DR JOURNAL
WHERE RISK MEETS RESILIENCE

EST. 1987

MARKETING & SPONSORSHIP OPPORTUNITIES

# 2027 MEDIA KIT

**Connect your brand with the global business continuity and resilience community — where risk meets resilience.**

# What's Inside

Audience data, the three ways to reach the market, and everything your team needs to build and submit a program.

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# The Leading Resource in Resilience

For 40 years, Disaster Recovery Journal (DRJ) has been the trusted voice advancing business continuity, disaster recovery and operational resilience. With a global community of more than 138,000 professionals, DRJ connects the practitioners, leaders and innovators shaping how organizations prepare for, respond to and recover from disruption.

As threats grow more complex, resilience professionals turn to DRJ for the insight, connections and practical guidance that keep their organizations ready.

> **OUR MISSION**
>
> *To empower resilience professionals with the insight, connections, and practical guidance needed to make informed decisions, strengthen organizational readiness, and drive measurable business impact.*

## THE DRJ TEAM

# Connecting the Global Resilience Community

DRJ reaches the resilience community across DRJ.com, the quarterly digital edition, a 50,000+ name opt-in list, webinars and two annual conferences.

| | | |
|---|---|---|
| **138,000** REGISTERED ONLINE USERS | **64,000** UNIQUE MONTHLY VISITORS | **50,000+** EMAIL CIRCULATION |
| **212,000** RETARGETED READERS | **25,000** PAST CONFERENCE ATTENDEES | **750** AVG. ATTENDEES PER EVENT |

**2,500** Weekly social media interactions across LinkedIn, X, YouTube and beyond.

> **Why it matters:** Each channel reaches the same audience from a different angle. A campaign that combines them compounds its impressions rather than repeating them.

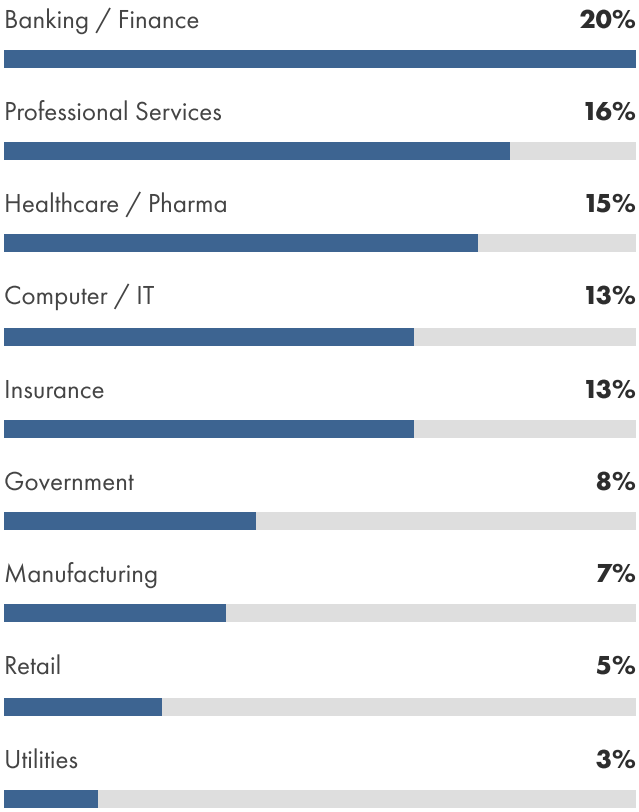
DRJ 2025 Audience Survey; DRJ.com traffic data, trailing 12 months.

# Who Reads DRJ

A cross-section of the resilience discipline — from hands-on recovery specialists to enterprise risk leaders.

## Job Function

## Industry




**Why it matters:** More than half of DRJ readers own business continuity, disaster recovery or IT resilience directly — you are reaching the people who scope and specify solutions.

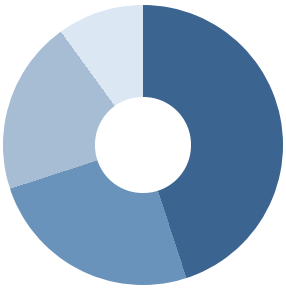
DRJ 2025 Audience Survey.

# Decision-Making Authority

DRJ readers are the people who evaluate, recommend and sign off on resilience investments — concentrated in large enterprises with dedicated BC/DR teams.

