

A Falcon Communications Ltd Publication

CBRNe WORLD

Preparing for the non conventional threat

2012 Media Kit

The most effective medium to reach the CBRNe equipment and services buyer and specifier

Organisers of the annual CBRNe Convergence Conference & Exhibition and CBRNe FOCUS Workshops

www.cbrneworld.com



**CIRCULATION
UP 4%**

CBRNe World will be published six times (bi monthly) during 2012 by Falcon Communications Ltd. It serves the information needs of professionals around the world charged with planning for or responding to a chemical, biological, radiological, nuclear or explosives (CBRNE) threat or incident. Spanning the divide of operational and scientific, it brings together opinion formers from the world of civil response, military leaders, academia, government agencies, research labs and industry. Combining the already merging fields of CBRN and explosives together in one magazine, editorial content is a combination of qualitative and researched news, interviews, articles, surveys and regular columns. Our readers are responsible for CBRNE policy, strategy, procurement, operations, training, doctrine, R+D and planning.

CBRNe World is the most popular advertising medium for companies wishing to reach buyers and specifiers of products and services in the fields of detection, protection, decontamination, containment, colpro, demil, medical, robotics, training , reconnaissance, software and EOD/IED countermeasures.

📊 **GROWING CIRCULATION:** Our global circulation has increased to **10,585 professionals** in **88 countries**, a **4% INCREASE** over the previous year.

📊 **PURCHASING INFLUENCE:** **73%** of readers can buy, specify, approve or recommend CBRNE equipment and services.

📊 **READERSHIP:** Readership research has indicated an average of 5 readers per issue providing exposure of your advertising message to over **50,000 CBRNE professionals**.

📊 **ADVERTISER ACCEPTANCE:** the **FIRST** and often the **EXCLUSIVE** choice for the CBRNE marketer, carrying more advertising pages compared to any competing magazine.

📊 **BONUS DISTRIBUTION:** distributed at all the important CBRNE events around the world providing advertisers with **ADDED VALUE** from their investment in these issues. Bonus distribution is included in the 2012 editorial features list.

Unique three part marketing package:

At **NO EXTRA CHARGE** advertisers benefit from a unique three part marketing package combining the power of both the magazine and the **CBRNe World** website (Google ranked No 1 for CBRNE). The marketing package consists of:

- 📊 Display advertisers benefit from a position facing quality editorial
- 📊 A Capability Profile of 140 words, a picture and logo appear in the magazine. Example below (a).
- 📊 The Capability Profile appears on the CBRNe World website together with a link. Example below (b) or go to www.cbrneworld.com to see more examples online.

Page advertisers in all six issues **ADDITIONALLY** benefit from becoming a 'Corporate Sponsor'. This entitles them to a logo advertisement and link on **CBRNe World** website pages at **NO EXTRA CHARGE**. Example below (c).



Reserve exhibition and sponsorships at:

CBRNe **South America** – Rio de Janeiro, Brazil. March 13th-14th, 2012

CBRNe **Convergence** – Norfolk, Virginia, USA. October 30th-November 2nd, 2012

Editorial Programme 2012

Each issue includes a series of lead articles, news, interviews, procurement alerts, features and surveys.

Issue	Features	Bonus Distribution	Regional Focus
FEBRUARY Copy Deadline: January 5th	Preparation for London Olympics Next Generation Decon SIBCRA Bulk Explosive Detection Maritime CBRN Boots & Gloves Technology	CBRNe South America Rio de Janeiro - Brazil 5th National Bio Threat Conference Denver - USA Joint CBRN Conference Baltimore - USA	SOUTH AMERICA
APRIL Copy Deadline: March 5th	Respiratory Protection Radiological Portal Monitors Mass Decontamination C.I.S Information Systems Medical CBRN Bomb Suits Clandestine Labs	IAFC Hazmat - Baltimore - USA Counter Terror Expo - London - UK International CBRN Decon Symposia Munster - Germany	FRANCE
JUNE Copy Deadline: May 5th	Semi Permeable Membranes/ TIC's Decon Trace Explosive Detection Special Forces UGV's Nuclear Detection Medical Countermeasures	JIIM-IA CBRN Fort Leonard Wood - USA NBC 2012 Turku - Finland Euosatory Paris - France	USA
AUGUST Copy Deadline: July 5th	Training & Simulation PAPR Respirators Sensitive Equipment Decon Narcotics Detection Jammer Technology Rail CBRN Sampler Technology	tbc	CZECH REPUBLIC
OCTOBER Copy Deadline: September 5th	Chemical Detection Active Coatings Level C+ Clothing Recce Vehicles Disruptors Forensics Stand Off Explosive Detection	CBRN Defence - Berlin - Germany SISPAT - Singapore CBRN Symposia - Shrivenham - UK CBRNe Convergence Norfolk, Virginia - USA	SINGAPORE
DECEMBER Copy Deadline: November 5th	Biological Detection EOD Search Level A/B Clothing Radiological Decontamination Law Enforcement CBRN Port CBRN Regenerable Filter technology	tbc	USA WEST COAST

