



MEDIA KIT 2004

The McGraw-Hill Companies

Homeland Security

For Government
and Business
Leaders
Worldwide

The New Industry Standard for
Homeland Security Leaders

Introducing The McGraw-Hill Companies *HOMELAND SECURITY*



Helping To Define the Homeland Security Market with Critical Information, Thoughtful Analysis, Informed Opinion and Fresh Insight

The homeland security world is taking shape at an urgent pace. Now government and business leaders have the publication they need for information, insight and perspective that supports the critical decisions they must make. Introducing a new magazine edition dedicated to serving the growing *Homeland Security* market with valuable and timely information — The McGraw-Hill Companies *Homeland Security*. With provocative and informed analysis, McGraw-Hill's *Homeland Security* is the definitive source for leaders and opinion-makers who are shaping and defining this emerging market.

Government Audience Profile

Federal Government

- VIP Homeland Security: U.S. President, Vice President, Cabinet Members, Cabinet Rank personnel, Key Presidential Appointees, Secretaries of the Armed Services
- Key members of Government Depts./Agencies including: Dept. of Homeland Security, DOD, DOC, DOT, USDA, DOE, EPA, USCG, NSA, FEMA, Dept. of Treasury, and more
- U.S. Congress
- Key Congressional Committee Staff

State Government

- Governors
- Adjutant General for the National Guard
- Key State Infrastructure and planning decision makers including: water, power, energy, telecommunications, transportation, commerce, health, emergency service

Local Government

- Mayors of large metropolitan areas
- Key local infrastructure and planning decision makers including: water, power, energy, telecommunications, transportation, health, emergency service
- First Responder Chiefs: Fire, Police, EMS

Connect With A Multi-Billion Dollar Marketplace

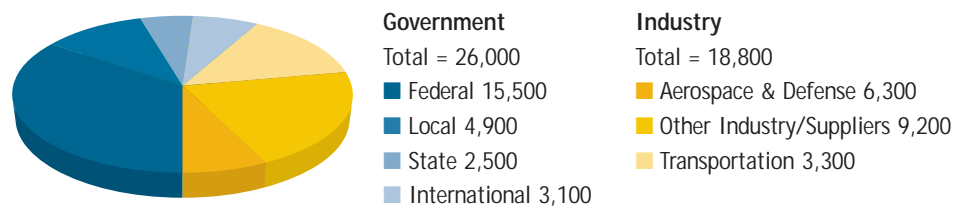
In 2004, an estimated \$36.2 billion will be spent on homeland security in the U.S. alone, an increase of \$14 billion from 2002. Homeland Security has become a major focus for a large number of business and government leaders who act simultaneously as buyers, sellers and partners. Until now, there has not been one definitive publication for leaders who are shaping Homeland Security to rely on for critical information.

Reach Key People Who Actually Influence Policy

Reach influential decision-makers in local, state and federal government, as well as senior business leaders in key industries. The McGraw-Hill Companies *Homeland Security* delivers your message to more government leaders who are responsible for shaping *Homeland Security* policy than any other publication.

Targeted and Unprecedented Circulation

The McGraw-Hill Companies *Homeland Security* reaches 44,800 readers* from both government and industry sectors, which is twice as much total circulation as competing Homeland Security publications. And reaching more than 26,000 leaders within government, it also has twice as much government circulation as any other comparative publication.



*Included – polybag distribution with *Aviation Week & Space Technology* to government, transport, defense and security paid subscribers

Credible and Authoritative Editorial

Now there is a new industry standard where global homeland security and senior business leaders can turn to for authoritative analysis, opinion and insight on homeland security issues in every major vertical sector of the market. Senior McGraw-Hill *Homeland Security* Editors, Lee Ewing and David Hughes, lead a team of the most respected editorial experts in the industry, writing specifically for the homeland security leadership community.

The McGraw-Hill Companies
Homeland Security
 is the most effective way to reach senior government and business leaders.