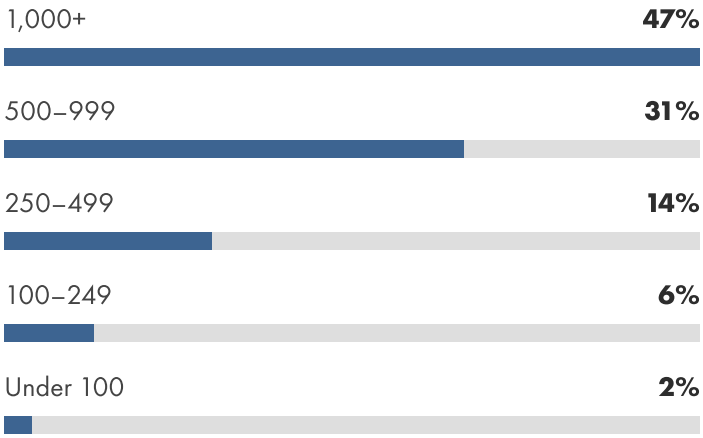
**90%** of readers evaluate, recommend or approve purchasing decisions for their organization.

## Buying Power



| | |
|---|---|
| Evaluates | **45%** |
| Recommends | **25%** |
| Approves | **20%** |
| Not involved | **10%** |

## Company Size (employees)




## Dedicated Full-Time BC/DR Employees

| 25% | 19% | 16% | 20% | 20% |
|---|---|---|---|---|
| 1 employee | 2 employees | 3–4 employees | 5–9 employees | 10+ employees |

**Why it matters:** Nine in 10 readers sit inside the buying process, and nearly half work at organizations of 1,000 or more — enterprise budgets, not individual purchases.

DRJ 2025 Audience Survey.

# Three Ways to Reach the Market

The most successful partners combine all three strategies. Used together, they reinforce one another — building recognition, establishing authority and converting conversations into customers.

01

## Branding

Build brand visibility through targeted advertising across DRJ.com, digital editions and conference sponsorships.

WEBSITE BANNER ADS · DIGITAL EDITION ADS · CONFERENCE SPONSORSHIPS

02

## Thought Leadership

Position your organization as an industry authority through expert articles and sponsored content.

ARTICLES · SPONSORED CONTENT

03

## Engagement

Drive new business through webinars, email marketing, social media and face-to-face exhibiting.

WEBINARS & SHOWCASE SERIES · NEWSLETTER SPONSORSHIP · SPONSOR SPOTLIGHT · SOCIAL MEDIA · EXHIBITING

MARKETING STRATEGY 01

# BRANDING

Website Banner Ads | Digital Edition Ads | Conference Sponsorships

# Website Banner Ads

Three prominent placements put your brand in front of decision-makers across the new DRJ.com. Placement examples follow on pages 10–12.

**64,000**
UNIQUE VISITORS / MONTH

**138,000**
REGISTERED ONLINE USERS

| PLACEMENT | SIZE (PX) | DISPLAYS ON | PRICE |
|---|---|---|---|
| **Homepage Top Banner** | 1140 × 275 | Homepage — top | **$6,000** / quarter |
| **Homepage Post Grid Ads** 2 slots · priced per slot | 300 × 300 | First two ad slots in the homepage post grid | **$3,000** / quarter |
| **Journal Sidebar Tile Ads** | 300 × 300 | Journals archive / journal posts — sidebar | **$4,000** / quarter |

