DHI
Door Security + Safety Professionals

Advertising Guide 2027

PRINT AND DIGITAL STRATEGIES THAT DRIVE RESULTS

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Door Security + Safety

Door Security + Safety is the official magazine of DHI Door Security + Safety Professionals, a trade association proudly serving door security and safety professionals, and the dynamic companies they represent, in the non-residential construction industry.

THE AUDIENCE

Engage with the decision-makers shaping the future of the industry.

Our readers include distributors, sales agents, manufacturers, architects, specifiers, facility managers, fire marshals, and code officials – all deeply involved in every aspect of door, hardware, and security solutions for non-residential projects.

WHY ADVERTISE?

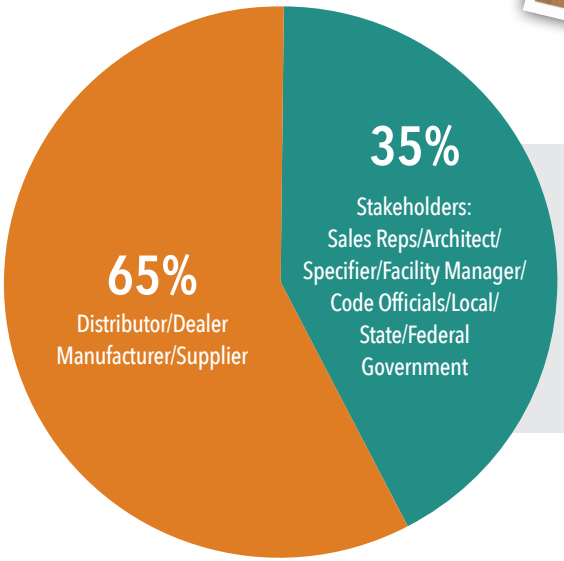
1. **Reach the right people.** Deliver your message directly to a highly qualified audience of industry professionals and purchasing influencers.
2. **Expand your impact.** No other publication reaches more stakeholders who specify, purchase, and recommend products like yours.
3. **Exclusive access.** *Door Security + Safety* is the official communication channel into the distribution network of this industry.
4. **Trusted and action-driven.** Our readers rely on our content, and they act on it. Advertising here means visibility that drives real engagement and measurable results.

READERSHIP HIGHLIGHTS

The industry's most engaged professionals look to *Door Security + Safety* to:

1. Stay ahead of evolving standards, practices, and industry trends.
2. Discover new products, services, and trusted vendors.
3. Gain expert insight into the challenges and opportunities shaping the industry.
4. Educate themselves, their teams, and their customers to maintain their leadership in the marketplace.





21,700 TOTAL SUBSCRIBERS (PRINT/DIGITAL)

** Average based on Ads Online data.*

Source: 2025 Reader Survey

By the Numbers

94% of readers consider DS+S content to be good or excellent.

85% contacted the advertiser, visited their website, met with their sales rep, and/or recommended the purchase of an advertised product or service.

84% spend a half hour or more reading each issue.

74% recommend/approve the purchasing of products for their company.

68% save an article for future reference.

67% of readers are manager-level or higher.

58% referred to or discussed an ad with a colleague.

58% shared their issue with at least one colleague.

56% of readers have recently either purchased and/or specified an advertised product or recommended the purchase.

Source: 2025 Reader Survey



What Our Advertisers Say

"*Door Security + Safety* is one of the few publications that addresses our specific segment of the industry so comprehensively. The editorial content covers a wide range of topics and is a great resource for professionals to stay current on the latest developments impacting our industry."

–ASSA ABLOY

"A go-to source for industry news and education — *DS+S* is a great place to gain brand recognition."

–Security Lock Distributors

"Advertising with DHI gives us voice that is heard within the door hardware community. Truly a great return on our investment."

–Hager Companies

"*Door Security + Safety* communicates with our industry well. It is really a focal point in the industry, whether you are in hardware, frames, doors — anything to do with the total opening. *Door Security + Safety* is the source of a lot of information and really helps bring people together."

