

SECURITY & SAFETY

2010

Magazine

Catalogues

www.secuteck.ru

Events

Contacts

GROTECK BUSINESS MEDIA

The leading B2B online media and publishing company in Russia with a broad portfolio of business events, Groteck

- offers **23 professional titles** for hi-tech markets, totaling in 49 publications or 373,000 copies a year. The editions are available free to qualified individuals, delivery of each copy being carefully monitored;
- offers **47 news bulletins** with the total circulations of 2400 copies distributed by paid subscription;
- holds **14 events** a year for the total audience of over 5200 executive, general and technical management within Russia's most dynamic industries;
- owns **6 professional web sites** that are listed among top 10 web resources in their subject;
- provides full-service media buying, copywriting, communicative marketing and distributor search as well as legal support for the establishment of a representative office, corporate style and marketing strategy audit, business consulting, production of corporate publications and events;
- outsources a variety of business functions including PR and marketing;
- exclusively presents eBook in Russia and provides assistance in creating interactive corporate publications;
- participates in **140 professional events** a year around the world (exhibitions, trade shows, conferences, etc.);
- operates globally with **8 offices** in the USA, Europe and Asia.



Andrey Miroshkin

*CEO and owner
of Groteck Business Media*

PUBLISHER'S WORD

Security & Safety Publications include Security & Safety Magazine, Access Control Buyers' Guide, CCTV Buyers' Guide, Fire & Intrusion Alarms Buyers' Guide, DVR Buyers' Guide, Armored Vehicles Buyers' Guide, Security & Safety Annual Catalogue, Fire Safety Annual Catalogue, Internet versions of print magazines and catalogues (iMAG).

These publications serve executive management, general management and technical management at major and middle-sized companies that regularly purchase security solutions and services to satisfy their corporate needs (end-users) as well as to install and integrate security equipment with life-support systems for the benefits of their clients (installing contractors or suppliers).

Security & Safety Publications keep their readers informed of the latest developments and technological advancements in video surveillance, intrusion and fire alarms, access control, engineering and technical protection, operational communications, anti-terrorism, information security, law enforcement vehicles, guarding services, etc.

The publications assist managing business communications between vendors, distributors and major system integrators with security installers, resellers and large end-users that quarterly make purchases of security solutions and services.

Magazines, buyers' guides and catalogues deliver expert insight to each person within the professional chain at any organization – technical management (prepare a decision) to general management (make a decision) and executive management (approves and finance a decision).

In the security segment, the publications target system integrators, installers and resellers, purchasing and offering security solutions and services regularly or supplying large customers on routine basis.

In the government and law enforcements segment, the right to have a free subscription is given to those professionals whose job function is security assurance as well as standards development, monitoring and control of standardization and licensing, certification, or control over security products and services turnover in Russia.

Magazines, buyers' guides and catalogues are also delivered to corporate security users (if qualified) who take out a free subscription online: <http://secuteck.ru/subscription>



Vladimir Varaksin

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of Security & Safety Magazine
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SECURITY & SAFETY MAGAZINE

Frequency: **bimonthly**
Circulation: **25,000 copies**

MAGAZINE STRUCTURE

- Events
- Digest
- Industry Focus
- Video Surveillance
- Integration
- Fire & Security Alarms, Fire Safety
- Access Control
- New Products
- IP Security
- Marketing
- Business Views & Ideas

MOST READABLE MATERIALS



Technical Reviews



Bench Tests



New Products

All the Security & Safety publications are available as either print or digital editions.

The digital version of the magazine (iMAG) increases its average issue audience many times and expands its audience's geography. Security & Safety Magazine is now available to security professionals in the far off regions of Russia and worldwide.



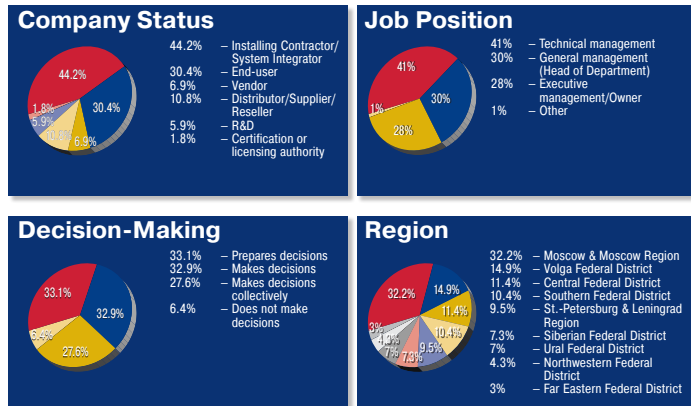
Olga Fedoseeva

*Editor-in-Chief
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Media tool of continual positive impact on the customer in order to generate a demand for their partnership with the vendor, distributor, system integrator and installer.