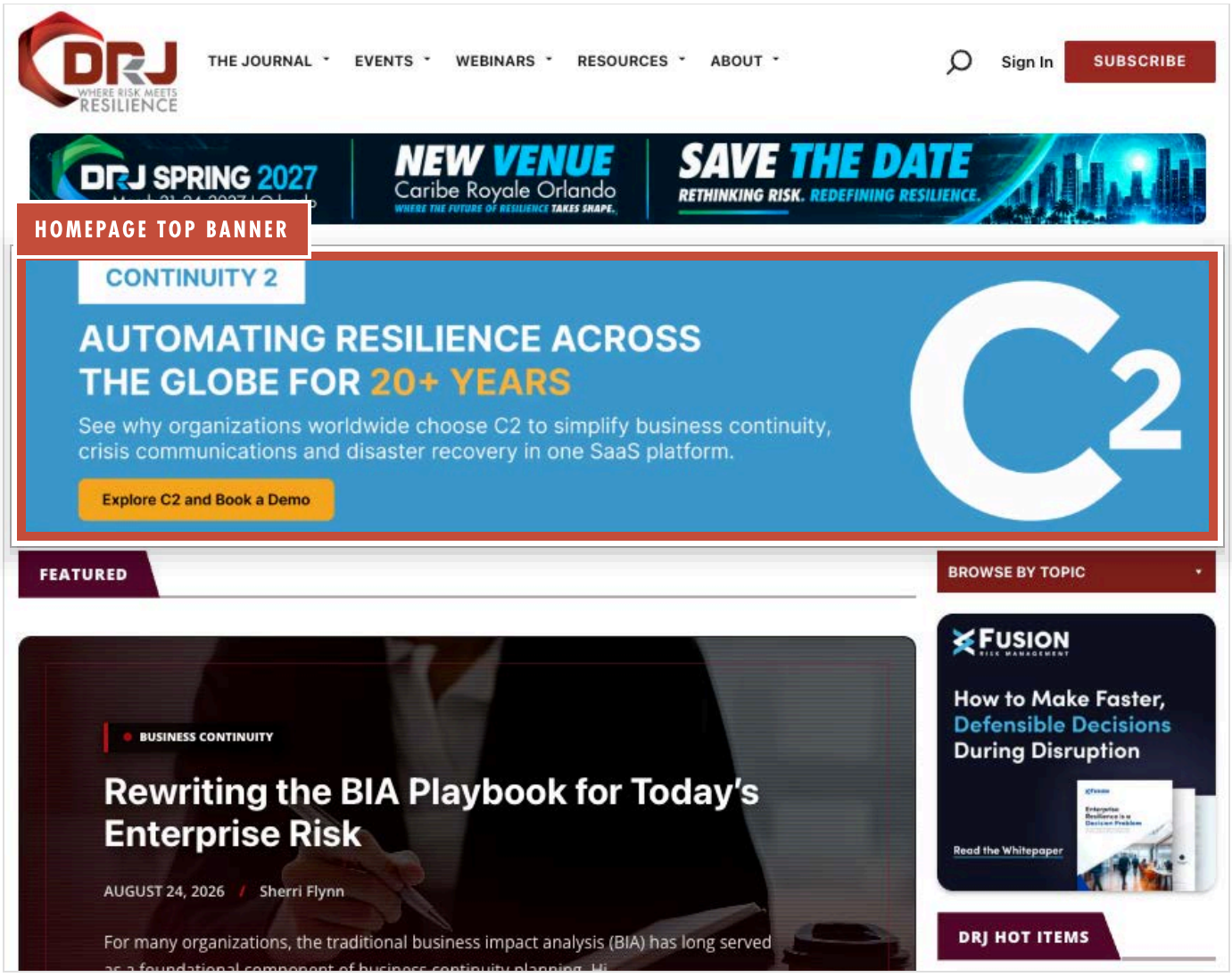
> **Why it matters:** A quarterly placement means the same decision-makers see your brand repeatedly, month after month, rather than once in a single campaign.

The site template applies a 15px corner radius to all ad artwork automatically; ads supplied with rounded corners should use a 15px radius. Audience is business continuity, disaster recovery and resilience decision-makers.

