Business Development Opportunities in Homeland Security

www.TheCounterTerroristMag.com
Direct-to-Defense Readership

*The Counter Terrorist* magazine is of special value to the Military whether here or abroad. With its emphasis on writers that have taken part in missions as far away as Faluja or Kabul and as close to home as Fort Leonard Wood, the magazine is a vital military tool. That’s because active duty servicemen or serve officers all find the hands-on accounts of incidents valuable for their own situations. With attacks on US bases on the rise, the Military is paying attention to the asymmetrical challenges facing the USA.

Covering more than Homeland Security issues, *The Counter Terrorist* has written about kidnapping overseas, pirates on the High Seas and international criminal organizations that are armed like small armies. *The Counter Terrorist* also is available in an eZine version so that no matter if our service personnel are her in Washington at the Pentagon or in Korea, they keep up-to date with threat directly from *The Counter Terrorist*.

Unprecedented Beltway Access

*The Counter Terrorist* has expanded its existing distribution. Combined with its already impressive base, the result makes it the one publication that reaches the most Homeland Security decision makers in the country.

*The Counter Terrorist*’s new audience includes not only those at the tip of the spear working in our local areas, but also those inside the DC beltway who influence the policies that affect all Americans.

*The Counter Terrorist* continues to be America’s premier informational journal for Law Enforcement, Intelligence and Special Operations professionals. Our mission is to provide the relevant technical information they need to combat threat at home and abroad. *The Counter Terrorist*’s aim is to continue to expand its reach and inform the members of the more that 87,000 different governmental jurisdictions at the federal, state and local level who have homeland security responsibilities. The page of *The Counter Terrorist* cover topics from piracy to cyber security, from chemical defense to infrastructure protection... and everything in between.

### SAMPLING OF RECIPIENTS

- US Army Asymmetric Warfare Group
- US Marine Corps Center for Irregular Warfare
- 14th MI Sry - Antiterrorism/Force Protection Officers
- Army - Antiterrorism Emergency management
- Army - Biometrics Intelligence Battalion
- Army - Criminal Intelligence Analysis
- Army - Senior AII Source Analysis
- DECA
- Defense Contract Mangement Agency
- Defense Intelligence Agency
- Defense Logistics Agericy
- Defense Security Cooperation Agency
- Defense Security Service (DSS) - Capital
- Region
- Defense Technology Security Admin
- (DTSA) - International Security Programs
- Defense of Defense - Army
- Department of Defense Police
- Department of Energy
- Department of Health and Human Services
- Department of Homeland Security
- Department of Homeland Security - Border and Security Transportation Security
- Department of the Interior
- Department of the Navy
- Department of Justice
- Department of State
- Department of the Air Force
- Department of the Interior
- Department of the Navy
- Department of Transportation
- Department of Veterans Affairs
- Directorate of Emergency Services (Army)
- DOD - Force Protection Office
- Environmental Protection Agency
- Federal Energy Regulatory Commission
- National Aeronautics and Space Administration
- National Transportation Safety Board
- Nuclear Regulatory Commission
The Law Enforcement Leader

The Counter Terrorist Magazine explores terrorism, insurgency and low-intensity conflict with writers that are currently serving and former special operations, intelligence and law enforcement personnel. As such, The Counter Terrorist stands as an authoritative source for information on adversary tactics and trends that conventional media outlets fail to grasp in depth. This magazine is unparalleled in bringing to the reader detailed information from writers with a depth of operational experience that surpasses other journals. The Counter Terrorist realizes that the defining struggle of this era is not only unfolding in Afghanistan and Iraq but well beyond and that our adversaries activities include both dynamic and clandestine efforts to include both simple disparate efforts and complex coordinated transnational campaigns. The Counter Terrorist covers the spectrum of warfare ranging from guerrilla operations to significant criminal enterprises and is dedicated to refining the knowledge and efforts of the dedicated professionals that face these threats.

The Counter Terrorist has a working relationship with organizations such as the National Tactical Officers Association (NTOA), founded in 1922 to provide the men and women who serve our Nation a voice in creating government policy, and other police organizations across the country that form an elaborate distribution system which allows thousands of first responders to benefit from the content provided on the pages of The Counter Terrorist Magazine.

Response and Emergency Management

Response, a commitment to constantly improve

The Counter Terrorist is much more than prevention and detection tactics for criminal and terrorist activities. Response is the key to saving lives and The Counter Terrorist makes a commitment to share the know-how of people that have planned, organized and taken part in incidents ranging from earthquakes in Turkey and Haiti, the bombing of a US Embassy or to saving the life of a SWAT team member by correctly applying a tourniquet.

