



# Continuity Insights



2011 MEDIA PLANNER

Selling to Business Continuity Starts With ...

# TOTAL Market Coverage

We deliver information to continuity professionals in print, online, via e-mail, and in person, which means we can shape a promotional strategy that enables you to expand on current successes, target new growth areas, capitalize on emerging trends, and generate actionable sales leads.

**Print**  
20,000 readers

**Online**  
9,500+ monthly visits

**E-Mail**  
13,000 opt-in subscribers

**Events**  
CI Management Conference  
CI e-Conference  
Webinars



42,500+ monthly audience

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# PRINT

In today's world it is essential that every prospect sees your brand often and everywhere. And it all begins with print. Magazine effectiveness is growing. During Google's 12-year life, magazine readership has increased 11 percent\* and magazines rank #1 at influencing consumers to start a search online.\*\*



CI's updated, streamlined design offers you the opportunity to place ads within quality editorial that's reaching more than

**20,000 quality readers**

## 2011 Editorial Calendar ▼

### Jan/Feb

Ad close: 1/5/2011  
 Featured Editorial: BCP Software  
 Editorial Emphasis: Compliance/Standards

### Mar/Apr

Ad close: 2/11/2011  
 Featured Editorial: Supply Chain  
 Editorial Emphasis: Best Practices  
 Bonus Coverage: Show Issue

### May/Jun

Ad close: 4/1/2011  
 Featured Editorial: Virtualization  
 Editorial Emphasis: Measuring Program Effectiveness  
 Bonus Coverage: Post-Show Issue

### Jul/Aug

Ad close: 6/10/2011  
 Featured Editorial: University/Degree Programs  
 Editorial Emphasis: Notification

### Sep/Oct

Ad close: 8/12/2011  
 Featured Editorial: Consulting  
 Editorial Emphasis: Testing/Exercises

### Nov/Dec

Ad close: 10/7/2011  
 Featured Editorial: Crisis Management  
 Editorial Emphasis: Physical Security/Facilities

Executive Publisher  
**Robert S. Nakao**  
 bob@continuityinsights.com

Editor-in-Chief  
**Buffy Rojas**  
 buffy@continuityinsights.com

Sr. Managing Editor  
**Kate Hand**  
 khand@gardnerweb.com

Managing Editor  
**Erin M. Donohoe**  
 edonohoe@gardnerweb.com

## MARKETS REACHED

Banking/Financial, Manufacturing, Retail/Wholesale, Transportation, Utilities, Healthcare, Pharmaceutical, Telecommunications, Insurance, Professional Services, Education, Federal/State/Local Government, and more.



\*MRI Fall 2009 data \*\*Affinity's VISTA Print Effectiveness Rating Service, 2005-2009

## Print Rates & Specs ▼

**Two-Page Spread**  
 Bleed:  
 16.25"W x 11"H  
 Trim:  
 15.75"W x 10.5"H  
 Live:  
 15.25"W x 10"H

**Full Page**  
 Bleed:  
 8.375"W x 11"H  
 Trim:  
 7.875 x 10.5"  
 Live:  
 7.375 x 10"  
 Ruled:  
 6.875 x 9.125"

**2/3 Vertical**

4.375"W x 9.125"H

**1/2 Island**

4.375"W x 6.875"H

**1/2 Horizontal**

6.875"W x 4.375"H

**1/2 Vertical**

3.25"W x 9.125"H

**1/3 Vertical**

2.25"W x 9.125"H

**1/3 Square**

4.375"W x 4.375"H

**1/4 Vertical**

3.25"W x 4.375"H

Black and White Rates							
Size	1x	3x	6x	9x	12x	18x	24x
Full pg	\$4,050	\$3,630	\$3,510	\$3,330	\$3,000	\$2,850	\$2,760
2/3 pg	\$3,040	\$2,720	\$2,630	\$2,480	\$2,250	\$2,140	\$2,070
1/2 pg	\$2,550	\$2,290	\$2,210	\$2,080	\$1,890	\$1,800	\$1,740
1/3 pg	\$1,660	\$1,490	\$1,440	\$1,350	\$1,230	\$1,170	\$1,130
1/4 pg	\$1,340	\$1,200	\$1,160	\$1,090	\$990	\$940	\$910

