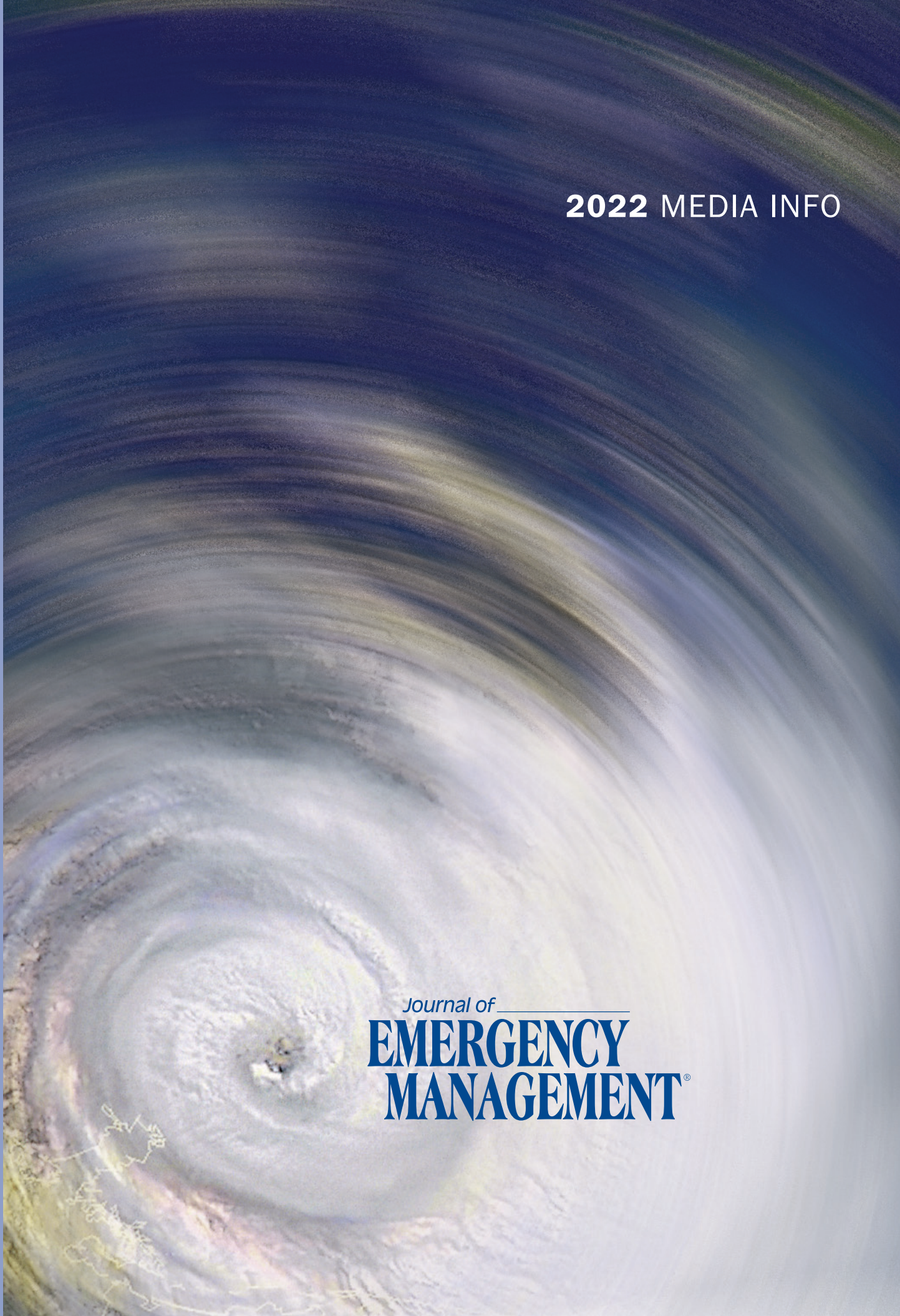
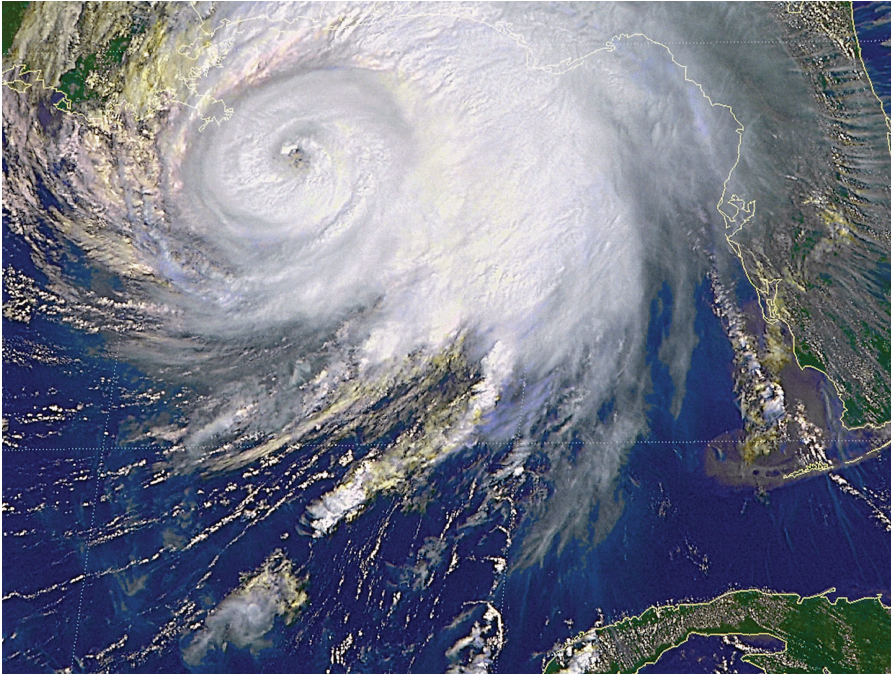