–VT Industries

DOOR SECURITY + SAFETY

2027 Editorial Calendar

ISSUE	RESERVE	AD MATERIAL	ISSUE THEME	PRODUCT FOCUS
JANUARY/ FEBRUARY	December 4	January 7	Codes and 2026 Forecast	Trends, Codes, Industry Forecast for Business and Technical Trends, Updates on Codes and Standards
MARCH	January 20	January 29	Talent and Workforce Development	Blast, Bullet, and Forced-Entry Products, Sliding Doors, Folding Doors, Barn Doors, RF Shielding, Access Control, High-Security Keying
APRIL	February 19	February 26	Hospitals, Healthcare, and Assisted Living	ICU Doors, Behavioral Healthcare Products, Automatic Doors, Lead-Lined Doors, Acoustic/STC Doors, Ligature-Resistant Hinges
MAY	March 19	March 31	School Security + Safety Expanded reach! Two premium distributions: DHI All Access Conference + Safe and Sound Schools.	School Security Locks, Attack-Resistant Doors, Campus Access Control, Mustering Products (RTLS)
JUNE/JULY	April 20	April 30	Hospitality and Division 10 Specialties	Integrated Door and Hardware Assemblies, Electronic Locking Solutions, Decorative Hardware, Signage, Operable Partitions, Demountable Partitions, Toilet Accessories, Toilet Partitions, Lockers, Key Cabinets, Electronic Key Control
AUGUST	June 18	June 30	Multifamily, Mixed-Use, Retail, and Business Occupancies	Mobile Credentials, Pre-Hung doors, Interconnected Locks
SEPTEMBER	July 20	July 30	Accessibility	Accessibility-Related Products
OCTOBER	August 20	August 31	Access Control Solutions Expanded reach! Bonus distribution at conNextions.	Electrified Hardware, Innovative Products, Access Control Solutions, Biometrics
NOVEMBER/ DECEMBER	September 20	September 30	Fire Door Inspections and Assembly Occupancies - Casinos, Nightclubs, Restaurants, Theaters, Arenas, and Museums	Codes Affecting Assembly Occupancies, Acoustical Products, Access and Egress Control Products, Impact Doors, Inspection Software, Inspection Products, Fire Door Repair Products, Fire-Rated Glass and Glazing, Servicing Tools, Installation Tools

Editorial subject to change without notice

If the deadlines have passed but you are interested in last-minute advertising opportunities for a particular issue, contact Hallie Brown at 202.367.1229 or hbrown@dhi.org.

DOOR SECURITY + SAFETY

Net Rates & Specifications

COVERS	1x	3x	6x	9x
Back	$6,810	$6,450	$5,980	$5,740
Inside Front	$6,560	$6,230	$5,790	$5,570
Inside Back	$6,300	$6,010	$5,600	$5,400
4-COLOR	**1x**	**3x**	**6x**	**9x**
2-Page Spread	$8,930	$8,290	$7,890	$7,660
1/2 Page Spread	$7,240	$7,130	$7,020	$6,910
Full Page	$5,120	$4,790	$4,570	$4,460
2/3 Page	$4,790	$4,460	$4,270	$4,170
1/2 Page Island	$4,470	$4,140	$3,970	$3,880
1/2 Page	$3,870	$3,660	$3,490	$3,420
1/3 Page	$3,310	$3,110	$3,000	$2,940
1/4 Page	$3,000	$2,820	$2,740	$2,690

EXCLUSIVE MEMBER SAVINGS

DHI members receive special pricing on advertising opportunities.

Check your discount with Hallie Brown (hbrown@dhi.org) or confirm your membership at membership@dhi.org.

CREATE A PIECE THAT'S TRULY YOURS

Repurpose your research, showcase thought leadership, or develop a custom sponsored content opportunity in *Door Security + Safety*. Custom programs, inserts, and premium placements are all available, let's make your brand shine!

Contact Hallie Brown | 202.367.1229 | hbrown@dhi.org

(Ads not provided in CMYK will be automatically converted to the required color mode for printed materials. Advertiser assumes responsibility for all color variations if artwork is provided in the incorrect format.)

AD DIMENSIONS

Trim size ..... 8.375 x 10.875
Full-page bleed .....8.625 x 11.125
Full-spread bleed ..... 17 x 11.125

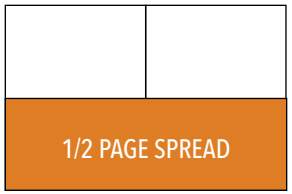
All live matter should be kept **.25 inch** from final trim.
All bleeds require at least **.125 inch** outside of trim.