Medical response if part of it. Organization is key; for that reason, emergency management at the Federal, State and local levels reads The Counter Terrorist. They get up to the moment insight on how to increase surge Capacity, whether or not to scoop and run among many articles. Detailed, informative contributions from the people doing the job makes The Counter Terrorist read at all levels of Rescue and Response, Fire and EMS or EMT.

The Counter Terrorist has working relationships with Organizations such as JSOM, in addition to working with national industry trade shows such as the National UASI conference and many more.

SAMPLING OF RECIPIENTS

- Albany Medical College
- Anaheim Police Department
- Atlanta Police Department
- Aurora Police Department
- Albany Medical College
- Bernalillo County Sheriff’s Office
- Boca Raton Fire Rescue
- Broward County Emergency Management
- City of San Marcos
- Charlotte County Fire & EMS
- Cincinnati Fire Department
- Columbus Police Department
- Collier County Sheriff’s Office
- Denver Health Paramedic Division
- Douglas County Sheriff’s Office
- Everett Police Department
- FLETC
- Florida Department of Health
- Forsyth County Emergency Management
- Franklin County Sheriff’s Office
- Garden Grove Police Department
- Georgia Tech Research Institute
- Houston Healthcare EMA
- Irvine Police Department
- Indiana Intelligence Fusion Center
- Jacksonville Sheriff’s Office
- Jordan International Police Training Center
- Kingsport Police Department
- Las Vegas Metropolitan Police Department
- Leon County Sheriff’s Office
- Los Angeles County Fire Department
- Los Angeles Police Department
- Maryland Emergency Management Services
- Maryland Transit Police
- NASA Fire Rescue Services
- Miami Police Department
- Michigan Department of Corrections
- Michigan State Police Department
- Monroe County Sheriff’s Office
- NASA Fire Rescue Services
- Nebraska State Patrol
- New York Police Department
- Norfolk Police Department
- Oakland County Sheriff’s Office
- Omaha Police Department
- Orange County Sheriff’s Office
- Pentagon Fire Protection
- Riverside County Sheriff’s Office
- Rochester Fire Department
- Rock Hill Police Department
- San Diego Harbor Patrol
- Santa Ana Police Department
- Seattle Police Department
- Seymour Police Department
- Snohomish County Sheriff’s Office
- St. Louis Area Regional Response System
- Tulsa Police Department
- U.S. Department of Health & Human Services
- Washington County Sheriff
- Wichita Police Department
- White House Medical Unit
- Winnipeg Police Service
- Yakima Police Chief
- York County Sheriff’s Office
The Counter Terrorist Magazine Asia Pacific Edition is finally available for the Asia Pacific region counter-terrorism and homeland security practitioners. The Asia Pacific Edition not only gives the readers a worldwide counter-terrorism perspective but also in-depth information about counter terrorism activities in Asia. The Asia Pacific Edition provides an excellent platform for counter-terrorism and homeland solutions providers to access and penetrate the Asia Pacific market.

Official launch on 07 November 2013
Counter Terrorism Security Conference
Carlton Hotel, Singapore

For media kit or enquiry:
Counter Terrorism Practitioner Pte Ltd
Tel: (65) 67342237 • Email: Sales@CounterTerrorismPractitioner.com
Target your prospect with dedicated eBlasts

With our dedicated e-mail blast, your message will get into the inboxes of nearly 100,000 first responders, homeland security personnel and law enforcement professionals. The e-mail’s message, branding and connect are exclusive to you, the sponsor. You can drive traffic to your home page, a specific section or product within your website, a lead generation form—whatever is best for you.

Our readers are looking to learn about your new products, your new services and company announcements. Your messaging will get an immediate response. People have asked to receive your promotional messages so you are assured a strong open and read rate. Our reporting will tell you how many emails were sent, opened, clicked and forwarded.

*Please note: We routinely clean our lists, deliver the e-blast in both text and html versions, run the draft email through spam filters, and limit the frequency of the list. These steps ensure that you receive the highest delivery and open rates!

Our rates are extremely competitive; moreover, if you are also a print advertiser, you are entitled to a discount.

Online Opportunities

With The Counter Terrorist magazine and SSI, you now have an array of custom solutions to develop your integrated marketing campaign.

Web Advertising

With 97,400 audited opt-in contacts on The Counter Terrorist Magazine’s list, our websites are your vehicle to reach the Homeland Security Industry.

