

REACH THE FULL SPECTRUM OF BUYERS

Major incidents are beyond the capabilities of any single group to mitigate — requiring a cooperative effort across a variety of functions and organizations. Your success depends on effectively educating this diverse group of stakeholders on how your solutions can solve their most pressing and often life-threatening challenges — and this entire buying community reads *Emergency Management*.

Mailed quarterly to 40,000 local, state, federal and nongovernmental decision makers, *Emergency Management* is unlike any other circulation on the market.


THE READERSHIP: The decision-maker matrix



DEPUTY CHIEF OF STAFF: **DHS**
DEPUTY U.S. MARSHAL: **DOJ**
DEPUTY CIO: **DoD**



AIRPORT FIRE CHIEF:
TAMPA, FLA.
OPERATIONS DEPUTY FIRE CHIEF:
WICHITA, KANSAS
FIRE CHIEF:
SALT LAKE COUNTY, UTAH



IT DIRECTOR:
SANTA BARBARA COUNTY, CALIF.
CHIEF TECHNOLOGY OFFICER:
DOJ
CHIEF TECHNOLOGY OFFICER:
**CENTER FOR ADVANCED
COMMUNICATIONS POLICY**

✓ Influencer ✓ Decision-Maker	POLICY	FUNDING
Federal Government		
Agency Management	✓	✓
Program Management	✓	✓
State & Local Government		
Governors, Mayors, County Executives	✓	✓
Emergency Management Directors/Advisers	✓	✓
Homeland Security Directors/Advisers	✓	✓
Chiefs of Police/Sheriff	✓	✓
Fire Chiefs	✓	✓
EMS Directors/Managers	✓	✓
Emergency Operations Center Directors/Managers	✓	✓
Agency Management		
Transportation	✓	✓
Housing	✓	✓
Health & Human Services	✓	✓
Environmental Protection	✓	✓
Chief Information Officers	✓	✓
Chief Technology Officers	✓	✓
Volunteer Coordinators	✓	✓
Private-Sector Partners	✓	✓