SECURITY & SAFETY MAGAZINE

Audience that receives Security & Safety Magazine in print (25,000 copies each issue).



The total amount of readers for one publication of Security & Safety Magazine reaches 101,000 security executives and decision-makers in Russia.

Among them are

- those reading the print edition: 25,000x3,4 = 85,000 professionals*.
- * 3,4 is an average reading index for one magazine copy (each copy is applied to by several professionals within the company, a technician to a decision-maker).
- those reading the digital edition: 16,000 professionals.

Print advertising and prepress rates for Security & Safety Magazine

AD module (standard position)	
2 Pages	6848
1 Page	4540
1/2 Page	2812
1/4 Page	1593
AD article	
1 Page	3969
2 Pages	5675
3 Pages	7966
AD module (premium position)	
2nd Cover	5707
3rd Cover	5250
4th Cover	6275
1st Cover Flap (Window Page)	9000
Hard Page (A4, 2 Pages)	8172
2 Page Spread before Table of Contents	7533
Right Page within Table of Contents	5478
**AD production	
2 Pages	272
1 Page	183
1/2 Page	158
1/4 Page	136

**Non-discountable rates. Ads offered by advertisers should correspond to Groteck Business Media print specifications. Prices are given in Euro.



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EDITORIAL CALENDAR'2010

Publication	Key Subjects	Deadlines	Date of Publication	Special Distribution
S&S Mag, Edition 1	Features of Moisture-Proof Enclosure for Video Cameras Technical Review. Stand Alone 4ch Analogue DVRs Technical Review. HD CCTV Products Access Control Market: 2009 Results Emergency Notification and Mass Evacuation Systems: Solutions by Certain Applications	Feb, 4, 2010	Mar, 4, 2010	MIPS'2010, Mosbuild'2010, SecuTech Expo (Taiwan)
S&S Mag, Edition 2	IR Illuminators for Day/Night Cameras Technical Review. Stand Alone 6-16ch Analogue DVRs Integrated Access Control Systems: New Technologies and Open Platforms Home Monitoring Market: Current State	Mar, 8, 2010	Apr, 15, 2010	MIPS'2010, IFSEC'2010 (UK)
S&S Mag, Edition 3	Megapixel IP Cameras: Pros and Cons Technical Review. Stand Alone and PC-based Multi-Channel Analogue DVRs Access Control Systems for Manufacturing Facilities Current Requirements to Fire Safety for Explosion-Hazardous Facilities	Apr, 30, 2010	Jun, 3, 2010	Fire Safety of the XX Century'2010
S&S Mag, Edition 4	3D Environment for Video Surveillance Technical Review. Stand Alone and PC-based 4-10ch Hybrid DVRs Engineering Protection Solutions within Enterprise Security System Technologies for Controlled Entry. Biometrics Automatic Fire-Extinguishing: Current Trends	Aug, 3, 2010	Sept, 2, 2010	INTERPOLITEX'2010, SFITEX'2010 (St. Petersburg), Security Essen'2010 (Germany)
S&S Mag, Edition 5	IP Video Surveillance: Russia's Market Trends Technical Review. Stand Alone and PC-based 16ch Hybrid DVRs Access Control for Hospital Applications Choosing Detectors for Various Types of Facility In-Built Video Analytics for License-Plate Number Recognition	Oct, 15, 2010	Nov, 16, 2010	All-over-IP'2010 (Moscow), SFITEX'2010 (St. Petersburg), CityBuild'2010
S&S Mag, Edition 6	Addition of Intelligence into Analogue Video Solution Technical Review. Stand Alone and PC-based Multi-Channel Hybrid DVRs European Requirements to Intrusion Detectors Doorway Control. Video Doorphones	Nov, 19, 2010	Dec, 21, 2010	Security & Safety Forum'2011, Mosbuild'2011