- Available Ad Positions: Skyscraper, Horizontal Banners, Featured Cube (all including Flash ads)
- E-Newsletter Insertions: Horizontal Banners (Animations not accepted)
# Independent Audited Opt-in Lists

## Homeland Security Professionals Masterfile from SSI Postal

Since 2003, SSI has been the premiere US Homeland Security training company.

### MEDIA TYPE
- Business and Consumer

### SOURCE
- Opt-in e-mail, Publications, Telemarketing

### GEOGRAPHY
- USA

### SEGMENTS

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<td>75,662</td>
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### PROFILE

**Job Title** (15.00/M)

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<th>Title</th>
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**Business Type** (15.00/M)

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<td>Mining</td>
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<td>Construction</td>
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<td>Manufacturing</td>
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<td>Transportation/Communications/Utilities</td>
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<td>Wholesale</td>
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<tr>
<td>Retail</td>
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<td>Finance/Insurance/Real Estate</td>
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<td>Business/Personal Services</td>
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**Company Size** (15.00/M)

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<td>500-999</td>
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<tr>
<td>1000+</td>
<td>13,347</td>
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When you advertise in The Counter Terrorist Magazine we guarantee your message will go global.

Aside from our loyal subscriber base you get additional distribution that is second to none.

This is guaranteed by our alliances with the top organizations in the industry. They are media partners that organize the most important trade shows and events in the world. When you advertise with us you get them at no charge. Here are just some of our global partners:

And many more!
2014 EDITORIAL CALENDAR

DECEMBER 2013/JANUARY 2014
VBIEDs in the Mexican Narco-Insurgency
Case Study: London Jihadists Behead Off Duty Soldier
First Hand: Dutch Marines Chase African Pirates
Mexican Organized Crime Groups Buy US Safe Houses
Currency Counterfeiting Practiced as a Strategic Weapon

FEBRUARY/MARCH 2014
The Persecution of Christian Populations Around The World
Case Study: SWAT Team Lured into Ambush
First Hand: Hostage Rescue in Papua New Guineau
Syrian Insurgent Militias
Subversion and RICO Crimes to Obtain Regulatory Weapons

APRIL/MAY 2014
Iran’s Strategic Ambitions
Case Study: Khobar Towers Attack
First Hand: Ft. Lauderdale SWAT Apprehends Jihadist Bomb Builder
Los Negros Enforcer Group
Chinese “Patriot Hackers”: Modern Privateers

JUNE/JULY 2014
Sniping in the Mexican Insurgency
Case Study: Bojinka Hijacking Plot
First Hand: Security Team Rescues Principal in Afghanistan
The Movement for Oneness and Jihad in West Africa
Russian Special Atomic Demolition Munitions Cached Around The World

AUGUST/SEPTEMBER 2014
Chinese Organized Crime Global Drug Routes
Case Study: Mexican Cartel Assassinates US Law Enforcement Agent
First Hand: Sheriff’s Patrol Boats in Firefight with Mexican Gangs
Yamaguchi-gumi Crime Group
Modern Chinese Small Arms

OCTOBER/NOVEMBER 2014
Why We Lost the Afghanistan War: Lessons to Learn
Case Study: Iranian Agent In Washington DC
First Hand: Al Qaeda bodyguard
SAAR Foundation
Dirty Bomb Technologies
2014 Advertising Deadlines

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<td>17-Jan</td>
<td>20-Dec</td>
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<td>Apr/May</td>
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<td>21-Feb</td>
<td>19-Feb</td>
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<td>Jun/Jul</td>
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<td>16-May</td>
<td>21-Apr</td>
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<td>14-Nov</td>
<td>20-Oct</td>
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The Counter Terrorist Magazine
2014 Advertising Rates (U.S. Dollars)

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Special Positions
- Back Cover: $6,000
- Inside Front Cover: $5,000
- Inside Back Cover: $5,000

PMS, Metallic or Fifth Color call for quote.

Bleeds: No extra charge.

Inserts and Tip-ins call for quote.

Cash Discounts 2% Net 30 days.

Mailing Lists Please contact SSI Advertising office.
It is very rare when I can emphatically state that I am completely satisfied with any product or service. Our relationship with Security Solutions International (SSI) began just a few short months ago, but it seems like an eternity. Like many small business owners, I was always reluctant to commit precious capital for advertising or promotions. By nature, I am somewhat of a pessimist in this area, always wondering if it is money well spent. Solomon Brandman (Sol) and his team convinced me that this was a great opportunity for my company. I reluctantly agreed, and put my trust and faith in SSI to promote my products. Because of the extraordinary efforts of SSI my business has taken off.

