



**planet
biometrics**



A global portal
designed to inform
and advance the
biometrics industry



**INFORMATION
BROCHURE**

THE CONCEPT

A groundbreaking news and information portal taking biometric reporting and information dissemination to a new level.

The site's mission is to educate end users, inform the industry and provide a quality advertising platform designed to produce results.



Biometric technology provides a unique proposition for governments and commercial organisations wanting to enhance, secure and streamline their identity-based operations. This free-to-access portal is designed to shine a light on the biometric industry, promote the industry's expertise, give critical analysis, uncover breaking news, and, most importantly, provide educational information and advice for end users.

- Fully researched news and information by a team of expert industry editors;
- All information segmented into relevant technology/application/industry silos;
- In Focus portals designed to educate and inform on highly-targeted subject areas;
- Critical interviews, market commentaries, white papers;
- Events listings, a fully-featured industry directory and more...



The **Planet Biometrics** portal and its newsletters are designed to be the best in the business. The professional, content-rich site contains cutting-edge news, case histories, white papers, analysis, a directory and more. High-quality, expert information is the hallmark of this site, which is targeted at decision-makers in the government and commercial sectors.

The international team of editors at **Planet Biometrics** is led by Mark Lockie, for ten years the Editor of the respected *Biometric Technology Today* journal and Conference Director of the London Biometrics show. Mark is also the Editor of the Security Document World.com portal and managing director of the SDW Conference and Exhibition.

SPECIAL FEATURES

The **Planet Biometrics** portal hosts a number of features that are designed to engage the industry in comment, provide educational content, create dynamic updates, entertain and inform.



IN FOCUS PORTALS

An exciting innovation on **Planet Biometrics** is the creation of mini-portals that cover specific areas of interest. Whilst the site already contains information segmented by technology, application and industry type, the In Focus portals are dedicated hubs of information that will take readers to a higher level of understanding – providing an educational resource for end users.

Examples of In Focus Portals that we have launched include:

- Mobile Biometrics
- Biometric Standards
- India's UIDAI Project
- Biometric Essentials

Many more portals are planned in the future covering areas such as privacy, ethics, geographical overviews, user issues, market projections, and so on.

Each In Focus portal follows a familiar, yet flexible format. To start off each portal there is a “Getting Started” survey, that brings readers up to speed on the latest developments in each particular area.

To complement this, there are more targeted feature articles, relevant news, case histories, interviews and more...

COMMENT

An important aspect of **Planet Biometrics** is its mission to provide readers with expert comment. Each e-newsletter we send out hosts an Editor's Comment. However, Planet Biometrics has also established a broad and well-informed panel of experts, who take it in turns to provide comment in their specialist areas.

DYNAMIC UPDATES

A feature of the **Planet Biometrics** site is its ability to dynamically update pages, such as its In Focus portals and company directory pages.

Each news article, feature or advert is appropriately tagged to ensure it dynamically appears in the correct position. For example, if a news item mentions a particular company it can be tagged as such, and the story will then automatically appear on that company's directory listing page. Similarly, In Focus pages are continually updated with relevant, fresh news content.

NEWSLETTER

Planet Biometrics distributes a regular e-newsletter direct to readers' in-boxes. These provide direct links back to the site and also high-profile advertising opportunities.

MARKETING

The **Planet Biometrics** portal is marketed to a worldwide audience of suppliers, researchers and end users.



Marketing is of critical importance at **Planet Biometrics**. A host of ongoing initiatives ensure that the portal is recognised as the number one resource in the industry – and critically a resource that is easily located by potential end users. Marketing activities include:

- Full marketing to in-house lists which extend to almost 13,000 contacts;
- Regular press releases to major news agencies;
- Proven top-10 Google rankings, ensuring widespread readership;
- Frequent Google ad campaigns;
- Professional SEO;
- High-profile contra-deals with publications, industry associations and companies;
- High visibility at the industry's top trade shows

ADVERTISING

There are numerous opportunities to promote your company on **Planet Biometrics**.



The main advertising options are:

- Display advertising on the home page or on various targeted section pages;
- Display advertising on one of the special In Focus pages;
- Advertising in the weekly e-newsletter;
- A fully-featured directory listing, including your full company write up, ability to include corporate brochures and video, as well as the opportunity to submit white papers;
- Premier Directory listing – similar to a directory listing but includes company text ads on pages of your choice.

Ads of many different sizes are available and to suit all budgets. Our professional team can help to create an ad campaign that creates an impact and gets results.

To see our latest pricing and package deals please contact **Planet Biometrics'** sales manager, Pam Chattin, at: Tel: +44 (0)1322 663 006 or email: p.chattin@sciencemediapartners.com

