



planet  
biometrics

# Media Kit



## #TalkID



With more than 38 years of combined experience in the industry, our dedicated editorial leadership team has lived and breathed biometrics as the sector has rapidly evolved.

Every day of the week, our editorial team analyses, interprets and disseminates breaking biometric news on market trends, new technologies, government policies, privacy issues and more.

#TalkID provides our audiences with views from the industry's most renowned experts, through a series of free virtual conferences, webinars, and video and text interviews.

Our readership has grown exponentially since our launch in 2010 and today Planet Biometrics is seen as the critical news resource for biometrics industry professionals.

**FREE: daily newsletter | breaking news | analysis | features  
webinars | events listings | advice | directory | white papers | interviews**

## In the average month...

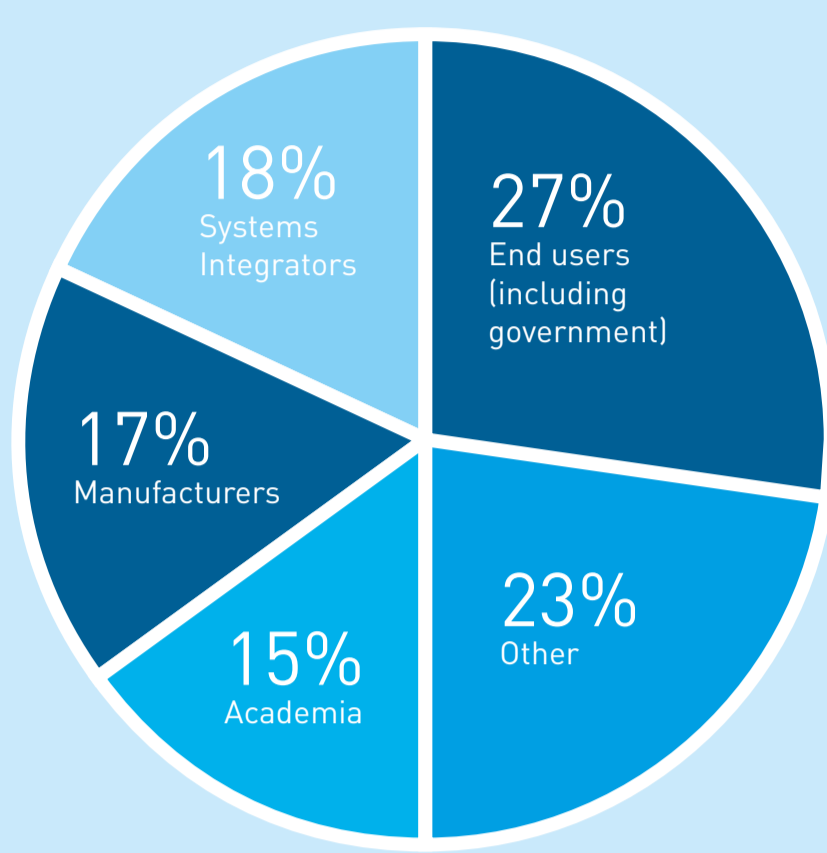
Page views	44,200
User sessions	24,556
Page views per visit	1.8
Time on site:	3 min 27 seconds



### Daily Newsletter

Your ad sent straight to the inbox of our growing list of active subscribers, currently at 4,500.

