

Defense-Update's 40th Anniversary

40 Years of Publishing

Through 40 years of publication, Defense-Update continuously evolved to discuss the topics, interests and trends of the modern military profession.

On our fifth decade we embark on another transformation - harnessing the power of web, mobile and social media to mediate modern defense technology insight. We do it by focusing on facts, not hype, and real substance covering advanced technology both from east, west, third world, even non-state players, in an unbiased, professional, concise and relevant way.

Curated news: Newsworthy content is curated and delivered to the readers via Defense-Update branded email, social media and feeds. These items will also include new Photo-Reports, delivered on special events.

News & Analysis: Unique items that require our special touch – confirmation, analysis, image and video editing, Infographics or any other details – will be published on our website, where they are branded as unique content and fed through all our distribution channels. These also include VideoReports, produced on special events.

Special Reports: We plan to publish at least 12 special reports in 2018, each covering specific topics in detail. These reports enable thorough coverage of each topic, offering the reader the opportunity to delve into complex technical issues if needed. The highlights of these reports is open to all readers, while the full version is reserved for subscribers.

Our readers trust us to bring relevant and credible information, and, despite all the aggregation tools we tried, this cannot be done automatically. Nevertheless, to achieve our goal, we integrate different expert-empowered tools, branding and distribution channels.

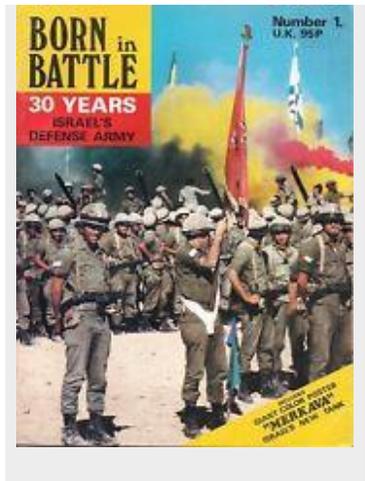
This approach positions Defense-Update as an authoritative provider of unique content. It is designed to keep our position among top leading web-based defense publishers as we move to offer premium defense-related content to subscribers.

We trust our loyal sponsors to continue and support our work and invite you to support our work by joining as an advertising sponsor.

Yours sincerely

Tamir Eshel

Editor & Publisher



We launched our first edition of 'Born in Battle, in May 1978. It was the first international defense publication to highlight Israel's armed forces and combat experience, through a professional, techno-operational analysis.

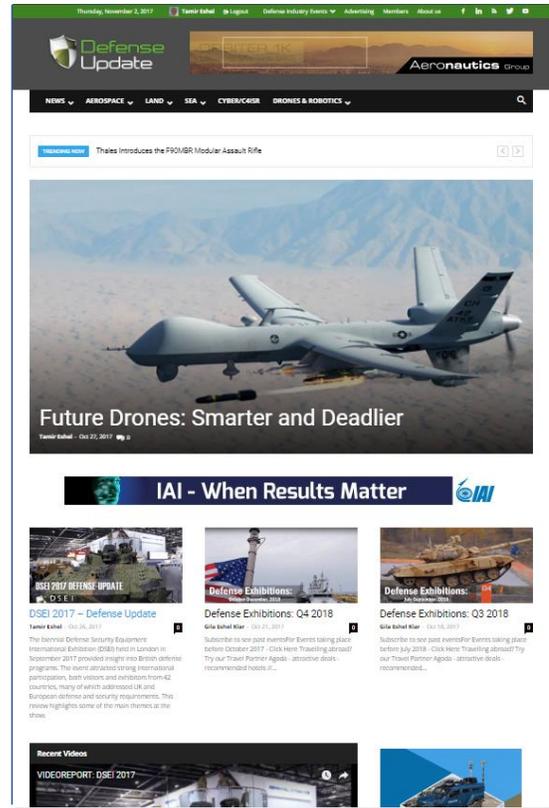
In 1980s we introduced 'Defense-Update', that expanded our focus internationally, to feature an insight to NATO and Warsaw Pact forces and technologies during the peak of the Cold War. In the 1990s our focus shifted to follow technology trends, reflected by the proliferation of industry events. In the early 2000s we embraced the new media revolution, transformed our publication into fully digital publication.

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Our editorial plan for 2018 will deliver news and analysis covering current topics about defense technology as well as a comprehensive update of many of the +6,000 pages published online in more than 16 years.

In addition, Defense-Update plans to publish detailed reviews and reports from major events (airshows and defense exhibitions), as we follow our partner events worldwide. Premium content provided exclusively to subscribers include more detailed reports formatted in presentation and PDF formats, designed for professional use.

The following list outlines our planned, monthly highlights. Please note, it does not include all topics and is not final either. It is subjected to changes according to editorial decision. without prior notice:



Month	Theme	Event covered
January	MBT/ICV - Getting Back in Shape	ShotShow, IAV, BSE
February	New Concepts in Combat Aviation	Singapore Airshow, AUVSI
March	Precision Strike (Including C4ISR)	AUSA, DefExpo, India
April	Combat Systems for Surface Vessels	FIDAE, AIR-SEA-SPACE
May	Evolving SOF	AUVSI, SOFIC
June	Future Trends in Combat Vehicles	EUROSATORY Paris
July	Manned-Unmanned Combat	FARNBOROUGH UK
August	Human Aspects of Combat Systems	ARMY 2018 (Moscow)
September	Sustaining the Fight (Battlefield Logistics)	DVD (UK), Modern Day Marine,
October	Survivability & Protection	AUSA, EURONAVAL
November	Unmanned Combat	Airshow China, (Zhuhai)
December	Advanced Technology for HLS	Israel HLS (Tel Aviv)

For more information and advertising reservations call:

+972-(0)54-450-8028

or email: editor@defense-update.com