



XI Международная выставка InfoSecurity Russia 2014. Итоги

6467	информационных технологий
4378	компаний
187	экспонатов
226	выставочных стендов
136	выставочных залов
18000	посетителей



2-3 октября в Москве с большим успехом прошла XI Международная выставка InfoSecurity Russia 2014. В рамках мероприятия состоялось более 100 семинаров, конференций и мастер-классов.



Текст

10 ключевых правил для безопасности вашей се...



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www.infosecurityrussia.ru

Information Security

ИНФОРМАЦИОННАЯ БЕЗОПАСНОСТЬ

2015

Тенденции 2014, перспективы 2015

Мировые тенденции в области информационной безопасности в 2014 году были связаны с ростом кибератак и утечек данных. В России также наблюдается активное развитие рынка информационной безопасности.



Итоги Всероссийской научной конференции ОАО "Концерн "Системпром"

Всероссийская научная конференция ОАО "Концерн "Системпром" прошла успешно. В рамках мероприятия были представлены последние достижения в области информационной безопасности.

Премия ЗУБР: определены лучшие продукты и решения в категории "Информационная безопасность"

В рамках премии ЗУБР были определены лучшие продукты и решения в категории "Информационная безопасность". Победителями стали компании, представившие инновационные решения.

10 Years of Success Business on Russian IT Security Market

Information Security is

the only industry media of its kind for those IT security professionals who share common interests and are ready to make the world more technically advanced and protected at the same time.



- 6 issues of Infosecurity Russia magazine per year, with circulation of 10,000 copies each number
- Information support of major industry events throughout the year
- General media partner of InfoSecurity Russia exhibition attracting 6,000+ IT security professionals
- Strategic information partner of Security & Safety Technologies Forum powered by Intersec attracting 15,000+ IT security professionals

- Web-portal www.itsec.ru – 40,000+ unique visitors per month
- Recognized persons of the industry
- Leading IT security companies
- E-version of the magazine
- Market encyclopedia
- All industry news



Magazine

www.itsec.ru

InfoSecurity Russia

T5 Forum powered by Intersec

Contacts

The magazine readership includes:

Heads of IT security services, heads of IT departments responsible for information security, heads of economic security services, heads of ICT departments, HR directors, industry specialists, CFOs.

The magazine provides answers to the following questions:

- ✓ How to build an efficient infrastructure to protect corporate data?
- ✓ How to ensure business continuity?
- ✓ How to develop a feasibility study for deploying IT security appliances and systems?



The magazine highlights:

- ✓ Results of studies of different information security market segments;
- ✓ Recommendations on choosing the best equipment offering comparative technical features in technical overviews;
- ✓ End-to-end solutions by the best vendors and system integrators;
- ✓ Deployment and operating practices by consuming enterprises;
- ✓ Exclusive interviews with key persons of the industry;
- ✓ Efficient solutions that help meet typical and non-standard challenges;



