

Defense Update

CONTENT & MARKETING SOLUTIONS
FOR DEFENSE & HLS



MEDIA KIT 2015

WEB - EMAIL - MOBILE
VIDEO - SOCIAL - EVENTS

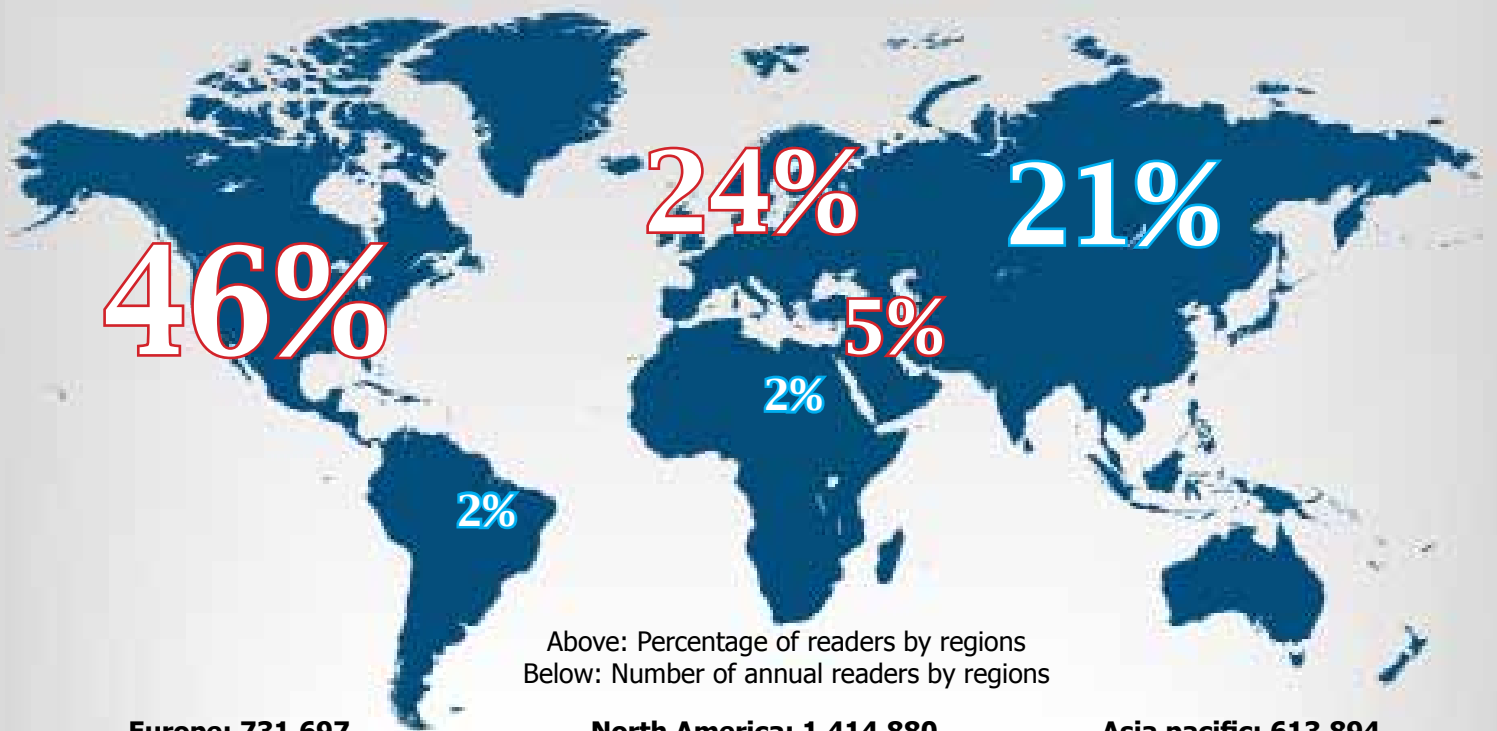
WWW.DEFENSE-UPDATE.COM

Defense Update

As one of the leading military and HLS websites online, Defense-Update is respected by executives, managers, government and military officials worldwide. Our website also appeals to engineers and researchers, analysts and consultants, providing reliable, trusted and original source for defense technology analysis.

Created, edited and published by a dedicated, professional team, Defense-Update has been publishing exclusively online since 2004. Our digital properties have expanded significantly over the past decade, to include Defense-Update website, mobile apps, VideoReports, and related social communities on the website's forum, Youtube, Twitter, LinkedIn and Facebook.

All are offering professional readers to stay updated and connected. These same services are also providing defense marketers an innovative, global and effective channel to promote new technologies and capabilities to interested audiences.



