

RISK AND RESILIENCE **HUB**

2027 MEDIA PLANNER

TAKING YOUR SOLUTIONS TO

**The Global
Resilience
Marketplace**





OUR MISSION

The **Risk and Resilience HUB** is a digital platform leveraged to bring together the disciplines of BC, EM, DR, GRC, and OR to build resilient organizations and communities in the private and public sectors. The vibrant ecosystem is not simply a website, but rather a global hub for professionals to connect and collaborate.

More than the Sum of the Parts:

The HUB's uniqueness is not to be found in one feature but rather in the combination of four key areas – a knowledge center, a Buyer's GUIDE, a Facebook-type community and a solutions showcase.



OUR VISION

Connect 1 million+ resilience professionals worldwide by 2030 — driving collaboration and building organizational resilience at scale. ***Together we can!***



Taking Your Solutions To The Global Resilience Marketplace

SIX PILLARS FOSTERING CONTENT, COMMUNITY & CONNECTION

Integrating the disciplines of business continuity, emergency management, disaster recovery, governance/risk/compliance and operational resilience



Operational Resilience



Human Capital



Technology Resilience



Strategic Communications



Physical Infrastructure



Emergency Management

WE FOCUS ON WHAT MATTERS TO YOU

LEAD GENERATION

Ask us about our strategies to reach out to “unreached” professionals in resilience with your product and service solutions.

Contact Publisher: publisher@riskandresiliencehub.com

BRAND AWARENESS

Our creative campaigns will expose your company and solutions to a growing audience.

THOUGHT LEADERSHIP

- Impact the resilience community through sharing knowledge from your subject matter experts.
- Influence peer-to-peer interactions in the Facebook-type community.





40 YEARS OF CONNECTION. ONE TRUSTED HUB.

Not all audiences are created equal. A trusted platform doesn't just deliver impressions — **it lends its credibility to every message it carries.**

For 40 years, the **Risk and Resilience HUB** has evolved alongside the industry — bringing together resilience disciplines once treated as separate silos, now widely recognized as interdependent. What began as Emergency Lifeline in 1985 evolved into the **Disaster Resource GUIDE**, then the **Continuity eGUIDE** and now, the **Risk and Resilience HUB**, an ecosystem that grows and leverages our long history and valuable relationships.

WE TAKE YOUR SOLUTIONS TO CONFERENCES EACH YEAR

Our history in this industry has resulted in strategic partnerships that continue to expand our reach.



Continuity Insights (CI)



Disaster Recovery Journal (DRJ)



DRI International (DRII)



International Association of
Emergency Managers (IAEM)



Resilience Association

Ask how this benefits your product/service solution: publisher@riskandresiliencehub.com

AUDIENCE SNAPSHOT



25,000+

Professionals reached, twice monthly via the **Continuity eGUIDE** & targeted outreach



10,000+

Unique visitors monthly to the **Risk and Resilience HUB**



1,400+

HUB members and authors



250+

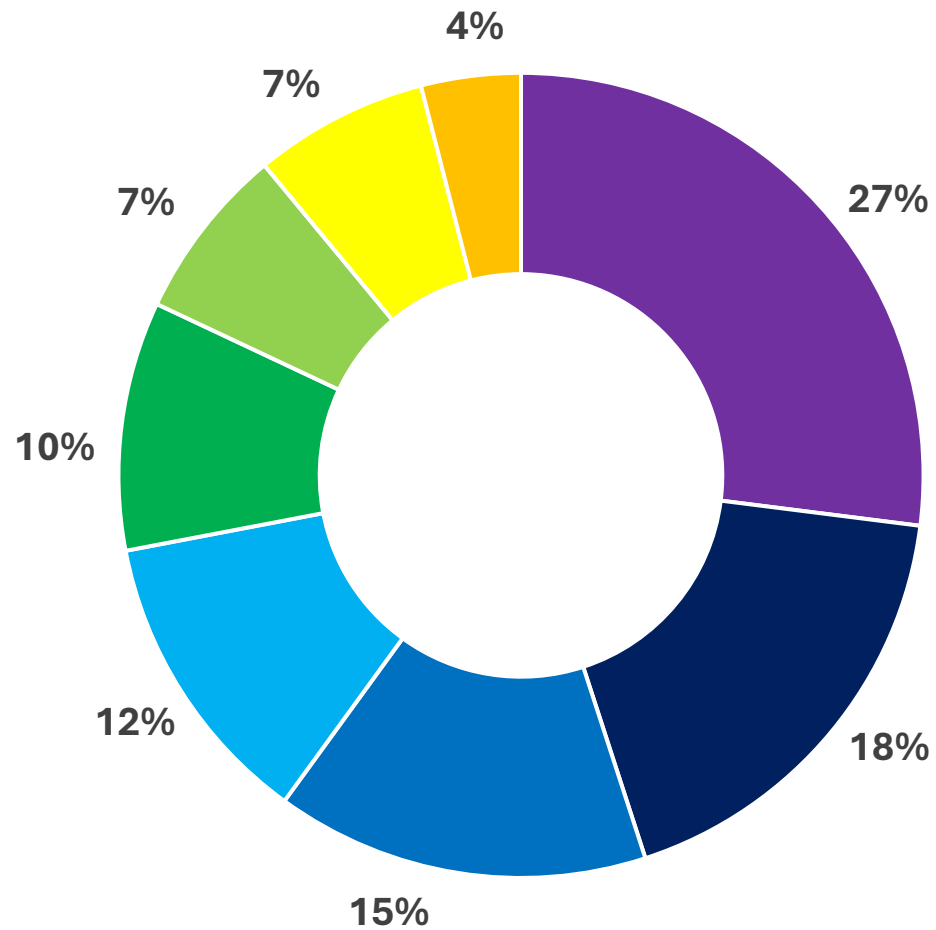
Products and service providers in the **Buyer's GUIDE**



