

SourceSecurity.com launches US edition to cater to Americas' security market



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Author: **SourceSecurity.com**

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SourceSecurity.com is pleased to announce the launch of its US edition (<http://us.sourcesecurity.com>), to fulfil the information needs of a continuously growing community of security professionals from the Americas.

While retaining all the core features, functionality and content of SourceSecurity.com, which have contributed to making it the global leader among security media, the US edition will also feature content specifically relevant for the American market. Among other things, this will include greater coverage of products available in this market as well as 'local' security news, analysis and commentaries. Equally importantly, the US edition will provide advertisers/ marketers with the ideal platform to get highly-targeted exposure for their products and brands.

"The US edition is our response to the rapidly growing visitor traffic from the Americas, where we are already among the top 2 security media," said Tony Saville, Publisher of SourceSecurity.com. "With a captive traffic of over 50,000 visits per month from the Americas, our extensive content development capabilities and suite of targeted and effective marketing options, the US Edition offers both site visitors and marketers a very strong proposition.

"The response to the site has been extremely positive in just the few weeks since its launch. Some of the industry's best known brands have already signed up to take advantage of the unique opportunities the new site offers. Over the next few months, we will continue to enhance

the site with a greater volume of 'local' content that amplifies the value we deliver.”

About SourceSecurity.com

SourceSecurity.com is the complete security industry guide featuring in-depth product information, a company directory comprising over 5,700 security companies, industry news, case studies and a trade show/events' calendar. The site's product database comprises over 18,000 products with detailed technical specifications from some of the world's leading security product manufacturers. Coverage includes CCTV Products, Access Control Systems, Intruder Alarms, Integrated Security Systems, Network/IP Security and Biometrics. Besides extensive news and case studies on the latest security and surveillance equipment and systems, SourceSecurity.com offers an advanced parametric search engine to enable buyers identify the right products and suppliers.

SourceSecurity.com is published by Notting Hill Media Limited, a publisher of niche, business-to-business (B2B) online portals.

Contact Details: Tony Saville, Publisher,
SourceSecurity.com, <http://us.sourcesecurity.com>

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