



Journal of
**COMMUNITY
SAFETY &
WELL-BEING**

MEDIA PACKAGE

ABOUT THE JOURNAL

The Journal of CSWB www.journalcswb.ca is a **peer-reviewed** and **open access** publication that is recognized as the authoritative global resource for high-impact research that, uniquely, spans all human service and criminal justice sectors, with an emphasis on their intersections and collaborations. The Journal showcases the latest research, whether originating from within Canada or from around the world, that is relevant to Canadian and international communities and professionals.

The Journal aims to attract a broad audience of multi-sector policymakers, practitioners and researchers worldwide. Since its launch in 2016, the Journal has demonstrated its potential to deliver on its mission, and more so, has achieved a credible global position as a unique voice and influencer serving the interests of multiple and heretofore disparate communities of practice and scholarship. Since 2018, the Journal is an affiliated journal of the Global Law Enforcement and Public Health Association (GLEPHA) and official publication of the Law Enforcement and Public Health (LEPH) Conference.

The Journal publishes original works that may include Original Research (both Quantitative and Qualitative Studies), Social Innovation Narratives, Policy and Systemic Change Propositions, Random Control Trials and other Experimentation, Program and Horizontal Evaluations, Review Articles, Practice Guidelines, thought-provoking Editorials, Commentaries, and periodically includes lighter and/or novel features as Food for Afterthought.

JOURNAL KEY FACTS

- Official publication of the Community Safety Knowledge Alliance (CSKA)
- Affiliated journal of the Global Law Enforcement and Public Health Association and the official publication of the Law Enforcement and Public Health Conference
- Affiliated partners with the Canadian Police Knowledge Network, the Ontario Association of Chiefs of Police, and Wilfrid Laurier University (WLU online degree programs)
- Open access publication - free from all access barriers, allowing for the widest possible global dissemination of published works
- Peer reviewed journal, published four times per year (March, June, September, and December)
- Indexed in EBSCO and the Directory of Open Access Journals

Our Vision

Improved social equity and well-being outcomes for individuals, families, and communities, everywhere.

Our Mission

To advance knowledge, evidence and dialogue to support the considered adoption of public policy, the sustainability of related practices, and the best principles of multi-sector collaboration, at the intersections among health, education, human services and criminal justice systems.

EDITORIAL & PUBLISHING INFORMATION

EDITORIAL TEAM

Editor-in-Chief
Norman E. Taylor
Canada

Senior Contributing Editor
Matt Torigian
Canada

Contributing Editorial Community (CEC)

The Journal is proud to have its Contributing Editors on board, helping us amplify our mission and bring more voices into the global conversation on advancing community safety and well-being. The CEC structure provides a flexible framework to attract contributing authors and their work, while also drawing on a worldwide network of qualified reviewers to uphold the excellence of each Journal issue. To view our Contributing Editorial Community members, visit the [Editorial Team page](#) on our website.

PUBLISHING INFORMATION

Official Journal of the **Community Safety Knowledge Alliance (CSKA)**

Published by
SG Publishing Inc.



cskacanada.ca



www.sgpublishing.ca

OUR MISSION SUPPORTER



www.nicherms.com

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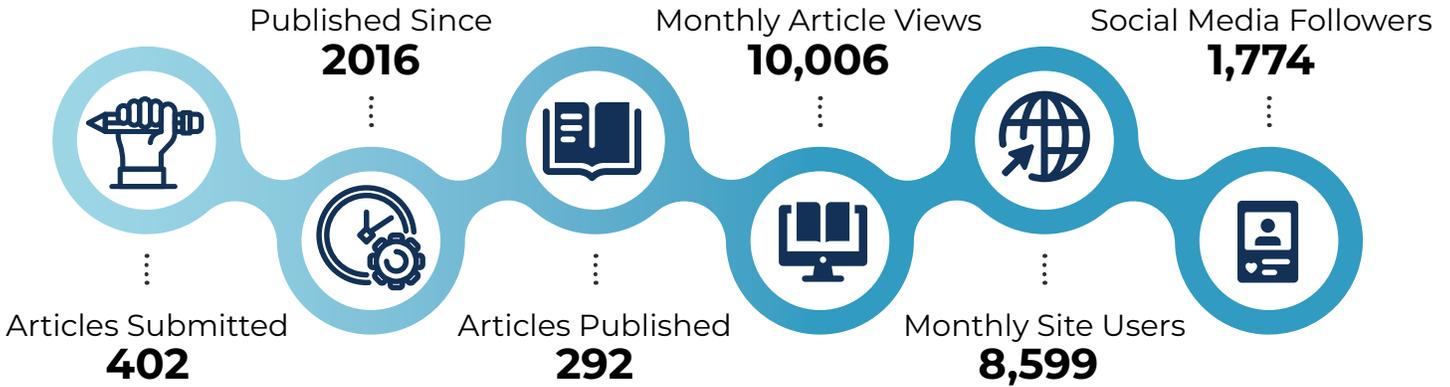
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JOURNAL METRICS AND HIGHLIGHTS

