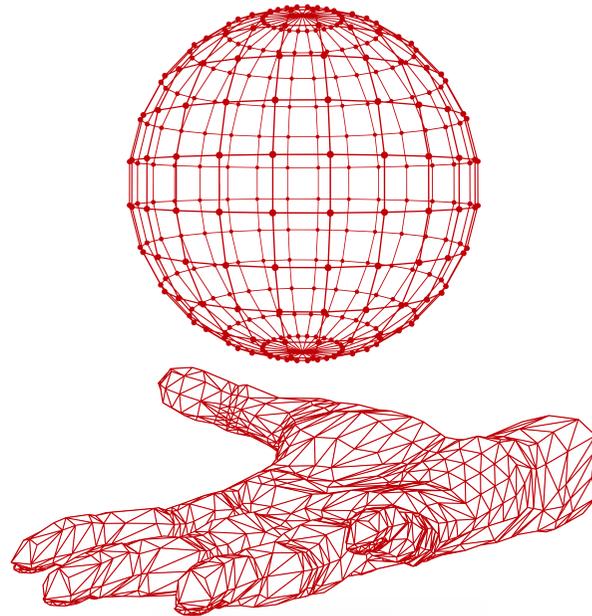


CRISIS ► RESPONSE

JOURNAL | WEBSITE | EVENTS | SOCIAL MEDIA | MARKET INFLUENCE | BUSINESS DEVELOPMENT

Let's amplify your business



**Influence your market and build your brand awareness
across the global crisis, security
and emergency response communities**

PROTECTION | PREVENTION | PREPAREDNESS | RESPONSE | RESILIENCE | RECOVERY

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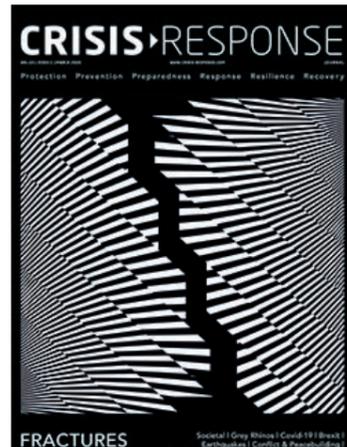
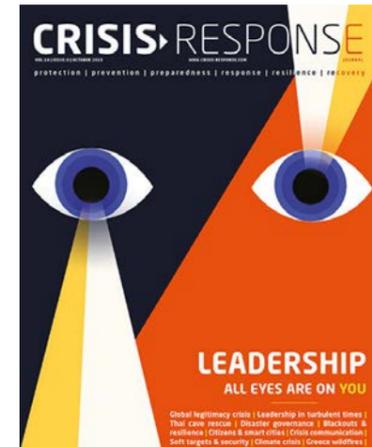
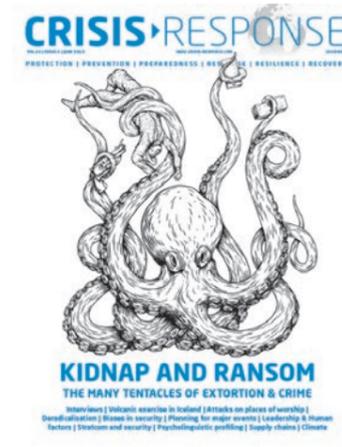
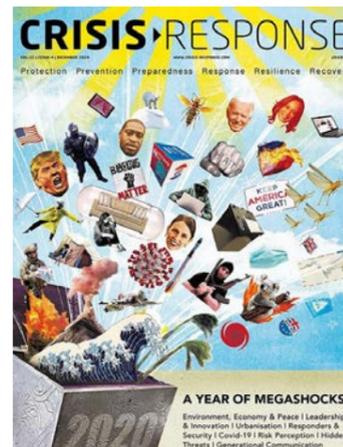
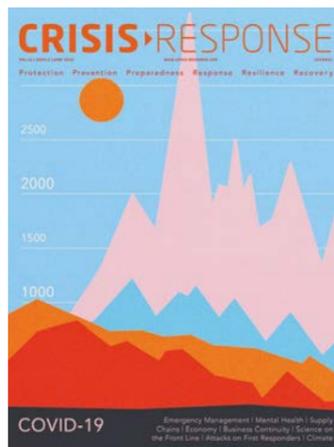
Our mission

The Crisis Response Journal

Launched in 2004, CRJ is a thought leadership information hub that deals with all aspects of human-caused and natural hazards, risk, sustainability, resilience, business continuity and security.