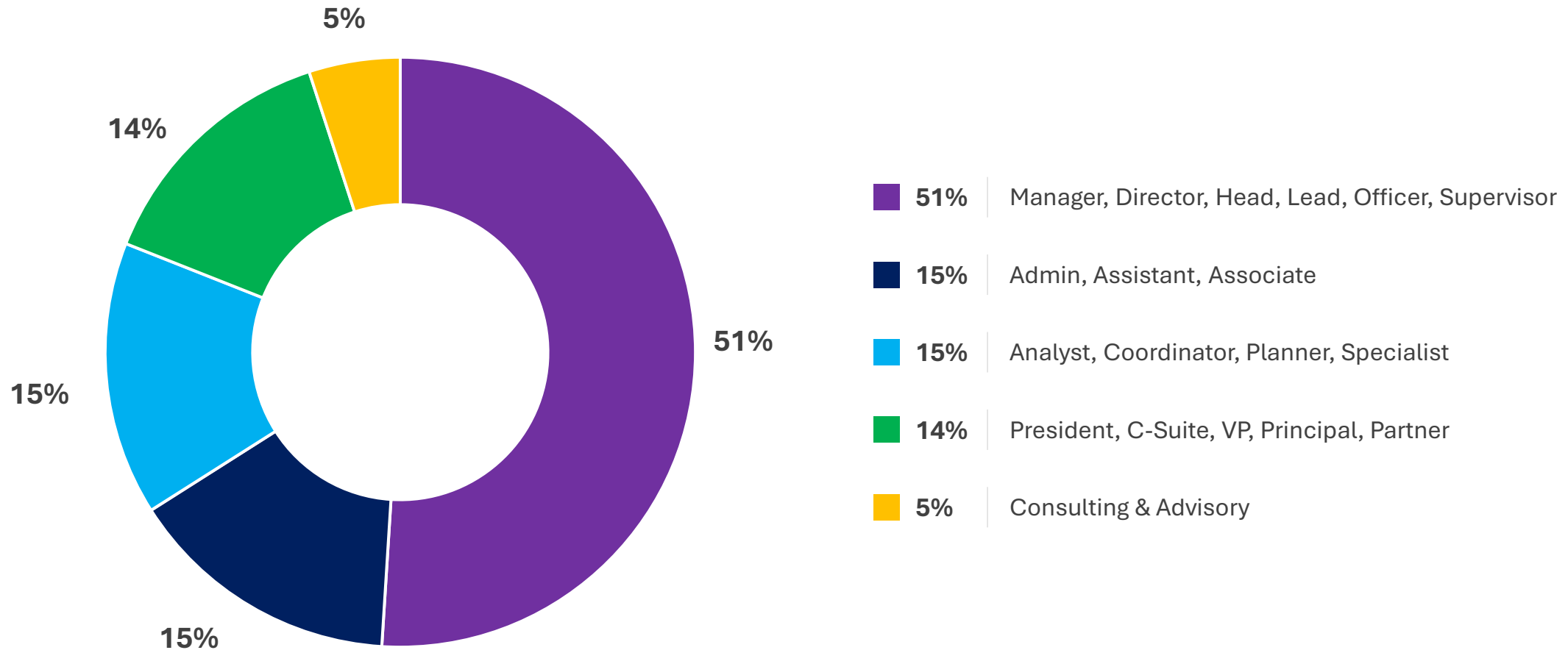
40+

Years serving the preparedness and resilience industry

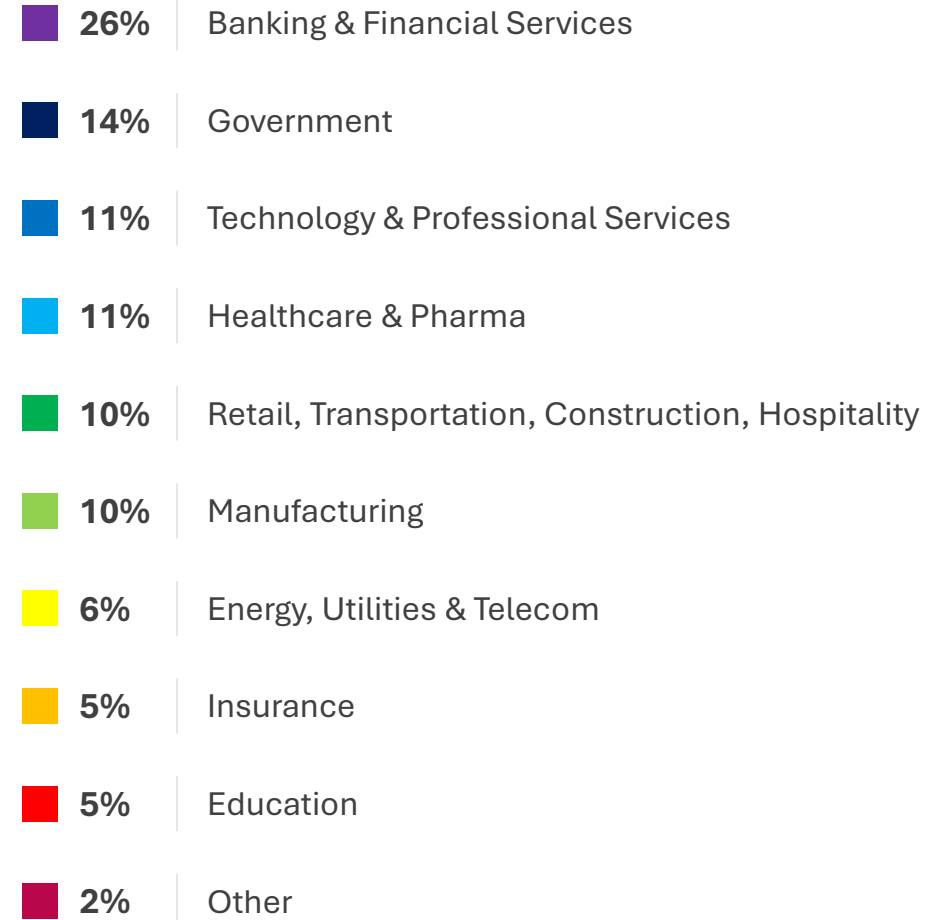
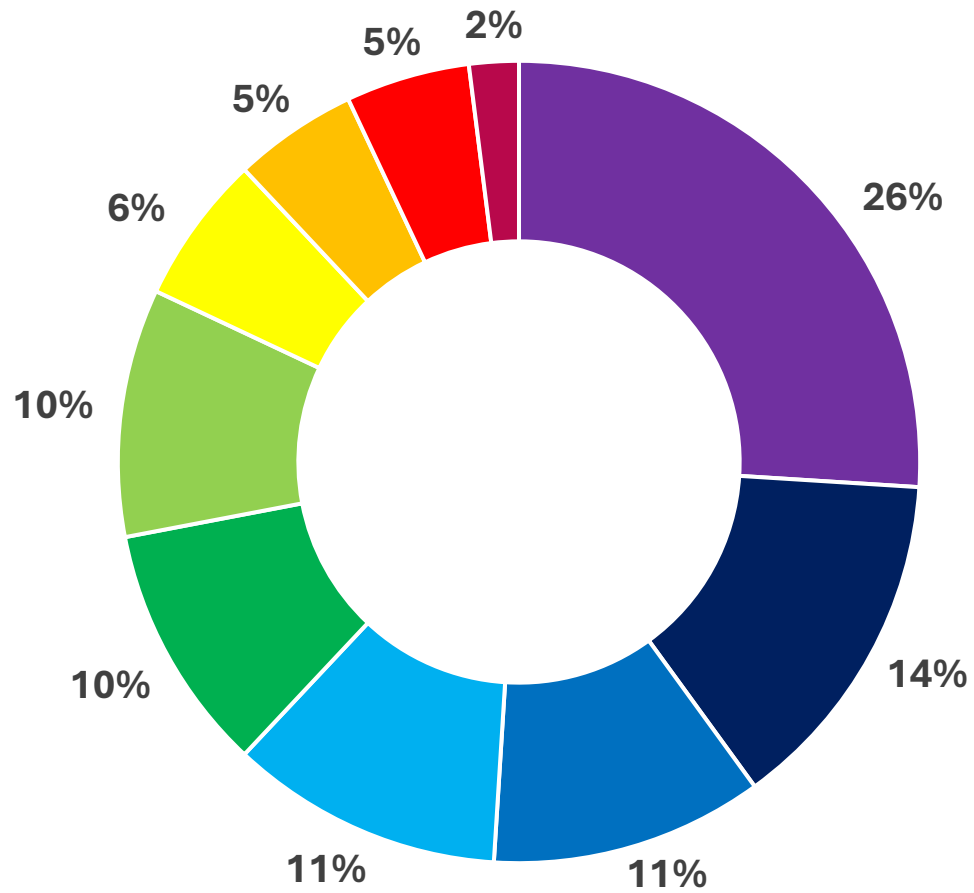
JOB FUNCTIONS



