

# KNM

## Public Relations Services Brochure

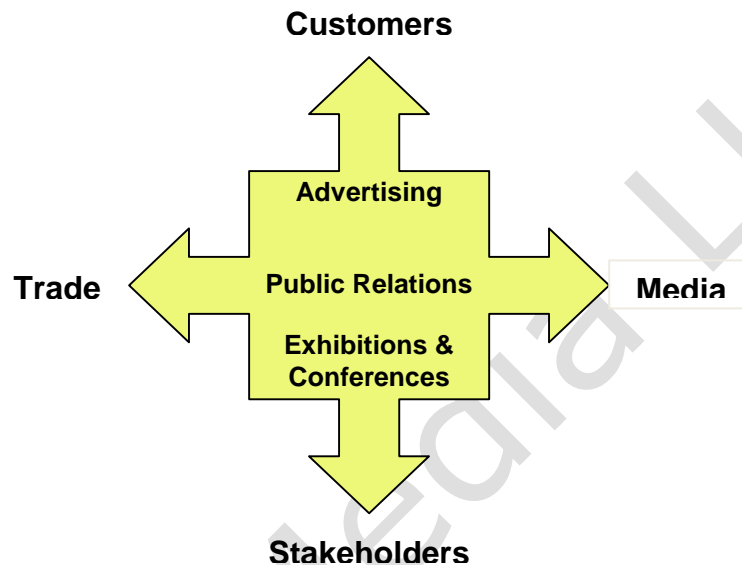
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## **Building Public Relations into your Business Plan is vital!**

All companies both large and small need to create and maintain a positive image, and public relations is one of the most valuable and cost effective tools in the Marketing Mix

### **Marketing Mix**



### **Our Background**

We have been supplying the information needs of government agencies and the associated manufacturers and suppliers within the defence, aerospace and security markets for over 20 years. This means that we have a unique knowledge of your customer's information requirements and how they use that information.

As publishers we have long standing relationships with many event organisers and exhibit in our own right at key events around the world, ensuring distribution of your promotional material through our own unique range of specialist portals as well as offering on-site PR support at events that are important to your business.

Over the years we have developed strong relationships with many key editorial contacts in many different sectors of the market. We continue to keep and maintain probably the best media distribution list in this business.

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## Our Services

It is our goal to create awareness of your products through careful and targeted spreading of relevant information to your target audience in a timely manner.

This we will achieve by:

- 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 £5000 per annum.
- Providing you with a 12 month Marketing Communications Planner
- Creating a database specifically aimed at your audience
- Producing a list of relevant editorial features and events throughout the year, matched to your own products.
- Identifying your target audience
- Tailoring each and every message to appeal to that audience
- Distributing the release in an appropriate format to that target audience
- Following-up with a telephone call to key journalists
- Creating an "internal database" for stakeholders, board members, staff etc.
- Ensuring 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)
- We will distribute [www.Aerospace-index.com](http://www.Aerospace-index.com), [www.GroundSystems-index.com](http://www.GroundSystems-index.com), [www.Maritime-index.com](http://www.Maritime-index.com) and [www.WorldSecurity-index.com](http://www.WorldSecurity-index.com) in CD format to all VIPs and Delegates at key international events.
- Mailing a CD version of the directory to your existing or prospective clients.

For writing, producing and distributing 1 press release per month, plus supporting material.

Cost: £575.00 per calendar month

Additional press releases during the month will be charged at a flat fee of £125.00 per release.

## 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 unique range of on-line 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*

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**



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## **Additional Services**

- **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, following up responses, organising the AV equipment and producing handouts.
- **Press Invitation to Exhibitions**  
Preparing invitation lists, producing the invitations, following up responses.
- **Press Breakfasts, Lunches, Dinners**  
Searching for suitable venue, organising the menu, producing the invitations, following up responses, organising corporate gifts.
- **Demonstration Days/ On Site/Off Site Presentation Days**  
Booking the venue, organising transport, producing invitations, and list, and following 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.