Our fundamental ethos is to stand back and analyse the whole resilience landscape, joining up the dots between disciplines, frontline practitioners, analysts, corporate and governmental organisations, researchers and academia.

We do this by highlighting best practice, analysing practical experience and showcasing the very latest technological developments in the field.



Our network

A truly global community

Reach our global readership and partner network comprising senior officers, policymakers and strategists from:

- National and local governments
- Fire and rescue services, Police, EMS, Military
- Civil defence organisations
- Hospitals and medical facilities
- Emergency planners
- Critical infrastructure security and emergency response experts (ie ports, airports, power generators and water installations)
- Non governmental and humanitarian organisations
- Researchers and academia
- Banking, retail and consultancy
- Institutions

What we do

Global content-driven hub

- News and incident analysis
- Interviews with leading experts & practitioners
- Distillation of academic research into practical lessons
- Innovation and technology development
- Horizon scanning & forward planning
- Leadership, management and command analysis
- Policing, security, counter-terrorism preparedness and response
- Cybersecurity and crime
- Business continuity, resilience, critical infrastructure protection
- Fire and rescue, medical and other frontline response



Leadership in Terra Incognita: Vision and action

It is a sad but inescapable fact: today's global situation demands that we try to rest our previous, established and comforting crisis visions and navigations. We must move into the new paradigm, with creative and flexible leadership, says **Emily Hough, Patrick Lagarde and Matthieu Langlois**

The Covid-19 crisis is a time of re-evaluation, time for our best practices and lessons learned. Mapping, governance, technology, human factors, communication, resilience, innovation, including innovation, all seem more pertinent and timely than ever. These are genuine opportunities, amongst an array of responses and lessons learned, to re-evaluate our crisis response and leadership. Leadership will be tested and developed. Rapidly, through, everything must be re-evaluated and this done so all can be safe, starting with the vision itself. The traditional set of strategies has been superseded by the need for innovation, and we need to plan for people more than ever.



Each time we have the feeling of our previous crisis response, we are reminded of the lessons learned. We must move into the new paradigm, with creative and flexible leadership, says **Emily Hough, Patrick Lagarde and Matthieu Langlois**

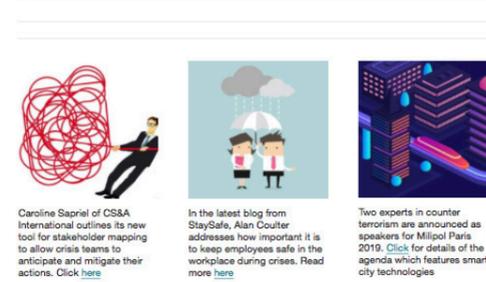
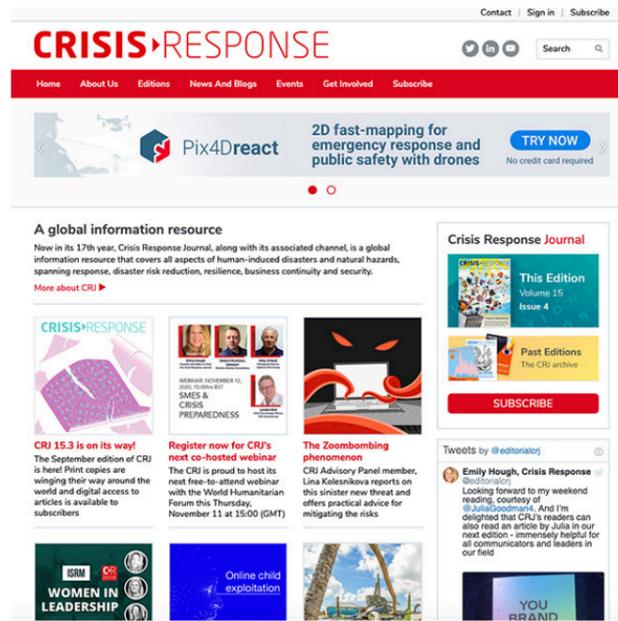
We highlight vital issues