MANAGEMENT LEVELS



INDUSTRY SECTORS

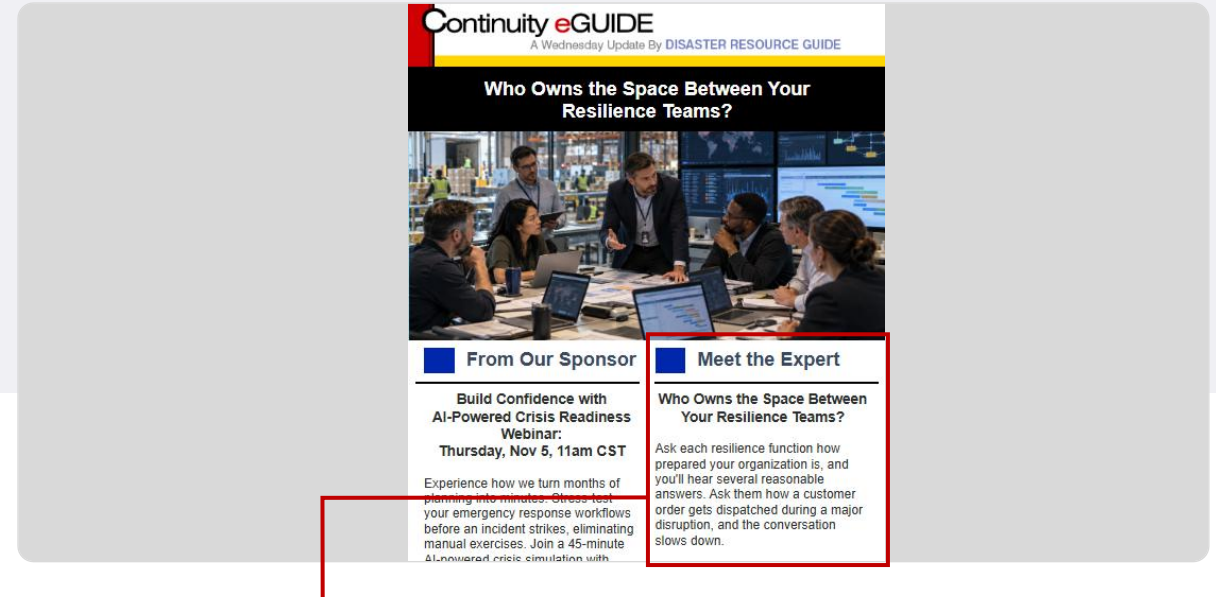


CONTENT: Your Subject Matter Experts. Your Thought Leaders.



RISK AND RESILIENCE HUB HOMEPAGE

Sponsors have extensive opportunities to publish content in the six pillars of the HUB. The content can be original or republished from another resource if there is proper attribution. Vetted content areas must be educational without promotion. Promotional content may be shared in designated areas. The content may be shared in the “Meet the Expert” column of the **Continuity eGUIDE** and is regularly published on LinkedIn network.



CONTINUITY EGUIDE MEET THE EXPERT

Provide a blog or thought leadership piece (educational, non-promotional) for this column, top right. The content should be educational and non-promotional. **NO COST.** Word count: 1000 to 1500 words.

How To Submit an Article: www.riskandresiliencehub.com/submit-an-article

CONSIDER BECOMING THE 2027 SPONSOR FOR THE HUB COMMUNITY.

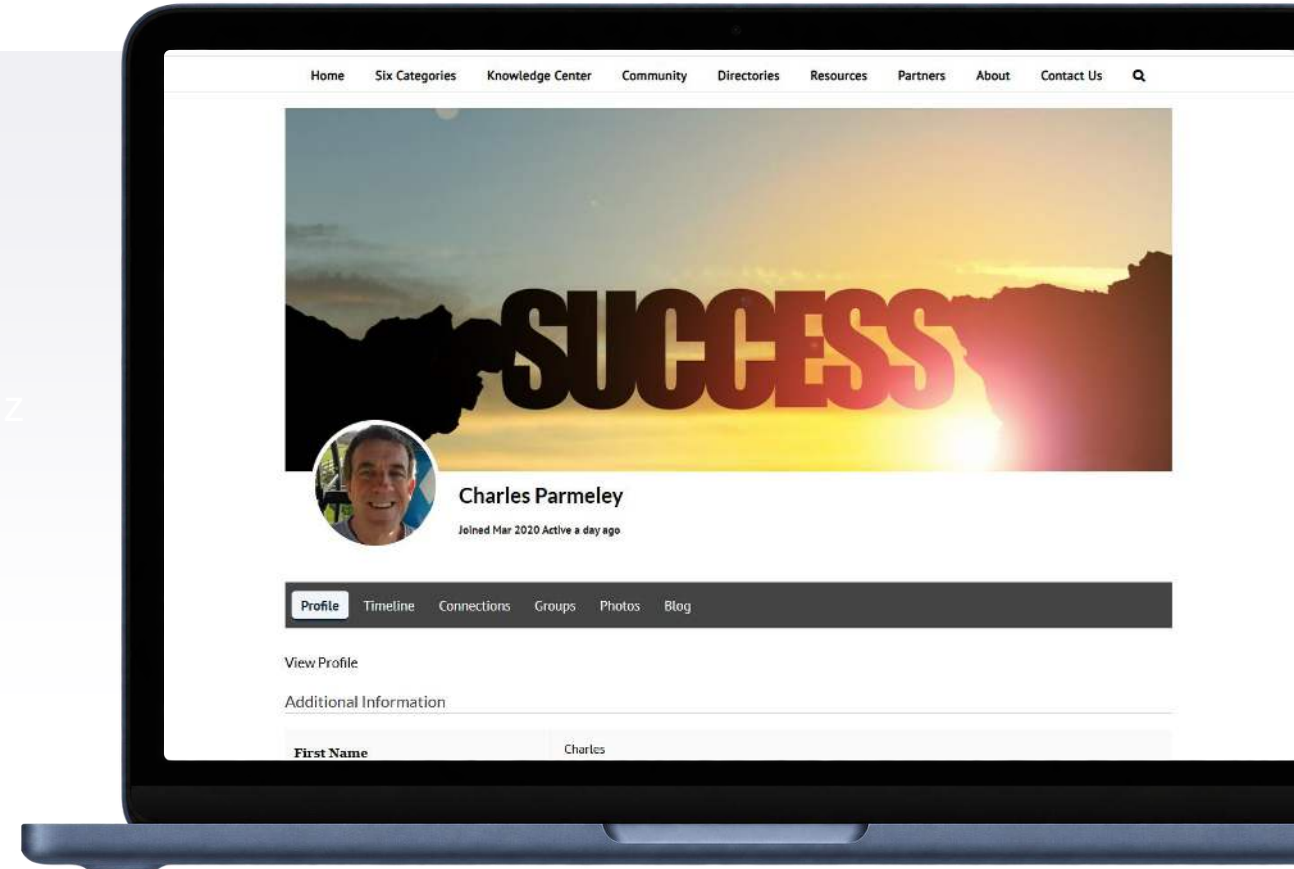
Does this sound interesting? Reach out and let's discuss!

