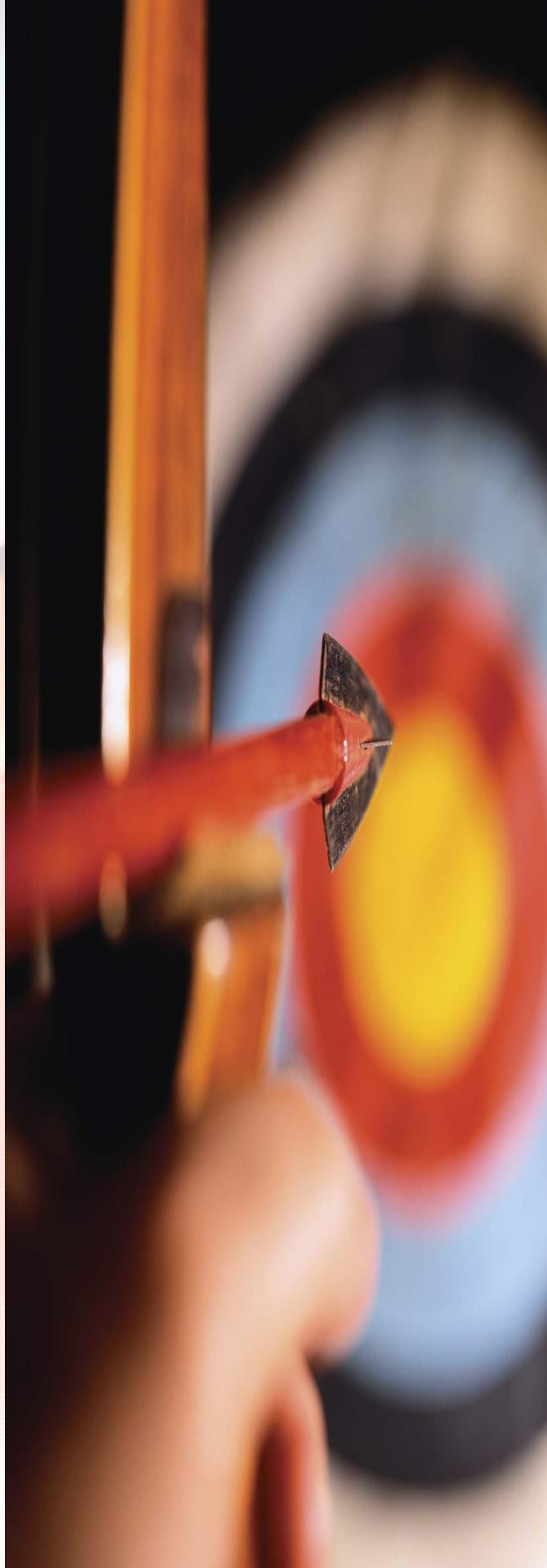


**Targeted
Solutions
to your
PR,
Marketing
&
Social Media
Needs**

KNM MEDIA

Specialising in the
Aerospace, Defence,
Security & Offshore
Markets



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.

An effective integrated Public Relations and Social Media Strategy is the best way to help companies achieve their communications goals!

It was Bill Gates that said of the internet "Content is King". KNM specialises in producing, curating and propagating premium content, ensuring that your "Content is King."

Our Background

We have specialised in the defence, aerospace, security, offshore and first responder markets for 20 years.

This means that we have developed an unrivalled market knowledge.

We produce our own unique range of specialist media and events:

World Border Security Congress is now the world's leading international border security event.

Border Security Report is the leading border security magazine (subscribers 25k) WorldBorderSecurity.net the global extranet for border agency officials.

World Security Report a globally recognised homeland security magazine (subscribers 120k)

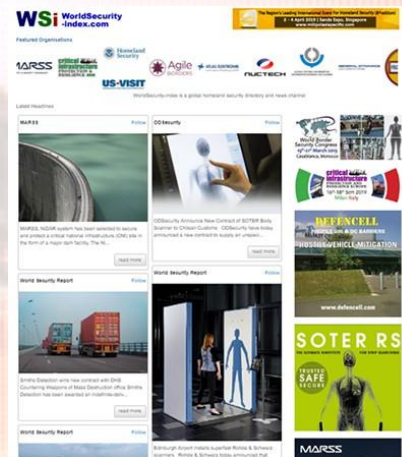
WorldSecurity-index.com has been the leading security portal for eighteen years (350,000 unique users per year).

Why is this important?

Through our own media and events, we can **guarantee** publication and distribution your content to a global audience numbering in their hundreds of thousands.

Why We Are Different?

Our Media



OUR SERVICE

Create your bespoke with a Marketing Communications Plan

Write and distribute a press release, case study, article, white paper, news story or blog each month.

Actively promote your company through our unique **Advertising and Promotional Package**, including; your own 'Company Profile' on all relevant KNM on-line media and run-of-site banner advertising, worth over £ 6350 per annum.

Create a **Customer Sponsored News and Blog Site** specifically aimed at your audience.

Manage and develop your profile on **Social Media** through knowledge-based content marketing.

Develop leads through **Social Media** each month.

Manage and develop your **LinkedIn** and **Twitter** pages.

Share your news with hundreds of thousands of professionals through our **Social Media Channels**.

Ensure that your release is "optimised" and published on all relevant KNM Portals - (Optimise – we will select keywords 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).

Distribute your marketing and PR material to VIPs and Delegates at **key international events** via our media products.

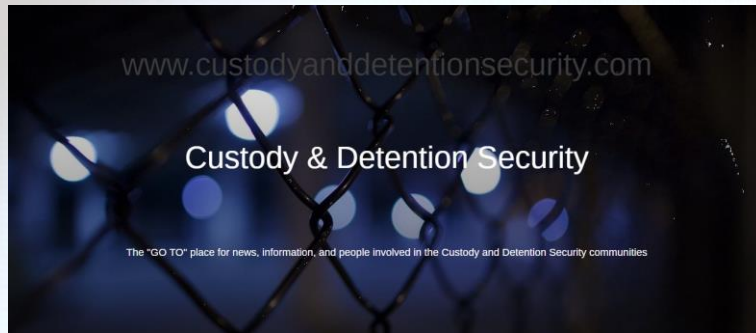
For writing, producing and distributing; one press release, case study, article, curated news or blog per month plus your unique high value advertising package and monthly social media lead generation.

Cost: £ 715.00 per calendar month

Our Events



OUR CUSTOMER SPONSORED NEWS AND BLOGS SITES



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; arrange 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 £ 275.00 per day or part thereof.

We Exhibit At:





KNM Media publish www.WorldBorderSecurity.net; the global extranet for border agency officials.
www.WorldBorderSecurity.net it is powered by www.WorldSecurity-index.com

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