EDITORIAL CALENDAR'2010

Publication	Key Subjects	Deadlines	Date of Publication	Special Distribution
Fire & Intrusion Alarms Buyers' Guide'2010	Fire Safety Market in Russia: Current Trends, Statistics, Comparison with Global Market Long-Distance Perimeter Protection Systems. Market Review Experience of Choosing Fire Alarms	Mar, 8, 2010	Apr, 15, 2010	MIPS'2010, IFSEC'2010 (UK)
DVR Buyers' Guide'2010, Edition 1	Technical Review of Latest Video Recorders Video Recording Solutions for IP Cameras Practices in Video Surveillance Systems with Hybrid DVRs	Mar, 8, 2010	Apr, 15, 2010	MIPS'2010, IFSEC'2010 (UK)
CCTV Buyers' Guide'2010	HD CCTV vs. IP CCTV: Advantages and Disadvantages of Both Approaches Russian IP Video Surveillance Market Survey Changes in Video Surveillance Systems through IP Technology in Last 10 Years	Aug, 3, 2010	Sept, 2, 2010	INTERPOLITEX'2010, SFITEX'2010 (St. Petersburg), Security Essen'2010 (Germany)
CCTV Buyers' Guide'2010	Review of CIT Vehicles Market. Customers' Feedback Review of Luxury Cars Market. Experts' Feedback Important Features in Choosing Armored Vehicle Manufacturers, Armored Steel, Glass	Oct, 26, 2010	Nov, 25, 2010	Security & Safety Forum'2011
Fire Safety Catalogue'2011	Federal Law No. 123 'Technical Regulation on the requirements of Fire Safety' in Practice. Implementation of Rules Self-Regulatory Organizations in Fire Safety: Experience and First Results Government Customers' Requirements to Fire Alarms, Detection and Extinguishing Systems	Oct, 15, 2010	Nov, 16, 2010	All-over-IP'2010 (Moscow), SFITEX'2010 (St. Petersburg), CityBuild'2010
DVR Buyers' Guide'2010, Edition 2	DVR and VMS Market Survey Review of Advancements in DVR and NVR Functionality Current Approaches to Video Data Transmission	Oct, 15, 2010	Nov, 16, 2010	All-over-IP'2010 (Moscow), SFITEX'2010 (St. Petersburg), CityBuild'2010
Access Control Buyers' Guide'2010	Access Control Market Survey'2008-2009 Value-Add Features and Services for Access Control Users	Nov, 19, 2010	Dec, 21, 2010	Security & Safety Forum'2011, Mosbuild'2011
Security & Safety Catalogue'2010	Safe City/Safe Region Projects in Practice Technical Regulations 'On Security and Safety Equipment' in Practice. Implementation of Rules Government and Major Corporate Customers' Requirements to Video Surveillance, Access Control, Fire Alarms, Intrusion Alarms Systems and Integration	Dec, 24, 2010	Jan, 20, 2011	Security & Safety Forum'2011, MIPS'2011

SECURITY & SAFETY ANNUAL CATALOGUE

Target audience – professionals whose job functions involve making decisions to purchase security solutions and services:

- chief security officers (CSO), chief information security officers (CISO), network security officers (NSO); industrial and ecological safety officers and senior project engineers at major companies of Russia's economy;
- executive and general management, financial management and technical management at Russian installing contractors, suppliers and distributors;
- heads of tender committees and security departments at major government security users (including defense and law enforcement agencies, national and local authorities, public administrations, chief administration of internal affairs, EMERCOM units, etc.), steering committees of national programs.

Frequency: **annual**

Circulation: **50,000 copies**

Print advertising and prepress rates for Security & Safety Catalogue

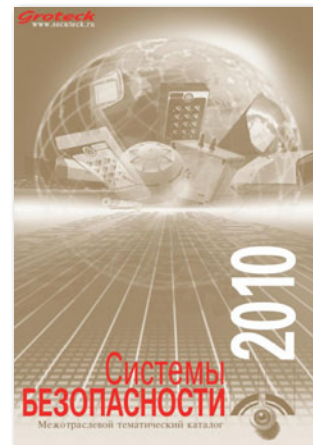
AD module or article (standard position)	
2 Pages Module	8446
2 Page Article	7533
1 Page Module	5820
1/2 Page Module	3652
1/4 Page Module	2168
1 Page AD Module + 1 Page AD Article	7305
AD module (premium position)	
Hard Page (A4, 2 Pages)	10,729
2nd Cover	9246
3rd Cover	7761
4th Cover	10,463
1st Cover Flap (Window Page)	11000
2 Page Spread before Table of Contents	10,729
1st Page within Table of Contents	6962
2nd Page within Table of Contents	6505
1st Page within each Catalogue Section	7305
*AD production	
2 Pages	272
1 Page	183
1/2 Page	158
1/4 Page	136

* Prices are given in Euro.