JEM™

2022 MEDIA INFO

Journal of
**EMERGENCY
MANAGEMENT®**





With emergency preparedness, management and response at the top of everyone's priority list, ad space in ***Journal of Emergency Management*** has become the most sought after by leaders in the industry!

That's because when a product or service appears in ***Journal of Emergency Management*** it's **guaranteed** the kind of product exposure not available anywhere else today.

In terms of reaching key purchasing decision makers in this huge market, our advertisers know that ***Journal of Emergency Management*** is the gold standard and the one by which all others are judged.

As the most respected journal in the field of emergency preparedness and disaster response today, read by those EM leaders who **make** the purchasing decisions, rather than wait for committee consensus, advertisers know that if they're not telling potential buyers about their products and services in the pages of the ***Journal of Emergency Management***, they're really not telling about (read, selling) their products and services!

Isn't this where you should be...in a publication read every day by the key purchasing players in an industry that spends countless billions annually?

...and every day they're looking for products you sell or services you provide: escape hoods and protective clothing, digital map products, public safety vehicles, portable computers, evidence handling systems, wireless remote controlled cameras, NBC protection systems. The list goes on and on. Don't sit on the sidelines! Start ringing up these sales today!



For further details about this rapidly expanding market and how ***Journal of Emergency Management*** can be your guaranteed direct link to its vast purchasing power, give us a call, toll free at

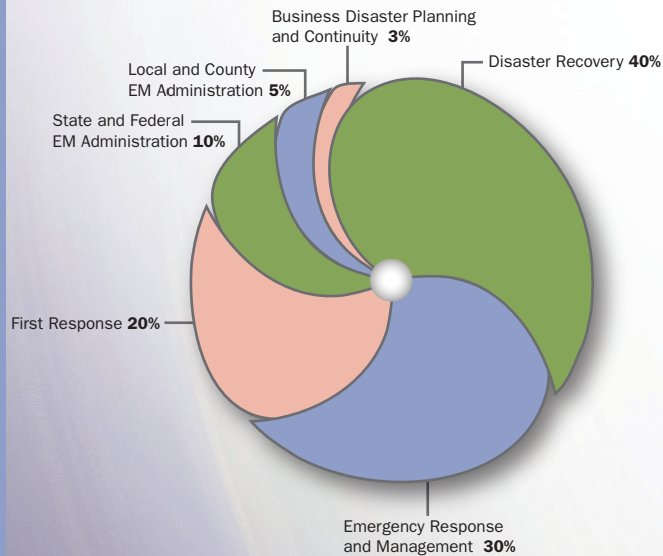
Call Richard DeVito at 781-899-2702 x107 or email: radjr@pnpco.com to place your ad today!