Above: Percentage of readers by regions
Below: Number of annual readers by regions

Europe: 731,697

North America: 1,414,880

Asia Pacific: 613,894

Africa: 58,455

Latin America: 77,759

Middle East: 155,229



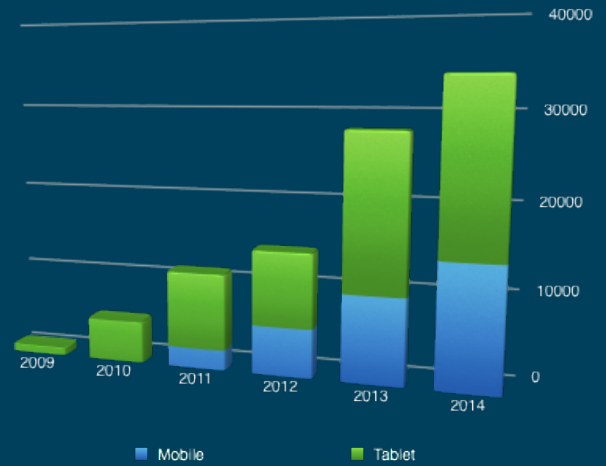
Transforming With the Mobile revolution

Continued traffic growth is derived by changing usage patterns, as senior executives and decision makers now follow news on the move, on the road and at industry events.

Meeting the growing popularity of mobile smart phones, tablets and apps, Defense-Update is embracing the change with constant adaptation and deployment of new forms of content, designed for the mobile reader.

The website, email newsletters, video reports, communities and online events are designed with screen aspects and touch controls in mind, to improve user experience. Mobile apps are also tailored for special events, to maximize focus.




















This effort has been endorsed by our readers, 25% of which are now accessing the site via mobile devices.



GLOBAL COVERAGE



Top 20 Countries: Annual Reach

 USA	1,300,942
 UK	164,101
 India	121,240
 Canada	113,767
 Germany	83,599
 Australia	83,036
 France	76,136
 Israel	75,510
 Philippines	62,517
 Italy	45,801
 Japan	45,339
 Netherlands	41,554
 Singapore	36,517
 Spain	35,376
 Russia	28,963
 Turkey	28,556
 Brazil	24,425
 Indonesia	28,605
 Poland	28,211

VideoReport Top Views (By Country/Annual)

Top locations by views	Views
United States	505,410
Russia	158,609
United Kingdom	98,888
South Korea	97,991
Israel	82,858
France	77,994
Canada	69,752
Japan	69,442
Thailand	66,300
Poland	63,557

Background map depicting the monthly traffic to Defense-Update from major metropolitan hubs worldwide

January

- Main program review: Land combat vehicles
- Market review: India, Middle East

February

- Aero India 2015 (India) on site coverage
- Land Systems – Army aviation, Armor and counter-armor

March

- Main program review: Gripen NG, Type 23 Frigate , radars
- Market review: Latin America,
- LAAD 2015 on site coverage

April

- Hot topic: Air and missile defense
- C4ISR – Battlefield Networking

May

- AUVSI 2015 (USA) on-site coverage
- Hot topic: Modernizing air power
- Market review: Canada

June

- Paris Airshow 2015 (France) on site coverage
- Main program review: F-35
- Market review: Israel

July

- Market review: Russian forces
- Hot topic: Stealth & counter stealth

August

- Main program review: T-50 PAK/FA
- MAKS 2015 on site coverage

September

- DSEI 2015 - on site coverage
- Battlefield Applications for Electro-Optics, Lasers
- Hot topic: Soldier systems

October

- AUSA 2015 - on site coverage
- Market review: US Army & Marine Corps

November

- Main program review: The predator evolution
- MILIPOL 2015 - on site coverage
- Special Focuss - Sensors for Border Protection & Maritime Surveillance

December

- Hot topic: Anti-ship, anti-submarines
- Market review: Asia - Pacific



Defense-Update VideoReport

Professional, laser focused video coverage addressing major events and leading-edge technology topics, covering areas such as armor and survivability, cyber security, unmanned systems and robotics.

◆ Company Profiles

An annual service from Defense-Update - a short company profile listed on our website would link your company to your brand names, as mentioned by Defense-Update authors.

◆ Content Links

A special annual linking service from Defense-Update, linking your company name/brand/products to associated pages on your website.

2015 Events focus:

◆ Aero India 2015

Covering India's largest airshow: Preview, apps, on-site and videoreports

◆ LAAD 2015

Covering Brazil's biennial defense exhibition: preview+ Videoreport

◆ Paris Airshow 2015

Coverage of the world's premier airshow, including a preview, on-site, videoreports & mobile apps

◆ DSEI 2015

Defense Update focus on the world's largest defense show in London. Preview, on-site, apps and videoreports



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VideoReport: New sensors empowering the land combatant