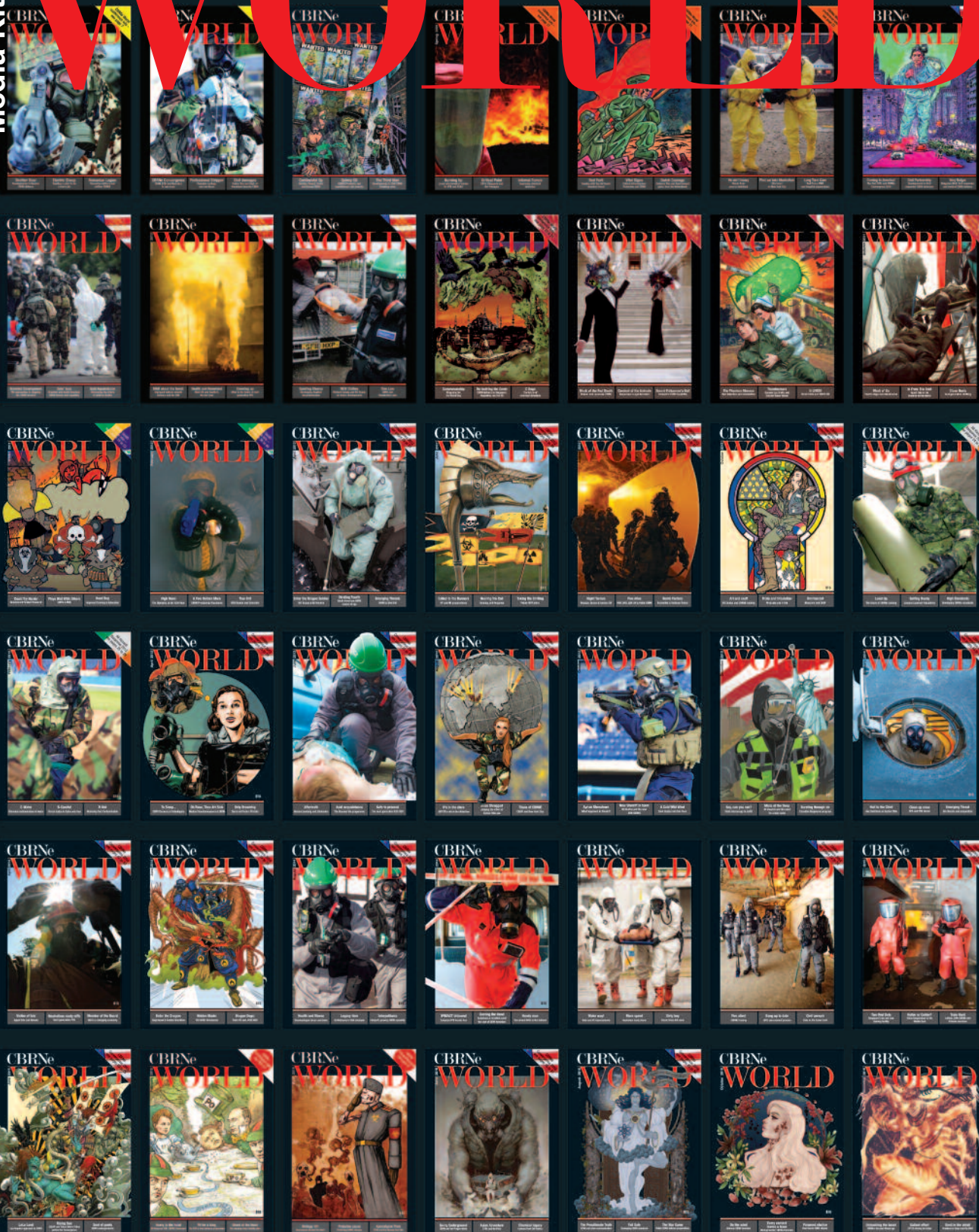


# CBRNe

Media Kit 2018

# WORLD



12th Year of Publishing





# Readership & circulation

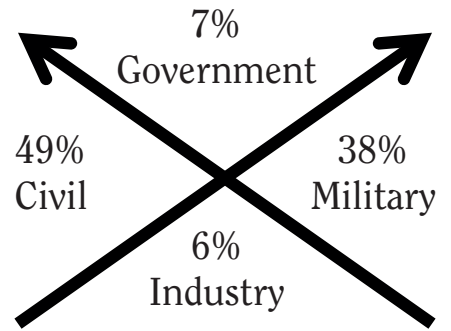
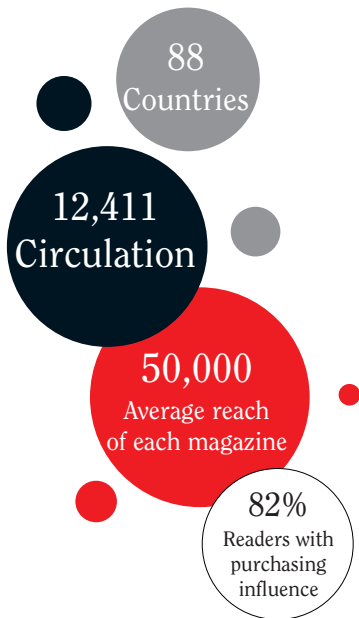
Military and civil professionals responsible for CBRNE and hazmat policy, strategy, procurement, operations, training, doctrine, R&D and planning. They are located across many organisations and institutions including:

-  Government ministries
-  Defence Departments
-  Homeland Security
-  Health Agencies
-  CBRN Schools
-  EOD/IED Schools
-  Military Units
-  First Responders
-  Bomb Squads
-  Police CBRN Centres
-  Fire Academies
-  HazMat Teams
-  Research Agencies
-  Testing Sites
-  Demil Centres
-  Multinational Agencies



EUROPE	35%
ASIA PACIFIC	10%
NORTH AMERICA	51%
MIDDLE EAST	2%
ROW	2%

Circulation by region



Circulation by sector

ARGENTINA	17	FINLAND	112	LITHUANIA	6	SINGAPORE	322
AUSTRALIA	258	FRANCE	369	LUXEMBOURG	4	SLOVAKIA	14
AUSTRIA	53	GEORGIA	3	MACEDONIA	1	SLOVENIA	10
BAHRAIN	18	GERMANY	344	MALAYSIA	75	SOUTH AFRICA	31
BANGLADESH	1	GREECE	13	MALTA	1	SPAIN	108
BELARUS	6	HONG KONG	20	MOROCCO	4	SRI LANKA	1
BELGIUM	109	HUNGARY	35	NETHERLANDS	277	SWEDEN	229
BRAZIL	54	INDIA	109	NEW ZEALAND	41	SWITZERLAND	207
BRUNEI	5	INDONESIA	22	NIGERIA	4	TAIWAN	9
BULGARIA	22	IRAN	11	NORWAY	54	THAILAND	25
CANADA	570	IRAQ	23	OMAN	6	TRINIDAD	1