In a market that spends over 150 billion annually for products and services, consider these four important questions?

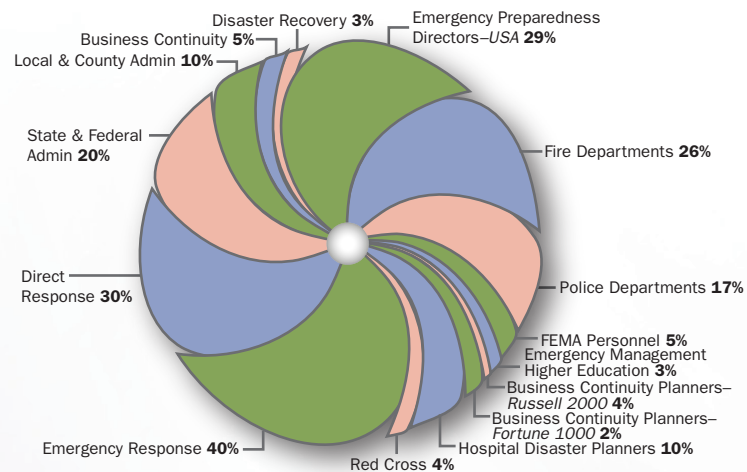
- 1) Does my product or service have the very best exposure in the emergency management community available today?
- 2) Is my lead generation on the cutting edge in this highly competitive market?
- 3) Do I reach key purchasing decision-makers?
- 4) Am I getting my share of this huge market?

The **Journal of Emergency Management** reaches the 20,000+ top thought leaders in emergency management and disaster recovery. Position your product/service in front of leaders who will shape the future of EM/DR/BCP!