WEBSITE BANNER ADS

# Homepage Top Banner

- 1140 × 275 pixels
- Homepage — top
- **$6,000** / quarter



WEBSITE BANNER ADS

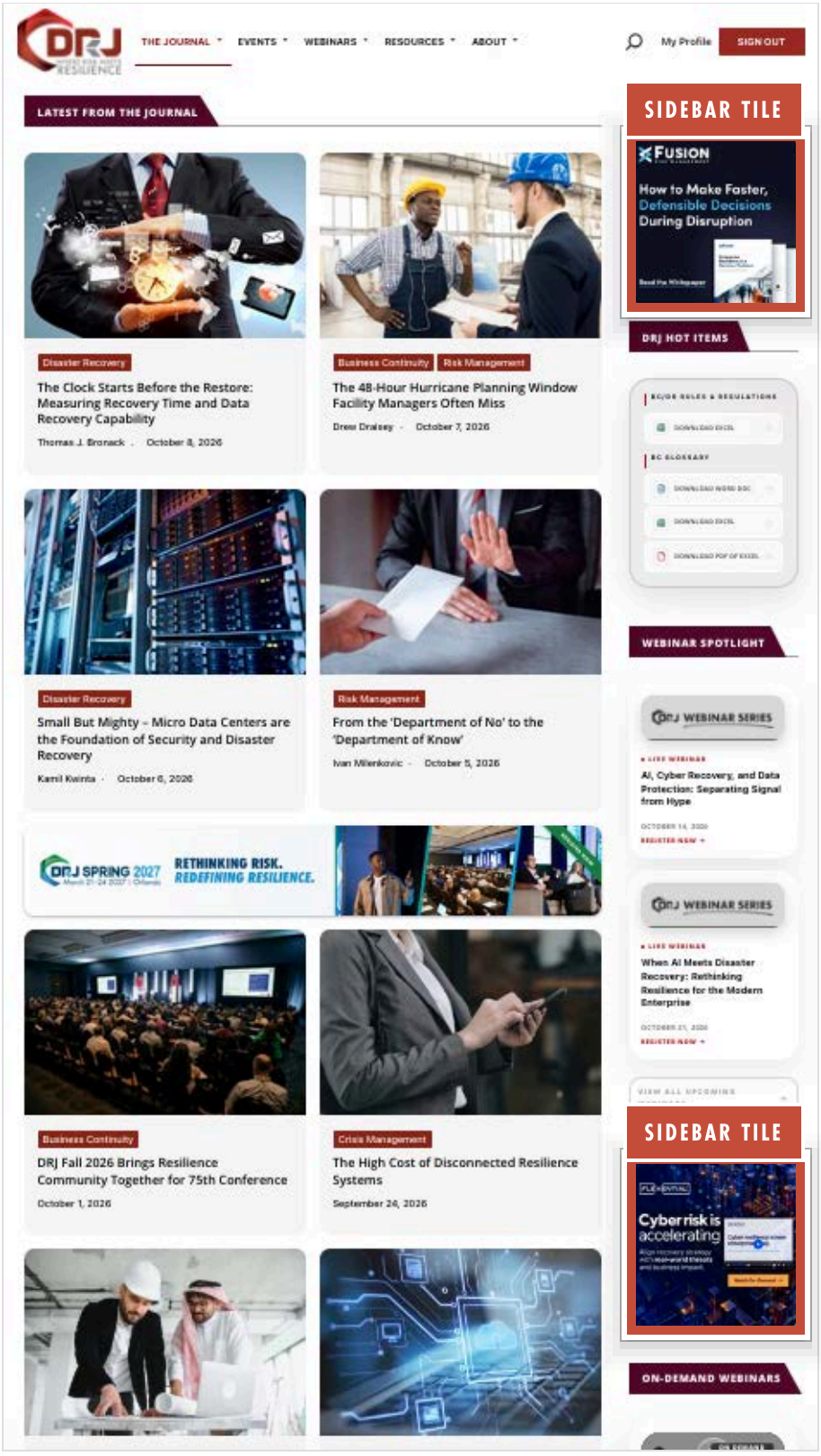
# Homepage Post Grid Ads

- 300 × 300 pixels
- First two ad slots in the homepage post grid
- **$3,000** / quarter per slot

WEBSITE BANNER ADS

# Journal Sidebar Tile Ads

- 300 × 300 pixels
- Journals archive / journal posts — sidebar
- **$4,000** / quarter



# Digital Edition Ads

Disaster Recovery Journal is a quarterly digital magazine reaching resilience professionals in a modern, shareable format. Feature your brand alongside the industry's leading editorial.

### EACH EDITION FEATURES

- 10–12 feature articles
- A career spotlight
- An editorial from DRJ President Bob Arnold
- A rotating directory of resilience services
- Advertisements from leading industry vendors
- Links to related groups and resources

## Full-Page Ad

Premium placement within the digital edition.

**$2,000**

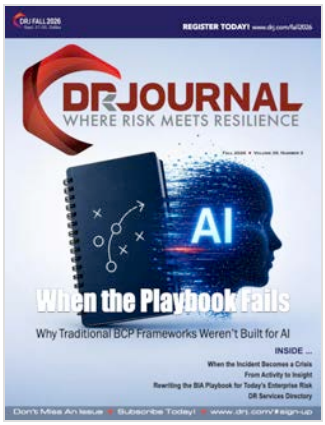
PER EDITION

### FOUR EDITIONS A YEAR

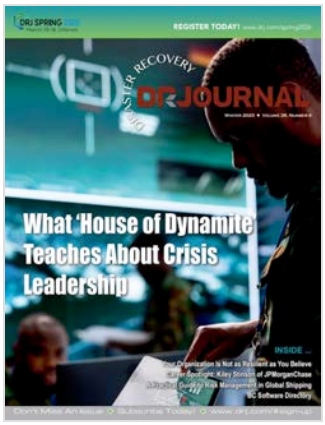
Every article also publishes to DRJ.com.

SPRING

SUMMER




FALL




WINTER

> **Why it matters:** Each edition stays online and shareable long after it publishes, so one full-page ad keeps working through the quarter and beyond.

# Conference Sponsorships

Since 1987, DRJ has hosted two industry-leading conferences each year, making it the premier destination for professionals in operational resilience, disaster recovery, crisis management and risk mitigation.

Our Spring and Fall events each draw 750 resilience leaders and practitioners on average, from across North America and around the world — from those overseeing data protection and supply-chain continuity to leaders managing emergency communications and enterprise-wide risk programs.

| 2 | 750 | 1987 |
|---|---|---|
| CONFERENCES PER YEAR (SPRING & FALL) | AVG. ATTENDEES PER EVENT | HOSTING THE INDUSTRY SINCE |

Attendance basis: ~750 registered attendees per event; ~1,000 people on site including exhibitors and staff. The 1,500 figure below is the two events combined.

> **Why it matters:** Two events a year put your team face to face with roughly 1,500 registered attendees — the highest-intent audience DRJ reaches.

**Full sponsorship tiers & exhibiting**

Detailed on pages 22–23, or request a full prospectus.

REQUEST A PROSPECTUS

MARKETING STRATEGY 02

# THOUGHT LEADERSHIP

Articles

Sponsored Content

# Articles & Sponsored Content

Contribute insightful content to share your expertise, gain visibility and establish your team as thought leaders in the resilience community.

