

BORDER MANAGEMENT

News and analysis for border management professionals

In globalisation's wake, movements of people and goods are increasing at an unprecedented rate, requiring immigration and border management structures that are smarter than ever before. Within this context, governments are confronted with a common challenge: how to best facilitate the legitimate movement of people and goods across their borders while ensuring their national security and interests are protected.

Launched in 2018, *Border Management* is a specialist publication aimed at contributing to international border management best practice through discourse that supports informed government policy-making and business decision-making. The platform www.bordermanagement.net aims to achieve this by linking government with business solutions and academic analysis across the border management ecosystem.

To this end, *Border Management* targets a diverse international readership, including personnel within Government border management authorities (customs, border control, aviation security, law enforcement, immigration and visa processing), private solutions providers to government, ports, multi-lateral government and non-government organisations, universities and border and migration policy research centres.





FOCUSED EDITORIAL

As the premier international platform of news and analysis for border management professionals, *Border Management* comprises a web-based news portal and regular features magazine.

In-depth editorials from government agencies and worldwide experts cover:

- Government policies and strategic direction
- International cooperation on border management
- Updates on visa and border regulations
- Developments in visa processing and biometric enrolment
- Emerging border threats
- Border management systems and solutions
- Border security and enforcement
- Refugees and irregular migration
- Transnational crime and people smuggling

Editorial contributors include: officials from government and international organisations, private sector solutions providers and subject matter experts, NGO representatives, and academics. *Border Management* is also proud to be partnered with the International Border Management and Technologies Association (IBMATA), and will act as a conduit of information and analysis from IBMATA to the border management sector.





Defsec Media publishes B2B/B2G magazines and online news portals focused on the defence, national security, border management, private security and fire protection sectors. Defsec's publications are widely respected among specialist readers who value maintaining an information edge.

In addition to *Border Management*, Defsec Media also publishes the New Zealand magazines *Line of Defence* (quarterly), *New Zealand Security Magazine* (bimonthly) and *FireNZ* (six-monthly), content from each of which is also published on the website www.defsecmedia.co.nz.

Via its online presence, Defsec reaches a readership that extends to 70,000 page views per month, 4,000 LinkedIn connections, 1,100 Facebook followers and an e-Newsletter list of 800 recipients. This is set to grow significantly with the 2018 launch of *Border Management*.

Defsec Media's defence, security and fire publications are widely respected in New Zealand as the premier publications in their sectors. With *Border Management*, it is Defsec's objective to create a magazine and news portal recognised internationally as the border management sector's most trusted source of news and analysis.

Line of Defence



www.defsec.net.nz





OUR EXPERTISE

Defsec's Managing Editor Nicholas Dynon is a border management professional. In addition to a number of recent private sector roles, Nick served 14 years with Australia's Department of Immigration and Border Protection (now Home Affairs), including roles in Sydney and Canberra, and postings as a diplomat to Shanghai, Beijing and Suva. He holds postgraduate qualifications in International Studies, and his research has been published in several peer reviewed journals and media publications.

Defsec's Publisher Craig Flint has over 25 years' experience in the New Zealand publishing industry. Craig founded *New Zealand Security Magazine* (NZSM) as New Zealand's only security industry trade publication in 1994 and today it remains the country's number one B2B magazine for the security industry. Harnessing emerging technologies, Craig steered its evolution into Defsec Media – a fully integrated multi-platform business media provider covering the defence, fire, security protection and border management sectors.

"Among the international community of border management professionals, we know that there is a wealth of knowledge and experience that's worth sharing. *Border Management* provides the platform for this."

– Nicholas Dynon

MAGAZINE

(published quarterly)

Prices quoted are in US Dollars (USD)

Advertisement type	1 issue	4 issues
Double page 1-issue package includes bonus (i) one-month web banner advert, and (ii) one 1,200-word sponsored article 4-issue package includes bonus (i) 12 months web banner advert, and (ii) two 1,200-word sponsored articles	1,700	5,500
Full page 1-issue package includes bonus (i) one-month web tile advert, and (ii) one 500-word sponsored article 4-issue package includes bonus (i) 12 months web banner advert, and (ii) two 500-word sponsored articles	999	3,700
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Inside front cover 1-issue package includes bonus (i) one-month web banner advert, and (ii) one 500-word sponsored article 4-issue package includes bonus (i) 12 months web banner advert, and (ii) two 500-word sponsored articles	1,300	4,800
Inside back cover 1-issue package includes bonus (i) one-month web banner advert, and (ii) one 500-word sponsored article 4-issue package includes bonus (i) 12 months web banner advert, and (ii) two 500-word sponsored articles	1,200	4,200
Outside back cover 1-issue package includes bonus (i) one-month web banner advert, and (ii) one 500-word sponsored article 4-issue package includes bonus (i) 12 months web banner advert, and (ii) two 500-word sponsored articles	1,300	4,800
Sponsored article - 500 words 1-issue package includes bonus 3-month website posting 4-issue package includes bonus 12-month website posting	600	2,100
Sponsored article - 1,000 words 1-issue package includes bonus 3-month website posting 4-issue package includes bonus 12-month website posting	950	3,400

WEBSITE ONLY www.bordermanagement.net

Prices quoted are in US Dollars (USD)

Advertisement type	1 month	3 months	12 months
Website Header Banner 728 x 90px Appears at the top of each page of the website above the main menu.	100	250	900
Website Footer Banner 728 x 90px Appears at the bottom of each page of the website above the page footer.	65	160	600
Post Header Banner 728 x 90px Appears at the top of each article on the website.	80	210	750
Post Footer Banner 728 x 90px Appears at the foot of each article on the website.	60	150	550
Right Sidebar Tile 300 x 250px Appears on the right-hand side of each page of the website.	65	160	600
Sponsored article - 500 words 3-month package includes one 500-word article and social media promotion. 12-month package includes four 500-word articles and social media promotion of each.	N/A	500	1,800
Sponsored article - 1,200 words 3-month package includes one 1,000-word article and social media promotion. 12-month package includes four 1,000-word articles and social media promotion of each.	N/A	800	2,800

Note: all advertisers benefit from their web advertisements or banners appearing on our eNewsletters, which are emailed on average twice weekly to a database of *Border Management* subscribers.