Marina Sadekova

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ARMORED VEHICLES BUYERS' GUIDE

Frequency: **annual**
Circulation: **9,000 copies**

Armored Vehicles Buyer's Guide is the only professional publication specialized in Russia's armored vehicles market. It contains most contemporary cars of Russian and global manufacturers that operate at the local market. The publication features tables with specifications and prices for the car models given. This information assists the customer in making the best choice of specific armored vehicles and contributes to efficient tendering procedures.

Armored Vehicles Buyer's Guide is a link between the manufacturer and the customers that covers the whole Russian market of armored cash-in-transit vehicles and VIP cars.



Marina Sadekova

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Target Audience:

- chief security officers and cash transit security officers at banks and other financial institutions, the customs, post carrier companies;
- chief bodyguard officers at major companies of Russia's economy, national and local authorities and the State Duma as well as the leading private security companies across the whole of Russia.

Print advertising and prepress rates for Armored Vehicles Buyers' Guide

Standard position	
2 Pages	2852
1 Page	1712
Premium position	
2nd Cover	10,729
3rd Cover	9246
4th Cover	7761
1st Page next to Table of Contents	10,463
2 Page Spread before Table of Contents	11,000
*AD production	
2 Pages	272
1 Page	183

**Non-discountable rates. Ads offered by advertisers should correspond to Groteck Business Media print specifications. Prices are given in Euro.*



FIRE SAFETY ANNUAL CATALOGUE

Frequency: **annual**

Circulation: **40,000 copies**

Target audience: national and local divisions of Russia's Fire Safety Authority, Ministry of the Russian Federation for Civil Defence, Emergencies and Elimination of Consequences of Natural Disasters, Russia's Fire Safety Research Institute, Ministry of Internal Affairs as well as end-user security departments.

Special service: web catalogue of fire safety, emergency and rescue technologies that contains full information on Fire Safety Catalogue participants and their products. All the links to vendors' and suppliers' websites included in the publications are active that allows the reader to gather additional information on the company or the product faster.

Features:

Government Authorities' Section
Themed Sections

- Fire Alarms and Fire Safety Equipment
 - Fire Safety and Rescue Equipment
 - Fire Engines, Rescue and Emergency Vehicles
 - Fireproof Materials, Flame Retardant Coats, Fireproofing Services
 - Communication, Notification and Dispatching Control Systems
 - Fire Safety Services
- Reference Information**
- Summary Table of Catalogue Participants and Brands Guide
 - Companies' Profiles
 - Projects and Solutions
 - Products Index
 - Buyers' Guide (closes each themed section)

Print advertising and prepress rates for Fire Safety Catalogue

AD module or article (Standard position)	
2 Pages Module	4046
2 Page Article	3839
1 Page Module	2697
1/2 Page Module	1659
AD module (premium position)	
Hard Page (200 gramm per centimeter, 4/4, A4, 4 Pages)	9570
Hard Page (200 gramm per centimeter, 4/4, A4, 4 Pages)	6050
2nd Cover	5084
3rd Cover	4565
4th Cover	5396
2 Page Spread before Table of Contents	5188
1st Page within Table of Contents	3320
2nd Page within Table of Contents	3112
1st Page within each Catalogue Section	3631
*AD production	
2 Pages	272
1 Page	183
1/2 Page	158

*Non-discountable rates. Ads offered by advertisers should correspond to Groteck Business Media print specifications. Prices are given in Euro.