Color Rates		
Description	Page	Spread
4-color	\$1,395	\$2,195
2-color (cymk only)	\$750	\$1,185
PMS color	\$995	\$1,650
Metallic	\$1,200	\$1,920
Bleed	N/C	N/C

Premium Positions (per issue)	
Inside front cover	\$1,000
Table of contents 1	\$750
Table of contents 1	\$750
Up Front	\$750
Inside back cover	\$750
Back cover	\$1,250

### Discounts and Commissions

**Combination Rates:** Advertisers may combine their total number of insertions in *Continuity Insights* with any other Gardner Publications, Inc. periodical and Web site during any twelve-month period to earn the best frequency discount.

**Multiple Page Discounts:** Substantial discounts are available to advertisers running multiple pages. Consult the publisher or your sales representative for details.

**Recognized Agency Commission:** 15% commission is allowed on display ads if ad material is furnished to our specifications and payment is received within 30 days of invoice. Discount is automatically canceled if an invoice is not paid within 30 days. No commissions on production charges.

**Inserts:** For insert sizes, current quantities and shipping information, contact: Bill Caldwell at (800) 527-8826 or billc@gardnerweb.com.

**Reprints/E-prints:** Reprints of articles and ads are available in print resolution PDF format. All printed reprints are 8" x 10.75" on white semi-gloss stock. Contact Scott Clifton for quotes at (800) 950-8020 or sclifton@gardnerweb.com.

**Production Services:** booth lines and coupon codes will be reproduced free of charge by the publisher.

### Material Guidelines

**Publication:** Published bi-monthly.  
**Cancellations:** Must be submitted before closing date. Not responsible for changes and corrections sent in after closing date.

### Preferred File Type

Please submit print advertisements as an Adobe PDF/X-1a file.



### How to Submit Files

**Upload files at:**  
 gardnerweb.com/upload  
 (20MB max)

**Email file to:**  
 bcaldwell@gardnerweb.com  
 (5MB max)

**Ship CD/proofs to:**  
 Gardner Publications  
 Advertising Department  
 6915 Valley Avenue  
 Cincinnati, OH 45244-3029

### For additional information:

Bill Caldwell  
 phone (888) 527-8826  
 fax (513) 527-8801  
 bcaldwell@gardnerweb.com

If you have any questions about advertising materials, please contact the *Continuity Insights* Advertising Department at (888) 527-8826 or visit the Upload Center (FTP site) at [gardnerweb.com/upload](http://gardnerweb.com/upload).

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# EVENTS



In person business-to-business events are a powerful tool for lead generation and branding. Contact your CI account manager to learn more about exhibit, sponsorship, and presentation opportunities at the 2011 *Continuity Insights* Management Conference.



The Continuity Insights Management Conference is the *premier* event for the true decision makers for business continuity initiatives.



## April 11-13, 2011 • Hyatt Regency Atlanta

Three days of the industry's best content and exhibitions feature marquee organizations and vendors followed by post-conference learning and volunteer opportunities that make a real difference.

**"From my perspective, this continues to be the premier U.S. conference for experienced professionals to network with, and learn from, other experienced professionals."**

Barry Cardoza, VP/Manager of Business Continuity  
Union Bank, N.A.

**"This is not an entry level BC conference. The topics and presentations are on target for a seasoned BC professional."**

Jeff Kulawiak, BC Project Manager  
Premera Blue Cross

## Exhibiting Information:

**Exhibit Fee** is \$2,695 for a standard 8 x 10 exhibit space. There is an additional 10% for premium positions. For more information on exhibiting and sponsorship opportunities at the 2011 *Continuity Insights* Management Conference, please see the insert in the pocket folder of this media planner.

