCS, SCADA, etc.	Providing security of private data for the federal services in electronic form	What are the differences in the IS models IaaS, PaaS and SaaS: Russian Reality	The features of the virtual secure networks	Are the tracking programs of employees effective?
<b>Securing Networks</b>					
How to effectively protect against DDoS-attacks	Present and future of storage networks (SAN)	Smart networks for SORM (systems of operative investigation actions)	Firewalls of the new generation	Social networks - a threat to corporate networks	How to secure wireless enterprise network perimeter?
<b>ACCESS CONTROL</b>					
How to ensure the control of IT- administrators, and third parties?	Secure mobile access to employees (BYOD - Bring Your Own Device)	Identification and authentication of clients in e-commerce	Intrusion detection and prevention in the enterprise	The organization of effective access control to information resources	Removable media security
<b>CRYPTOGRAPHY</b>					
Questions of cryptographic protection of personal data	Mechanisms of encryption and a unified trust space to electronic signatures	PKI technology development in Russia	Quantum cryptography: Yesterday, Today, Tomorrow	The role of technology-based public key infrastructure in addressing the personal data protection	Certified means of the cryptographic information protection
<b>MANAGEMENT</b>					
Automation of Vulnerability Management	Unified Threat Management Systems	Identity and Access Management	How to improve the service of information security?	Database Management Systems	Business Continuity - Information Security Incident Management

# AD RATES

## Advertising opportunities in IT Security Buyers' Guide (annual)

Standard Positions	
1 product info module (picture + technical characteristics)	Euro 605
2 product info modules (picture + technical characteristics)	Euro 1078
3 product info modules (picture + technical characteristics)	Euro 1539
Additional module placement	Euro 330
Full page of AD	Euro 1924
Full page of Article	Euro 1924
Double Page Spread of Article	Euro 2860
Special Positions	
2-nd Cover	Euro 3079
3-rd Cover	Euro 2749
4-th Cover	Euro 3849
Double Page Spread Before the Table of Contents	Euro 3959
1-st page in the Table of Contents	Euro 2903
2-nd page in the Table of Contents	Euro 2793

## Advertising opportunities in Information Security Magazine (periodical)

Standard Positions	
Double Page Spread	Euro 3465
Full page	Euro 1925
Half page	Euro 1018
Special Positions	
2-nd Cover	Euro 3099
3-rd Cover	Euro 2884
4-th Cover	Euro 3259
Double Page Spread Before the Table of Contents	Euro 3795
Right page in the Table of Contents	Euro 2503
Advertising Articles	
Additional page (more than 2 pages)	Euro 1252
Full page	Euro 1692
Double Page spread	Euro 2671



**Natalya Rokhmistrova**

Chief- Coordinator  
of IT Security Project  
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# ALL-OVER-IP BUSINESS FORUM 2013

## HOT TOPICS:

- IP Networks • Video Analytics • Video Surveillance
- Access Control & Fire Alarms • Building Automation
  - Transportation Security • Safe City Projects
- Communication Solutions for Banks & Finances
  - IP Telepresence for Enterprises
- Additional Businesses for Security Installers
- New Businesses for Telecom Operators

## ALL-OVER-IP Business Forum

is the No. 1 networking event in Russia for IT, security and telecom professionals.

**ALL-OVER-IP Business Forum =  
2 Days + 2 Pavilions**

## WHO & WHY PARTICIPATES: Vendors, distributors and system integrators,

who are willing to gain access to Russian customers with 70% of purchasing budgets for IP solutions and educate an influential audience of IT and security professionals.

- Show innovative and cost-effective solutions.
- Network with maximum pre-qualified visitors.
- Use a digital promotional package during the year.
- Gain access to well-informed and higher-motivated visitors.
- Get higher brand presence and promotion among customers.
- Obtain the audience invited to specific exhibitors' requirements.



**Murat Altuev,**  
ITV | AxsonSoft:

“ We love All-over-IP for its atmosphere and infrastructure. They

are based on an extensive seminar programme and non-stop networking. There are a lot of traditional exhibitions where you should wait for visitors to come and see your products. A great deal of speaking and discussion opportunities is a unique All-over-IP advantage.”



**Andrey Miroshkin,**  
Grotex  
Business Media:

“ The Russian IP market continues to demonstrate a dramatic growth.

Different kinds of video applications remain to be the key market driver. Among them are video surveillance, videoconferencing, telepresence, Unified Communications. All of those were introduced by global vendors who used a range of remarkable improvements implemented at AOIP 2012.”



**Olga Fedoseeva,**  
Grotex  
Business Media:

“ The year 2012 proved All-over-IP Forum by Grotex Business Media to

be the premiere event in the Russian IT and security market. Excellent seminar and conference program. Only top-management on the suppliers' side. Decision-makers interested in purchasing. Global experts and personalities.”



**2500+** top managers and senior engineers

**120+** booths of market leaders

**40+** seminars by key vendors and system integrators

## ALL-OVER-IP AWARD

**40%** of All-over-IP exhibitors use speaking opportunities to increase their ROI

**75%** of All-over-IP stand space for 2013 was rebooked by the end of 2012

**90%** of IP solutions sales in Russia are made by All-over-IP exhibitors

## NEW TOPICS:

- Cloud Services and Applications
  - Storage • Unified Communications
- Modernization of Industrial IT Infrastructure • Challenges of Expanding in Russia

**20-21 November 2013**  
Moscow, Sokolniki Expo  
<http://eng.all-over-ip.ru>  
[int@grotek.ru](mailto:int@grotek.ru)

# INFOSECURITY RUSSIA 2013



Infosecurity Russia is the only event that enables visitors to gather vital information about the latest trends and developments in IT security, exchange ideas shop for products and services to create secure solutions. Infosecurity Russia provides the fastest route to market for current products or services and is the perfect face-to-face promotional platform, with a captive audience who have immediate purchasing budgets. Connect directly your with your market and build on current or new partnerships in the vibrant and buzzing atmosphere of Infosecurity Russia.

