

**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 Electronic Directories Media Information 2007**

Intranets are now the primary way in which your customers manage both their internal and external (open source) information.

Procurement professionals have huge information requirements but often have difficulty in locating collecting and collating information into usable formats. Company and product information is spread across a vast number of proprietary company web sites requiring a huge investment in time and energy to locate and navigate sites of varying quality and format. Even then the user cannot be sure that they have found all the available offerings.

Growing security concerns mean that government procurement professionals worldwide typically work within secure networks and do not have direct access to the Internet at all.

Procurement professionals are therefore looking for their information in formats that can be used within their network environment or in one central on-line location, with one simple interface that is easily searchable. They desire information in a consistent format that can be incorporated into existing desktop programmes for use in daily tasks.

**KNM Directory** products are a unique family of products designed to meet the information needs of the modern organisation in the aerospace, defence and law enforcement and security markets.

**KNM Directory** products are unique because they are the first multi-language (**Arabic, English** and **Spanish**) directory products designed specifically for use on organisational **intranets**.

They are available to government, military, security and law enforcement organizations free in CD network format. We currently have over 36,000 registered users in key networks worldwide and the number is growing.

The products are available on the web, free, **24/7**.

The products are distributed on CD to VIP/Delegates at key events throughout the year.

**KNM Directories** are distributed at a number of important events throughout the year and VIP's and delegates are invited to register for free updates of the CD's for use on their **intranet**. This ensures that these key individuals and their organizations are included amongst our registered users. This allows companies to target these individuals and organizations before during and after the event.

**KNM Directories** are multi-language products published in **Arabic, English** and **Spanish**, which means that users in these important geographical markets can search and view information in their first language. This avoids confusion and presents your company as a customer focussed organisation.

In 2007 **KNM Media** and **Flight International** will once again be working together to make **www.Aerospace-index.com** one of the most powerful marketing information products in the aerospace business.

## Upgrades, Sponsorship Opportunities and Rate Card 2007

### 'Upgraded' Entry **£515** for 12 months

Enhance your entry with your company logo (120 x 120 pixels) and a hyperlink to your web site and e-mail service. Also included in the '**Full Upgrade**' Entry are 500 words (English only) of text outlining your company's products and activities as well as up to 6 x images (200 x 200 pixels). You may take advantage of the free **Press Release Database**. Advertisers will be given an individual access code and able to post their press material direct to the site. This material will appear in both the **web** and **intranet** versions of the database distributed to registered users and at key exhibitions and conferences (see above).

### 'Fully Upgraded' Entry **£1,415** for 12 months

Includes translation into '**Arabic**' and '**Spanish**' plus all of the above-mentioned features.

### **Product and Service Brochures £150** per page for 12 months

Experience shows that procurement professionals require information about your products and services in usable and concise formats. They want product specifications and performance information in a format that meets their internal information needs. Let us post your product and service information (preferably in pdf format) within the company catalogue section of your entry.

### **Category Sponsorship** (468 x 60 pixels) **£500** per category for 12 months

Category sponsorship will make your company the sole sponsor of a particular category. The sponsor will receive hyperlinks both to their own web site and an e-mail link. Category sponsors will also move to the top of the otherwise alphabetical category listing.

### **Master Category Sponsorship** (468 x 60 pixels) **£1,000** for 12 months

Master category sponsorship achieves maximum exposure for your company as the visitor navigates through the site to their area of specific interest.

### **Company Profile £4,500** for 12 months

Include a dedicated 2000 word, 16-image company profile within directory entered via a new company profile listing on the navigation bar. Translation available at an additional cost.

### **Navigation Bar Sponsorship** (120 x 90 pixels) **£4,700** for 12 months

Become a **KNM Directories** product sponsor on the navigation bar and have your company-branding button appear throughout the site in both **web** and **network** formats. Sponsorship will include a dedicated 2000 word, 16-image company profile. Translation available at an additional cost.

### **Full Site Sponsorship - £20,000** for 12 months

Become the **KNM Directories** primary sponsor and have your company banner appear in the masthead on **every** page of **KNM Directories**, both in **web** and **network** formats. Sponsorship will include a dedicated 1000 word company profile translated into **Arabic** and **Spanish** to appear in all formats.

CD cover and box cover advertising opportunities are available, pricing available on request.

**Web Hosting** is also available; please contact us directly for further details.



## Exhibition VIP/Delegate Distribution 2007

### **Aerospace-index.com**

*The Civil and Military Aerospace Database*

Electronic media partners for:

[Latin American Aerospace and Defense](#), Brazil, April 2007

[Dubai](#), December 2007

### **GroundSystems-index.com**

*The Land Forces Equipment Database*

Electronic media partners for:

[IDEX](#), Abu Dhabi, February 2007

[Latin American Aerospace and Defense](#), Brazil, April 2007

[DSEi](#), London, September 2007

### **Maritime-index.com**

*The Free Maritime Manufacturers Database*

Electronic media partners for:

[IDEX](#), Abu Dhabi, February 2007

[IMDEX Asia](#), Singapore, May 2007

[UDT Europe](#), Naples, June 2007

[DSEi](#), London, September 2007

### **WorldSecurity-index.com**

*The Homeland Defense and Security Database*

Electronic media partners for:

[Intersec](#) Dubai, January 2007

[IDEX](#), Abu Dhabi, February 2007

[Homeland Security Conference](#), London, February 2007

[Aviation Security Conference](#), London, February 2007

[Maritime Security Conference](#), London, February 2007

[Real ID Technology Summit](#), Washington DC, February 2007

[Global Security Asia](#), March 2007

[Global Border Control Technology Summit](#), London, March 2007

[APTS Dubai](#), April 2007

[Milipol Paris](#), October 2007

[www.WorldSecurity-index.com](http://www.WorldSecurity-index.com)

*In association with **Borderpol International Association***

*In association with **The World Customs Organization***

