

KNM

***Public Relations
Services Brochure***

KNM Media Ltd,
4a, High Street, Edenbridge, Kent, TN8 5AG
Tel: +44 (0) 208 144 5934 Fax: +44 870 912 9466
Email: tony.kingham@worldsecurity-index.com

Building Public Relations into your Business Plan is vital!

Companies and organisations both large and small need to create and communicate a positive image to their customers, shareholders, the financial community and the wider public.

Good Public Relations is one of the most cost effective and valuable tools in the Marketing Mix, to help companies achieve that goal!

Our Background

We have specialised the in defence, aerospace, security and offshore markets for a combined total of over 40 years. This means that we have a developed an unrivalled knowledge of your customer's information requirements and how they use that information.

We produce our own unique range of specialist portals published in **English**, **Arabic** and **Spanish**.

Why is this important?

Through our own products we are able to **guarantee** publication and distribution of your corporate message to a global audience.

We also exhibit in our right at many of the world's leading industry events.

As active participants in your industry we are also able to offer on-site PR support at some of the world's most important exhibitions and conferences.

THE Global Information Portals



Aerospace-index.com

The Civil and Military Aerospace Database

GroundSystems-index.com

The Land Forces Equipment Database

Maritime-index.com

The Free Maritime Manufacturers Database

WorldSecurity-index.com

The Homeland Defense and Security Database

KNM Media Ltd,
4a, High Street, Edenbridge, Kent, TN8 5AG
Tel: +44 (0) 208 144 5934 Fax: +44 870 912 9466
Email: tony.kingham@worldsecurity-index.com

Our Services

- Actively promote your company through our unique advertising and promotional package, including; your own **'Company Profile'** on all relevant KNM on-line and CD portals, your logo on the homepage and monthly E-Newsletters, all worth over € 6350 per annum.
- Provide you with a 12 month Marketing Communications Planner
- Produce a list of relevant editorial features and events throughout the year, matched to your products.
- Create a database specifically aimed at your audience
- Write and distribute a press release, case study or article each month
- Distribute the release in an appropriate format to that target audience
- Following-up release with a telephone call to key journalists
- Create an "internal database" for stakeholders, board members, staff etc.
- Ensure that your release is "optimised" and published on all relevant KNM Portals - (Optimise – we will select key words or phrases relevant to each release, and this will ensure that your press release ranks highly in searches such as "Google News, MSN News or Yahoo, this circumvents the mainstream media)
- Distribute your marketing and PR material to VIPs and Delegates at key international events via CD versions of our unique range of portals:
www.Aerospace-index.com www.GroundSystems-index.com
www.Maritime-index.com www.WorldSecurity-index.com

For writing, producing and distributing one press release, case study or article per month plus your unique high value advertising package.

Cost: € 750.00 per calendar month

Additional press releases during the month will be charged on a day rate basis of € 350.00 per day or part thereof.

KNM Media Ltd,
4a, High Street, Edenbridge, Kent, TN8 5AG
Tel: +44 (0) 208 144 5934 Fax: +44 870 912 9466
Email: tony.kingham@worldsecurity-index.com

Our Guarantee

KNM Media specialise in the provision of information, marketing and public relations services in the aerospace, defence and security markets.

As publishers of our own range of on-line portals:



We are uniquely able to offer our Public Relations Customers these advantages:

We can guarantee publication of all press releases

We guarantee the major search engines pick up your press releases

We guarantee inclusion on our E-Newsletter Service

We guarantee global distribution of your press releases and marketing material on CD at key events around the world

We offer our own high value advertising package



KNM Media Ltd,
4a, High Street, Edenbridge, Kent, TN8 5AG
Tel: +44 (0) 208 144 5934 Fax: +44 870 912 9466
Email: tony.kingham@worldsecurity-index.com

Additional Services

- Advertising Media Planning
We will review, select and plan the right combination of specialist media to help you achieve your advertising objectives.
- Press Briefings at Exhibitions
Booking the venue; preparing invitation lists and invitations; follow up responses; organising the AV equipment and producing handouts.
- Press Invitation to Exhibitions
Preparing invitation lists; produce the invitations; follow up responses.
- Press Breakfasts, Lunches, Dinner
Search for a suitable venue; organise the menu; produce the invitations; follow up responses; organise corporate gifts.
- Demonstration Days/ On Site/Off Site Presentation Days
Booking the venue; organise transport; produce invitations and list; follow up responses.

We can also produce a list of “Speaker Opportunities” throughout the year, for you or your staff to attend.

All additional services are charged at a Daily Rate of € 350.00 per day.

Customers include:



KNM Media Ltd,
4a, High Street, Edenbridge, Kent, TN8 5AG
Tel: +44 (0) 208 144 5934 Fax: +44 870 912 9466
Email: tony.kingham@worldsecurity-index.com