Sending Your Ad File

Email: cwilliams@dhi.org OR upload to Dropbox • **File Format:** PDFx-1a or PDFx-4 • **Edits:** one round per advertiser. **Fonts:** PostScript and/or Open Type • **Graphics:** 300 dpi (150 line screen) at 100% • **Color:** CMYK



Trim Size: 16.75 x 10.875
Bleed Size: 17.00 x 11.125



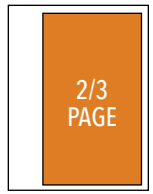
Trim Size: 16.75 x 5.438
Bleed Size: 17.00 x 5.563
(bleed on sides and bottom only)



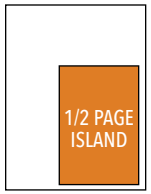
Trim Size: 8.375 x 10.875
Bleed Size: 8.625 x 11.125



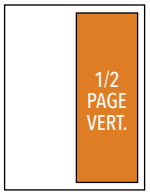
7.375 x 9.875



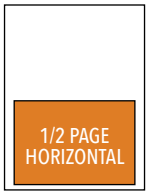
4.75 x 9.875



4.75 x 7.5



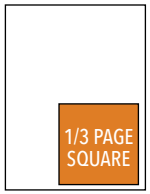
3.562 x 9.875



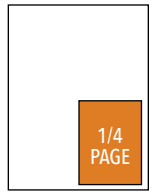
7.25 x 4.75



2.375 x 9.875



4.75 x 4.75



3.562 x 4.75

DOOR SECURITY + SAFETY

Additional Opportunities

> **Your magazine is full of great information for anyone involved in this industry, both large and small distributors.**
>
> *–Door Security + Safety reader*

ADVERTORIALS

Distinguish your company with a powerful marketing message. *Door Security + Safety* offers this special advertising option on a limited basis during the year. Full Page and Spread advertorial opportunities are available on first-come, first-served basis. All materials and copy must be pre-approved and will be marked as advertorial prior to running. DHI reserves the right to reject advertorial that does not align with our readership. Specifications and sample layouts are available.

SPONSORED EMAIL OPPORTUNITIES

Sponsored email opportunities include a custom InfoSpotlight, product focus and the DSS Launch Email. This is a great way to draw attention to your marketing campaigns in 2027.

REPRINTS AND BONUS COPIES

Discover the marketing power of reprints. For more information, contact Al Rickard at arickard@dhi-editorial.org or 703.402.9713.

MEMBER SAVINGS FOR 2027

Active DHI members enjoy special discounts on all print and digital advertising placements. For details on your percentage level, contact Hallie Brown at hbrown@dhi.org.

Not currently active?

Reach out to membership@dhi.org to renew your membership and gain unmatched industry connections & benefits!

DHI CAREER CENTER

Post your job online in the DHI Career Center and recruit the industry's highest quality candidates. Your job can be posted quickly and easily by visiting www.dhi.org/DHI-Career-Center. For information on packages, pricing, or service, contact membership@dhi.org

MAGAZINE ARCHIVES

DHI.ORG offers members a complete archive of past issues of *Door Security + Safety*, with full issue PDFs dating back to 2024 featuring dozens of articles organized by month and year. Visit www.dhi.org and click on Resources/Door Security + Safety Magazine to access.

DOOR SECURITY + SAFETY DIGITAL EDITION

When you run in print, your ad is also included in our digital edition and archived on the DHI website to provide you with added value. This expands your opportunity to reach more prospects while keeping your brand top-of-mind.

All print advertisers are included in the digital edition and the archived PDFs, allowing you to leverage your brand to a wider audience.

DHI EVENTS

Take advantage of sponsorship opportunities across DHI's three in-person events to increase brand awareness and recognition. The DHI All Access Conference, our premier annual event, offers exceptional opportunities to connect with industry professionals, alongside the Spring and Fall Classroom Series. Email Hallie Brown at hbrown@dhi.org to learn more.