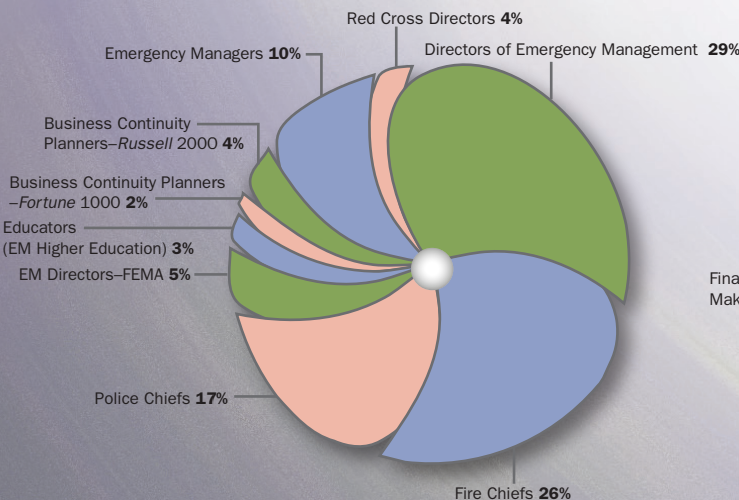
Readership by **RESPONSE TYPE**



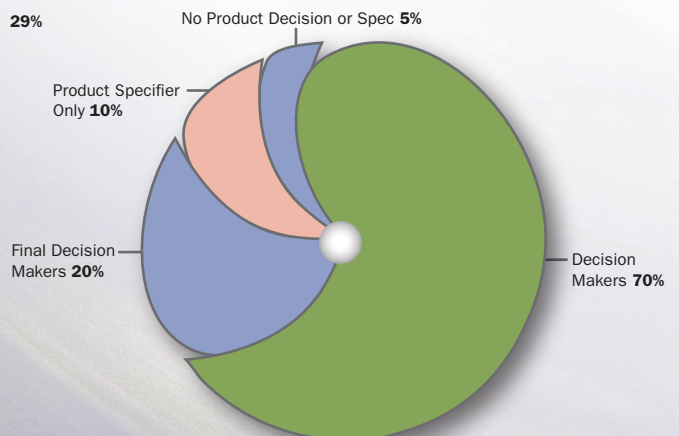
Readership by **JOB RESPONSIBILITY**



Readership by **JOB TITLE**



Readership by **DECISION MAKER**



Banner Advertising - New Issue & High Readership Email Blasts

Promote your product or service in a **Journal of Emergency Management (JEM)** branded email to our entire distribution list. These scheduled emails announce newly published content as well as high-readership articles.

Journal of Emergency Management features the latest articles on research and practice in emergency management and disaster recovery. All content is peer-reviewed for excellence. Readers know the quality of **JEM** content. Benefit from that reputation and co-positioning with **JEM**.

Features:

Sent from Journal of Emergency Management

Ensures higher open rates and quality content

Announcing New Content Available

Sent by *Journal of Emergency Management*, the leader in the field. Everyone knows who is providing the great content.

Premium 600x200 Banner

Position #1 \$1250 per insertion
Place your favorite graphic in this space with links to your landing page.

Custom 250x250 Graphic

Position #1 \$600 per insertion
Place your favorite graphic in this space with links to your landing page.

Custom 250x250 Graphic

Position #2 \$500 per insertion
Place your favorite graphic in this space with links to your landing page.