Falcon Communication Conferences and Exhibitions

5th Annual CBRNe Convergence

October 30th to November 2nd 2012
Norfolk, Virginia, USA

The annual conference & exhibition organised by Falcon Communications has developed the same reputation for EXCELLENCE that *CBRNe World* magazine is already renowned for. The conference programme and range of expert speakers from around the world are organised by our editor, Gwyn Winfield ensuring that delegates hear from civil, military and research organisations on best practice in CBRNE defence. Attendees can meet the whole international range of CBRNE specialists which is invaluable for the networking and personal development it encourages.

Convergence events have been held in Bucharest-Romania, Hague-The Netherlands, Orlando-USA and Istanbul-Turkey



5th Annual CBRNe Convergence
Norfolk, Virginia, USA
30 October – 2 November 2012

GOLD SPONSOR
GENENCOR®

More information on www.icbrnevents.com

The poster features a central illustration of a man in a blue protective suit and helmet, standing on a city street. The background shows a cityscape with buildings and a large, stylized skull in the foreground.

CBRNe South America

13th-14th March, 2012
Rio de Janeiro, Brazil

Our conference & exhibition will bring together some of the brightest and best CBRNE minds from around the world to meet with a range of South America's decision makers and opinion formers. Brazil in particular is investing over US\$9 billion on security to prepare for the world's largest high visibility events – the Olympic Games and the FIFA Soccer World Cup and is a burgeoning market for CBRNE equipment and services.



Join the Carnival

CBRNe South America
13-14 March 2012
Sheraton Hotel & Resort, Leblon, Rio De Janeiro
www.icbrnevents.com

GOLD SPONSOR
CRISTANINI CBRN
DECONTAMINATION SYSTEMS

The poster features a central illustration of a man in a blue protective suit and helmet, standing on a city street. The background shows a cityscape with buildings and a large, stylized skull in the foreground.

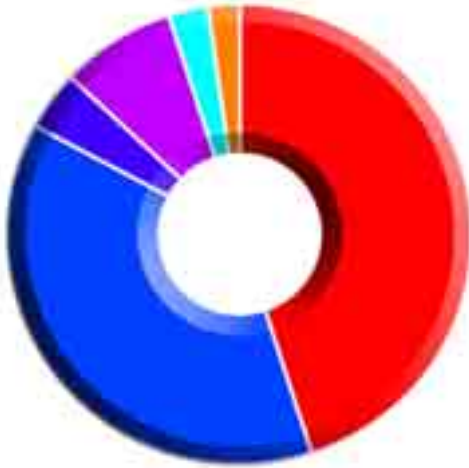
Each event has an accompanying exhibition which provides vendors of equipment and services the opportunity to meet and demonstrate their capabilities to a highly influential and global audience of procurement decision makers attracted by the unmatched quality of the conference programme.

Ensure your participation at CBRNe South America and CBRNe Convergence as an exhibitor or sponsor by contacting the offices of Falcon Communications

Circulation – 10,585

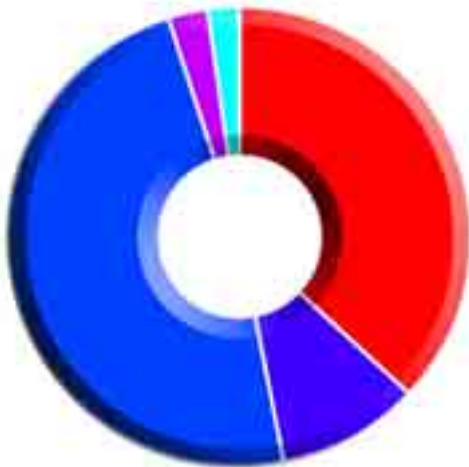
Military and civil professionals responsible for CBRNE policy, strategy, procurement, operations, training, doctrine, R&D and planning. They are located across many organizations and institutions including:

