



# EMERGENCY MANAGER

2026 Media Kit

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# EMERGENCY MANAGER

**EMERGENCY MANAGER** is Canada's national magazine dedicated to emergency management professionals in every province and territory. Our mission is to explore, educate, and shape the future of preparedness, response, and recovery, strengthening the safety, security, and well-being of communities in the face of disaster.

Backed by partnerships with IAEM Canada, EMLCanada, ARISE Canada, and DEMCON, Emergency Manager is committed to tackling the most pressing challenges in the field: public safety, community resilience, and climate adaptation. Each issue delivers practical insights on climate technologies, preparedness strategies, and response innovations, combined with case studies and expert perspectives from across Canada and beyond.

Through collaboration, shared experience, and professional networking, the magazine equips emergency managers with the knowledge and tools to build more resilient infrastructure, organizations, and communities.

## Reaching Canada's Emergency Managers Across Four Major Disaster Preparedness Networks



**EMERGENCY MANAGER** is published twice per year in collaboration with four leading editorial and distribution partners: IAEM Canada (International Association of Emergency Managers – Canada), Emergency Management Logistics Canada (EMLCanada), ARISE Canada, and the Disaster & Emergency Management Conference (DEMCON).

The magazine is delivered in both print and digital formats directly to members of these organizations and is also distributed at Canada's leading emergency management conferences throughout the year.

Now in its second year of publishing, Emergency Manager maintains a distribution of more than 7,000 copies nationwide, reaching emergency management professionals in municipalities across Canada.

**EMERGENCY MANAGER** is the trusted national voice of Canada's emergency preparedness professionals.





# EMERGENCY MANAGER

The Official Publication of IAEM Canada, EMLCanada and ARISE Canada | Issue 1 2025

## Don't Wait for a Disaster

Emergency Management Must Be  
Proactive

From Risk to  
Resilience  
Using Local Strengths to  
Improve Emergency Planning

Prepared Together  
A Case Study in  
Community Readiness

Data Is The New  
Sandbag  
Mobilizing Information  
for Risk Assessment

Beyond Response  
Building a Culture of  
Preparedness in Canada

Bridging the Gap  
The Vital Role of  
Co-ordination Between  
Academia, Public  
Servants and Practitioners

# EMERGENCY MANAGER

# EMERGENCY MANAGER

The Official Publication of IAEM Canada, EMLCanada, ARISE Canada and DEMCON | Issue 2 2025

## The Knock on the Door

Could 'Good Fire' Practices Reduce the Need for Costly, Painful Evacuations?

The Critical Role of the  
Private Sector  
Business's Inclusion in Disaster  
Management Saves Lives

Behind the Scenes  
Training and Competency  
Development Key in  
Emergency Management

Stories of Resilience -  
Voices From Jasper  
Community Resilience in the  
Wake of Wildfire

Stronger Together  
Indigenous-Led Collaboration  
Driving Emergency Management  
in Atlantic Canada

Navigating the Shadows  
Trends, Threats and Competency  
in Mass Fatality Management and  
Disaster Victim Identification

PLUS: Ontario Disaster and  
Emergency Management  
Conference  
A Stage for the Voices Shaping  
Ontario's Emergency Future

## Editorial Highlights and Production Schedule

The editorial direction of **Emergency Manager** is led by:

Sam Roberts, Canadian President, IAEM Canada

Scott Cameron, Co-Founder, EMLCanada

Adam McAllister, National Chair / Network Leader, ARISE Canada

### ISSUE 1 2026 | April | CLOSE DATE: February 20, 2026

The spring edition will set the tone for 2026 with timely, forward-looking coverage of Canada's most pressing emergency management challenges and opportunities.

### ISSUE 2 2026 | October | CLOSE DATE: August 24, 2026

Our fall conference edition will feature deep dives into innovation, collaboration, and resilience-building—distributed nationally and at Canada's leading emergency management events.

### Editorial Topics

- **Climate-Driven Disasters**  
Examining the increasing impact of extreme weather events, from wildfires to floods, and how communities are adapting.
- **Indigenous Partnerships in Emergency Management**  
Highlighting collaborative approaches that strengthen preparedness, response, and recovery across Canada.
- **Technology & Innovation**  
Showcasing the latest tools—from AI and data platforms to next-generation communications—driving faster, smarter emergency response.
- **Health & Human Resilience**  
Exploring the intersection of public health, mental wellness, and emergency response capacity.
- **Training the Next Generation**  
Profiles of new programs, exercises, and professional development opportunities that are shaping Canada's EM workforce.
- **The Private Sector's Role**  
How businesses, critical infrastructure operators, and solution providers are partnering with EM professionals to build resilient communities.

### Plus Regular Features:

- **What's New in Tech:** The latest innovations every emergency manager should know about.
- **At a Glance:** Fast facts, data snapshots, and trend insights.
- **Hot Takes:** Quick-fire perspectives from leading voices.
- **Community Voices:** On-the-ground stories of resilience and recovery.

\*All editorial plans and dates are subject to change.  
Space commitment and materials due on issue close

### For editorial ideas and submissions:

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# EMERGENCY MANAGER



## Advertising Opportunities

With just two major editions per year to showcase cutting-edge technologies, innovative products, important services and solutions, **Emergency Manager** is the magazine that will directly target and connect you with professionals who have strong purchasing power in areas of disaster risk reduction, emergency management, climate adaptation and more! Preparedness starts with knowing whom to call!

### ADVERTISING RATE CARD

2-Page Spread:	\$3,295
Full Page:	\$2,495
Half Page:	\$1,695
Third Page:	\$1,295
Inside Front Cover:	\$2,795
Inside Back Cover:	\$2,795
Outside Back Cover:	\$2,895

\*All rates are net CAD

## Sponsored Content Opportunities

Connect and engage Canadian emergency managers through thought leadership and high-impact storytelling. Share insights and results of how your products, services, equipment and/or technology were essential in the mitigation or management of wildfires, floods and drought. Gain significant exposure and unparalleled recognition as an industry solutions expert with a feature in the national magazine for emergency managers.

### SPONSORED CONTENT RATE CARD

2-Page Spread (1,200 words):	\$3,295
Full Page (600 words):	\$2,495

\*All rates are net CAD

## Member / Sponsor / Exhibitor Discounts Available

As a member, sponsor and/or exhibitor with IAEM - Canada, EMLCanada, ARISE Canada and/or any future DEMCON Convention, you are entitled to an **EMERGENCY MANAGER Partner Discount** of 10 per cent off any single issue advertising and a 20 per cent discount when you book both Issue 1 and Issue 2.



Emergency Management  
**LOGISTICS**  
Canada

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CANADA

**ONTARIO**  
**DEMCON**  
DISASTER AND EMERGENCY  
MANAGEMENT CONFERENCE

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