Exhibiting at the *Continuity Insights* Management Conference means putting your products and services in front of the real decision makers that drive business continuity initiatives for their organizations. Exhibit fees include:

- Registration and access to all educational sessions and networking events
- Lead retrieval scanner and service
- Post-conference attendee report



**Continuity Insights**  
**E-CONFERENCE**



**The Trade Show Experience from Your Location**  
**October 4-6, 2011**

The e-Conference is a live event, featuring industry experts, complemented by interactive Q&A at the conclusion of each session – no pre-recorded sessions or one-way dialogue. The faculty includes the industry’s best and brightest practitioners and advisors. Attendees also earn up to 20 Continuing Education Activity Points (CEAPs) for their participation in the Continuity Insights e-Conference.

“I enjoyed hearing the speakers and not traveling around a hotel to find the next session ... It is the first conference where I could visit with all the vendors and see their products.”

Bobbie Merrill, Business Continuity Coordinator  
 Discover Financial Services LLC.

“Once again, *Continuity Insights* has provided practitioners with timely topics and great speakers, through a cost-effective and practical forum.”

Brian Strong, Business Continuity Planning Consultant  
 Blue Cross Blue Shield of Florida

**Become an e-Conference Sponsor and receive:**

- An exclusive 30-minute, live and interactive vendor seminar. Showcase your product, service, and technology to e-Conference attendees. Have direct interaction with attendees through Q&A and post-event follow-up.
- A featured position on the virtual exhibit hall, complete with links to your website, information on your vendor seminar, and an archive link to your completed session.
- An electronic copy of your vendor seminar for your own marketing purposes.
- A full copy of the e-Conference attendee report.
- All event marketing and publicity leading up to the virtual event.

**Sponsorship cost: \$3,995.00 net.**

**Webinars**

Only *Continuity Insights* hosted webinars reach our qualified, senior-level, decision-making audience ... you will generate quality leads that turn into sales.

**Webinar sponsorship includes:**

- Dedicated e-mail invitations to 13,000+ opt-in business continuity professionals
- Listing on continuityinsights.com/webinars and continuityinsights.com/events
- Coverage in the corresponding issue of *Continuity Insights* magazine
- One-hour live presentation with Q&A capability
- Custom lead report
- Archiving on continuityinsights.com/webinars

**Rate (advertiser) = \$2,995**

**Rate (non-advertiser) = \$3,995**

**Continuity Insights Webinar Series**

You pick the topic then work hand-in-hand with our team of experts who will develop the content, secure the presenter(s), execute the strategy, and develop a comprehensive webinar campaign to ensure the best results for your sponsorship. You get all the value and benefits of the webinar sponsorship, but we do the legwork.

**Rate (advertiser) = \$4,995**

**Rate (non-advertiser) = \$5,995**



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# ONLINE

## NEW Online Advertising Opportunities!

Online advertising reaches prospects at a critical time in the buying cycle – while they are researching solutions and new technologies.



### NEW Hybrid Ad (Image + text)

300 x 100 pixels, 10K, JPG/GIF

Left Side: Live text, 12 pixels: 85-95 characters max

Right Side: Static image, 150 x 100 pixels

Investment = \$400/month

Working alongside you to implement business continuity solutions that best manage your organization's risk		Business Continuity Relies on Notification from Industry Leader PlantCML	
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### NEW Resource Centers

Investment = \$400/month

Your resource center is an online collection of information and intellectual property that both explains and promotes your products and services. Resource centers provide your customers and prospects a one-stop shop to find articles, white papers, case studies, webcasts, and more. In addition, your resource center can contain a corporate overview, contact information, lead generation application, and more.



### Continuity Insights e-Newsletter

Advertising in *Continuity Insights'* e-Newsletter offers you a consistent and effective way to reach your target audience and drive subscribers to your website. *CI's* e-Newsletter reaches more than 13,000 opt-in business continuity professionals every month and drives our targeted readership to your site.

Placement	Positions	Specifications	Investment
A. Leaderboard	1	468 x 60	\$2,000/month
B. Text ads	3	50 words – 250 characters	\$500/month
C. Buttons	10	120 x 60	\$500/month

**A** → [Advertisement: Defy your job description. TFCC]

**B** → [Advertisement: UPCOMING Webinar: Performance Driven Business Continuity]

**C** → [Advertisement: Continuity Insights Magazine BI-Monthly E-Newsletter]