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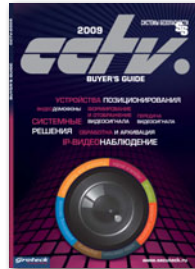


SPECIALIZED ANNUAL BUYERS' GUIDES

Circulation: **15,000 copies, each publication**

Audience:

1. Qualified professionals who have subscribed to Security & Safety Magazine and specified their interest in certain products.
2. Professionals who have been approved for direct subscription to any of the buyers' guides.
3. Professionals included into the publisher's target group:
 - chief security officers at telecom operators, corporate IT managers at retail companies, distributors, installing contractors, State Road Traffic Safety Inspection;
 - telecom operators whose services include video surveillance for corporate end-users



CCTV
August, 2010

- chief security officers at telecom operators, corporate IT managers at retail companies, distributors, installing contractors, State Road Traffic Safety Inspection;
- telecom operators whose services include video surveillance for corporate end-users.



Access Control
December, 2010

- professionals involved in development of connecting platforms which can integrate corporate communication systems with time and attendance systems and access control systems;
- heads of HR departments and accounts departments.



Fire & Intrusion Alarms
April, 2010

- defence and law enforcement agencies including national and local authorities, general and regional divisions of Department of Property Defence (Russia's Ministry of Internal Affairs), development and construction companies (commercial and residential property), professional senior engineers, institutes of engineering design.



Natalie Matlahova

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|| The aim of Groteck buyers' guides is to meet the needs of security professionals by keeping them up-to-date with the current technologies, market trends and the leading vendors. These publications assist the reader to make an informed choice of the vendor, supplier and equipment. ||

Print advertising and prepress rates for Groteck Buyers' Guides*

Standard position	
1 Page Module/Article	2189
2 Pages Module/Article	3069
Premium position	
2nd Cover	3949
3rd Cover	3509
4th Cover	4719
2 Page Spread before Table of Contents	4829
2 Page Spread after Table of Contents	4499
1 Page within Table of Contents	3575
Hard Page (A4, 2 Pages)	5060

*Rates for AD production are non-discountable.
Ads offered by advertisers should correspond to Groteck Business Media print specifications. Prices are given in Euro.

DVR BUYERS' GUIDE

Frequency: **twice a year**

Circulation: **10,000 copies**

Publication: **April, October**

Audience:

1. Qualified professionals who have subscribed to Security & Safety Magazine and specified their interest in video surveillance.
2. Professionals who have been approved for direct subscription to DVR Buyers' Guide.
3. Professionals included into the publisher's target group:
 - chief security officers at transport companies, major finance and retail corporations, oil and gas companies, chief security officers at telecom operators, corporate IT managers at retail companies, distributors, installing contractors; State Road Traffic Safety Inspection; IT and telecom companies.

Print advertising and prepress rates for DVR Buyers' Guide

Standard position	
1 Page Module/Article	2189
2 Pages Module/Article	3069
1/2 Page Module	1309
Module products guide	
Information on 1 product	440
Information on 1 product for Buyers' Guide participants (6 products and more)	330
Premium position	
2nd Cover	3949
3rd Cover	3509
4th Cover	4719
2 Page Spread before Table of Contents	4829
2 Page Spread after Table of Contents	4499
1 Page within Table of Contents	3575
Hard Page (A4, 2 Pages)	5060
AD production*	
1 Page	183
1/2 Page	158

*Non-discountable rates. Ads offered by advertisers should correspond to Groteck Business Media print specifications. Prices are given in Euro.



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WWW.SECUTECK.RU

Partners of Security & Safety publications are offered a range of services based upon most advanced web technology:

- company news in the newswire;
- information on the company and its top management in the security wikipedia;
- banner ads;
- video and audio podcasts – interviews with security professionals;
- photo gallery.

Only qualified subscribers receive:

- Secuteck Weekly e-bulletin (publication – each Tuesday)

Current and most relevant security news

- e-Newsletters (e-mailed each Tuesday and Thursday)
- companies news, products news, industry events updates

Online advertising rates

Position	Ad Size, px	Type	Impressions for 4 weeks	Price, Euro
All pages, first screen	468x60	Dynamic banner ad	80,000	1190
All pages, first screen	200x200	Dynamic banner ad	80,000	1140
All pages, not first screen	468x60	Dynamic banner ad	80,000	990
All pages, not first screen	200x200	Dynamic banner ad	80,000	940

www.secuteck.ru statistics for regional visitors

Russia	82.1%
Ukraine	7.5%
Kazakhstan	2.3%
Belarus	2.3%
Uzbekistan, Germany, USA, UK, China, Czech Republic, Israel and others	Less than 1%

