

EMERGENCY MANAGEMENT

STRATEGY & LEADERSHIP IN CRITICAL TIMES

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MISSION

Emergency Management is the only all-hazards and all-stakeholders media platform dedicated to fostering collaboration across all core stakeholder groups responsible for preparing for and responding to the full range of natural and manmade disasters.

Through its print edition, digital edition, website, live and virtual events and video programs, *Emergency Management* provides this community of stakeholders with vital information and best practices into strategies, tactics, technical solutions and policies that help them manage major incidents.

EDITORIAL FOCUSES

Covers editorial topics such as disaster preparedness and response, public safety and homeland security, critical infrastructure protection, public health and preparedness, grants and policy and education and training.

AUDIENCE PROFILE

The audience includes emergency managers, police and law enforcement, fire and public health, homeland security, elected officials, and private sector practitioners across the federal, state, regional, and local levels as well as at educational institutions.

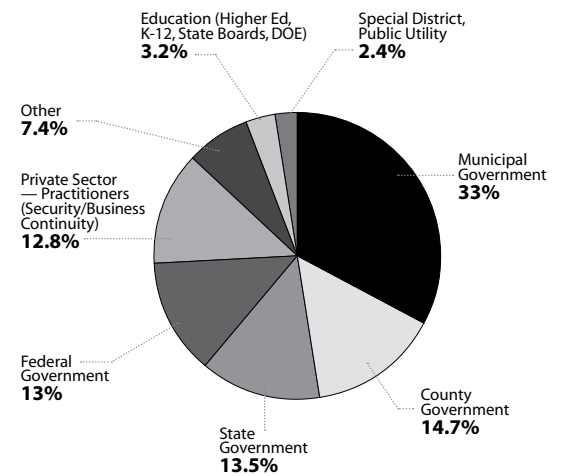
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Demographic Breakdown August 2011

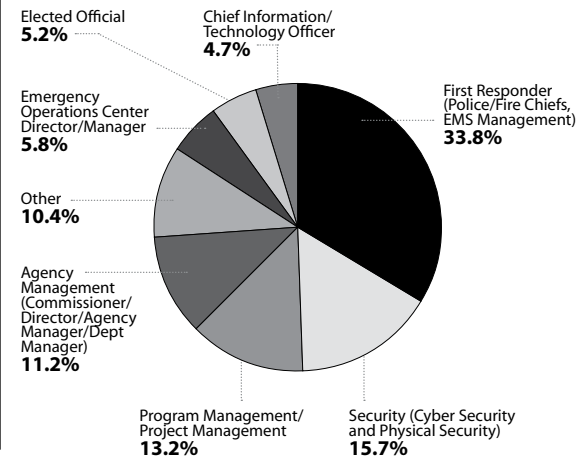
Branch of Government

	Total	Percent of Total
Municipal Government	16,480	33%
County Government	7,363	14.7%
State Government	6,770	13.5%
Federal Government	6,489	13%
Private Sector — Practitioners (Security/Business Continuity)	6,413	12.8%
Other	3,686	7.4%
Education (Higher Ed, K-12, State Boards, DOE)	1,597	3.2%
Special District, Public Utility	1,202	2.4%
Total	50,000	100%



Job Function

	Total	Percent of Total
First Responder (Police/Fire Chiefs, EMS Management)	16,906	33.8%
Security (Cyber Security and Physical Security)	7,829	15.7%
Program Management/Project Management	6,584	13.2%
Agency Management (Commissioner/Director/Agency Manager/Dept Manager)	5,605	11.2%
Other	5,208	10.4%
Emergency Operations Center Director/Manager	2,895	5.8%
Elected Official	2,602	5.2%
Chief Information/Technology Officer	2,371	4.7%
Total	50,000	100%



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Agency/Department Function

	Total	Percent of Total
Fire/Emergency Services/911	11,751	23.5%
Law Enforcement	10,393	20.8%
Private Sector — Suppliers to Government (Systems Integrators, Consultants)	4,028	8.1%
Other	4,004	8%
Emergency Operations Center	3,113	6.2%
Department of Homeland Security (FEMA, TSA, Border & Customs)	2,721	5.4%
Public Health, Housing, Human Services, & Hospitals (RHIOs)	2,439	4.9%
Elected Officials — Legislative/Admin/Staff	2,324	4.6%
Telecom/Information Services/Public Utility	2,201	4.4%
Administration/Finance/General Services	2,186	4.4%
Transportation (Port, Airport, Terminal Rail, Transit Hub)	1,762	3.5%
Department of Defense	1,097	2.2%
Non-Governmental Organizations (Red Cross, Salvation Army)	730	1.5%
Environmental Protection	531	1.1%
Department of Justice	440	.9%
National Guard	280	.6%
Total	50,000	100%

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PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement is true.

Scott Fackert, Publisher

Date Signed

August 16, 2011

State

California

County

Sacramento