Prior to joining with SSI my primary vehicle for promoting my products was the defense trade show circuit. We had had success, but were looking for larger volume sales of our products. We knew that law enforcement agencies had a need for our products but we couldn’t break through to the decision makers. We had a very small business coming from law enforcement and that was a key element of my decision to team up with SSI. Sol and his team have literally lived up to every element of our agreement. SSI is a unique business. The reason they are successful is their diversity. It starts with the magazine, and branches out to a huge network of other advertisers. SSI takes every opportunity to link their clients where they see synergy. They take the time to get to know their clients and come up with a plan to place the products wherever they will be seen. They also offer a myriad of law enforcement training courses, and are linked in to every major law enforcement agency in the country and around the globe. In short when you team with SSI you are not just putting an ad in a magazine. Sure, their subscriber list is impressive, but they do the extra mile to promote your products. When they see a fit or an opportunity for your products they link you in with those agencies. It almost as if we hired a marketing agency for free.

So what did SSI do for me? For about the cost of single trade show they put a full page ad in their magazine and committed to promoting my products. Because I am a small business it is difficult for me to leave my footprint. Our booth staffing is sometimes only one or two. When we go to trade shows the first trade show we were at after joining with SSI was the IITSEC conference in Orlando, Florida. We were understaffed and could not have the booth. SSI was there and walked the entire floor handing out our brochure and promoting our products. That is half the battle at these shows, and their personnel is top notch. The next show we attended was the Shot Show in Las Vegas. Sol and his team were there, this time dressing our company logo and working the floor. I really can’t say enough about SSI going the extra mile for us. After the Shot Show and the release of our ad our web site exploded by over 12,000 hits the following week. Our overall business is up 35% and our business within the law enforcement community is up by over 100%. These are tangible results that you can never get by simply putting an ad in a magazine.

This success led me to sponsor SSB SWAT Counter Terrorism Courses at Camp Blanding, Florida. This course is taught by Richard Garsey (Chief Instructor at SSI) who is a former member of the Israeli Armed Forces. Richard and Sol incorporated our products into the course curriculum. There is no stronger endorsement of a product than that 22 SWAT team members from all over the country attended this training and every one of them was extremely impressed. Richard is a great instructor with an incredible knowledge base in counter terrorism and has firsthand experience. While I don’t have any law enforcement or military experience, my VP of operations does. He spent 22 years in the Army as an Airborne Ranger, Drill Sergeant, and Instructor and he states that Richard was one of the best instructors he has ever seen. Richard’s expertise led to the development of several new training kits we will be putting on the market very soon. SSI also invited several other vendors to the weekend event which provided us with several new business opportunities. We also sponsored a webinar that week and the following week received an email spread sheet with over 2000 sales leads.

It is safe to say that I fully endorse SSI. I have a successful business and do all I can to provide the best training aids I possibly can to the men and women who risk their lives to defend and protect us. SSI has taken us to another level. If you have a product that is a benefit to law enforcement professionals chances are SSI knows how it and will be contacting you soon like they did with us. If you have a new product that you think will be a benefit to the law enforcement community and want to promote it I suggest you contact SSI immediately. Westcoast will give you an honest assessment of how successful your product will be. Sol and his team know what they are doing and will extend every effort to promote your product(s). I also offer my platform to companies looking to increase their sales volume of quality products. My contact info and web site are provided above. In October we will be a sponsor for SSB’s Annual Homeland Security Professionals Conference in Las Vegas. If you’re looking for a great opportunity to present your products to a key decision makers contact SSI. I hope to see you there.

Security Solutions International’s SWAT / CTU training course is geared for exactly what modern law enforcement needs. Through the use of top quality instructors, actual threat devices, and the very best products available, SSI offers the best counter terrorism training programs to homeland security and local law enforcement agencies.

Security Solutions International’s SWAT / CTU training course incorporates the most realistic threats and devices in real world settings. After attending this course first hand, it clearly demonstrates the enormity need for this level of training in today’s law enforcement communities.

Robert Rosci
President / CEO

INERTPRODUCTS, LLC.
INERT EXPLOSIVE TRAINING PRODUCTS
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Fax: (570) 300-1698
http://www.inertproduct.com
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- Intelligence reports based on Open Source analysis
- Product training for critical equipment
- A portal for exchange of tactics and techniques between agencies
- Special reports and much more