

Defense-Update Advertising & Sponsorship Portfolio – 2019

Providing exclusive content, Defense-Update covers defense technology innovation for more than 40 years. Produced by experienced writers and seasoned weapon systems analysts, Defense-Update serves a community of +150,000 defense-oriented professionals worldwide. Highly appreciated by market movers in industry, R&D, government and military services, Defense-Update is positioned among the world's leading independent defense publications.

Global Reach >150,000



+75,000



+27,000*



+31,000



+10,000



+7,000

On our 41st year of publication we continue to innovate and offer our customers comprehensive multi-channel promotion packages focused on exclusive, premium content.

New initiatives planned for 2019 include **Special Reports** that will appear on a monthly basis (see table below), **Podcasts**, **VideoReports**, and defense-oriented **Glossary** covering defense-related content in the five main verticals of the website: Land, Aerospace, Naval, Robotics and IT & Cyber.

Sponsorship plans that are available on the following special reports include banners and sponsorship logo in related pages, Podcasts, VideoReports and include mentions on our social media.

The Platinum (exclusive) and Gold (three sponsors) packages include extended placement of content and sponsorship material on relevant pages (one-year minimum) in addition to a comprehensive advertising run spanned over 1-4 weeks (depending on the selected package).

For more information & orders please call: +972-54-450-8028

* Reach via groups & personal accounts.

Sponsorship levels:

Level	Sponsorship Details	Net Cost (US\$)	
Platinum (1)	Exclusive positions on page, no other ads on pages, Your logo on intro on podcasts, videos, video report, inclusion of native feature / interview, at least 10 posts on social media. Featured in a Run of Site and social network promotion. (1 month minimum)	14,950	
Gold (2)	Non-exclusive, premium positions (top of sidebar), logo on podcast and video report intro, at least five posts on social networks. Featured in a Run of Site and social network promotion. (2 weeks minimum)	6,950	
Silver (4)	Non-exclusive, in-content positions mentions on podcast and video-report extro, two posts on social networks. Featured in a Run of Site and social network promotion. (1 week)	3,950	
Glossary	A single launch sponsor – branding on all terms	7,500	
Glossary (per word, annual)	Beginning January 2019 customers can sponsor specific glossary terms, abbreviations and glossary pages. Promotional elements include text link, branded logo, branded video, image and content.	Link + image + video	3,575
		Link + image	2,450
		Text link	1,750

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Other Advertising Plans:

Advertising Category	Ad Size	Period	Cost US\$
Run of site (At least two sizes)	728x90, 300x600, 300x250, 300x100	35,000 banners (defense-update.com)	2,500
Channel advertising (Two sizes mandatory)	300x250, 300x100	90 days (defense-update.com)	4,750
Native Content	300x600	Unlimited (promotion on defense-update.com and social media)	1,750
Video Reports (reproduction and distribution)	Optional logo or clip in intro / extro.	Unlimited (promotion on defense-update.com and social media)	2,950
Video Reports (unique content shot on site)	Optional logo or clip in intro / extro.	Unlimited (promotion on defense-update.com and social media)	5,950

Featured reports:

Month	Topics	Materials Closing Date
January	Mobile Air Defense (M-SHORAD)	December 21, 2018
February	Small and Miniature UAS	January 31, 2019
March	Battlefield Survivability and Protection	February 22, 2019
April	Artillery and Fires	March 29, 2019
May	Battlefield Communications	April 26, 2019
June	Air/Surface Warfare	May 31, 2019
July	Soldier Lethality & Systems & Night Operations	June 28, 2019
August	C-UAS / C-RAM & Missile Defense	August 1, 2019
September	Security & Military Operations in Littorals & EEZ	August 30, 2019
October	Modern AFV	September 27, 2019
November	Ground Robotics	October 25, 2019
December	Tools for Urban Warfare	November 29, 2019

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Or email: editor@defense-update.com

Griffin III 'Concept Tank' is GDLS' Fresh View of the Next Generation Combat Vehicle
By News Desk - Oct 8, 2018

General Dynamics Land Systems unveiled today the latest configuration of its Griffin armored fighting vehicle (AFV) addressing the U.S. Army's latest requirements for combat maneuverability and firepower as reflected in the services' 'Next Generation Combat Vehicle' (NGCV), a versatile family of vehicles that, if matured, could replace the current fleet of Bradley and AMPV. The Griffin III was unveiled today at the annual meeting of the Association of U.S. Army (AUSA) in Washington, DC.