CHILE	8	IRELAND	41	PAKISTAN	53	TUNISIA	2
CHINA	69	ISRAEL	120	PERU	3	TURKEY	91
COLUMBIA	4	ITALY	129	PHILIPPINES	41	UAE	18
CROATIA	15	JAPAN	79	POLAND	111	UGANDA	3
CUBA	2	JORDAN	21	PORTUGAL	28	UKRAINE	18
CYPRUS	2	KOREA	338	QATAR	14	UNITED KINGDOM	1189
CZECH REPUBLIC	133	KUWAIT	49	ROMANIA	38	UNITED STATES	5949
DENMARK	88	KYRGYZTAN	1	RUSSIA	56	UZBEKISTAN	2
EGYPT	6	LATVIA	8	SAUDI ARABIA	24	VIETNAM	4
ESTONIA	8	LEBANON	1	SERBIA	41	<b>TOTAL</b>	<b>12,411</b>

Circulation by country

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# 11th year of CBRNe events

## CBRNe South America

Campus Universitario De Puerto Madero, Buenos Aires, Argentina 7th March 2018

CBRNe World brings its brand of CBRNE excellence to Argentina. CBRNe World last held an event in Rio de Janeiro in 2012 to help in planning for the World Cup and the Olympics... now we are coming to Argentina! CBRNe World is holding an exciting FREE event March 7th 2018 at the UCA Puerto Madero Auditoriums in Buenos Aires. With multiple high visibility events coming up including the Summer Youth Olympics and G20 summit, the first G20 ever to be hosted in South America, and a variety of emerging infectious disease issues to be faced, CBRNe South America is the event to visit to meet specialist practitioners and see CBRN product demonstrations first hand to help you increase your knowledge and response capabilities.