- CBRN, radiological, hazardous materials
- Urban search and rescue
- Strategy, management, leadership, command
- Climate-related and natural events (wildfires, hurricanes, flooding, earthquakes)
- Human caused events (industrial, terrorism, etc)
- Societal issues and their crisis consequences – geopolitics, crime, conflict, war, societal cohesion, radicalisation, modern slavery and people trafficking, refugees
- Information: crisis communications, social media, propaganda
- New technology, research and development innovations
- Health issues (AMR, pandemics, etc)
- Academic research, training and education

Our channels

Print, digital, online, social media and that all-important personal touch

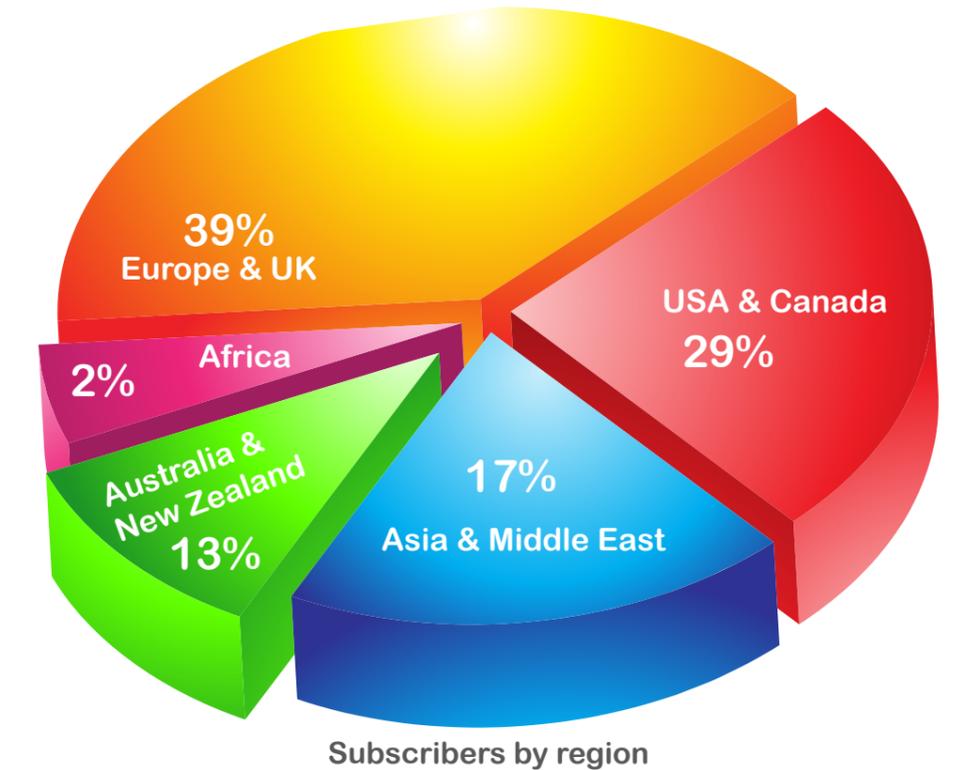
- Hard copy & journal published four times a year
- Monthly email newsletter
- Open access website with news, blogs, event news, product news, R&D blogs, calendar, journal archive (2.2 million hits each month, approximately 270,000 visitors monthly)
- Social media – Verified Twitter, LinkedIn Group (1,600 members plus Editor's personal LinkedIn contacts of more than 2,900)
- Special editions/supplements
- White papers



Statistics & reach

Reach the right market – our global audience in detail

- 4,000 hard copy journals distributed worldwide
- Digital copy accessible to more than 300,000 people
- GDPR compliant monthly newsletter
- Engaged and active Twitter feed
- Website receives approximately 2.2 million hits per month with approximately 270,000 unique visits



Unequaled content

Joining the dots in the risk and resilience landscape

The Crisis Response Journal, along with its associated channels, is the global information resource that covers all aspects of human-induced and natural hazards, spanning response, disaster risk reduction, resilience, business continuity and security.