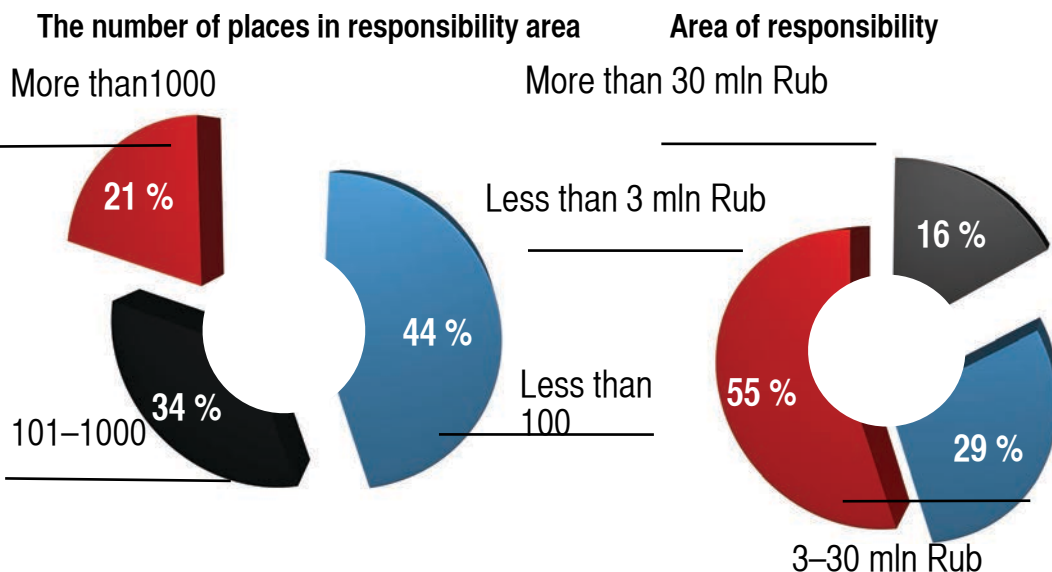
Dmitry Kostrov

Director of ICT
department at
NVisionGroup

"I'd like to thank the editorial team of the Information Security magazine for its precise, interesting and even hot editorial policies. The magazine covers problematic issues and offers the ways to settle them, involving recognized experts to highlight both technical means of data security and organizational issues. Moreover, attracting representatives of government bodies and business enables to highlight challenges from different angles. Good luck to you. Keep it up!!"

The magazine readership

	Readership of 1 Issue		Readership of A Year		On-line Readership of a Year	
	thousand people	%	thousand people	%	thousand people	%
Moscow	4100	41%	22200	37%	42200	47%
St. Petersburg	1000	10%	6000	11%	19300	26%
Russia	4900	49%	31800	52%	23500	29%



The magazine readership

Subscribers by industry	%	Subscribers by positions held	%
Information security	44%	CEO/company owner	26%
Information technologies	28%	Head of department/division/group	43%
Manufacturing	21%	Technical expert	30%
Finance	14%	Other	1%
Government	9%		
Building construction	9%		
Retail	14%		
Telecommunications	19%		
Transport	5%		
Other	4%		

Statistical data of November 21, 2014

Magazine

Advertising

Main block

Format	Size	Price, Euro (VAT is not included)
1 Page	215x275	1925
2 Pages	430x275	3465
1/2 Page	180x275	1018

Special Placement

2nd Cover	215x275	3099
3d Cover	215x275	2884
4th Cover	215x275	3259

Advertising and editorial articles

1 Page	5000	1692
2 Pages	10000	2671
Additional page surpassing 2 pages		1252
Page spread in front of contents		3795
Right page in the content (2 positions)		2503

Special project

1 page for AD article	215x275	1184
1 page for AD artwork	215x275	1346

* Prices are indicated in conditional currency units, without VAT

**КОНТРОЛЬ И ЗАЩИТА
В ЛЮБЫХ ОБСТОЯТЕЛЬСТВАХ**

**Kaspersky Security для бизнеса
Время серьезных решений**

С ростом числа используемых устройств и приложений ценные данные компании подвергаются все большему риску. Угроза безопасности требует принятия серьезных решений. Мы предлагаем вам Kaspersky Security для бизнеса — единое решение для контроля и защиты корпоративных данных в любых обстоятельствах.

kaspersky.ru/business

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Тел.: +7 (495) 664-22-40

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Тел.: +7 (812) 309-05-88

Интернет
www.atell.ru
neod@atell.ru

Special Projects

№1–6, 2015

№1 CLOUD COMPUTING



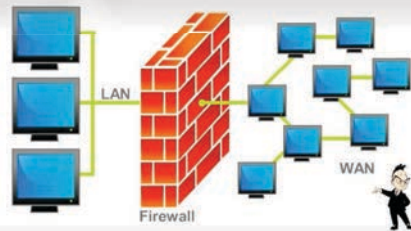
№3 DLP



№5 IS Foresight



№2 Firewalls



№4 APCS



№6 Mobile Security



Participant of the project gets the following opportunities:

- ✓ Placement of AD article/artwork.
- ✓ Participation in Technical Review
- ✓ Placement of information on 3 products/solutions/services in New Product section.
- ✓ Placement of information (¼ page) in Expert Opinion sections.
- ✓ Posting the article on www.itsec.ru.
- ✓ Posting press releases on www.itsec.ru during 2 months.

Advertising in Special Project Section

Format	Size	Price, without VAT
1 page of AD article	210x297	1184 Euro
1 page of AD artwork	210x297	1347 Euro
2 pages of AD article	420x297	1869 Euro