Your Door Security + Safety Team

Editorial/Reprints:
AL RICKARD
703.402.9713
arickard@dhi-editorial.org

Print & Digital Sales:
HALLIE BROWN
202.367.1229
hbrown@dhi.org

Career Center Job Postings
membership@dhi.org

INDUSTRYWATCH E-NEWSLETTER

Digital Advertising



IndustryWatch e-newsletter, published bi-weekly, offers an unparalleled way to get directly into the inbox of more than 5,000 qualified industry professionals. It includes news about non-residential construction, the latest developments in construction and design, and security and government affairs that affect your business, as well as timely updates from DHI that impact industry legislative issues, initiatives and matters of importance within the distribution channel.

Average open rate: 37% **Average click-through rate:** 4%

A
Top Leaderboard.....648x100.....$4,875

B
Medium Square.....300x250px.....$3,000

C
Sponsored Content.....144x92px.....$3,400
100 Characters for title plus 300 Characters for message

D
Middle Leaderboard.....648x100.....$2,900

E
Lower Banner.....648x100.....$2,700
Appears directly above DHI and Door Security & Safety Foundation News.

SEVEN 7 CONSECUTIVE ISSUES

Acceptable formats: JPG, PNG, GIF

All digital prices are net rates. Placement is scaled and will vary by volume of content featured in each issue.

Dimensions are Width x Height

> **I love the magazine and *IndustryWatch* – and so do our customers! Our advertisements in both have proven extremely effective at reaching our target audience and we've been very pleased with the results.**
> *–IndustryWatch advertiser*

Digital Benefits:

EXPAND
your reach to a broader, online audience

GROW
message frequency across platforms

REINFORCE
your DS+S print campaign

INCREASE
brand awareness among decision-makers

DRIVE
traffic to your website & showcase your industry solutions

PRODUCT FOCUS & INFOSPOTLIGHT

Digital Advertising

We encourage you to bundle these new opportunities for 2027 with print advertising in the magazine for maximum impact.

PRODUCT FOCUS - MULTI-SPONSOR EMAIL

Each month, this email will feature three to five products from various companies with their own description, images, or video. DHI will send to 22,000+ recipients.

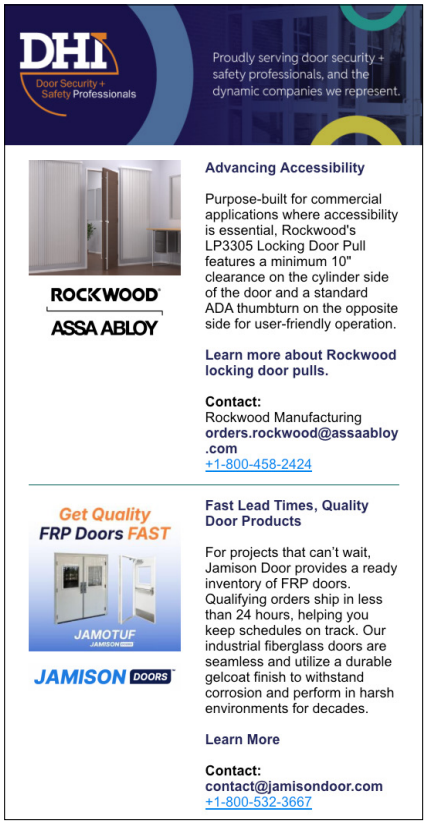
Average open rate: 30%

Average CTR: 4%

Pricing: $1,175 for position A and $775 for run of issue positions.

Schedule: Monthly

Materials to supply: Max 8-word headline, company logo (PNG), up to 50 words of descriptive copy, one image (JPG), web link, contact information.



INFOSPOTLIGHT - DEDICATED SPONSORED EMAIL

DHI's exclusive sponsored email allows you to draw attention to your sales and marketing campaign. Your personalized and customized message will be emailed directly to an audience of 22,000 recipients.