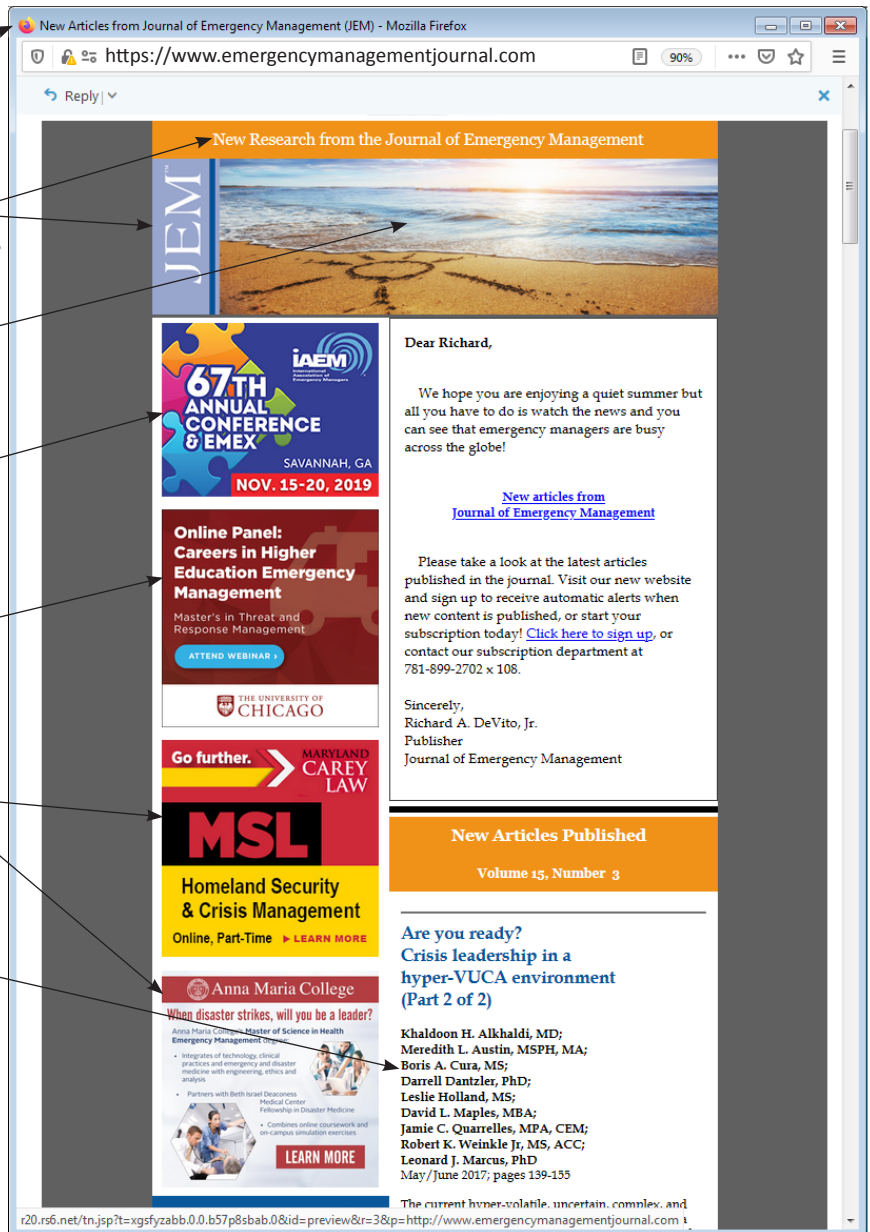
Custom 250x250 Graphic

Position #3-5 \$425 per insertion
Place your favorite graphic in this space with links to your landing page.

Continue Selling...

Keep selling to your customers. Stats show that readers keep these emails because they are always looking for the latest research and practice in the field.

Call us and start reaching this rapidly expanding market today. We can deploy in as little as 4 hours! Want a special position for your product placement? Call us and see how creative we can be.



Richard DeVito, Jr.
Journal of Emergency Management
470 Boston Post Road, Suite 301
Weston, MA 02493
Phone: 781-899-2702x107
email: radjr@pnpc.com
 All rates are net costs.

Sponsored Webinars

Combine our subject matter experts and your product or service in a JEM branded Webinar! We will promote attendance to our entire distribution list of almost 20,000.

Journal of Emergency Management features the latest articles on research and practice in emergency management. All content has been peer-reviewed for excellence. Readers know the quality of JEM content. Benefit from that reputation and put leading edge content in the hands of potential customers as part of your lead generation campaign.

Expanded for 2022:

Our **Sponsored Webinar** are a great way to combine your company's good name with the brand awareness of **Journal of Emergency Management**, the leading professional journal in the field.

Reach out ~20,000+ EM professionals and show your commitment to providing them with the latest research and practice in EM.

Cost: All rates net.

Call for customized quote. Webinars start at \$5750 for a 15 minute presentation.

We can produce a high quality webinar from existing peer-reviewed content from JEM in as little as 3 weeks.

Contact us today for a quick project discussion and to get started!

Features:

Sent from Journal of Emergency Management

Ensures higher open rates and quality content

Customizable Announcement and Subject Lines

Sponsored by

Everyone knows who is sponsoring the great content.

Custom 250x250 graphic

Place your favorite graphic in this space with links to your landing page.

Company and Product Placement

Your email blast includes two places where your company and product name are displayed.