## Articles

We review and select articles year-round on topics across operational resilience:

- Business continuity
- Disaster recovery
- Crisis management
- Risk management
- Cyber resilience
- Third-party / vendor risk

Articles must not mention specific vendors, products or services.

**No Charge**

## Sponsored Content

We accept sponsored content from service providers seeking a promotional platform.

- May mention specific vendors
- May reference products & services
- Outbound links permitted

A cost-effective way to put your expertise in front of an engaged audience.

**$500** / piece

> **Why it matters:** Featured articles appear in the quarterly digital edition and on DRJ.com — reaching readers across web, email and social.

MARKETING STRATEGY 03

# ENGAGEMENT

Webinar Sponsorship

DRJ Showcase Series

Newsletter Sponsorship

Sponsor Spotlight

Social Media

Exhibiting

# Webinars & Showcase Series

Get in front of a highly engaged audience of resilience professionals. DRJ webinars are a proven platform for generating quality leads and showcasing your expertise.

## Webinar Sponsorship

**$8,000** / webinar

Single-sponsor, educational sessions. DRJ or the sponsor provides the speaker.

**INCLUDED**

- ✓ Logo in outbound promotions (from 6 weeks out)
- ✓ Branded registration, login & webinar slides
- ✓ Logo & intro at start and end of the webinar
- ✓ Your own branded slide deck with links
- ✓ Polls / surveys available
- ✓ Full access to the registration list
- ✓ Custom registration questions
- ✓ Recording hosted for one year

## DRJ Showcase Series

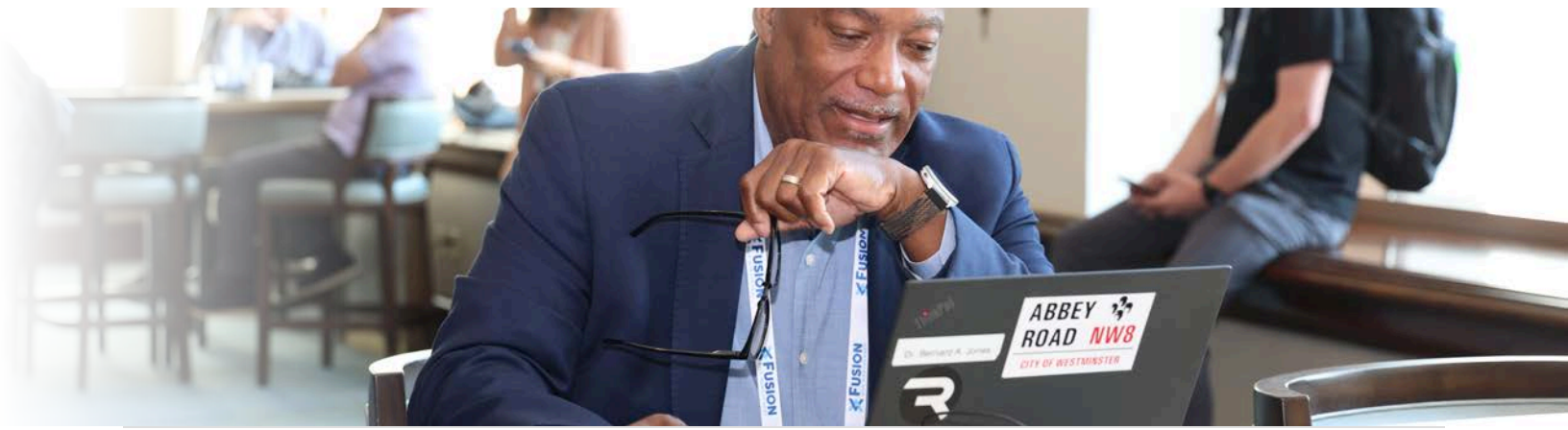
**$2,000** / session

A 30-minute live session to demonstrate your solution to buyers actively evaluating options.

**FORMAT & INCLUSIONS**

- ✓ 20-min demo, 8-min live Q&A, 2-min DRJ intro
- ✓ Logo in promo emails & event listings
- ✓ Branded registration & confirmation emails
- ✓ Your own branded slides & live demo
- ✓ Polling & survey capabilities
- ✓ Full access to the registration list
- ✓ Listed in DRJ newsletters & event calendar
- ✓ On-demand recording for 90 days

**Why it matters:** Registrants raise their hands before the session starts, so every webinar hands you a qualified list — not just an audience.



EMAIL MARKETING

# Newsletter Sponsorship

## Your message. Our newsletter. 50,000+ opt-in subscribers.

Sponsor a DRJ email newsletter and put your offer in front of resilience professionals who chose to hear from DRJ — a quick, effective way to generate leads.