We have built a strong and engaged international community. The aim is to bring agencies, disciplines and nations – as well as the private and public sectors – together to increase understanding of their different roles and perspectives, with the aim of improving a unified response to large scale crises, or averting them through effective disaster risk reduction.

We cover a range of threats, from CBRN and cybercrime to conventional terrorism, from pandemic protection and preparedness to flooding, from fires and chemical incidents to large-scale natural emergencies such as earthquakes, from environmental degradation to climate issues, from critical infrastructure protection to business and national continuity, security, resilience, governance, legal and sustainability. We explore new developments in the technology arena, highlighting those that improve preparedness and make response safer and more effective.

CRJ analyses past events to draw vital lessons for the future, while constantly scanning the horizon to identify and help mitigate new threats. It provides a professional global platform to exchange news, experience, and in depth analysis of major incidents, as well as publishing cutting-edge thought leadership pieces and commentaries.

We distil global research, knowledge and experience on disaster risk reduction, crisis management, resilience and continuity, in a dialogue between all disciplines. The ultimate aim is to protect lives, livelihoods and quality of life, to preserve the environment and to safeguard nations, economies and individuals.



| PROTECTION | PREVENTION | PREPAREDNESS | RESPONSE | RESILIENCE | RECOVERY | PROTECTION | PREVENTION | PREPAREDNESS | RESPONSE | RESILIENCE | RECOVERY |

Why work with us?

Beyond traditional publishing: CRJ is a message amplifier

We highlight the capabilities and range of our partners' products and initiatives to our international audience across all relevant sectors.

We're influential leaders in our field, and partnerships are completely tailored to you – editorial and advertising coverage; social media exposure; bespoke circulation directly targeted at the relevant decision-makers; and more options to meet your organisational objectives.

We make direct introductions, electronically and in person. And when you become a Key Network Partner, you get exclusive opportunities to raise the profile of your products and services through our online channels, the journal and at international events

And of course, traditional advertising is also available – together, we'll we work with you in a way that supports you towards your targets

International conferences and events

Our international profile and reputation, built up over 17 years, means that we are invited to support conference organisers worldwide. This includes identifying and recommending speakers, chairing workshops and sessions or even running seminars within a larger event, where we will decide the topic and speakers. As such, becoming a Key Network Partner provides potential speaking opportunities in the international conference circuit.

We are also offered stands/booths at numerous top international conferences relating to crisis management, humanitarian, security and other issues. We actively identify links and opportunities for our Key Network Partners among the thousands of visitors to our stands at these events. If we are at an event, so are our partners.

International expert Advisory Panel

We are privileged to be able to draw upon the assistance and experience of our exclusive Advisory Panel – international leaders from the private, public and NGO sectors. The top level of Key Network Partnership provides not only membership of that panel, but tailored introductions and the opportunity to take your network to a new level.

This is an incredibly powerful way to create new opportunities and open doors to the people who can help drive your organisation forwards.

| PROTECTION | PREVENTION | PREPAREDNESS | RESPONSE | RESILIENCE | RECOVERY | PROTECTION | PREVENTION | PREPAREDNESS | RESPONSE | RESILIENCE | RECOVERY |

Who we work with

Conferences and events across the world

Our international profile makes us an attractive option for our conference partners at every opportunity. CRJ partners with conferences and institutions around the world, including:

- Milipol Paris/Doha/Singapore – workshop chair and speaker identification, Innovation Awards
- UK Security Expo 2017 – Workshop chair
- ISNR Abu Dhabi 2018 – official event ‘Crisis Management Partner’ and judging the Innovation Awards, chairing the Awards Ceremony
- SNSR 2018 Saudi Arabia – Official ‘Crisis Management Partner’, speakers and Innovation Award judging
- EENA Conference 2018 – Masterclass Chair
- Travel Risk Conference, London 2018 - Speaker
- InterDrone 2018 (Las Vegas) – Workshop Chair
- International Security Expo & International Crisis Response Expo 2018 – Member of the event Advisory Council and event speaking roles
- UK Counter Terror Expo & Ambition Expo – Workshop organisers
- Chaired and acted as rapporteur at EU Civil Defence Forums
- Moderated at the 22nd Session of the OSCE Economic & Environmental Forum, Vienna, Austria
- Session Chair at Royal United Services Institute Conference, London, UK
- Panellist, UK launch of Red Cross/Red Crescent World Disasters Report on Technology & Humanitarian Action
- Moderator at the Nations Global Platform in Geneva, Switzerland (2013)
- Moderator at the UNISDR Heritage and Resilience event in Venice, Italy (2012)
- Organiser for conference streams for Milipol (Paris, Singapore, Qatar)
- Speaker at The Leadership Academy (Norway, 2017)
- Speaker at the Heads of University Management & Administration Conference (Paris, 2017)
- Chair of Technology Workshop, UK Security Expo (2017)
- Judge and Chair of Awards Ceremony, Milipol Paris Innovation Awards (2017, 2019)
- Session Chair at UNDRR-organised European Forum for Disaster Risk Reduction, Rome, 2018
- Content lead for International Disaster Response Expo summit and Crisis Response Journal Conference, London (2019)
- Programming Partner for the World Humanitarian Forum’s ES and IDME events 2021 and beyond

Key network partnerships

Work with us. Amplify your business, influence your market, gain exposure in the right networks, and drive awareness in your core audience, powering your organisation

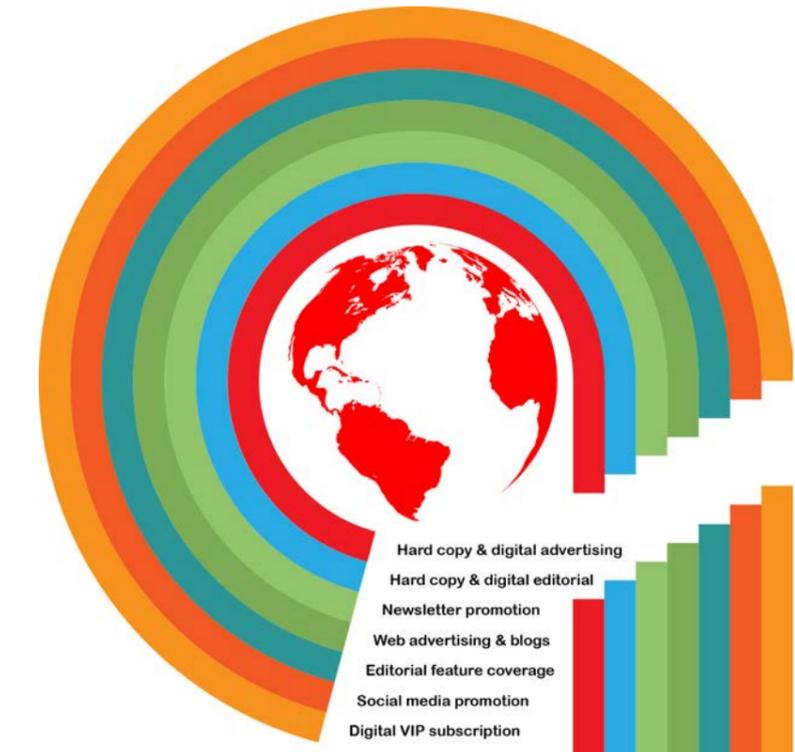
We call them Key Network Partnerships, because you’re not just becoming a partner of ours, but you will be leveraging access to our entire global network.

It’s about connecting you with the right decision-makers. We open doors and can introduce you to the right people, with the power to transform the next phase of your business development.

And it is about intelligently marketing your business to your target audience, across our global platforms. This extends your reach, increases your exposure and drives your brand awareness.

We do this through enhanced media coverage, social media promotion, web advertising or features in our newsletter. Together, we’ll devise the most powerful strategy to get your message in front of your target market.

A partnership with us becomes part of your global marketing strategy. If you flourish, we flourish. And together, we amplify your business message for years to come.



