

# DefenseNews

*Global coverage. Global impact.*

## **2016 Media Kit**

# DefenseNews

defensenews.com

The global news leader covering defense, national security, policy and procurement.



30  
YEARS  
DEFENSE NEWS

Founded in 1986, Defense News is the authoritative, independent news source for the world's defense decision makers. Dedicated readers include top policy authorities, lawmakers, senior military staff, procurement officials and industry leaders.

Through print, digital and broadcast media as well as in-person events, Defense News provides insightful and in-depth reporting from award-winning journalists and editors from 19 countries on the business, technology, trends and politics of the global defense market.

**SIGHTLINE**  
MEDIA GROUP MILITARY | DEFENSE | FEDERAL

# Audience

**The world's senior defense decision-makers and opinion leaders rely on Defense News for independent and accurate reporting on the business, technology and politics of defense. Defense News readers include:**

- Global legislators, parliaments, and the U.S. Congress
- Military leadership and senior armed forces staff
- Worldwide procurement and R&D commands
- Defense manufacturing and services industry executives
- NATO, GCC, ASEAN, and key diplomatic entities
- Industry financial analysts
- International press corps, research and advocacy organizations



**"I feel more current on news and issues that matter to me and are often not reported on, or at best hard to find, by the main stream media."**

Dan Beard, US Army

The Defense News audience oversees

**\$1.747**  
Trillion USD

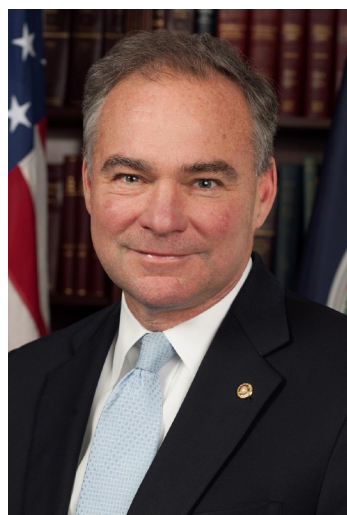
Defense spending is poised to enter a new growth cycle in 2016

Source: Deloitte Touche Tohmatsu Global Consumer & Industrial Products Industry Group

**85%**

of Defense News readers are military and government officials from around the world.

Source: BPA Brand Report (June 2015)



**"I value Defense News' in-depth reporting and intelligent analysis. Defense News' coverage keeps me up to date on the defense community worldwide and helps me to better serve my constituents at home."**

Sen. Tim Kane, United States Senate (D-Va.)

# Print

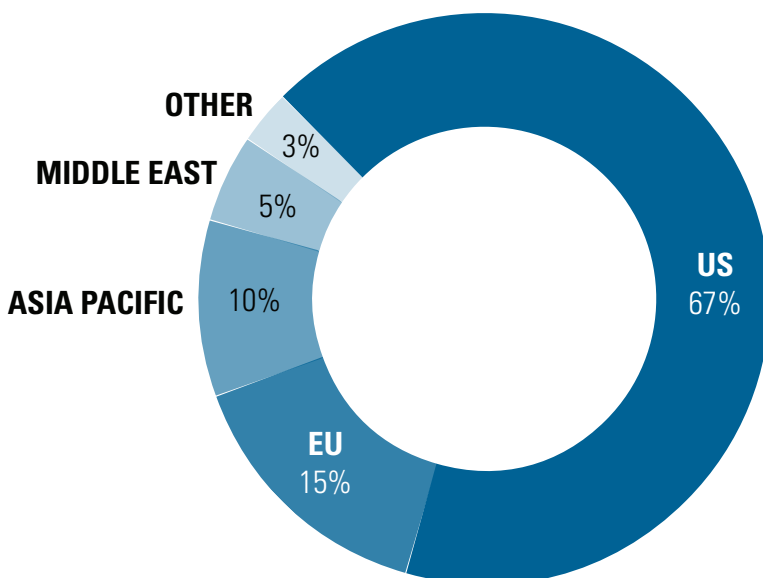


Every issue of Defense News provides accurate, credible and timely news on all aspects of the global defense industry. Coverage includes:

- Defense policies, politics and legislation
- Worldwide market developments and trends
- New products, technologies and programs
- Interviews with defense leaders
- Defense industrial plans, finance and developments
- Military budgets and the politics of defense
- Commentary and analysis
- Special Reports on defense technologies, regional activities and major programs

## IN EACH ISSUE

- News: Concise, timely industry updates
- Air, Land, and Naval sections: News by industry sector
- Industry: Developments and updates in the business of defense
- Focus or Special Report: In-depth coverage on a specific topic
- On The Move: Individual industry career announcements
- Commentary: Opinions from industry leaders and editors
- Interview: One-on-one discussion with industry leaders
- The Last Word: Closeout commentary, data, or other content



## READERS

Global distribution to

**40,000+** readers

**26,000+** **13,000+**

U.S. subscribers

outside the United States

Source: BPA Brand Report (June 2015)



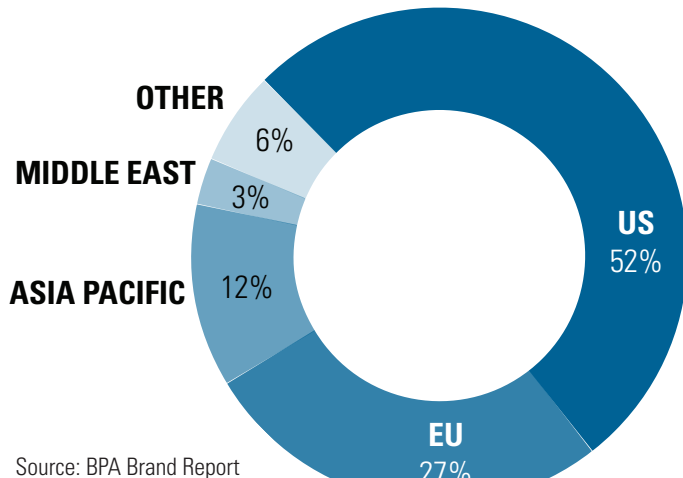
# Digital



Online, Defense News provides essential and up-to-the-minute coverage on breaking events and major developments.

## COVERAGE

- Sector Sections: Air & Space, Land, Naval, Budget & Policy, Regions
- Defense News TV: Broadcast reporting, analysis and interviews
- CongressWatch: Policy and politics developments
- Digital Show Dailies: Collected coverage of major defense events
- Apps and Mobile: Portable, complete Defense News content



Source: BPA Brand Report (June 2015)



## REACH

**3.2 million+**  
page views per month

**20 minutes**  
average time on site

**750,000+**  
unique visitors per month

**175,000+**  
social media followers

Sources: Omniture (Q42015), App Annie, Hootsuite

## MOBILE UNIVERSE

**757,000+**  
mobile page views per month

**196,000+**  
mobile unique visitors per month

**32,000+**  
app downloads to date

Sources: Omniture (Q42015), App Annie, Hootsuite



**Contact Defense News to discuss solutions to your messaging needs.**

advertising@defensenews.com  
In the United States: 800.252.5825  
Outside the United States: +1 703.642.7330

**Jim Way**  
Director of Marketing  
+1 703.750.8678  
jway@defensenews.com