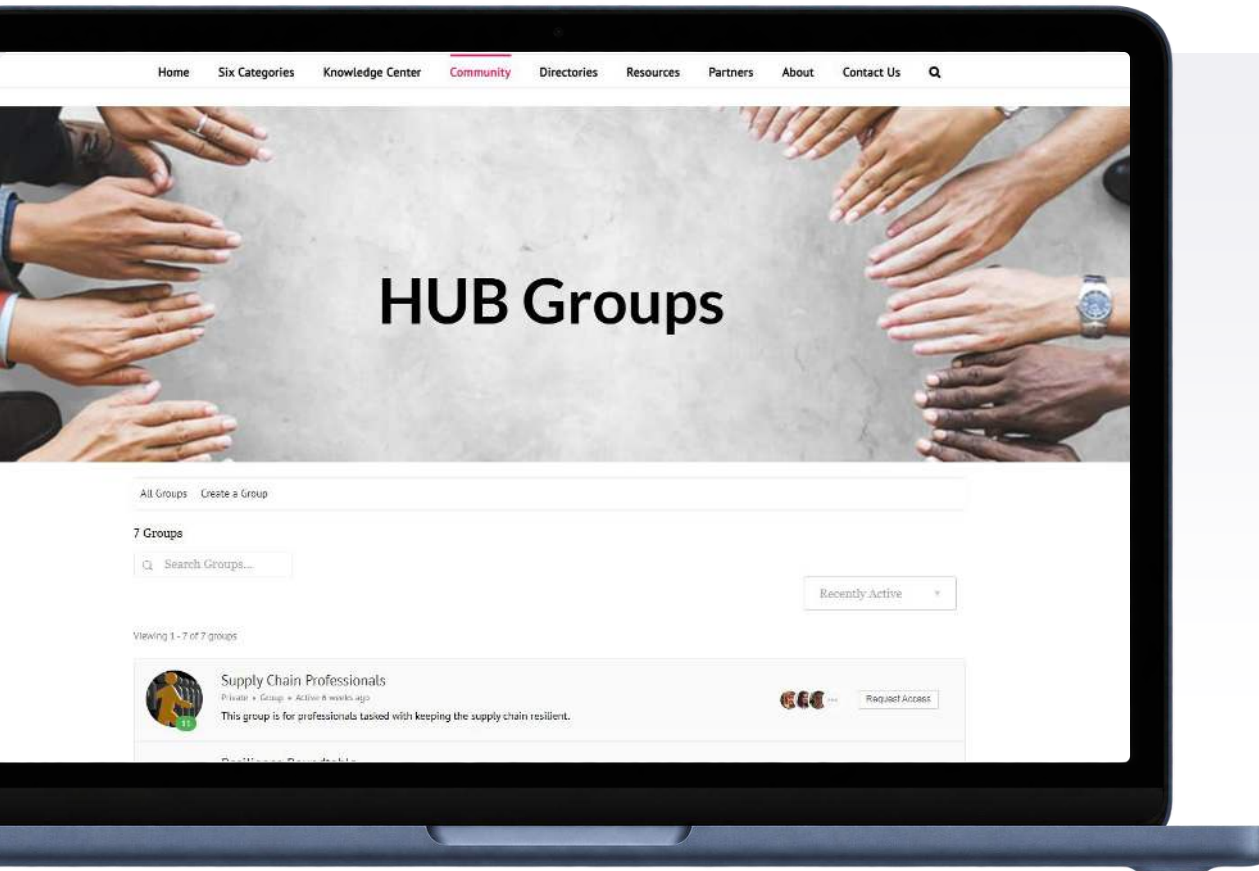
PROFILE PAGE

HUB community membership is no-cost for those working (or retired) in the resilience industry. Those who register as COLLABORATOR members will have a profile page, a timeline, ability to make connections and at some point soon, post blogs and engage in “point/counterpoint” discussions on the HUB Exchange page.

HUB sponsors will have opportunities to influence and interact with industry professionals in more focused ways than on LinkedIn.

Contact us for more details and a customized proposal:
publisher@riskandresiliencehub.com



