

# EMERGENCY MANAGEMENT

STRATEGY & LEADERSHIP IN CRITICAL TIMES

## JUNE 2011 HARVEY READERSHIP STUDY

Today's growing disaster frequency and complexity means now is the time to get your solutions top-of-mind with all-hazards leaders. Emergency Management is the brand this community accesses like no other, and where you'll get the strongest reach and platform impact with our influential all-hazards leadership audience.

### CATEGORY LEADER

**80%** rank us their #1 homeland security and emergency management resource.

### EXCLUSIVE AUDIENCE

**81%** of our all-hazards leadership audience cannot be found reading any other publication in our industry.

“Recently found information about satellite technology from Hughes that was relevant to my current activities ... gave me what I needed to move on to the next phase.

IT Manager, Hennepin County Public Works

### EMERGENCY MANAGEMENT DOMINATES THE ALL-HAZARDS MARKET

**70%** read EM regularly –  
3 out of 4 issues.

- 15% *Homeland Security Today*
- 9% *Disaster Recovery Journal*
- 9% *EMS World Magazine*
- 8% *Homeland Defense Journal*
- 7% *Law Enforcement Technology*



### Strength In Numbers \* Complete Access

First Responder Senior Command | Emergency Management | Critical Infrastructure Authorities  
Public Health Professionals | Security Executives | Elected Officials | Commercial/Systems Integrators/Manufacturers

## DISTINCT EDITORIAL

**84%** find our unique focus on emergency management best practices “job-critical”.

## PROCUREMENT CLOUT

**81%** direct procurement involvement, with average \$26 Million organization budgets.

## HEAVILY-ENGAGED

**91%** have taken action on ads/editorials in *Emergency Management*.

## COMPREHENSIVE REACH

**3.1** pass-along rate, or 205,000 readers per issue gives you complete coverage across all levels of government, disciplines and critical infrastructure segments.

“...keeps me up to date in new advancements. I was ready to buy Brand A but saw Brand B advertised and after talking to them decided it was a better solution.”

Deputy Director, MA Emergency Management Agency

“...to help plan for, respond to, and direct all emergency incident within my Parish (County). I also use it to run my day-to-day operations of the EOC.”

Director, LA Office of Homeland Security

“Recent articles have aided in the evaluation of specific vendor products regarding security monitoring of physical access to resources.”

Security Administrator,  
Office of the Indiana Attorney General

“...helps me to better prepare my organization for future threats and to plan for off-normal events.”

Fire Chief, Los Alamos County Fire Dept

**FOR MORE INFORMATION, PLEASE CONTACT:**

800-940-6039 or [emergencygmt.com/info](http://emergencygmt.com/info)