Intelligent marketing to your target audience via our global network

Partnership packages

A range of packages and benefits for you to choose from



Platinum



Gold



Silver



Bronze

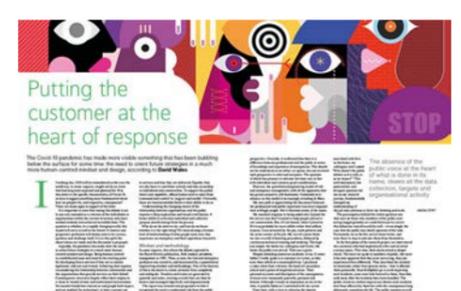
| PROTECTION | PREVENTION | PREPAREDNESS | RESPONSE | RESILIENCE | RECOVERY | PROTECTION | PREVENTION | PREPAREDNESS | RESPONSE | RESILIENCE | RECOVERY |

Platinum Partnership

£8,000 (or \$ / € equivalent all prices ex VAT)



- Take your network to a whole new level, with an exclusive appointment to the CRJ Advisory Panel, including bespoke introductions to other Panel Members
- Influence your market with bespoke content across the CRJ's print and digital issues: two-page spread of editorial and one advertisement in each edition (or permutations suited to your aims)
- Editorial content, advertising, blogs, unlimited exposure through CRJ social media channels and inclusion in the CRJ monthly e-newsletter
- Dedicated page on CRJ website, providing additional exposure (2.2 million hits per month, approximately 270,000 visitors monthly)
- Revolving banner on CRJ homepage
- Representation at international events attended by the CRJ Team – collateral can be included on the CRJ stand or in the journal issues we distribute at events
- Identification of speaker opportunities at major events/conferences and CRJ events
- Discounted delegate rates at CRJ supported events and conferences
- Level 3 corporate subscription to the CRJ (see page 15)
- 100 hard copies per issue distributed to key market individuals/organisations identified by you
- Support of CRJ to identify speakers from our network for any events held by your organisation
- Discounted rates for training, consultancy, creation and production of CRJ special supplements for your organisation



| PROTECTION | PREVENTION | PREPAREDNESS | RESPONSE | RESILIENCE | RECOVERY | PROTECTION | PREVENTION | PREPAREDNESS | RESPONSE | RESILIENCE | RECOVERY |

Gold Partnership

£6,000 (or \$ / € equivalent all prices ex VAT)

- Content in CRJ across the print and digital issues – bespoke content designed to influence market knowledge – two pages of editorial OR one advertisement and one page of editorial
- Editorial content, advertising, blogs, unlimited exposure through CRJ social media channels and inclusion in the CRJ monthly e-newsletter
- Dedicated page on CRJ website, providing additional exposure
- Revolving banner on CRJ website to build brand awareness (2.2 million hits per month, approximately 270,000 visitors monthly)
- Representation at international events attended by the CRJ Team – collateral can be included on the CRJ stand or in the journal issues we distribute at events
- Identification of speaker opportunities at major events and/or CRJ events
- Discounted delegate rates at CRJ supported events and conferences
- Level 3 corporate subscription to the CRJ (see page 15)
- 50 hard copies per issue distributed to key market individuals/organisation identified by you
- Support of CRJ to identify speakers from the CRJ network for one event held by your organisation
- Discounted rates for training, consultancy, creation and production of CRJ special supplements for your organisation



Silver Partnership

£4,000 (or \$ / € equivalent all prices ex VAT)

- One page of editorial OR one advertisement in each hard copy and digital edition of the CRJ
- Exposure of your business to your target market through our highly active CRJ social media channels
- Inclusion in the CRJ newsletter six times a year
- Representation at international events attended by the CRJ Team
- Discounted delegate rates at any CRJ supported events and conferences
- Level 2 corporate subscription to CRJ (see page 15)
- 25 hard copies per issue distributed to key market individuals/organisation provided by you
- Discounted rates for training, consultancy, creation and production of CRJ special supplements for your organisation
- Marketing of events held by your organisation on the CRJ website and news articles about your services products



| PROTECTION | PREVENTION | PREPAREDNESS | RESPONSE | RESILIENCE | RECOVERY | PROTECTION | PREVENTION | PREPAREDNESS | RESPONSE | RESILIENCE | RECOVERY |

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Bronze Partnership

A pick and mix for your digital and hard copy needs



Sponsored online content

All blogs are guaranteed to remain on the home page for one month and on the CRJ website in perpetuity. Each blog is included in the monthly newsletter, and promoted via LinkedIn and Twitter