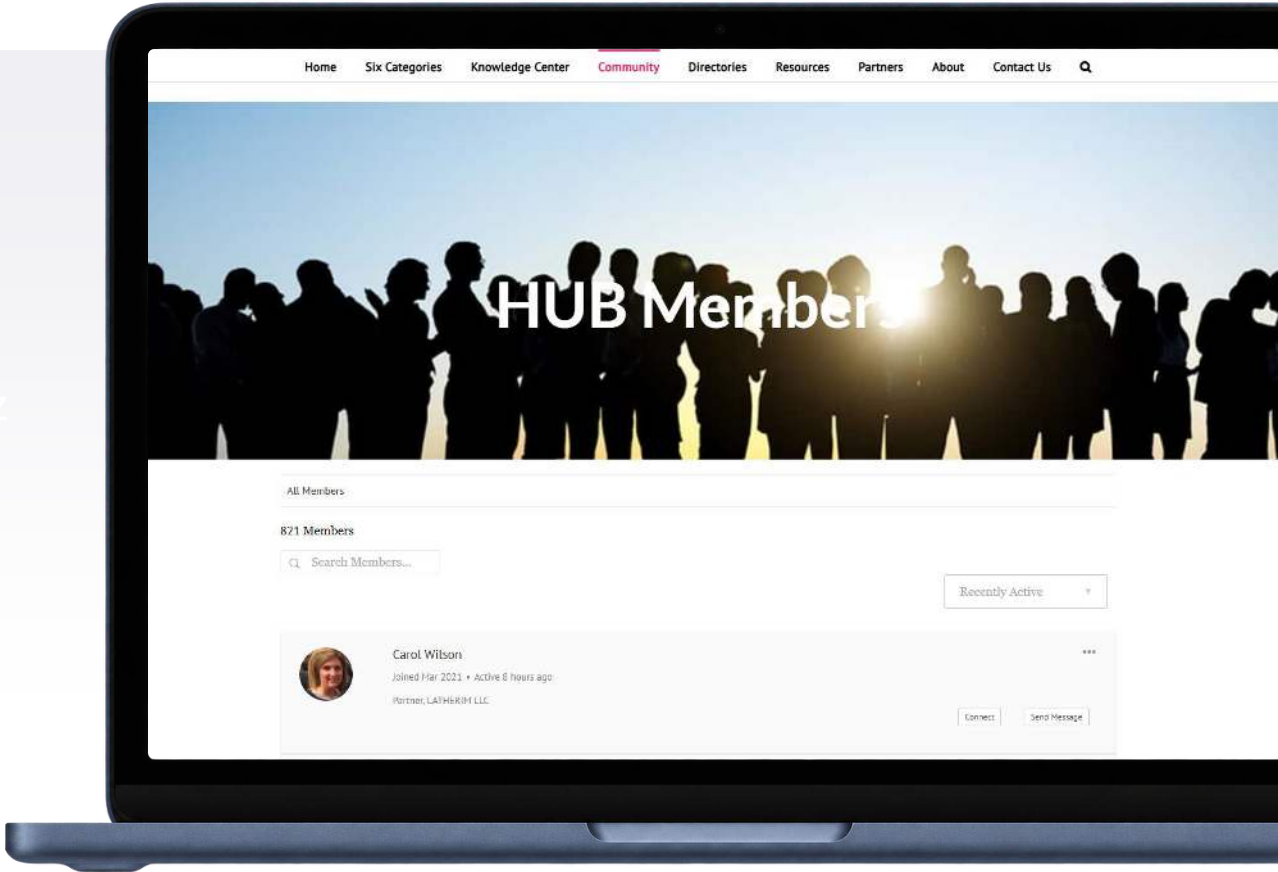


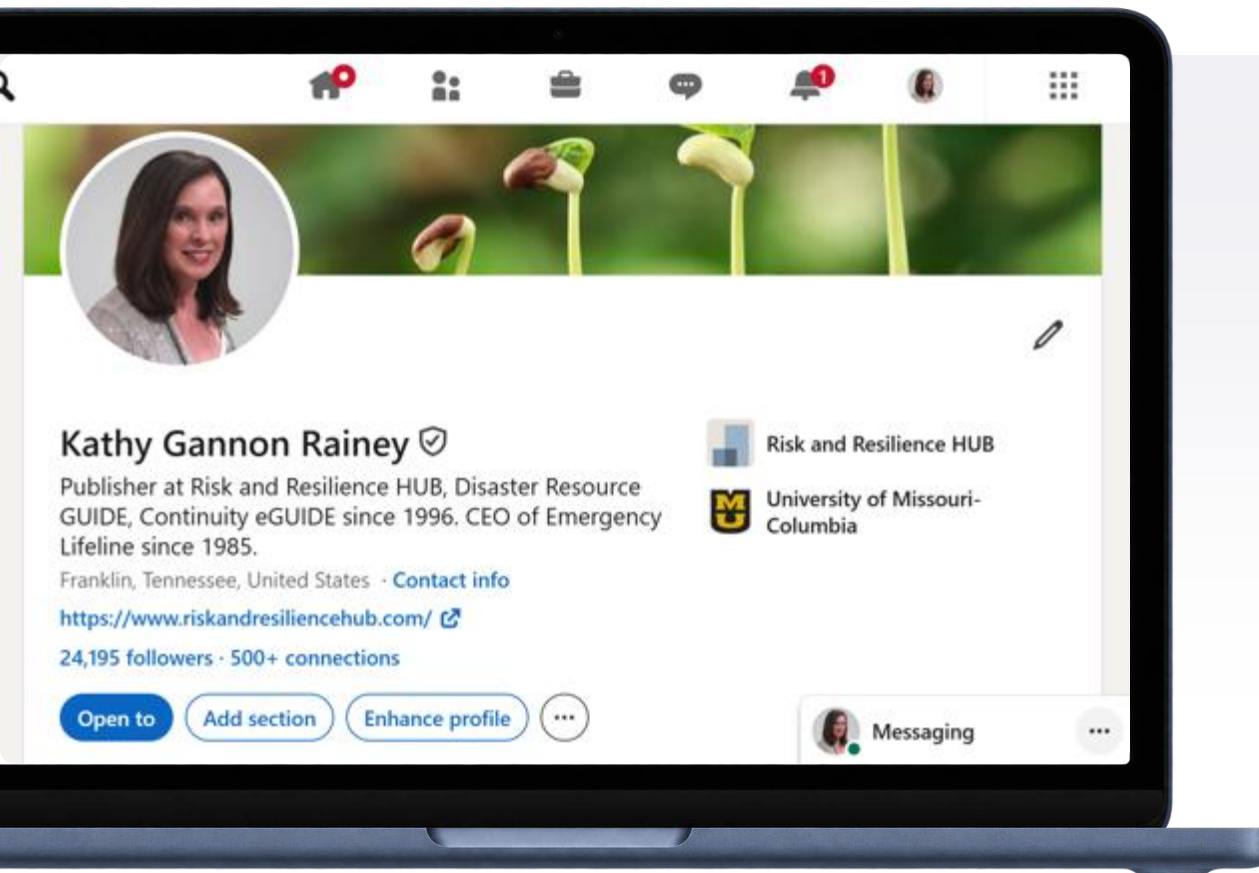
INDUSTRY GROUPS

- As a COLLABORATOR member, you can participate in industry groups. LEADERSHIP members can start and moderate groups.

MEMBER DIRECTORY

When professionals register as a COLLABORATOR member, they will be listed in the membership directory with the opportunity to connect with other members.





SOCIAL MEDIA LINKEDIN

The publisher's LinkedIn connections of **24,200+** (increasing weekly) is leveraged to help resilience professionals connect and collaborate. We're connected to a majority via email and that expands our outreach.

In addition, the HUB's LinkedIn page is followed by more than 2600 people.

PEER-TO-PEER ROUNDTABLES

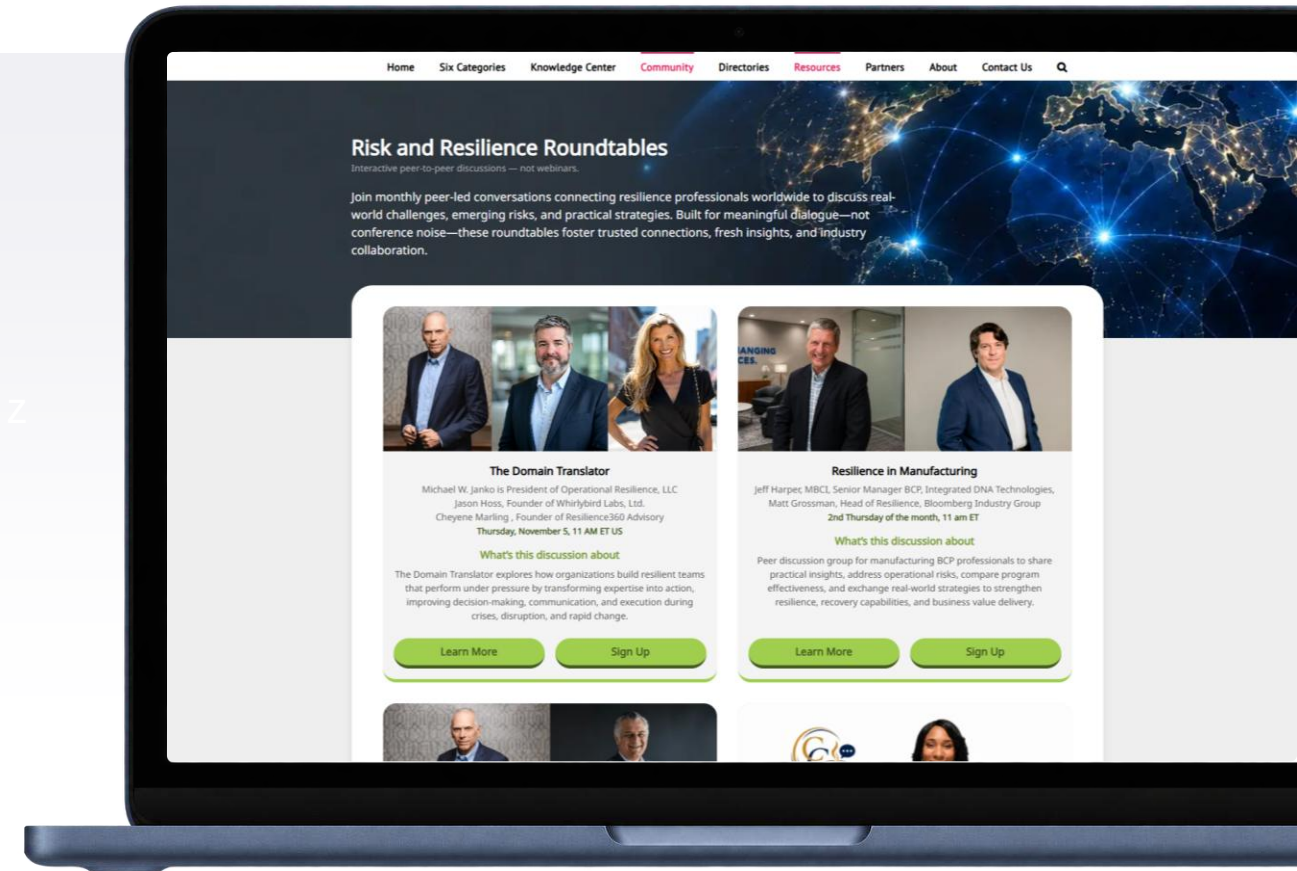
Interactive peer-to-peer discussions — not webinars.

Monthly peer-led conversations connect resilience professionals worldwide to discuss real-world challenges, emerging risks, and practical strategies. Built for meaningful dialogue—not conference noise—these roundtables foster trusted connections, fresh insights, and industry collaboration.

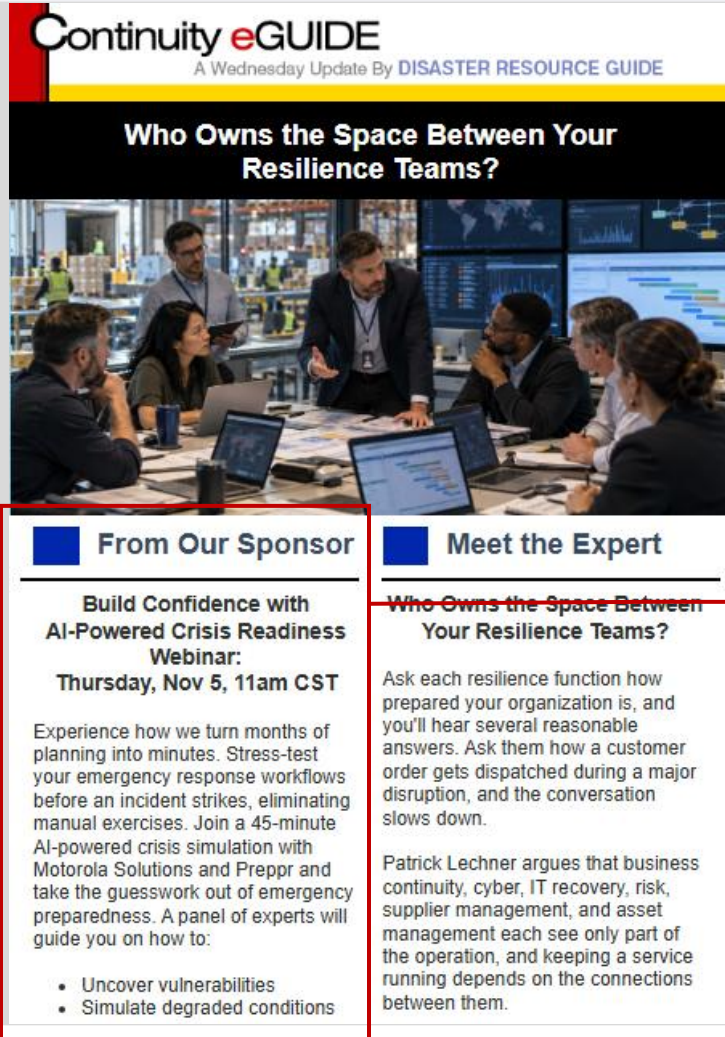
We aim to launch roundtables in all major industry verticals. Join with a client and lead an industry vertical – i.e. healthcare, transportation, etc.