**700**

**AVERAGE SITE VISITS**

To the sponsoring vendor's site after each send

**$5,000**

**PER NEWSLETTER**

**SUBMIT ONE WEEK BEFORE SEND**

- Email subject line
- Body copy (~150 words)
- Banner image, 1200 × 360 px
- Link to landing page
- Supporting graphics (optional)

**Why it matters:** Measurable traffic from an opt-in list of resilience professionals, not borrowed reach.

EMAIL MARKETING

# Sponsor Spotlight

## One sponsor. One message. One powerful audience.

Put your company, content, product launch, research, webinar or offer directly in front of DRJ's expanded audience with a standalone communication dedicated exclusively to your message.

**50,000+**

**OPT-IN SUBSCRIBERS**

Delivered through DRJ's expanded email audience

**100%**

**SPONSOR-FOCUSED**

- ✓ No competing sponsor messages.
- ✓ No editorial content competing for clicks.
- ✓ Your message and your call to action.

**$6,500**

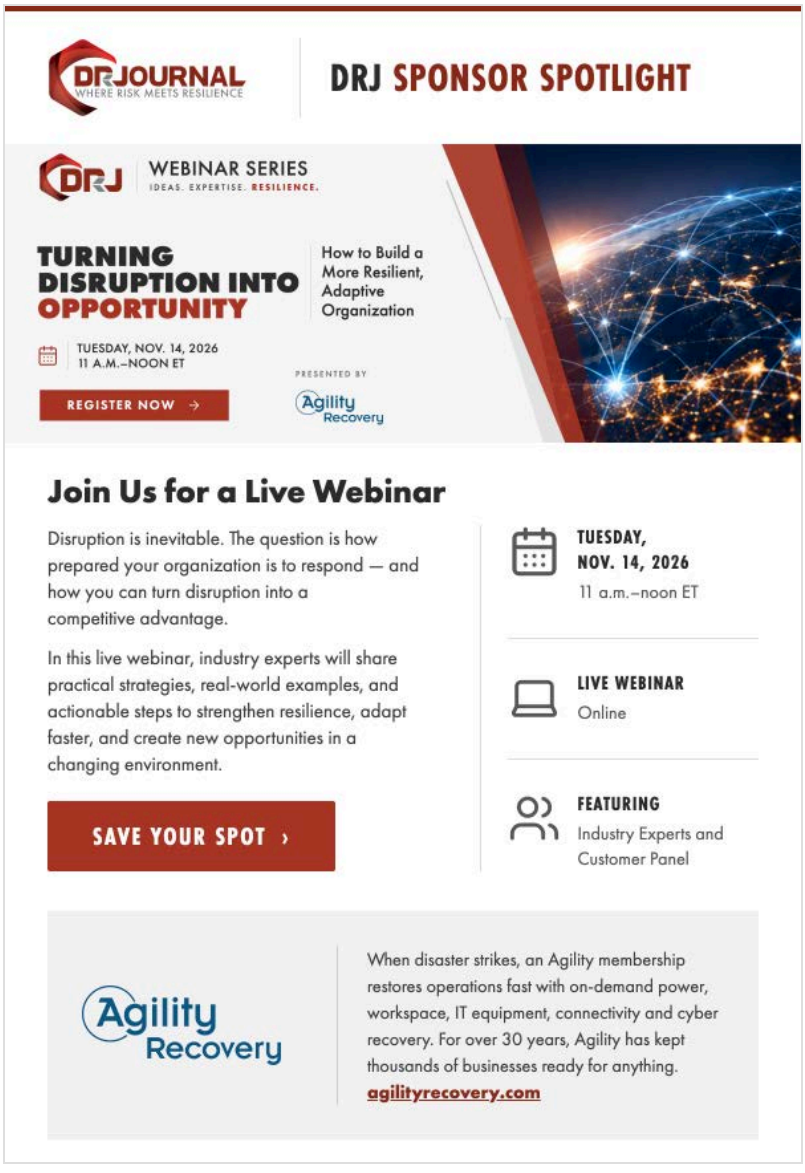
**ONE SEND**

**$4,000**

**PER SEND, WHEN YOU BUY TWO**

Two sends: $8,000 total

Same materials and deadline as Newsletter Sponsorship (page 19), with 150–250 words of body copy recommended and a link to your landing page or primary CTA.




**Why it matters:** More reach. No competing content. A direct, sponsor-exclusive message to 50,000+ opt-in subscribers.

LINKEDIN • X • YOUTUBE

# Social Media

## Your message in DRJ's feed, up to three times a week.

DRJ has built a substantial, active community across social media. Our LinkedIn and X accounts receive thousands of clicks each day, with additional reach on YouTube and other platforms.