Journal

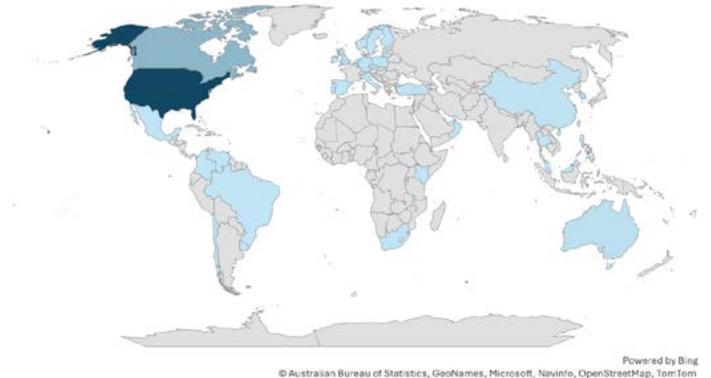
The following graphic highlights journal and website statistics from its founding in 2016 up to August 30, 2025.



Additional Exposure through EBSCOhost

The Journal was accepted for inclusion and indexing into the EBSCOhost databases in June of 2022. EBSCO is the world's largest intermediary between libraries and publishers, helping to drive awareness of Journal content. Researchers world-wide, using the EBSCO database, have access to the Journal's published papers thus expanding the reach of the Journal's content and presence in the CSWB space.

From January 1 – June 30, 2025, the Journal reached over **567 unique institutions, in over 50 countries** in North America, South America, Africa, Europe, the Middle East and Asia.



Website Statistics at a Glance

(August 30, 2024 - September 1 2025)

- Average of **6,167** new visitors per month
- Average of **8,599** total visits per month
- **14,000** average page views per month
- Delivers average of **12,900** ad impressions per month

E-Newsletter, The Dispatch

(Stats from April 2025 issue)

- **Distribution:** 872 recipients (registered readers)
- **Open Rate:** 46.6%
- **Engagement Rate:** 11%

TOP 5 KEYWORDS

MENTAL HEALTH
POLICING
COLLABORATION
PTSD
PUBLIC HEALTH

TOP 5 WEB VIEWS BY COUNTRY



ONLINE BANNER ADVERTISING

Banner Advertising Rates

All positions are sold on a share-of-voice (SOV) model, split into a minimum of 25% shares. Placements must start and will be invoiced on the first of the month the impressions are to begin being served.

Position	Size*	3 months	6 months	12 months
Leaderboard (LB)	728 x 90	\$975	\$1,500	\$2,500
Vertical 1 (V1)	240 x 600	\$860	\$1,320	\$2,200
Vertical 2 (V2)	240 x 240	\$700	\$1,080	\$1,800
Dashboard (DB)	728 x 90	\$950	\$1,425	\$2,375

*width x height in pixels

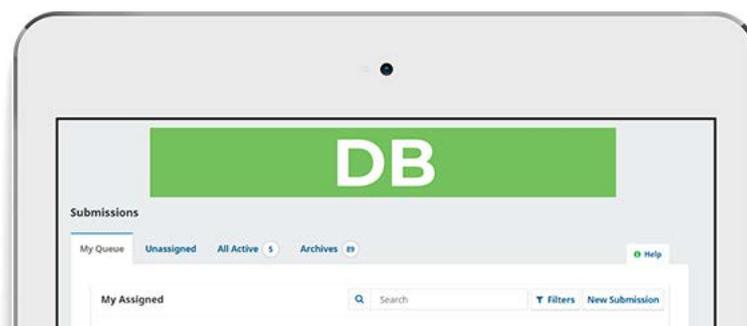
Material may be changed at any time, however, please note that there is a \$100 charge for any material changes throughout the contract. Rates are subject to change.

