

The CPM Group

The CPM Group has provided the business continuity professionals (BCP) market with more than 12 years of continuous service. *Security Products* added the CPM Group to its array of products in 2007.

CPM integrates the online, conferencing, and list rental mediums to provide advertisers with direct access to the decision makers in the business continuity marketplace. Each of these outlets was created with a single purpose: to help companies sell their products and services, while providing a maximum return on investment. As the leader in Global Business Continuity, the CPM Group directly targets your primary customers and prospects. Relevant and topical content online and at our conferences ensures reader interest, retention, and response.

CPM-Global Assurance e-newsletter

CPM-Global Assurance is the one resource that offers it all: analysis, best practices, advice and the contingency planning news. This monthly e-newsletter, which goes to more than 36,000* subscribers, provides you with in-depth articles authored by the industry's best, case studies, white papers, Q&As, national and international news and product and service offerings.



Global Assurance e-news

(Published monthly; each page is 8 1/2 x 11.)

	1x	6x	12x
Page Ad	\$1,200	\$950	\$800
1/2 page Ad	\$800	\$650	\$500

CPM Online

With its newly redesigned Web site, www.ContingencyPlanning.com averages more than 80,000* page views from more than 14,000* unique visitors per month. With our robust online community and extensive knowledge base, ContingencyPlanning.com provides advertisers with an opportunity to communicate directly with targeted sales prospects. We have many Web-based marketing products, such as e-newsletter sponsorships, e-blasts, Webinars, blogs, case studies and white papers, that allow you to target specific industry sectors with laser-like focus while providing an integrated online advertising solution.

CPM online (monthly)

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160x600	\$600
468x60	\$600
336x280	\$750
Text Links	\$200

CPM Industry Insider

The CPM Industry Insider is a great way to stay abreast of the important issues making industry headlines. This monthly e-newsletter, which is delivered to 25,000* subscribers, offers a quick read of the most important news stories of the month.

CPM Insider e-news (Published monthly)

Top Banner 468x60	\$600
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*Publisher's Own Data

To advertise with The CPM Group contact
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CPM Conferences



In addition to business continuity, the CPM Conference and Exhibition's broad reach includes emergency management, security, business resiliency and IT disaster recovery. CPM has identified a new paradigm: Today's BC professional must understand the strategic value of business continuity, emergency management, and security. By adding more coverage for emergency management and security, CPM bridges the gap among these similar fields and enlarges the scope of targeted attendees. The government, banking and finance, retail, education, insurance, industrial and utilities segments also are covered.

Interactive conference sessions, expanded workshops, an innovative exhibit hall, and effective networking events make the CPM Conference and Exhibition a valuable resource for all BC professionals. Two conferences—CPM West in the spring and CPM East in the fall—cover all your needs.

For complete information visit www.ContingencyPlanningExpo.com.