**2,500**

**WEEKLY INTERACTIONS**

Across LinkedIn, X, YouTube and beyond

**3 / week**

**SPONSORED POSTS**

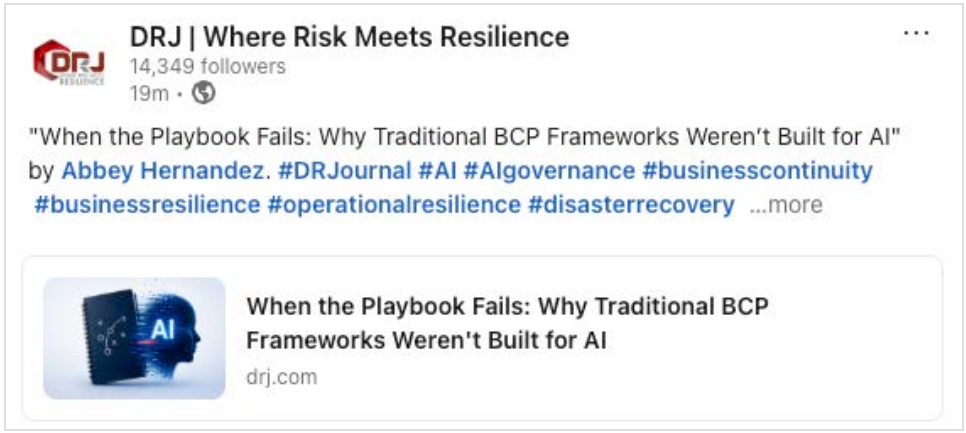
Leverage this community with up to three sponsored posts per week

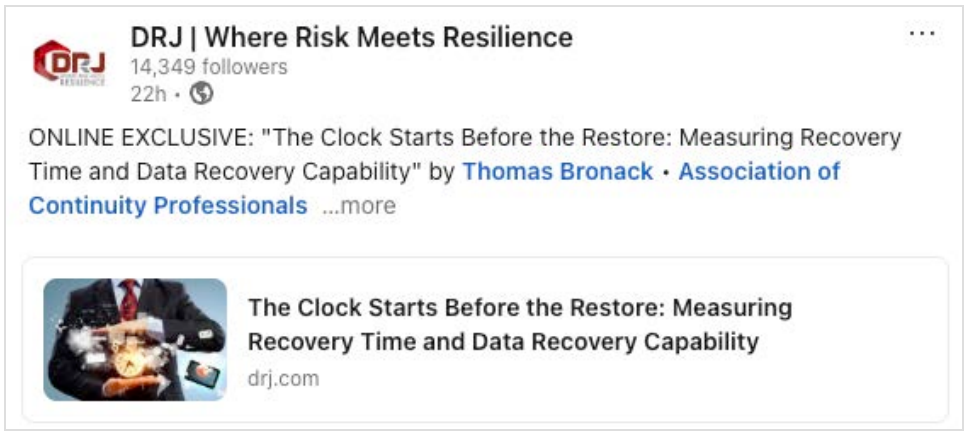
**$1,000**

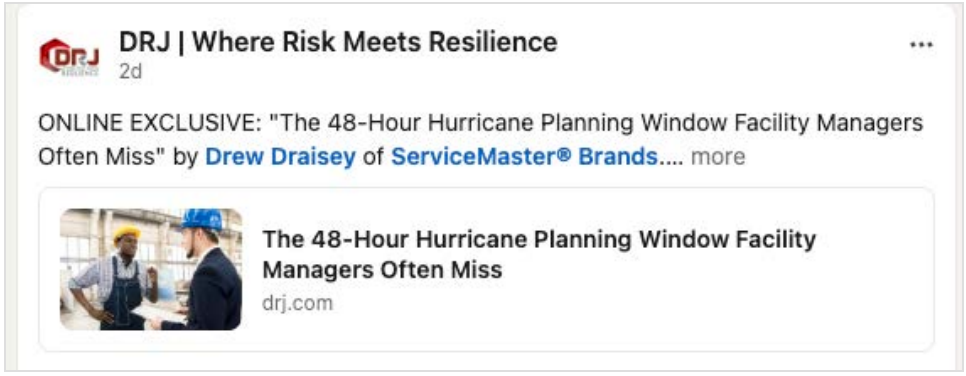
**PER MONTH**

**Why it matters:** Sponsored posts reach resilience professionals in the feeds they already follow, alongside DRJ's own coverage.

**RECENT POSTS ON DRJ'S LINKEDIN**



# Exhibiting at DRJ Events

Exhibiting gives your company maximum exposure and positions you as a key player in the BC/DR space. Connect directly with prequalified decision-makers, showcase your latest solutions and build lasting relationships.

**SPONSORSHIP LEVELS**

Prices and availability are **per event** — Spring and Fall are separate buys.