2004 Editorial Calendar

ISSUE DATE	EDITORIAL THEME	AD CLOSE	BONUS DISTRIBUTION
March	Protecting Critical Infrastructure from Attacks	January 26	FOSE, Washington, D.C., Mar. 23-25; Homeland & Global Security Summit, Washington, D.C., Mar. 30-31
June	Top Programs (by dollar value)	April 26	The McGraw-Hill Companies Homeland Security Summit & Exposition, Washington, D.C., June 2-4; (AW) NetCentric Conference & Exhibition, Washington, D.C., June 2-3
September	Public-Private Partnerships	July 19	ASIS, Dallas, TX, Sept. 27-30
December	International homeland security efforts	October 18	

Coming in 2004*

- Assessing the threat of biological attack on a U.S. city
- Defending the financial infrastructure
- After anthrax: Is the public health system prepared to deal with a biological or chemical attack?
- What remains to be done to secure the aviation system?
- How to screen air cargo without impeding commerce
- How does command and control of the homeland work?
- What aerospace and defense contractors are doing in homeland defense
- How is the Homeland Security Department reorganization really going?
- Are regional coordination efforts working?
- Harmonizing government and industry standards for security systems
- A case study on what countries around the world are doing to protect their homeland
- How the U.S. is coordinating its homeland security efforts with other nations to win the global war on terrorism

*Editorial features subject to change. For updates, go to www.mcgraw-hillhomelandsecurity.com

New Product Section

A section specifically designed for fractional advertisers—showcase your company's new products and benefit from industry-wide exposure at affordable rates—25% lower than regular advertising rates.



The McGraw-Hill Companies *Homeland Security* Quarterly 2004 Rate Card

Circulation: 44,800
Frequency: Quarterly

2004 ADVERTISING RATES**

Four Color	1X	3X	4X
1 Page	\$9,800	\$9,415	\$9,315
2/3 Page	\$7,750	\$7,395	\$7,325
1/2 Page	\$6,485	\$6,180	\$6,125
1/3 Page	\$4,790	\$4,550	\$4,510
1/4 Page	\$4,095	\$3,890	\$3,860
1/6 Page	\$3,525	\$3,345	\$3,300
Two Color			
1 Page	\$8,890	\$8,570	\$8,475
2/3 Page	\$6,780	\$6,520	\$6,455
1/2 Page	\$5,515	\$5,305	\$5,240
1/3 Page	\$3,800	\$3,670	\$3,640
1/4 Page	\$3,120	\$3,025	\$3,000
1/6 Page	\$2,540	\$2,445	\$2,420
Black & White			
1 Page	\$8,430	\$8,145	\$8,060
2/3 Page	\$6,375	\$6,100	\$6,045
1/2 Page	\$5,090	\$4,890	\$4,820
1/3 Page	\$3,395	\$3,260	\$3,235
1/4 Page	\$2,690	\$2,585	\$2,570
1/6 Page	\$2,130	\$2,045	\$2,020
Cover Positions	\$10,665	\$10,240	\$10,140

**Agency commission: 15%

MECHANICAL REQUIREMENTS

A. AD SIZE

Publication Trim Size: 7 3/4" x 10 1/2"; 197mm x 267mm
Screen: Up to 133-line screen

Specifications for Non-Bleed

Space Unit	Vertical Width x Depth	Horizontal Width x Depth
1 Pg.	7" x 9 3/4" 178mm x 248mm	—
2/3 Pg.	4 9/16" x 9 3/4" 116mm x 248mm	—
1/2 Pg.	4 9/16" x 7 1/4" 116mm x 184mm	7" x 4 3/4" 178mm x 121mm
1/3 Pg.	2 3/16" x 9 3/4" 55mm x 248mm	4 9/16" x 4 3/4" 116mm x 121mm
1/4 Pg.	3 3/8" x 4 3/4" 86mm x 121mm	—
1/6 Pg.	2 3/16" x 4 3/4" 55mm x 121mm	4 9/16" x 2 1/4" 116mm x 57mm

Specifications for Bleed

Space Unit	Width x Depth (inches)	Width x Depth (mm)
Single-page bleed	8" x 10 3/4"	203mm x 273mm
Spread Bleed	15 3/4" x 10 3/4"	400mm x 273mm
2/3-Page Bleed	5 1/16" x 10 3/4"	128mm x 273mm
Gutter-bleed spread (each page)	7 3/8" x 9 3/4"	187mm x 248mm

B. DIGITAL AD MATERIAL GUIDELINES

All files must be High Resolution

- 300 dpi for grayscale or color (Process colors/CMYK color format ONLY)
- 1200 dpi for black & white (lineart)

Adobe PhotoShop 6.0.1

- Save all PhotoShop files as TIFF

Adobe Illustrator 9.0

- Save all Illustrator files as EPS
- Change all text into outlines/paths (under "TYPE" in menu bar select "Create Outlines")
- Supply all art imported into your Illustrator document

Other applications not listed here

- Save as TIFF or EPS (No PDF files)
- For EPS files, all text should be turned into outlines

If you cannot turn text into outlines then supply all fonts used (MAC format only)

How to send files:

- CD ROM or Zip Disk
- A high quality contract color proof must be supplied for all color ads
- A laser print for B&W ads is sufficient

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