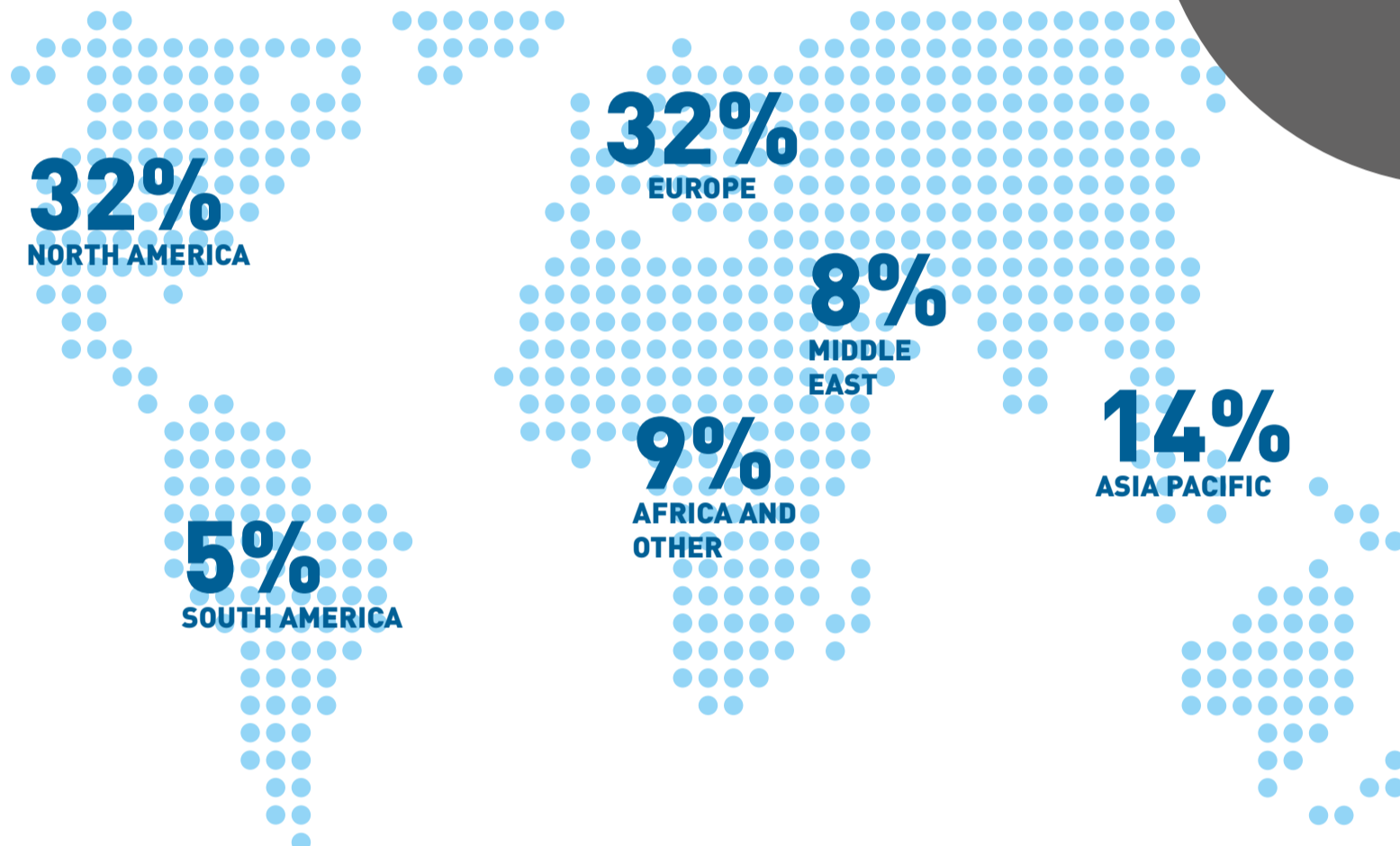
## Who reads Planet Biometrics?\*



\* Based on our newsletter subscriber readership



## Global reach...



Planet Biometrics is read in more than 210 countries...



## #TalkID

**As next generation identity technology proliferates across the globe, the need for non-biased, quality information is paramount.**

#TalkID is Science Media Partners' initiative to provide our audiences, both online and in person, with direct views and advice from the industry's most renowned experts.

#TalkID achieves this valuable

interaction through free-to-access virtual conferences, webinars, video and text interviews, and more. Each provides an insight into the global trends and initiatives that are impacting the identity industry today, as well as providing practical

information from those implementing next generation identity systems.

Companies wanting to demonstrate their leading credentials, share their expertise, or raise their profile, can take advantage of our #TalkID platform.

## Hot topics

**With our finger firmly on the biometric pulse, we've identified a host of hot topics for 2017:**

- Identity in Africa: An emerging landscape
- The future of online authentication
- Identity integrity and the smartphone
- The evolution of access control
- The transactions of tomorrow
- Banking in the 21st century: New models for customer authentication
- Future healthcare: The need for stronger authentication
- Election and population systems
- Streamlining the passenger experience
- Intelligent border control
- Cutting-edge citizen identification
- Trusted identities in cyberspace
- Future ID: The Internet of Things, wearables and blockchain

Contact us to discover how these topics can work with our ad packages below



## Packages

	Directory Entry	Clickable* Text Ad	In article** Links	Run-of-site ad***	e-Newsletter ads	In Focus ad	White Papers	News release service	Company Spotlight	Whitepaper Leads	Premier Position Ad	#TalkID Executive Interview	#TalkID Webinar****
Thought Leader Pack	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Premier Pack	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	-
#TalkID Webinar Pack	✓	✓	-	-	-	✓	✓	-	✓	✓	-	-	✓
Brand Awareness Pack +	✓	✓	✓	✓	✓	-	✓	✓	✓	✓	-	-	-
Brand Awareness Pack	✓	✓	✓	✓	-	-	✓	-	-	-	-	-	-
Information Outreach Pack	✓	✓	✓	-	-	-	✓	✓	✓	-	-	-	-
In Focus Pack	✓	✓	-	-	✓	✓	-	-	✓	-	-	-	-
Entry Level Pack +	✓	✓	-	-	-	-	✓	-	-	-	-	-	-
Entry Level Pack	✓	-	-	-	-	-	-	-	-	-	-	-	-

### Notes:

- \* Sponsored links on the Planet Biometrics home-page
- \*\* Guaranteed hyperlinks to a company's webpage in any coverage
- \*\*\* Run of site includes all pages except In Focus and Directory
- \*\*\*\* A standard webinar includes speaker participation and access to all leads. Webinars are shared by up to two sponsors. For exclusivity there is an additional charge.

## CONTACT US...

For further information about how Planet Biometrics can send your marketing into orbit, please contact:

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