### Platinum

**$35,000** · 1st slot

$30,000 · slots 2 & 3

- Keynote (General Session)
- Breakout
- Product Spotlight
- Idea Lab or DRJ Exchange seat
- 2 Booths
- 6 Passes

### Gold

**$20,000** · 3 avail.

- Breakout
- Product Spotlight
- Idea Lab or DRJ Exchange seat
- 2 Booths
- 4 Passes

### Silver

**$12,000** · 8 avail.

- Breakout or Product Spotlight
- Idea Lab or DRJ Exchange seat
- 1 Booth
- 2 Passes

### Bronze

**$7,000** · 8 avail.

- Product Spotlight
- Logo Recognition

### Exhibitor

**$3,795**

- 1 Booth

**Why it matters:** Every tier buys the same thing at a different scale: direct access to prequalified BC/DR directors and executives, and a room where new offerings get evaluated on the spot.

## Ready to reserve your tier?

Sponsorship levels are limited and sell on a first-come basis — contact us to lock in 2027.

CONTACT US

# What Each Level Includes

## COMPARE LEVELS
### EVERY BENEFIT, SIDE BY SIDE

| | Platinum $35,000 (1st slot · $30,000 slots 2 & 3) | Gold $20,000 (3 available) | Silver $12,000 (8 available) | Bronze $7,000 (8 available) |
|---|---|---|---|---|
| **PRESENCE** | | | | |
| Keynote presenter (General Session) | ✓ | – | – | – |
| Breakout session | ✓ | ✓ | Or Spotlight | – |
| Product Spotlight | ✓ | ✓ | Or Breakout | ✓ |
| Idea Lab or DRJ Exchange seat | ✓ | ✓ | ✓ | – |
| Recording of General Session | ✓ | – | – | – |
| 10′ × 10′ exhibitor booth space | **2** | **2** | **1** | Add $2,000 |
| Booth location priority | 1st–3rd pick | Early pick | Pre-selection | If added |
| **RECOGNITION** | | | | |
| Sponsor callouts — signage, book & stage | Top sponsor | ✓ | ✓ | ✓ |
| Recognition on the conference app | ✓ | ✓ | ✓ | ✓ |
| Recognition on the conference website | ✓ | ✓ | ✓ | ✓ |
| Full-conference passes | **6** | **4** | **2** | – |
| **EXPOSURE** | | | | |
| Attendee notification via conference app | **1** | **1** | – | – |
| Pre-show email to all attendees | **1** | **1** | **1** | – |
| Full-page conference book ad | ✓ | ✓ | Digital book ad | – |
| Meet the Sponsors email listing | ✓ | ✓ | ✓ | Logo only |
| Conference brochure listing | ✓ | ✓ | ✓ | Logo only |
| Personalized attendee handout | ✓ | – | – | – |
| Attendee bag stuffers | **1** | **1** | **1** | – |
| Post-show attendee list | ✓ | ✓ | ✓ | ✓ |
| Social media package | ✓ | ✓ | ✓ | – |

- **Exhibitor — $3,795.** One 10′ × 10′ booth, without the sponsorship benefits above.
- A booth is not included with Bronze. Booth space may be added for **$2,000** — a discount off the standard $3,795 exhibitor rate.
- A customer co-presenter is recommended for all General and Breakout Track sessions.
- An Idea Lab or DRJ Exchange seat is a co-facilitator on an Idea Lab or a subject-matter expert in a DRJ Exchange, not a sponsor-led session.
- Prices and availability are **per event** — Spring and Fall are separate buys.

# Production Specs & Deadlines

Everything your team needs to deliver creative on time. Send materials to your DRJ account contact by the deadline for each placement.

### MATERIALS DEADLINES

| PLACEMENT | MATERIALS DUE | ACCEPTED FORMATS | MAX FILE SIZE |
|---|---|---|---|
| **Website Banner Ads** | One week prior | PNG or JPG | 50 KB |
| **Digital Edition Full-Page Ad** | Two weeks prior | Hi-res PDF, 8.5 × 11″<br>0.25″ bleed; keep text 0.25″ inside the edge | 10 MB |
| **Newsletter Sponsorship** | One week prior | Word or HTML | 200 KB |
| **Sponsor Spotlight** | One week prior | Word or HTML | 200 KB |
| **Sponsored Content** | One month prior | Word | — |
| **Webinar & Showcase Assets** | One month prior | Word | — |

## Submitting Materials

- Email creative to Bob Arnold, President, DRJ — **bob@drj.com**.
- Include the placement name and the month or issue the creative runs in.
- Supply the click-through URL with any banner or newsletter ad.

> **Why it matters:** Published deadlines and file specs let a buyer produce creative without a round of questions — every spec left off this page becomes an email thread.

DRJOURNAL
WHERE RISK MEETS RESILIENCE

GET IN TOUCH TODAY

# LET'S BUILD YOUR RESILIENCE MARKETING PROGRAM

Reach the professionals responsible for keeping the world's organizations running. Let's find the right mix for your goals.

## Bob Arnold

PRESIDENT

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**FOLLOW DRJ** — Disaster Recovery Journal | @drjournal