Sponsored Roundtable Cost : \$1,000 / year

For more details contact: publisher@riskandresiliencehub.com



SPONSORSHIP OPPORTUNITIES

The image shows a preview of the Continuity eGUIDE newsletter. At the top, it says "Continuity eGUIDE" and "A Wednesday Update By DISASTER RESOURCE GUIDE". Below this is a black banner with the title "Who Owns the Space Between Your Resilience Teams?". The main image is a group of people in a meeting. Below the image are two columns of content. The left column is titled "From Our Sponsor" and features a webinar announcement: "Build Confidence with AI-Powered Crisis Readiness Webinar: Thursday, Nov 5, 11am CST". It describes a 45-minute AI-powered crisis simulation with Motorola Solutions and Prepr. The right column is titled "Meet the Expert" and features an article titled "Who Owns the Space Between Your Resilience Teams?" by Patrick Lechner. A red box highlights the "From Our Sponsor" section, and a red line connects it to the "CONTINUITY EGUIDE GOLD SPOTLIGHT" text on the right.

Continuity eGUIDE
A Wednesday Update By **DISASTER RESOURCE GUIDE**

Who Owns the Space Between Your Resilience Teams?

From Our Sponsor

Build Confidence with AI-Powered Crisis Readiness Webinar:
Thursday, Nov 5, 11am CST

Experience how we turn months of planning into minutes. Stress-test your emergency response workflows before an incident strikes, eliminating manual exercises. Join a 45-minute AI-powered crisis simulation with Motorola Solutions and Prepr and take the guesswork out of emergency preparedness. A panel of experts will guide you on how to:

- Uncover vulnerabilities
- Simulate degraded conditions

Meet the Expert

Who Owns the Space Between Your Resilience Teams?

Ask each resilience function how prepared your organization is, and you'll hear several reasonable answers. Ask them how a customer order gets dispatched during a major disruption, and the conversation slows down.

Patrick Lechner argues that business continuity, cyber, IT recovery, risk, supplier management, and asset management each see only part of the operation, and keeping a service running depends on the connections between them.

CONTINUITY EGUIDE

The email newsletter is published on the 1st and 3rd Wednesdays of the month. Promote your products and services with a Gold spotlight, press release, banner and sidebar advertisements. Over 740 volumes have been published.

The eGUIDE is also found on the HUB:

www.riskandresiliencehub.com/eguide_landing

CONTINUITY EGUIDE GOLD SPOTLIGHT

Our premium location is shown in the upper left above ("From our Sponsor"). Allows approximately 650 characters and spaces. This spotlight links to an advertiser's gated page.

COST: \$400 / spotlight

CONNECTIONS: Your Products & Services Reaching Motivated Buyers

- Uncover vulnerabilities
- Simulate degraded conditions
- Stress-test critical workflows

Learn how to test incidents in hundreds of ways before they happen, and transform response plans into dynamic, adaptive strategies that keep pace with an ever-changing risk landscape. Reserve your spot.

Register for webinar >>

running depends on the connections between them.

He makes the case for an operational resilience lead who owns that space, then walks through six steps, from tracing an order to dispatch to exercising the fallback together, starting with one service and the people who deliver, protect, and recover it. Who owns this?

Read the article >>

CONTINUITY EGUIDE BANNER SPOTLIGHT

This banner links to sponsor's gated page. See example above.

SPECIFICATIONS: 600 x 300 (px)

COST: \$400 / spotlight



In The Know...

Attend MIT's Acclaimed Crisis Management & Business Resiliency Course!
On-Line October 19-23 and 26-29, 2026
Limited Enrollment - Register Soon!

- Learn from topical presentations by and discussions with MIT faculty, industry and government experts
- Deep dive into topics such as current issues, standards, metrics, supply chain, cyber security, ransomware, A.I., and more!
- Learn how other organizations set up and operate their resilience programs
- Receive CEUs and an MIT Certificate of Completion (looks great on LinkedIn!)
- The [full course schedule](#) is available to review.

Read more about the course >>

Disaster Recovery: UH gets funding to expand fire survivor study
Long-term study tracking the health impacts of the Maui wildfires extended to 2031.

Read more

Trust After Disaster: Addressing disaster communication gaps
The gap between what people are told and what they trust.

Read more

Sponsor

NEW Product – 100-Year Shelf-Life Water

Yes, 100 years sounds too good to be true – but the water is produced by a trusted company we've known for 40 years. Sterile water that maintains its freshness and purity for decades. The meticulous water filtration process results in a can of water that adheres to the most stringent standards. BPA free; hermetically sealed; exceptional taste, recyclable aluminum.

Order Your Emergency Water Today

Conference Spotlight

Resilience in Manufacturing Roundtable: Thursday, October 8, 11 am ET

Join a peer-to-peer monthly virtual discussion to facilitate connection and collaboration. You will exchange practical insights, address operational risks, compare program effectiveness and more. Learn from veteran professionals. Led by BC professionals, Jeff Harper and Matt Grossman.

Register for the roundtable >>

In The Know...

Cyber Resilience: Strengthening satellite communication security
The risks and rewards of the world's rapidly expanding satellite communication network.

Read more

Cyber Security: Lessons from the Revolut cyber attack
Digital banking platform deceived into handing over customer data.

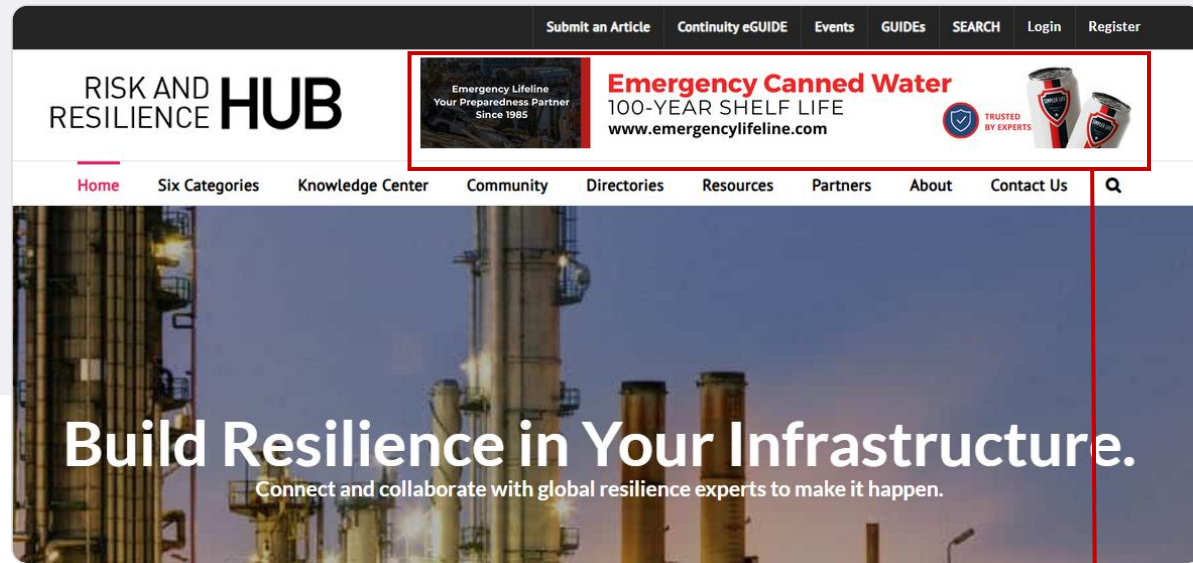
CONTINUITY EGUIDE SILVER SPOTLIGHT

Allows approximately 50 words / 280 characters and spaces.