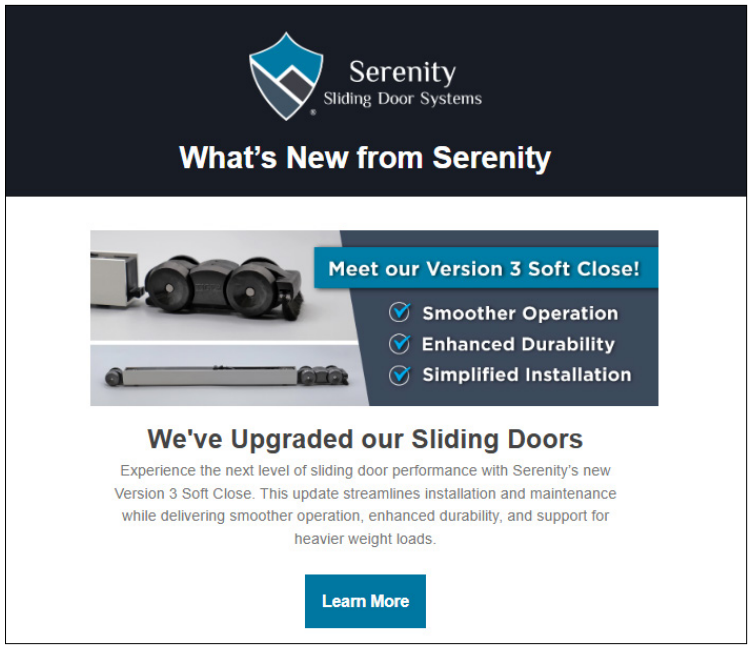
Average open rate: 28%

Average CTR: 3%

Pricing: $2,700

Schedule: Bi-weekly

Materials to supply: Banner image 650x200px high, HTML layout with embedded hyperlink(s), up to 150 words of copy plus head line and up to two images (PNG), subject line.



All digital prices are net rates.

DHI.ORG

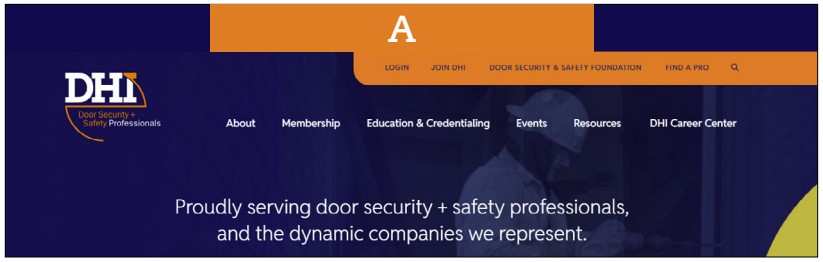
Digital Advertising & Social Media

DHI.ORG

With its recent redesign, DHI.org offers a modern, streamlined experience that drives engagement and showcases content effectively. Over 9,000 monthly visitors rely on the site for industry insights making it the perfect place to put your company and products front and center.

A

Leaderboard.....728x90px.....$950 p/month



SOCIAL MEDIA BUNDLE

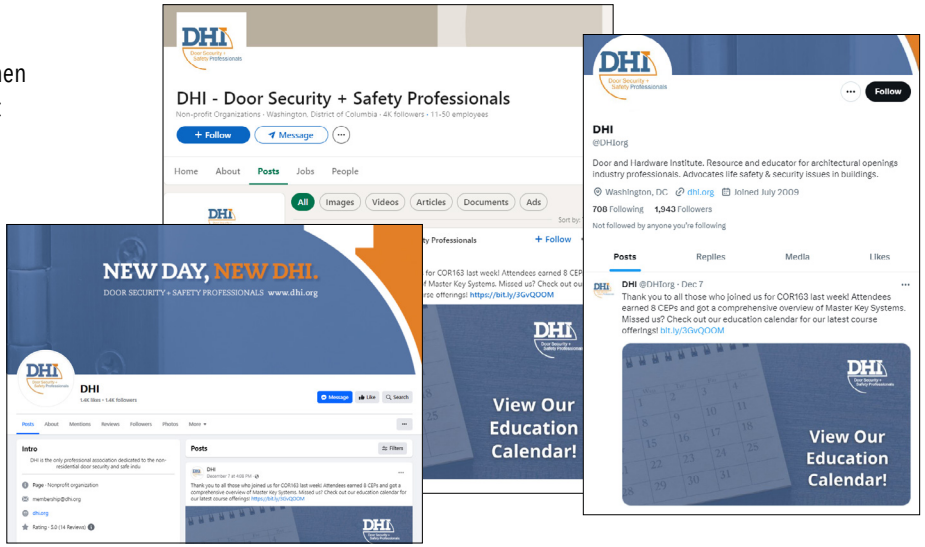
See significant boost in reach and brand awareness when you leverage DHI's social media channels for your next marketing campaign:

Social Media Bundle.....$1,250

Rate includes:

- 1 post on LinkedIn: 6,000 followers
- 1 post on X (Twitter): 1,940 followers
- 1 post on Facebook: 1,400 followers

Total: Three platform-specific pushes scheduled to support your campaign.