Custom 250x250 graphic

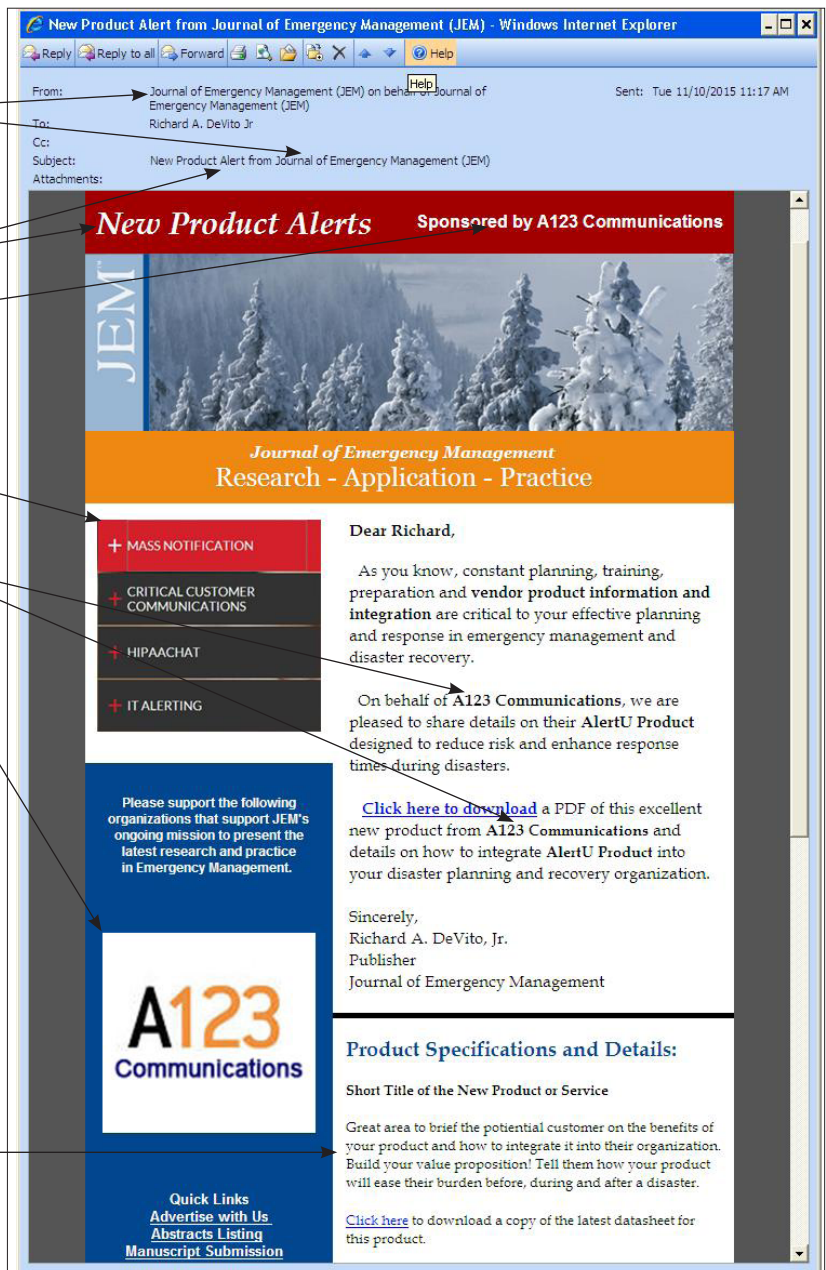
Place your logo in this space with links to your landing page for extra kick.

Continue Selling

Keep selling to your customers. Use this block to support your sales efforts for those looking for more details right in the email.

Call us and start reaching this rapidly expanding market today!

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 All rates are net costs.



The **Journal of Emergency Management** has become the unchallenged journal of record for the top emergency management leaders and disaster recovery experts nationwide.

Advertising media professionals now say purchasing decision-makers look first to journals, **not sales reps**, for products and services of all types. Journal advertising works and is the corner stone of market share and product growth.

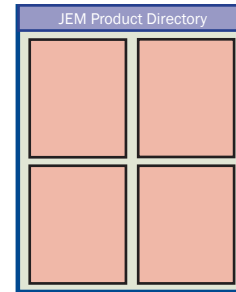
Sponsored Content Email Blasts

Cost:
 \$3500/blast
 Includes branded PDF of original JEM article sent to all contacts in extensive JEM email database.

JEM Product Directory:

Our **JEM Product Directory** is a fixed size, low cost way to announce new products, upgrades, services and more! Stay in front of over 20,000 EM professionals each month and maximize your advertising dollars!

Cost:
 \$750/issue
 \$2025/3 issues (save 10%)
 \$3500/6 issues (save 20%)



1/4 Page
 3.625W" x 4.375H"
 Your 4-color ads placed in fixed box with 1 pt black rule

Display Advertising Rates

ROP Advertising						Inserts	
B/W Rates	Full Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page	Per page bound*	Per page ride-along*
1 Time	\$2,870	\$2,470	\$2,130	\$2,008	\$1,365	\$3,982	\$3,782
3 Times	\$2,770	\$2,355	\$2,065	\$1,930	\$1,295	\$3,847	\$3,647
6 Times	\$2,675	\$2,300	\$2,000	\$1,860	\$1,220	\$3,712	\$3,512
Color Rates	Full Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page	Per page bound*	Per page ride-along*
1 Time	\$4,265	\$3,265	\$2,925	\$2,863	\$2,190	\$3,982	\$3,782
3 Times	\$4,165	\$3,150	\$2,860	\$2,725	\$2,090	\$3,847	\$3,647
6 Times	\$4,070	\$3,095	\$2,795	\$2,655	\$2,015	\$3,712	\$3,512

(* Inserts and Ride-Alongs subject to approval. Additional weight and size based postage charges may apply.)

