Reach the Readers Who Influence what the Government buys

A multiple award winner for editorial excellence, for over a decade, and undisputedly the foremost provider of news, information and analysis impacting the Nation’s security, Homeland Security Today is read by the senior leaders who influence the decisions and needs America faces in securing the homeland.

MAXIMIZE YOUR VISIBILITY ACROSS THE “TODAY” BRAND

THE MAGAZINE - BRAND RECOGNITION WITH A CREDIBLE AUTHORITY ENHANCES YOUR COMPANY’S IMAGE
As the premier source for homeland security information, HSToday magazine, provides a platform for your company’s message in the world’s most credible forum.

THE WEBSITE - THE MOST WIDELY USED DAILY PORTAL FOR NEWS AND INFORMATION - ATTRACT NEW EYEBALLS
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Target your company’s message in a cost-effective vehicle. HSToday’s newsletters offer a targeted and timely messaging platform that gets your message out to an interested audience.

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No other publication serving this market brings the award-winning coverage of government security issues than Homeland Security Today has since its inception 10 years ago. And, no other publication brings the readership that translates into the independently documented action that readers of Homeland Security Today take. Companies looking to position themselves as leaders and innovators in the field of homeland security align themselves with Homeland Security Today - the most prestigious and respected media provider in the industry that provides the insight and analysis senior decision makers depend upon.

ENGAGED: Readers spend an average of 40 minutes with each issue
INFLUENTIAL: Readers are highly educated and well-informed
LONG SHELF LIFE: 71% of HSToday’s readers save their copies for future reference
HIGH VISIBILITY: The independently documented pass-along of 2.1 additional readers per copy provides a total print readership audience of over 70,000 of each issue.
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Our Circulation has All Bases Covered

Only HSToday Magazine’s Audience Covers Senior Decision Makers Throughout the Homeland Security Enterprise

10% + 50% + 40% = 100%

The White House & Executive Offices Congress & Committees Judicial Branch
Homeland Security Defense State Justice
FEMA Citizenship & Immigration Customs & Border Protection TSA
Transportation Treasury S&T Directorate NGA
Independent Agencies FLETC

Governors & Staffs Airport & Port Authorities Military Departments National Guard
Public Health & Safety Emergency Management
First Responders Police Chiefs Sheriffs Supervisors Commissioners

2,200 + 11,000 + 8,800 = 22,000

Executive & Legislative Government DHS & Other Federal Agencies with Homeland Security Missions State & Local Governments/First Responders

PLUS DOCUMENTED PASS-ALONG OF HSTODAY at 2.1 Readers per Copy = 70,000 potential reading audience

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