The spotlight links to advertiser's gated page.

COST: \$150 / spotlight

CONNECTIONS: Your Products & Services Reaching Motivated Buyers

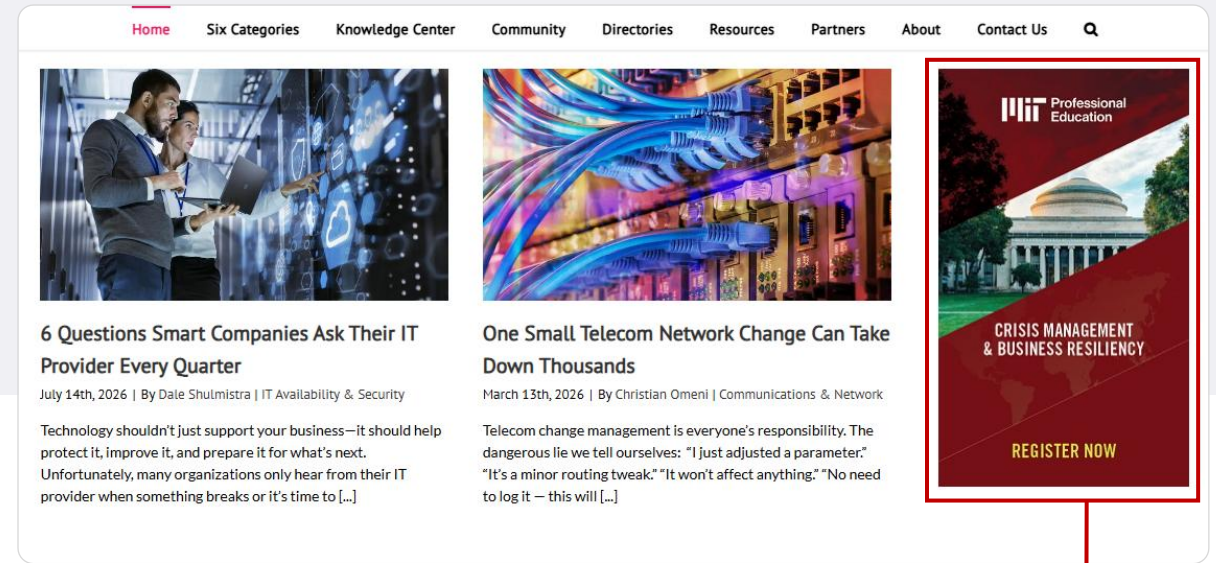


WEBSITE HOMEPAGE TOP BANNER

Top Banner Ads: The banners rotate on the home and interior pages. There is a maximum of 12 banners in the rotation. *See example above.*

SPECIFICATIONS: DESKTOP – 728 x 90 (px) || MOBILE – 320 x 50 (px)

COST: \$500 / quarter



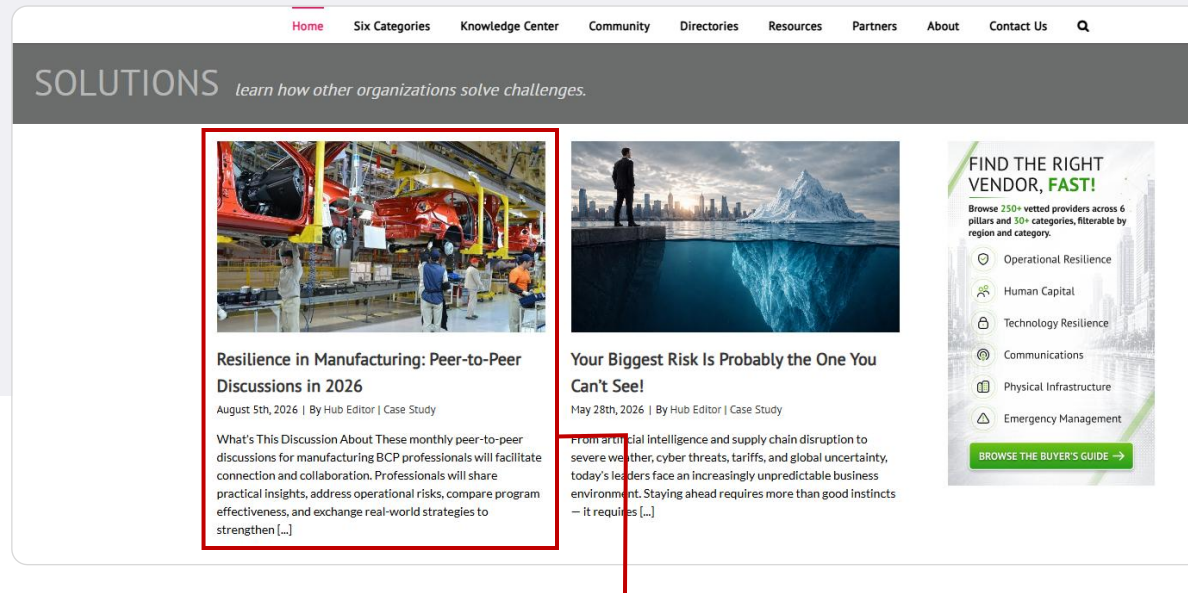
WEBSITE SIDEBAR BANNER

Sidebar ads are fixed and appear on home and interior pages. *See sidebar banner above.*

SPECIFICATIONS: 240 x 400 (px)

COST: \$500 / quarter

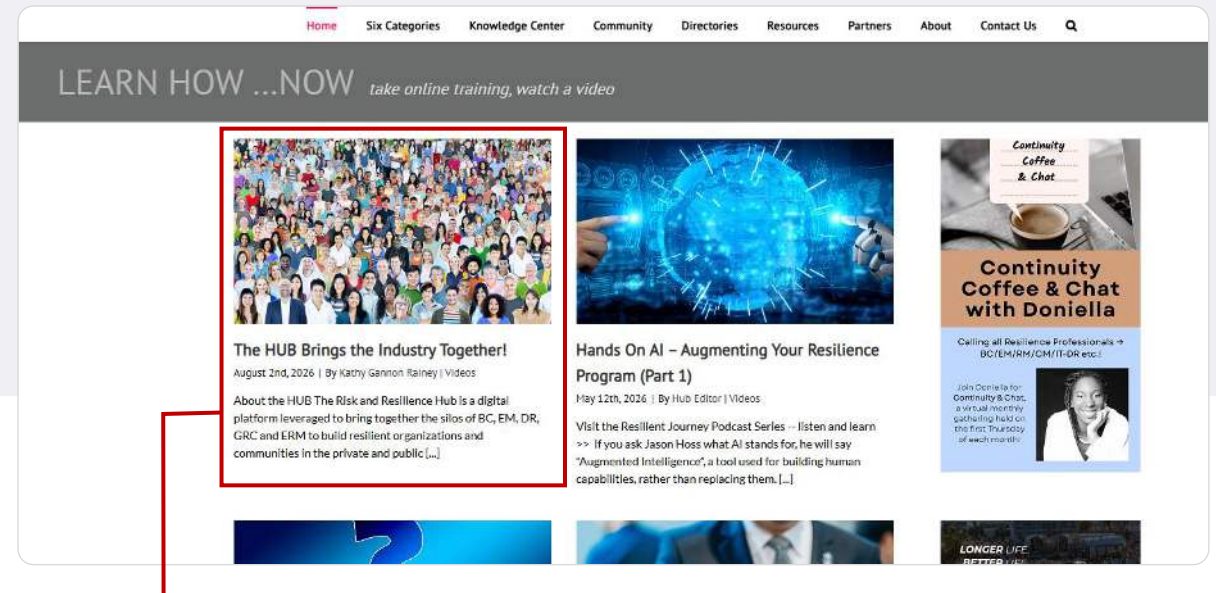
CONNECTIONS: Your Products & Services Reaching Motivated Buyers