Preferred Positions Rates

2nd, 3rd Cover: Earned b/w rate plus 25%
 4th Cover: Earned b/w rate plus 50%

Agency Commission: 15%

Earned Rate

Rates based on number of insertions within one year, regardless of size. Purchases by a parent company and subsidiaries are combined for determining earned rate.

Finished Trim Size: 8.375" x 10.875"

Artwork Bleed Size: 8.6875" x 11.1875"

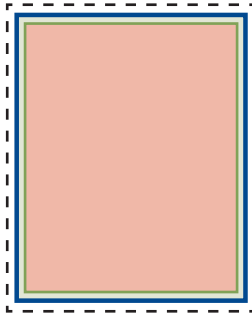
Ad Size (Blue line): listed below schematics

Bleed Sizes (dotted line): add 0.125" (outside and bottom) and add 0.1875" (top and gutter) to sizes listed below

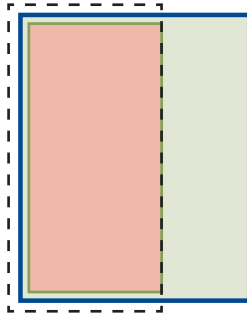
Safety Area (green line): subtract 0.375" (around all edges) to sizes listed below

Additional Specs: Signatures jog to the head and trim. Inserts need 0.5" high folio lip.

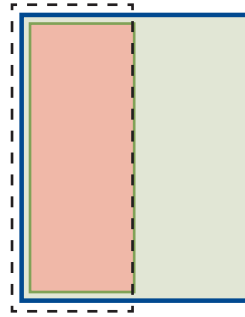
Page Dimensions



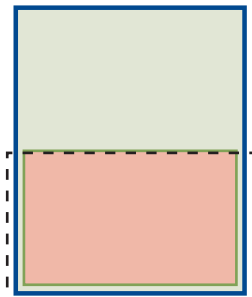
Full Page
8.375" x 10.875"



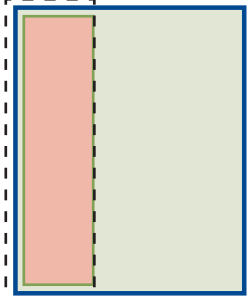
2/3 Page Vertical
4.5" x 10.875"



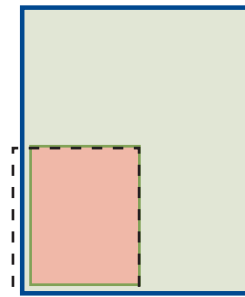
1/2 Page Vertical
3.687" x 10.875"



1/2 Page Horizontal
8.375" x 4.875"



1/3 Page Vertical
2.5" x 10.875"



1/4 Page
3.687" x 4.875"

Enhance your reach:

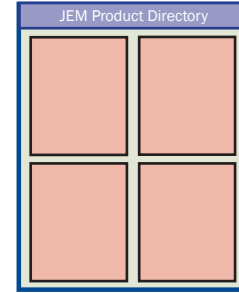
Commercial Email Blasts

Sponsored Commercial Alerts get your message on your product or service in a JEM branded email to our entire distribution list.

Journal of Emergency Management

features the latest research and practice in emergency management and disaster recovery. All content is peer-reviewed for excellence. Readers know the quality of JEM content. Benefit from that reputation and co-positioning with JEM.

See [Sponsored Commercial Alerts](#) for rates.