Banner Ad Specifications

- Ads must be submitted in GIF or JPG
- Animated GIF accepted with 30 second maximum length
- 72 dpi resolution
- File size not to exceed 100 KB
- Click-thru URL must be provided
- Material due 5 business days prior to posting date
- Send material by email to Heather Seunath: heather@sgpublishing.ca

Banner Advertising Positions

- **Leaderboard** – Rotates at the top of all pages
- **Vertical 1** – Rotates on right side of all pages
- **Vertical 2** – Rotates under Vertical 1 on all pages
- **Peer review system/editorial dashboard advertisement**
 - Rotates at the top of the user dashboard
 - Accessed by key contributors to the Journal including Editors, Authors and Reviewers for the submission process and peer review process



E-NEWSLETTER, THE DISPATCH

The *Journal of CSWB* distributes an e-newsletter, The Dispatch, four times per year (January, April, July and October). The newsletter is distributed to our registered journal readers and contains important journal updates, thought-provoking Editorial commentary, current issue highlights, most-read articles, CSKA updates and industry related news. Once distributed, the newsletter is posted on our website and promoted through social media. The e-newsletter is an effective method to deliver various industry related communications including product launches, reports and news from meetings and conferences. Available opportunities include an announcement and/or promotional text as well as banner advertising. [View our newsletter archive here.](#)

Announcement/Promotional Text Details

Insertion Rate: \$575 per newsletter insertion

Text Material Specifications:

The following is to be provided in word document format:

- Headline (10 words or less)
- Full text of announcement (up to 150 words)
 - Hyperlinks can be included as the newsletter is distributed in HTML format
- Graphic/Logo with text (Optional)
 - Maximum Width = 250 pixels
 - Maximum Height = 150 pixels
 - GIF or JPG, file less than 1 MB
 - Click-through URL optional

Banner Advertising Insertion Rates:

Size*	Rate
530 x 100 (B1)	\$275
530 x 300 (B2)	\$350

*width x height in pixels

Newsletter Schedule:

Distribution Month	Material by:
January	January 17th
April	April 17th
July	July 17th
October	October 17th



Send material by email to Heather Seunath: heather@sgpublishing.ca

ANNOUNCEMENT POSTING: JOURNAL WEBSITE

Announcements may be posted on our website (www.journalcswb.ca). Recent announcements are prominently displayed on our home page (see image) and are also available through our communications website menu. All registered readers are notified through the system upon publication of a new announcement. Graphics and logos may also accompany the announcement. [Click here](#) to view a sample announcement.

Rate:

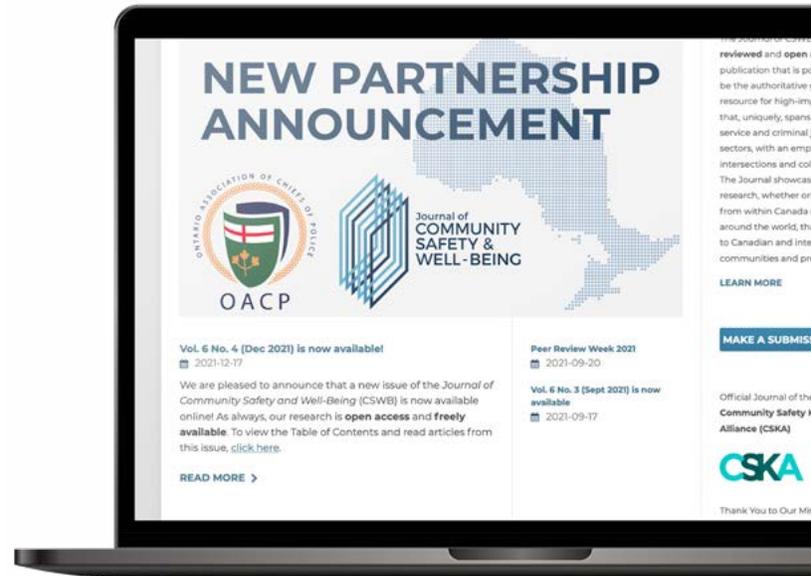
\$600 per posting

Specifications:

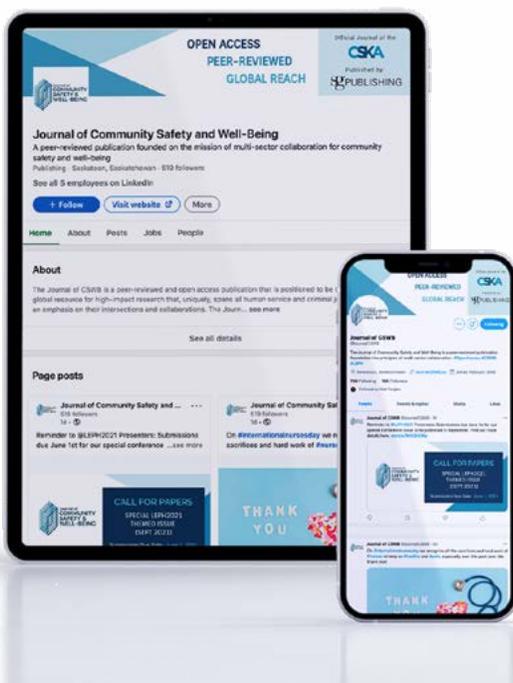
The following is to be provided in word document format:

- Announcement headline (15 words or less)
- Brief Description of Announcement (50-100 words)
- Full text of announcement (up to 350 words)

Material due 10 business days prior to posting date.



SOCIAL MEDIA



The *Journal* has a strong social media presence through Twitter and LinkedIn.

X (Twitter): [@JournalCSWB](https://twitter.com/JournalCSWB)

LinkedIn: [Journal of Community Safety and Well-being](https://www.linkedin.com/company/journal-of-community-safety-and-well-being)

Instagram: [@JournalCSWB](https://www.instagram.com/JournalCSWB)

Available Opportunity: SG Publishing will create a custom package to post and share relevant and approved content from our advertisers. Pricing is customized based on requirements.

CREATIVE DESIGN SERVICES (COMPLIMENTARY)



To maximize the impact of your advertising, we are pleased to provide **professional creative design support at no additional cost**. Our design team ensures that all advertisements are optimized for our publication's format and presented to the highest standards. Whether you require adjustments to existing artwork or a full design, this complimentary service is included with every ad placement.

ADVERTISING TERMS AND CONDITIONS

Acceptance

The *Journal* has the right to decline any advertisement. The publisher has the right to cancel or discontinue any advertisement.

Insertion Orders

All orders should be received in writing. Specific conditions are to be specified on the order.

Material Requirements

Materials must comply with the *Journal's* material requirements.

Cancellation

Once the material is posted, cancellations are no longer accepted. SG Publishing has the right to charge for any cancelled space after this date.

Earned Rate Discount Policy

Frequency rates are based on the insertion orders submitted. For advertisers who con-

tract for a specific frequency, but do not fulfill those frequency commitments, the rates will be readjusted, and the difference will be invoiced. Clients will be required to remit payment within 30 days.

Advertisers who exceed their contracted frequency are eligible for a credit on future advertising. Credits are not issued automatically and must be requested in writing.

Pricing

All pricing is in Canadian Dollars and does not include applicable taxes.

Payment

All orders are payable to SG Publishing Inc., due within 30 days from invoice date. The invoice will be issued upon placement of the ad online. Advertising agencies and advertisers are jointly and severally responsible for payment of invoices.

ADVERTISING & MEDIA CONTACT

Please send sales related inquiries, insertion orders, and material to:

Heather Seunath

Director of Business Development and Marketing Strategies
SG Publishing Inc.

Email: heather@sgpublishing.ca