## 11th Annual CBRNe Convergence USA

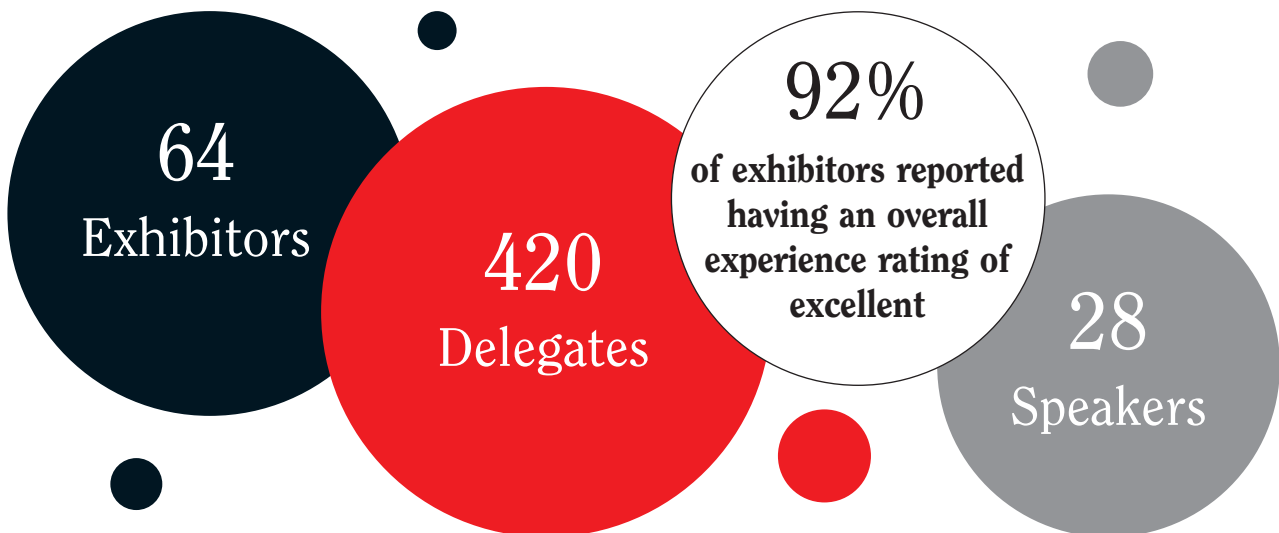
Rosen Plaza, Orlando Florida USA November 6th, 7th & 8th

CBRNe Convergence Congress & Exhibition, Rosen Plaza Hotel, Orlando, Florida USA - 6 November - 8 November, 2018. The most important annual congress for the global CBRNE community now in its 11th year! Growing closer, staying distinct, merging civilian and military response to CBRN, IED and all hazard threats is the constant theme of CBRNe Convergence. The conference programme is planned by Gwyn Winfield, editor of CBRNe World magazine, who brings together expert speakers from around the globe, chosen for their insight and challenge, providing attendees with shortcuts to best practice. Streamed sessions allow you to choose presentations that best fit the needs of your organization and foster an understanding of how you can bring together civil and military forces in such fields as CBRN, EOD and hazmat to better prepare for current and future challenges. PLUS Poster presentations which outline some of the latest developments in science and technology.



FBI WMD Directorate

## Why exhibit?



Source: CBRNe Convergence USA (Orlando 2015)

**11** Years of exhibiting : **16** Events :  
**11** Different venues

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## Editorial Programme 2018

Each issue carries a series of lead interviews, news, procurement alerts, global threats and activity and product/company updates. (Features subject to change)