1/4 Page
3.625W" x 4.375H"
Your 4-color ads placed in fixed box with 1 pt black rule

Our **JEM Product Directory** is a fixed size, low cost way to announce new products, upgrades, services and more! Stay in front of over 20,000 EM professionals each month and maximize your advertising dollars!

Cost: \$750/issue
\$2025/3 issues (save 10%)
\$3500/6 issues (save 20%)

Ad File Requirements

All materials must have register marks, center marks, and trim marks clearly indicated. Color ads require a matchprint or similar. Electronic Files: All color ads must be in CMYK color format, PDF (PDF-X1A or similar setting), must be set for hi-res and include tiff preview, all images and fonts.

Insert Requirements: Sizes, quantity, paper weight, and specifications on request.

Insert Overages: Unless otherwise instructed, surplus inserts will be destroyed 60 days after closing date.

Paper Stock: 60 lb. coated-acid free (inside). 80 lb. coated-acid free (cover)

Binding: Perfect bound: see bleed sizes.

Halftones: Up to 150 line screen. Maximum print density 4/c is 270%.

Advertising Deadlines

(refer to website for latest schedule)

Issue	Closing Date	Artwork Due
January/February -2021	February 9	February 11
March/April -2021	April 7	April 9
May/June -2021	June 7	June 9
July/August -2021	August 7	August 9
September/October-2021 (COVID-19 Special Issue - Ongoing)	October 11	October 13
November/December 2021 (Puerto Rico Special Issue - Ongoing)	December 6	December 8
January/February 2022	February 8	February 10
March/April - 2022	April 6	April 8

Because it's the first choice of EM leaders in both public and private sectors, **Journal of Emergency Management** offers the best return on investment for your advertising dollars!

Your ad will go in the online edition for FREE!

As you plan your advertising programs for the coming year, consider this:

- Emergency planning and response
- Disaster recovery
- Business disaster planning
- Business continuity

Because these are the four top concerns of EM professionals worldwide, we've made them ours!

Sponsored Content Email Blasts

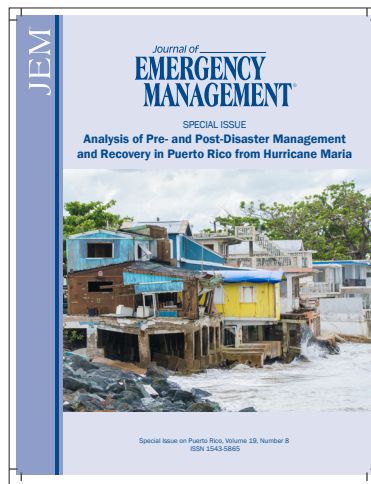
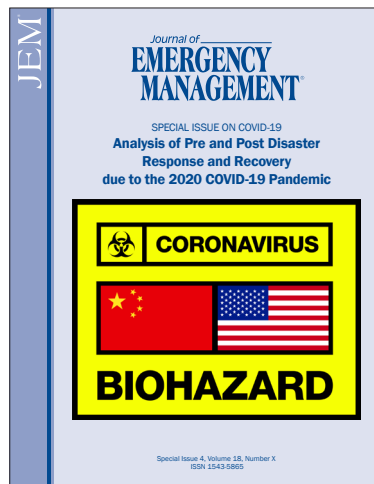
Sponsor release of leading edge content to our entire email list – Tired of the same old “news bite” email blasts that circulate? Now you can sponsor the release of full articles from *Journal of Emergency Management* branded with your name and logo at the top of the article. Real research and real content that saves lives and property brought to the broader audience compliments of your company! Select from over 500 articles! Contact Kevin Hall for details!

Special Issues!

2021 Special Issue on COVID-19 – This issue will cover the latest research and practice in managing COVID-19 and the 2020 Pandemic.

2021 Special Issue on Hurricane Maria and Puerto Rico

This is a pre and post disaster analysis of Hurricane Maria on Puerto Rico and the short and long term impacts on the island, its people, businesses and infrastructure.



Call us and start reaching this rapidly expanding market today!

To place your ad today contact:

Richard A. DeVito, Jr.
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Journal of Emergency Management
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Weston, MA 02493
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Fax: 781-899-4900

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