WEBSITE: SOLUTIONS SHOWCASE

Promotional area may spotlight a case study, an event, webinar or other promotions. The spot can link to a page on the HUB or link directly to advertiser's gated page. Content can be updated monthly. *See example above.*

COST: \$300 / quarter

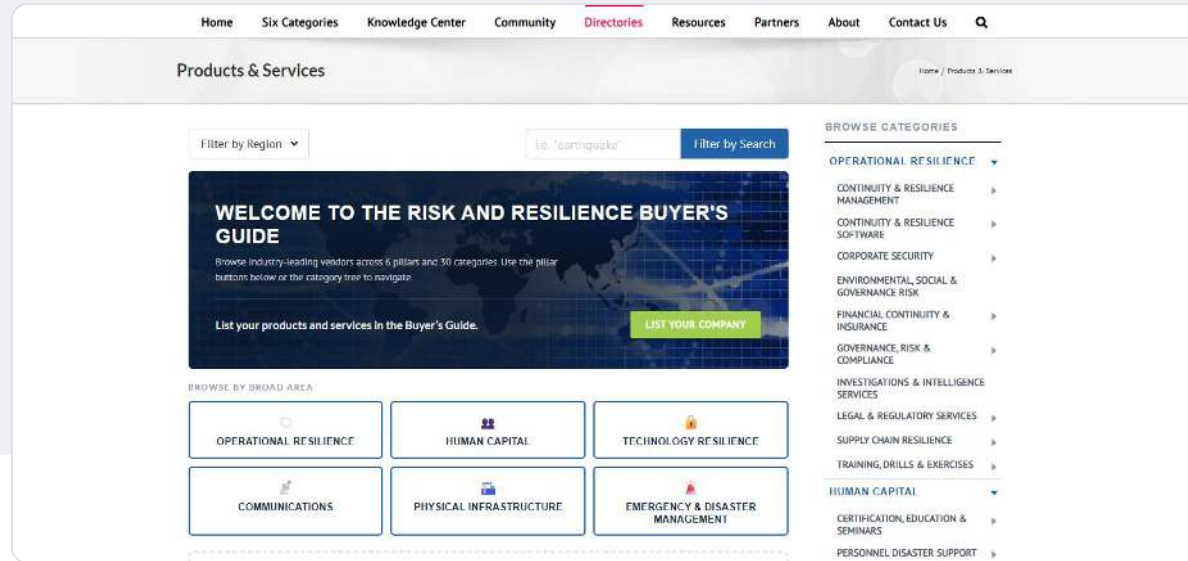


WEBSITE: LEARN HOW NOW

Post your videos here. The videos can be promotional or educational. The video can link to a HUB landing page or link directly to a gated page. Content can be updated monthly. *See example above.*

COST: \$300 / quarter

CONNECTIONS: Your Products & Services Reaching Motivated Buyers



RISK AND RESILIENCE BUYER'S GUIDE

Resilience professionals can browse industry-leading vendors across 6 pillars and 30 main categories and 250 subcategories.

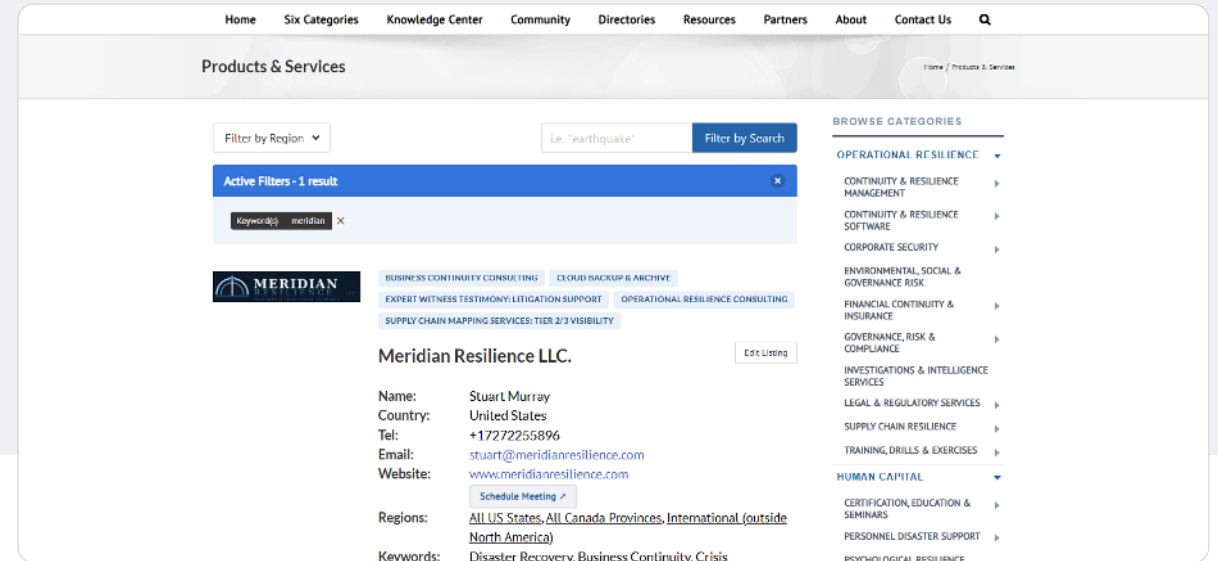
COMING SOON: Product and service categories will be showcased in alternate formats focused on buyer “use case” scenarios.

View the Buyer's GUIDE:

www.riskandresiliencehub.com/products-services

Sign up for Buyer's GUIDE listing:

www.riskandresiliencehub.com/the-risk-resilience-buyers-guide



BONUS FEATURE: Listing allows for calendar and demo links

COST FOR 1 YEAR

Premium listing
in 5 categories:

\$300

Basic listing
in 3 categories:

\$200

Simple listing
in 2 categories:

\$50



DEDICATED EMAIL MARKETING

A dedicated email with only your message is sent to readers of the **Continuity eGUIDE** who have opted-in to “Industry News”. We are eager to promote your survey, report, webinar, white paper and more. **Continuity eGUIDE** has high open and click rates – well above the B2B email average.

80% Open rate among our 4,500 most engaged readers.

40% Average open rate across the entire eGUIDE list.

MANAGEMENT LEVELS:

51% Managers, Directors, Head, Lead, Supervisor

14% President, C-Suite, VP, Principal, Partner

COST: \$3,000 / eBlast OR \$7,500 / 3 eBlasts

CONNECTIONS: Your Products & Services Reaching Motivated Buyers

WHAT JOB FUNCTIONS AND INDUSTRIES DO YOU WANT TO REACH? WE CAN HELP!

TARGETED OUTREACH

New contacts are continuously being nurtured in a CAN-SPAM-compliant environment.

- New contacts are sourced from new LinkedIn connections, tradeshows and links, etc.
- Highly personalized and informative emails generate a high click rate.
- After a period of warming, these contacts are invited to become readers of the **Continuity eGUIDE**.
- Engagement level is well above industry standards. Open range from 35-45%. Clicks range from 5% to 20%.

COST: \$1000 / eBlast

OR

COST: \$2400 / 3 eBlasts

Contact us for more details and a customized proposal:
publisher@riskandresiliencehub.com



DOES THE HUB OFFER PACKAGE DISCOUNTS?

YES! We offer package discounts. Contact us for details on program offerings and deals.



We want to take your products and services with us as we reach out to the global resilience marketplace.



We will work enthusiastically to meet and exceed your company's marketing goals.



Contact us for more details and a customized proposal:
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