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



Circulation by Sector

- CIVIL 45%
- MILITARY 38%
- INDUSTRY 4%
- GOVERNMENT 8%
- R&D 3%
- ACADEMIC 2%



Circulation by Region

- EUROPE 37%
- ASIA PACIFIC 10%
- NORTH AMERICA 48%
- MIDDLE EAST 3%
- ROW 2%

ARGENTINA	16	FINLAND	114	LITHUANIA	6	SLOVAKIA	14
AUSTRALIA	249	FRANCE	329	LUXEMBOURG	5	SLOVENIA	11
AUSTRIA	52	GEORGIA	3	MACEDONIA	1	SOUTH AFRICA	31
AZERBAIJAN	1	GERMANY	299	MALAYSIA	67	SPAIN	104
BAHRAIN	15	GREECE	15	MALTA	1	SRI LANKA	1
BANGLADESH	1	GEORGIA	2	MOROCCO	4	SWEDEN	267
BELARUS	6	HONG KONG	17	NETHERLANDS	260	SWITZERLAND	212
BELGIUM	106	HUNGARY	35	NEW ZEALAND	39	TAIWAN	9
BRAZIL	48	INDIA	92	NIGERIA	4	THAILAND	19
BRUNEI	5	INDONESIA	17	NORWAY	59	TRINIDAD	1
BULGARIA	22	IRAN	11	OMAN	4	TUNISIA	2
CANADA	517	IRAQ	22	PAKISTAN	49	TURKEY	97
CHILE	8	IRELAND	19	PERU	3	UAE	16
CHINA	67	ISRAEL	119	PHILIPPINES	11	UGANDA	3
COLUMBIA	4	ITALY	125	POLAND	108	UKRAINE	14
CROATIA	17	JAPAN	61	PORTUGAL	28	UNITED KINGDOM	1196
CUBA	2	JORDAN	12	QATAR	11	UNITED STATES	4710
CYPRUS	2	KOREA	29	ROMANIA	38	UZBEKISTAN	2
CZECH REPUBLIC	126	KUWAIT	47	RUSSIA	51	VIETNAM	4
DENMARK	85	KYRGYZTAN	1	SAUDI ARABIA	19	ZAMBIA	2
EGYPT	6	LATVIA	9	SERBIA	41	ZIMBABWE	1
ESTONIA	8	LEBANON	1	SINGAPORE	318	TOTAL	10,585

Size	Four Colour			Frequency Discount:
Page	£3,345	\$5,685	€4,345	3-5 insertions – 6 %
Half page	£2,050	\$3,485	€2,665	6 insertions -10%
Quarter page	£1,050	\$1,785	€1,365	Series advertisers benefit from FREE advertising on our website.
Outside Back Cover	£4,265	\$7,250	€5,540	Details on request.
Inside Front Cover	£3,945	\$6,705	€5,125	
Inside Back Cover	£3,725	\$6,330	€4,840	
Double page spread	£5,245	\$8,915	€6,810	



Capability Profile appearing in the magazine

Website Advertising: Generate traffic to your website by advertising on the www.cbrneworld.com website. Details on request.

Capability Profile: Included **FREE** for advertisers in the same issue and on the CBRNe World website. Up to 140 words, 1 colour picture & logo. Please supply logo and pictures in eps, jpeg or tiff format.

Sponsorship: Bespoke sponsorship packages can be arranged, details on request.

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
Quarter horizontal	63x186	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.

Advertising Contacts:

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www.cbrneworld.com

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2011 Advertisers

20 20 Bioresponse	Coastal	First Detect	Hygi Tech	Nutwell Logistics	Smiths Detection
Airboss	Environmental	First Line	I Bodi	OWR	Source Vagabond
Argon Electronics	Cobra	Technology	I Robot	Paul Boye	Tetracore
ATI	Cristanini	Flir	Idaho	PDX	Thales
Avon	CTX	Force 1 Decon	Intelagard	Proengin	Thermo Fisher
Bertin	Draeger	Garant	KD Analytical	QINETIQ	Tracerco
Biral	DSEI	Genencor	Meridian	Remploy	TSI
Blucher	Dycor	Germfree	Mirion	RFD Beaufort	Utilis
Bruker	EnviroFoam	GSA	Milipol	RSDecon	XT Safety
CBI Polymers	Environics	HDT	NBC Sys	Scott Safety	