<b>FEBRUARY</b>  Copy deadline January 15	<b>MASS FATALITY EVENTS / EMERGING INFECTIOUS DISEASES RESPIRATORS / NARCOTIC LAB DECON / CWA DETECTION / PHYSIOLOGICAL MONITORING</b>	<b>CBRN<sup>Ne</sup> South America - Buenos Aires, Argentina</b> CBRNE Summit-Rome, Italy
<b>APRIL</b>  Copy deadline March 15	<b>RAD PORTALS / DRY DECON / MEDICAL COUNTER MEASURES PROGRAM MANAGER UGV'S (CS&amp;CSS) / BOMB SUITS &amp; HELMETS / LEVEL A SUITS</b>	CBRN Conference - Fort Leonard Wood, USA Eurosatory - Paris, France SOFIC - Tampa, USA IAFC Hazmat - Baltimore, USA IABTI Conference - Reno, USA
<b>JUNE</b>  Copy deadline May 15	<b>TACTICAL BIOLOGICAL DETECTION / PERSONAL DECON / MET STATIONS / HIGH VISIBILITY EVENTS / RAMAN DETECTION / CBRN PROCUREMENT REPORT</b>	NDIA CBRN Conference – Edgewood, USA
<b>AUGUST</b>  Copy deadline July 15	<b>NARCOTICS DETECTION / DOSIMETER TECHNOLOGY / NEXT GENERATION TRAINING / NUCLEAR BUNKER PROTECTION / MASS DECON / MARITIME CBRN</b>	<b>CBRN<sup>Ne</sup> Convergence - Orlando, USA</b> ADAS - Manilla, Philippines CBRN Symposia - Berlin, Germany
<b>OCTOBER</b>  Copy deadline September 15	<b>TRACE EXPLOSIVE DETECTION / COLPRO / UAV'S &amp; QUADS / AIRFORCE CBRN / TACTICAL TEAM CBRNE / METRO/UNDERGROUND CBRN</b>	<b>CBRN<sup>Ne</sup> Convergence - Orlando, USA</b> CBRN Symposia - Shrivenham, UK
<b>DECEMBER</b>  Copy deadline November 15	<b>STAND OFF DETECTION / LIQUID SCREENING / MOBILE LABS / PORT CBRN / FILTRATION / IMPROVEMENTS IN DERMAL PROTECTION</b>	TBC

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## Advertising Rates 2018

Size	Four Colour
Page	£3,345
Half page	£2,050
Quarter page	£1,050
Outside Back Cover	£4,265
Inside Front Cover	£3,945
Inside Back Cover	£3,725
Double Page Spread	£5,245

Frequency Discount:  
 3-5 insertions – 6 %  
 6 insertions -12%  
 Cancellation deadline -first day of the  
 preceding month of publication  
**Agency Commission: 10%**

### Technical Specifications

**Frequency:** Bi monthly (Six issues)

**Standard Advertising Unit Sizes.** Depth x Width in millimetres

Size	Type	Trim	Bleed Size
Double page spread	285x396	297x420	305x428
Page	285x186	297x210	303x216
Half horizontal	138x186	148x210	152x216
Half vertical	285x87	297x105	303x111
Quarter vertical	127x87	N/A	N/A

### Advertising Material Required

High resolution CMYK PDF files accepted at minimum 300 dpi with original fonts embedded. Optimum file size 1mb-5mb. Allow 5mm within final trim and gutter for live text, headings etc.

### Digital Media Solutions

Used by CBRNE and hazmat professionals globally, our web pages offer a wide range of opportunities well beyond the circulation of CBRNe WORLD to place your advertising message in front of a valuable and highly targeted audience and drive traffic to your own site.

#### ADVERTISING

Advertising units are 231x117 pixels and appear on the right side of the HOME PAGE only. See example  
 Advertising contracts are for a minimum of three months: 3-6 months and 6-12 months contracts also available

**RATES:** £495 (\$780) / MONTH. Minimum three month contract. 10% discount for 6 month and 15% discount for 12 month contract.

#### STATS

Ranked no 1 for CBRNE conference, nbc, cbrn news, cbrne, cbrne threats and 37 other terms

Magazine downloads per month – 6,124

93% of CBRNe WORLD readers use our website regularly or occasionally

**ONLINE CREATIVE REQUIREMENT:** All placements are accepted in GIF, JPEG, PNG, SWF (Flash). Maximum file size is 40kb

Our website also delivers news through our news feed and Twitter @cbrneworld

### Advertising Contacts

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