Digital opportunities deliver measurable results – enhancing brand recognition, increasing product exposure, and driving visitors directly to your site's most important content.

Digital Opportunities

EDUCATION NEWSLETTER SPONSORSHIP

Education is the cornerstone of DHI! Support industry knowledge and the career advancement of door security and safety professionals by placing an ad in our monthly edition of the DHI Education eNewsletter! This eNewsletter reaches 22,000+ industry professionals each month with information on continuing education events and upcoming courses.

Choose the Sponsorship Level That Fits Your Brand Strategy

Monthly Sponsorship: $3,500
Achieve consistent reach when you need it most.

Quarterly Sponsorship: $9,000
Build momentum with sustained exposure.

Annual Sponsorship: $25,000
Secure all-year visibility and premier positioning.

Ad Specifications:
Premium Leaderboard (600×300 pixels) + URL of choice



GET IN FRONT OF 14,000+ READERS FIRST!

Be the exclusive sponsor of our Door Security + Safety launch email and showcase your brand with three clickable ad placements: logo, skyscraper, and sponsored spotlight content. Make your first impression count with every new issue!

DSS Launch Email.....$3,000/month

A

Skyscraper ad artwork (155w x 450h pixels) with preferred URL (.PNG or .JPEG logo file)

B

Brief title (less than 50 characters preferably) and "Sponsor Spotlight" body copy (less than 200 characters preferably) with any URLs provided

C

Small "Sponsor Spotlight" product/service image (150w x 150h pixels)

NEW! MEMBER DISCOUNTS

Active DHI members save on all print and digital advertising.

Contact Hallie Brown (hbrown@dhi.org) to learn your discount level.

Not sure of your status?
Email membership@dhi.org to reconnect and unlock your benefits!



DHI Events

CLASSROOM SERIES & DHI ALL ACCESS CONFERENCE PARTNERSHIPS



SAVE THE DATE FOR THE 2027 CLASSROOM SERIES

Our DHI Classroom Series offers increased opportunities to amass critical industry knowledge and skills in smaller, localized formats.

2027 Spring Classroom Series
Tucson, AZ
March 15-19, 2027

2027 Fall Classroom Series
Grand Rapids, MI
October 4-8, 2027







Explore multiple opportunities to partner with DHI's Classroom Series events and support industry education. From impactful branding options to engaging experiential sponsorships — including the highly anticipated Casino Night — there are plenty of ways to showcase your company.

DHI Classroom Series Sponsorships provide valuable exposure both before and during the event, amplifying your brand's reach well beyond the classroom.

Click here to learn more and view sponsorship opportunities!



GET ALL ACCESS TO THE FUTURE OF DOOR SECURITY AND SAFETY.

Join industry professionals for two days of focused education, networking, and career-building opportunities in Dallas, TX from **May 18-20, 2027**.

Check out exhibit and sponsorships options here.

Here's what you missed at All Access 2026.



Advertising Guide Terms & Conditions

AGENCY COMMISSION

Recognized ad agencies should make necessary adjustments unique to their customers when advertising in *Door Security + Safety.*

PAYMENT

NET 30 DAYS.

Credit Card payments: a 3% charge will be added on charges over $3,000. Payment for all space, production and position charges is due 30 days from the date of publisher's invoice. A finance charge of 1.5% per month will be assessed for all invoices over 30 days. Advertisers more than 30 days in arrears in any Door and Hardware Institute publication must pay outstanding invoices or submit cash with copy before current insertions can be accepted.

Digital advertisements for the DHI website and enewsletter must be paid within 30 days of the invoice date. In case of non-receipt of payment within 30 days, DHI will discontinue running the ad.