## HOT TOPICS:

• Antivirus • Virtual Infrastructure • Cloud Services and Applications • Identity & Access Management • Information & Storage Management • DLP, SaaS, VPN • Business Continuity • Unified Communications • Network Storage • Virtualization • Docflow • eGovernment • Communications & Mobility • Architectures For Business • Transformation • Data Centre Optimisation • Network Optimisation • Consumerization Of IT • WAN Optimisation •

**Infosecurity Russia** – sister event of Infosecurity Europe, Netherlands and Belgium - is an ideal platform for products and solutions promotion, business development, market study, and meetings with IS and IT professionals from all over Russia and other countries.

Annually the Show gets together leading market players from all over the world, which states the status of International event. For last 8 years the Show got strong position in the world event's calendar.

Infosecurity Russia 2012 has introduced the most advanced technology trends to 5547 Russian professional buyers. Along with well recognized products and services for improving business operations, information security, IT, communications and collaboration practices, Infosecurity Russia 2012 exhibitors showcased the newest technology and solutions that will increase their market share at a larger scale in 2–3 years from now.

- 5500+** top managers and senior engineers in IT, networks and information security discussions
- 200+** leading vendors and distributors
- 180+** seminars and round table discussions
- 100+** keynote presentations
- 40+** events in expo area integrators

## ITSEC AWARD

**25-27 September 2013**  
Moscow, Crocus Expo

<http://eng.infosecurityrussia.ru>  
[info@grteck.ru](mailto:info@grteck.ru)



**Olga Kalinkina**  
Marketing  
director at RET

RET supported the InfoSecurity Russia show 2012 as a sponsor. This was a deliberate

choice as the show with such a big potential and great history is one of the biggest events on the Russian IT security market. This year Organizer's targets have been achieved with a great number of professionals attended. This makes us believe the Infosecurity Russia 2013 will make even greater success! The conference with five thematic sections has attracted crowds of professionals as the keynote speeches were hot and interesting. //



**Andrey Moskvitin**  
Information security  
expert at Microsoft

The exhibition is one of the most important industry events, and to attend it and deliver a speech is a great joy for me. The show is run on a very decent level. This is a great chance to meet so many fans of IT in one place and to learn the latest news from your partners, integrators and customers. //



**Lada Safarova**  
Softline

By taking part in InfoSecurity Russia, we aimed at exchanging experience and competences, as well as demonstrating our latest achievements. This is why our participation was interesting and fruitful. //



**Dmitry Kostrov**  
Technology  
security  
department at MTS

At the show, I meet many of my colleagues who

I can hardly meet with in any other place. Moreover, I'm here to see the new developments existing on the market. I think the organizers are doing their best. I like everything at the event. A thoughtful approach! //

# TB FORUM 2014

## SECURITY & SAFETY TECHNOLOGIES



### HOT TOPICS:

- Video surveillance (analog, IP, hybrid)
- Access control • Integrated security solutions
- Electronic components in security systems
  - Fire & Intrusion alarm systems
- Data protection in communication channels
- Information storage and transfer security
  - Biometric security systems

A traditional networking event for security suppliers and the largest end-users in Russia, TB Forum 2013 becomes the major display of security innovations.

Attracting **15,000** leading security and IT professionals from 70 largest Russia's regions, this exposure allow global vendors to reach 3 critical goals:

1. Increase brand awareness among key Russian buyers.
2. Find reliable partners and distributors.
3. Reduce risks of entering the Russian market.

**15000+** leading security and IT professionals from 70 largest Russia's regions

**220+** exhibitors from over 10 countries

**50+** events within Workshop and Keynote Theaters

**250+** meter Transportation Pavilion

Supported by:

**20+** Supporting ministries and national departments

**70+** Russian and global media

### TB FORUM AWARD

#### INDUSTRY FOCUS:

- Security systems and solutions
- Security solutions for communication and information
- Anti-terror security for critical infrastructures
- Transportation Security

**12-15 February 2014**  
Moscow, Crocus Expo

<http://eng.tbforum.ru>  
[int@groteck.ru](mailto:int@groteck.ru)



**Andrey Miroshkin,**  
**Groteck**  
**Business Media:**

“ The beginning of the year is the best time to show innovative products

and solutions which are especially demanded by Russian corporate customers as well as the government. The highly informative, but carefully structured TB Forum 2013 environment allows to showcase technology advantages thoroughly and reach the customers, making them well-informed before the show opens.”



**Vladimir Danilin,**  
**Minister**  
**Of The**  
**Transportation,**  
**Moscow Region:**

“ The one that the organizer of

the event is GROTECK – for me this is the statement of the event high quality.”



**Pavel Melnikov,**  
**HSBC Bank:**

“ I have no doubts whether to participate in the

events, organized by Groteck or not due to their high practical value. Firstly, the problems discussed are always on top. Secondly, you can adopt real practices. Thirdly – you can generate new leads with the colleagues in field.”

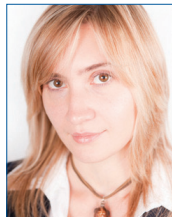
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