One blog	£ 300
Two blogs	£ 550
Three blogs	£ 800
Four blogs	£1,000

Add ons	
Full page advertisement in CRJ hard copy & digital	£1,000
Two page editorial spread in CRJ hard copy & digital	£1,999

All prices ex VAT

Rotating banner

Banner will appear on main home page of website, which receives 270,000 page views on average every month

One month	£ 250
Two months	£ 450
Three months	£ 600
Four months	£750
Six months	£1,200
One year	£2,000

Add ons

Advertise in monthly newsletter (per month)	£250
Full page advertisement in CRJ – hard copy & digital	£1,000
Two page editorial spread in CRJ – hard copy & digital	£1,999

Advertising & supplements

Single advertisement in CRJ hard copy and digital editions	£1,999
Two page advertorial in CRJ hard copy and digital editions	£2,499

Special supplements

Maximum exposure with a dedicated, co-branded 8-page supplement, available both in hard copy and as an e-version hosted on CRJ website, sent out to our subscribers. Quotes for 16-page versions on request

2,000 copies from	£3,749
3,000 copies from	£4,499
5,000 copies from	£4,999

All prices based on you providing the copy, high res images and ads - we are here to help and advise!

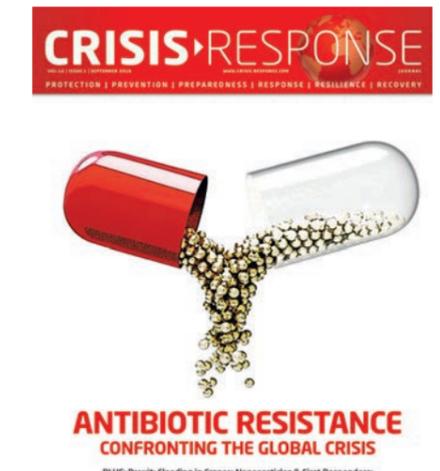
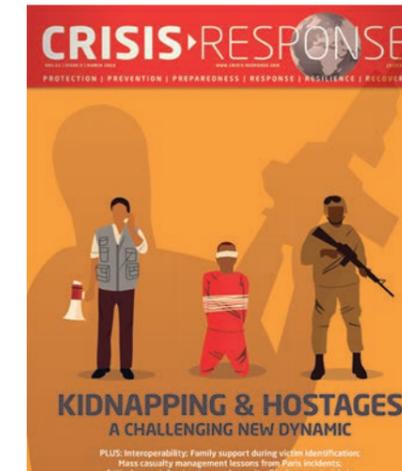
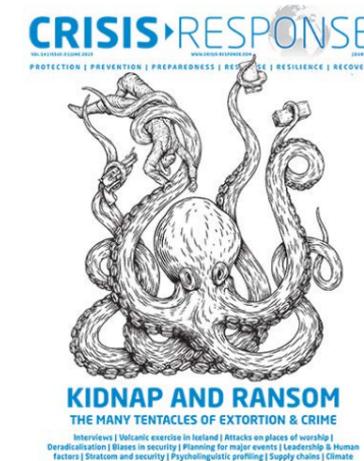
BONUS

Take three or more blogs, one editorial or six months of rotating banner advertising and receive Key Network Partner listing on CRJ's online Partner page!

Subscription options

All subs include access to 15 years of CRJ's content archive

- Individual digital subscription – £60
- Individual full subscription (hard copy + digital) £100
- Institutional subscription (5 hard copies plus digital at 1 IP address) £350
- Corporate option Level 3 – Included with Platinum and Gold Partnerships: (3 hard copies plus up to 30 digital subscribers on same email domain) £600
- Corporate option Level 2 – Included with Silver Partnership (2 hard copies plus up to 20 digital subscribers on same email domain) £450
- Corporate option Level 1 – Included with Bronze Partnership (1 hard copy plus up to 10 digital subscribers on same email domain) £300



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Sounds interesting? Let's talk!

We will work with you to create a bespoke package,
tailored to match your exact needs.

We are also happy to explore further ideas and other
innovations – we thrive on fresh ideas!

emily@crisis-response.com
claire@crisis-response.com
+ 44 (0)2034882654

www.crisis-response.com

