

Access Control World

Media kit & rate card

About

Access Control World is an independent US trade publication and reference hub for the physical access control industry. Every company is scored on the same published rubric; commercial relationships are always disclosed and can never affect a score.

Audience

Subscriber and open-rate figures publish here once the newsletter has measured them. We do not print numbers we cannot substantiate.

Inventory & viewability

Zone	Dimensions	Viewability
Leaderboard (top)	970x90	collecting
Rail MPU 1	300x250	collecting
Rail MPU 2	300x250	collecting
In-content 1	728x90	collecting
In-content 2	728x90	collecting
Native feed card	Fluid	collecting
Newsletter sponsor	600x100	collecting
Company / product takeover	970x250	collecting
Comparison adjacent	300x600	collecting
Event show daily	970x250	collecting
Rail half-page	300x600	collecting
Rail MPU - articles & wire	350x300	collecting

Rate card

Product / SKU	Targeting	Price
Leaderboard - run of site	Run of site	\$22 CPM
Rail MPU - run of site	Run of site	\$18 CPM
In-content unit - single posts	Run of site	\$20 CPM
Native story card	Run of site	\$28 CPM
Company / product takeover	By company or product	\$45 CPM
Comparison-adjacent unit	By compared products	\$40 CPM
Vertical takeover - data centres	Industry: data centres	\$6,500 / month
Vertical takeover - healthcare	Industry: healthcare	\$6,500 / month
Vertical takeover - multifamily	Industry: multifamily	\$5,500 / month
Event show-daily sponsorship	By event	\$3,500 / day
Newsletter sponsorship	One slot per issue	\$1,200 / week
Sponsored content (per article)	Labelled, never scored	\$4,500 / month
Vendor lead-gen / content syndication	Vendor-supplied assets only	\$6,000 / month

The editorial firewall

Sponsored content is labelled, never scored, never enters the news feed and is never reviewed by editorial. Vendor lead-gen gates vendor-supplied assets only - our editorial is never gated. Every score follows the same published rubric regardless of any commercial relationship.

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