Dynamics for www.secuteck.ru traffic growth from Nov 2006 to Nov 2009



www.secuteck.ru visitor statistics for major Russia's cities

Moscow	45.5%
St. Petersburg	9.7%
Ekaterinburg	3%
Samara	2.5%
Novosibirsk	2.1%
Perm, Krasnodar, Murmansk and others	Less than 2%



Amir Khafizov

Head of Internet Projects
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“ We have over 1700 people per day visiting the website at the moment, and this figure shows steady growth. ”

EVENTS CALENDAR'2010

Event	Date	Description
The Third Transport Security Conference: SecuTrans www.is-trans.ru	March, 2010	Audience: CSO and CIO of transport companies, heads of road safety services, management of local transport and communications departments Goals: discuss actual security solutions that have been implemented by transport companies, study advanced technology and organizational techniques, and get updated information from government authorities on changes in transport security regulations as well as national budgets committed to transport security programs.
The Third Security Director Conference www.security-director.ru	April, 2010	Audience: CSO of retail, construction and insurance companies, office, hotel and entertainment facilities. Goals: study relevant technical regulations, analyze business risks and challenges, and discuss most appropriate organizational methodology and technical solutions for risk minimization.
The Second Information Assets Management Conference www.data-storage.ru	April, 2010	Audience: chief officers responsible for storing and processing business information and video records as well as securing data transmission. Goals: study most advanced organizational methodology and technical solutions for corporate communications and confidential data storage, security and transmission; discuss approaches to reduction of reputation and business risks that can be caused by sensible data leakage.
The Seventh National Security ZUBR Awards: www.secaward.ru	April, 2010	The only security awards that recognizes and honors excellence and achievements in security solutions and installations in Russia. The ZUBR Awards judging committee is represented by senior security experts – major end-users and government authorities who select the nominees for the awards in physical security, fire safety and information security categories.
The Eighth MultiPlay Forum www.multiplay-expo.ru	April, 2010	Audience: top management, program and technical management, executive management responsible for development of Russia's telecom networks and services: Internet providers, cable TV operators, mobile operators, satellite communication and TV operators. Goals: see new products provided by Russian and global TV channels (Content Expo), discuss earning opportunities offered by innovative types of content (Web 2.0, social media, business video), compare hardware/software platforms to provide home, business and government customers with advanced services.



Olga Fedoseeva

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Each visitor has an opportunity to see solutions and installations relevant to professional deployment, to discuss advanced technology and organizational methodology with most authoritative experts, and to get information on regulations changes at first hand.

EVENTS CALENDAR'2010

Event	Date	Description
The Third Personal Data Conference www.pro-id.ru	October, 2010	Most authoritative and representative event on personal data security in Russia, the conference traditionally gathers all key market players – from companies that manage personal data to regulatory authorities. Audience: top management, HR management, CISO, IT managers, CSO, management responsible network infrastructure of companies that manage personal data. Goals: share positive experience in securing personal data and undergoing audit, conduct an open dialogue with regulatory authorities, study new product offers from vendors and suppliers for personal data security.
The Third FinSec Conference: Security of Finance Organizations www.finsec.ru	November, 2010	Audience: CSO and IT managers of banks, insurance and investment companies, private pension funds and mutual investment funds. Goals: discuss urgent issues of financial sector security and changes in standardization and regulations, study new technical solutions and organizational methodology that assist in risk minimization.
The Third All-over-IP Forum www.all-over-ip.ru	November, 2010	Organized according to western standards, All-over-IP Forum is a networking space where key technology, installations, partnership and purchases for 2011 are discussed. All-over-IP Forum introduces the leading Russian and global vendors and suppliers that offer innovative solutions for securing physical assets and data, network design solution, new approaches to corporate communications and integration between IT and security applications.
IThe Ninth MultiPlay Forum www.multiplay-expo.ru	November, 2010	Traditionally, top and executive managers of telecom operators meet at Annual MultiPlay Forum to discuss new approaches on how to develop their business by providing digital services.
The Second Security Invest Summit www.security-invest.ru	December, 2010	Annual club meeting of security business leaders that is held at the highest level of hospitality. Discussion of business plans and developing trust-based relationships – inside the security market and with the investment community.



Alexander Vlasov

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“ Opportunities for vendors and suppliers include a new product showcase, a solution or an installation showcase, and a corporate seminar. ”

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