Information Security Magazine: Editorial Plan 2015

№1 – March 2015	№2 – April 2015	№3 – June 2015	№4 –September 2015	№5 – November 2015	№6 – December 2015
IN FOCUS					
The role of import substitution in implementing innovative development strategy	Unique features of IT security projects in financial sector	Specific features of protecting confidential information and commercial secret	Advanced attacks and new threats: how can Big Data and Open SOC help?	Digital forensics and responses to incidents in the cloud	Data forensic
LAW AND REGULATIONS					
Certification to comply with Russia's FSTEK (Federal Service for Technical and Export Control) new regulations: what are requirements towards the vendor?	Moving to ISO 27001:2013 standard	Mobile payments and PCI DSS 3.0	Perspectives of development of IT security industry standards (PCI DSS and others) and market situation	New regulations as a driver for innovations in authentication and access control in payment sector	New Government requirements towards economic security
SPECIAL PROJECT					
CLOUD SECURITY	FIREWALLS	DLP	SCADA (APCS PROTECTION)	IS FORSIGHT	MOBILE SECURITY
Cloud computing in Russia: opportunities, challenges and risks (indirect roundtable)	Overview: firewalls (technical review)	What do customers expect from DLP systems? (indirect roundtable)	Threats and vulnerabilities in automatic process control systems and countering actions	Global trends in IT security market	Mobile payments: security risks, trends and countering actions
Trusting the cloud: main steps to build reliable protection	Building a reliable firewall: what type of firewall do you need? (indirect roundtable)	Choosing, implementing and developing DLP systems: what do vendors offer?	Analyzing the level of automatic process control system protection	Looking into the future: expected threats and innovative tools to resist them	Insight into mobile attacks
Virtualization and cloud computing: management mechanisms, automation and security breaches	Why does everybody migrate to Next Generation Firewalls?	Evaluating efficiency of data leakage protection systems in Russian enterprises	Requirements towards automatic process control system protection and opportunities to realize them	Special features of Russian IT security market for foreign businesses	Attacking MDM-solutions and methods to combat them
Implementation of security in hybrid cloud environments	Firewall: Next Generation – is this something new or a blast from the past?	How can DLP solutions help in incident investigation?	End-to-end solutions on automatic process control system protection	Efficient ways of combatting internal frauds	How to protect oneself against fraudulent mobile applications?
Cloud security in methodology of software development (DevOps)	New offering from vendors and customers' needs: who is ahead?	What is the crisis of DLP technologies?	Peculiarities of managing information security critical facilities	Strategic risks for Russia from IT security perspective	Providing security of mobile data in applications
JOB					
It's all about the people!! Forming Economic Security Service: where to look for, who to employ, what to educate	Expedience of using hardware and software means while employing new staff	How much is IT security specialist?	HR Security	The level of education on employees' side and high requirements on employer's side: who wins?	Preparing new economic security staff: necessary competences and regulators' requirements

Information Security Magazine: Editorial Plan 2015

№1 – March 2015	№2 – April 2015	№3 – June 2015	№4 –September 2015	№5 – November 2015	№6 – December 2015
TECHNOLOGIES					
New IT security threats for business and Government. What is the market response?	Peculiarities of Russian e-document flow market	New approaches in combatting cyber crime	How to reduce the risks of hacker attacks?	Security of payment services. Protection of consumer as a driver for the industry development	Up-to-date methods of combatting frauds in e-document flow
Cyber threats: figures, practices, forecasts	Digital cold war: cyber weapon against governments and corporations	Modern computer threats: what is a real threat for business today?	Major trends and technology directions of storage systems development	Forensic processing of viruses for ATMs	Overview of the biggest cyber attacks in 2015
NETWORK PROTECTION					
Modern methods of providing network security	The challenge of disclosing secret data transmission through networks	Protecting virtual infrastructures	Latest threats for industrial networks	Securing Web-services	Monitoring protection against unauthorized access: methodology and key issues
ACCESS CONTROL					
Control of vulnerabilities in software applications	IDaaS – authentications-as-a-service	Controlling actions of privileged users	Safe distant access to major corporate resources	Tools for authentication control and management in corporate environment	Unavailability of BYOD-policy in a company: what does it lead to and how should the threats of data leakage be prevented?
CRYPTOGRAPHY					
Cryptography as a way to fight against data leakage	Encryption: usage scenarios	Mechanisms of cryptographic protection and a unique space of trust through e-signature	Encryption as a means for ensuring security	Quantum cryptography	Use of cryptography as a service for mobile applications
MANAGEMENT					
Integrating IT security in corporate culture through risk management	Risks of economic security: how should a company foresee, rank and evaluate them?	Audit of Cloud Computing: guidance for security and confidentiality	Systems for data bases management	Managing risks of information security	Systems of unified threat protection management

Made in Russia Award



Annual award for advertisers
“Information Security. Made in Russia”

The award is nominated for significant /
achievements in IT security

**Nomination for International suppliers:
The Best Foreign Product**

Placement of Advertisement of Nominated Products



The project mission:

To offer consumers information about local developments complying with
global information security standards



Nominations:

Best Solution
Break of the Year
The Best Innovative Solution

Separate nomination: The Best Foreign Product



The award is handed:

The official ceremony of award nomination is handed by information
security experts and market regulators

The award ceremony is organized within Information Security exhibition,
the main industry event in Russia, Sept. 24, 2015



Format	Size	Price, Without VAT
1 page of advertising article (one nomination)	215x275	1184 евро
2 pages of advertising article (1/2 nominations)	430x275	1869 евро

Industry Portal

Advertising

Position	Format	Price for 1 week, RUB	Number of views
All website pages, the first screen	468x60	19 800	30 000
All website pages, the first screen	200x200	19 200	30 000
All website pages, not first screen	468x60	16 500	30 000
All website pages, not first screen	200x200	15 900	30 000



Statistics on www.itsec.ru page views by regions

- 89,9 % Russia
- 3,7 % Ukraine
- 1,6 % Kazakhstan
- 1,3 % Belarus
- 0,9 % USA, Estonia, Lithuania, UK, Germany, Israel, Netherlands and others

Statistics on www.itsec.ru page views by cities

- 37,9 % Moscow
- 8,2 % St. Petersburg
- 3,6 % Ekaterinburg
- 2,8 % Novosibirsk
- 2,4 % Krasnodar
- 2,2 % Nizhniy Novgorod
- 1-2 % Other cities

8312

Pre-registered Visitors

4378

Conference Program Attendees

6467

Professional Visitors

18000

Pre-registered meetings



Alexey Ermachenkov (The Head of IT Security Department, Bank Kuznetsky Most): *"InfoSecurity Russia has no analogues: it is the best multi-format event with lots of booths and presentations, visitors and experts. The exhibition may be of interest to specialists of all skill levels – both entry-level and top management".*



InfoSecurity Russia is the only one IT Security exhibiton in Russia and major conference event which is the main meeting place for the entire industry intended to build relationships between suppliers and active buyers.

International Safety & Security Forum powered by Intersec is an exhibition for Russian economy and Russian society. This is a platform for the industry to demonstrate their solutions on the one hand and for holding meetings leading to mutually profitable business on the other hand.

The key aim of ТБ Forum powered by Intersec

Enhancement of the quality of services provided in Russia to participants, the event visitors and the whole IT security industry; promoting unique developments, innovations, solutions for system modernization; sharing successful practices and the latest methodologies in IT security in Russia.

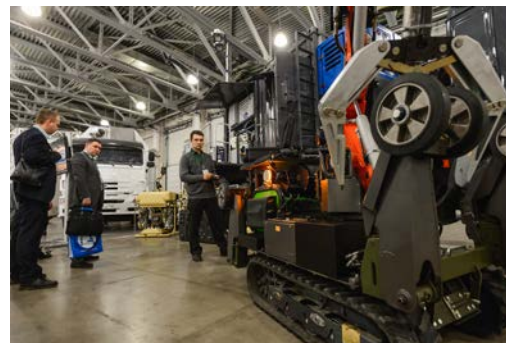
The best ROI rate

With constant expenses you get:

- ✓ more leads;
- ✓ more newsworthy information for working at the stands;
- ✓ higher level of people visiting your stand and breakout sessions

Exhibition with human face

ТБ Forum powered by Intersec means more customers, channel partners, business events, prepared business meetings, information and technology materials for the audience. The exhibition provides a combination of online and onsite formats that will help participants get more joint initiatives and plans realized.



**Pyotr Lyapin, head of IT security department at Transneft Scientific Research Institute**

“Information Security magazine is one of the leading industry titles that present interest to readers. The magazine includes overview of the latest events and key trends in IT security market, information on practical experience and developments of certain industry representatives, analytical information and results of different studies. It should be mentioned the magazine includes as well a catalogue of new products which is organized logically for readers’ comfort (short and precise information about the products).

While choosing materials for publication, the editorial office always chooses the right course – that is publishing editorial, leadership articles mainly written by security experts from various areas (credit and financial, fuel and energy, etc) who are responsible for security in the companies and who take into consideration vast experience of specialized organizations (like system integrators) that is hard to overestimate”.

**Alexander Baranov, Deputy to General Manager at “Main Scientific and Research Computing Centre of Federal Tax Service” Federal Unitary Enterprise**

“This resource unites professionals from all over the world; you can find out information about both Russian and leading global vendors that helps you to be aware of innovations.”

A.Gubarev, head of Information Security Competency Centre at Rostehinform

“Information Security magazine offers us the opportunities to keep up with the latest trends and new developments, to get a whole picture of IT security market due to the fact that all challenges are highlighted in the magazine from different angles and perspectives.”

International Team



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