By placement of the advertisement in any DHI publication, website or enewsletter, advertiser and agency agree to be jointly liable for all payments due to DHI. Late charges incurred by the publisher caused by an advertiser will be passed on to the advertiser. Advertisers and their agencies are subject to standard credit inquiries that will be made by the publisher from whatever source necessary to certify that the advertiser/agency has good credit. Both advertiser and agency are equally responsible for payment of ads appearing in DHI's publications. Default by either party does not remove the burden of payment by remaining party. Publisher reserves the right to take all steps necessary to secure payment for advertising published, including but not limited to contacting the advertiser directly if its agency fails to make payment.

SHORT RATE AND REBATES

Advertisers will be short-rated if, within a 12-month period from the date of the first insertion, they do not use the amount of space upon which their billings have been based. Short rates will be based upon frequency earned against published rates.

PUBLISHER'S PROTECTIVE CLAUSE

In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, indemnify and hold harmless the Door and Hardware Institute, its officers, agents and employees against all expenses, including attorney's fees, damages and losses resulting from the publication of the advertisement, including but not limited to claims or suits for libel, violation of the right of privacy, copyright or patent infringement, and use of the product or services advertised, either proper or improper.

All advertisements are accepted and published on their presentation of the agency and advertiser that both are authorized to publish the entire contents of the material provided to DHI in the manner selected by the advertiser, be it print or electronic media. Advertisements and product information do not constitute an endorsement nor a DHI position concerning their suitability. The publisher reserves the right to reject any advertising in DHI publications, DHI website or e-newsletter. The publisher makes every effort to ensure suitable placement of advertising but assumes no responsibility in this regard.

All advertisements, including digital advertisements, placed in DHI publications must be accompanied by a valid insertion order specifying net advertising rate, size, color, position and information sufficient for proper identification of the advertisement by DHI production personnel. Requested positions are not guaranteed unless stated as a paid position. Contracts for multiple frequency discounts must be in place prior to the first insertion.

Publisher will not be bound by any terms and conditions printed on advertising agency or company insertion orders or copy instructions when those rates and conditions conflict with the *Door Security + Safety* rate card. Editorial subject to change without notice.

While publisher and printer will make every effort to correct inaccurate artwork, DHI is not liable for faulty materials provided by the agency or the advertiser. Such advertisements will be billed as run. The publisher does not guarantee changes or corrections after the closing date.

Publisher is not liable for delays in delivery and/or nondelivery of its publications in the event of any conditions beyond the control of the publisher that may affect production or shipping of its publications. Advertisers may not include product/service pricing or discount copy in advertisements in DHI publications, DHI website and e-newsletter.

CANCELLATIONS

Any contract or insertion order placed is non-cancelable by advertiser after the published close date for issues contracted. Special placements and cover positions are non-cancelable by advertiser. All cancellation requests must be made in writing by our published close and confirmed in writing by the DHI Sales Manager. If contracted advertising materials are not received by the published deadlines, existing artwork will be picked up. If no new advertising materials have been received or an existing advertisement cannot be picked up, advertiser is still responsible for the full invoice total for that ad as contracted.

No ad changes will be accepted after the material closing date unless the substituted ad is of like size and color. If new materials or artwork are not received by the advertising material deadline, the previous advertisement will be repeated.

AUTHOR GUIDELINES

Door Security + Safety welcomes articles from our volunteer authors on a variety of topics that are relevant to door and hardware professionals. Articles should be educational rather than promotional in nature. Product and company names may only be included within case studies, troubleshooting, and how-to articles where such details are necessary for the educational value of the reader. Companies that submit articles and also wish to place advertising within their article can do so for an additional fee.

Submissions should include a short biography that includes your name, job title, company and location, any professional credentials, and a professional headshot. Articles and inquiries should be sent to Al Rickard at arickard@dhi-editorial.org.

DHI Is Dedicated to Excellence

DHI – Door Security + Safety Professionals – is an association proudly serving door security and safety professionals and the dynamic companies they represent, in the non-residential construction industry. Through education, advocacy, accreditation and facilitated networking, we provide members with the collective intelligence to meet the security and safety needs of their customers.

Our membership is comprised of individuals and consultants who are involved in the important work of safely securing the built environment. DHI continually strives to be the voice of the door security + safety industry, representing distributors, manufacturers and sales representatives/agency firms, as well as architects, specifiers and contractors who rely on such professionals.

We look forward to working with you and helping you grow your business!

DHI
Door Security + Safety Professionals

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publications@dhi.org | www.dhi.org