The AFV is a military vehicle designed for combat operations. Such vehicles are equipped with weapons systems and protection, enabling the vehicle to continue to fight and survive even when engaged by enemy fire. Such vehicles include Main Battle Tanks (MBT), Infantry Fighting Vehicles (IFV), Combat Reconnaissance Vehicles (CRV), Combat Engineering Vehicles (CEV), and Armored Reconnaissance Vehicles (ARV). They differ from Armored Personnel Carriers (APC), Self Propelled Guns (SPG) and mortars, casualty evacuation vehicles, NBC reconnaissance vehicles, and armored trucks, that are ballistically protected to survive enemy gunfire and anti-armor threats, but are not designed to fight.

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AFV Examples:
• M1A2

New! Glossary (Tooltip) Sponsorship

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Turning Riflemen into Sharpshooters
Tamir Eshel - Apr 20, 2018

DEFEXPO 2018 - Aerospace Highlights

US Drone Maker Cleared to Export Jet Powered Combat Drones

DEFEXPO 2018 - Photo Highlights

Yagu - An Ultralight Special Ops Armored Vehicle

IDF to Modernize its Infantry Brigades with Hundreds of Eitan B-8 APCs

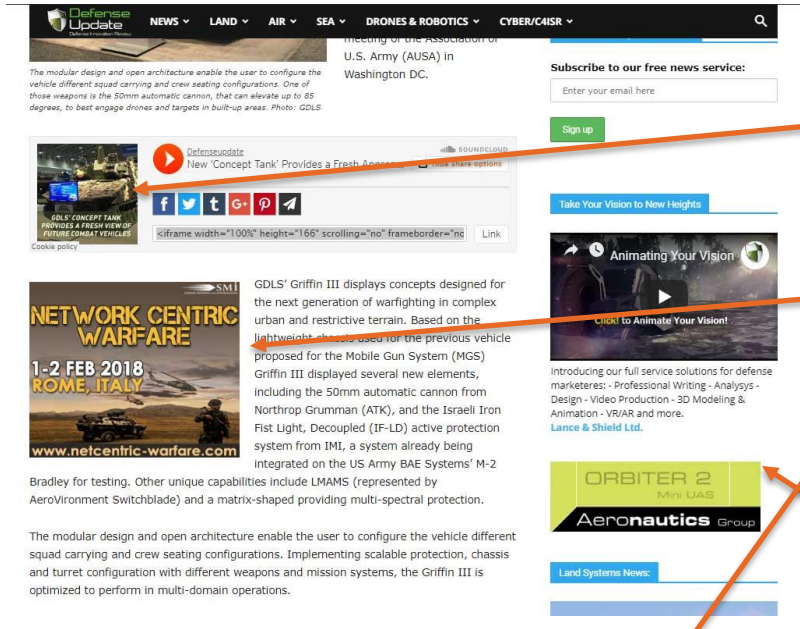
Australia to Buy +200 Combat Reconnaissance Vehicles from Germany
Tamir Eshel - Mar 14, 2018

Land Systems News:

Plasman to Introduce an Ultra-Light and Protected Vehicle for Special Ops
Tamir Eshel - Apr 21, 2018
Plasman's new ultra-light, armored vehicle - Yagu - is designed to behave like an All-Terrain Vehicle (ATV) but offers its crew of three persons the all-around protection against high-velocity threats that troops are accustomed to with much heavier protected combat cars.

DEFEXPO 2018 HIGHLIGHTS - Armored Vehicles
Tamir Eshel - Apr 14, 2018
Part II of our photo review of DEFEXPO 2018 features news of armored vehicles.

DEFEXPO 2018 HIGHLIGHTS - Artillery
Tamir Eshel - Apr 14, 2018
Part II in our photographic coverage of DEFEXPO 2018 features artillery systems.



Meeting of the Association of U.S. Army (AUSA) in Washington DC.

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Land Systems News

GDLS' Griffin III displays concepts designed for the next generation of warfighting in complex urban and restrictive terrain. Based on the lightweight chassis used for the previous vehicle proposed for the Mobile Gun System (MGS) Griffin III displayed several new elements, including the 50mm automatic cannon from Northrop Grumman (ATK), and the Israeli Iron Fist Light, Decoupled (IF-LD) active protection system from IMI, a system already being integrated on the US Army BAE Systems' M-2 Bradley for testing. Other unique capabilities include LMAMS (represented by AeroVironment Switchblade) and a matrix-shaped providing multi-spectral protection.

The modular design and open architecture enable the user to configure the vehicle different squad carrying and crew seating configurations. Implementing scalable protection, chassis and turret configuration with different weapons and mission systems, the Griffin III is optimized to perform in multi-domain operations.

Podcast module (image ad)

300x250 intext banner

300x100 sidebar & mobile top



Partner 20:13 46%
defense-update.com

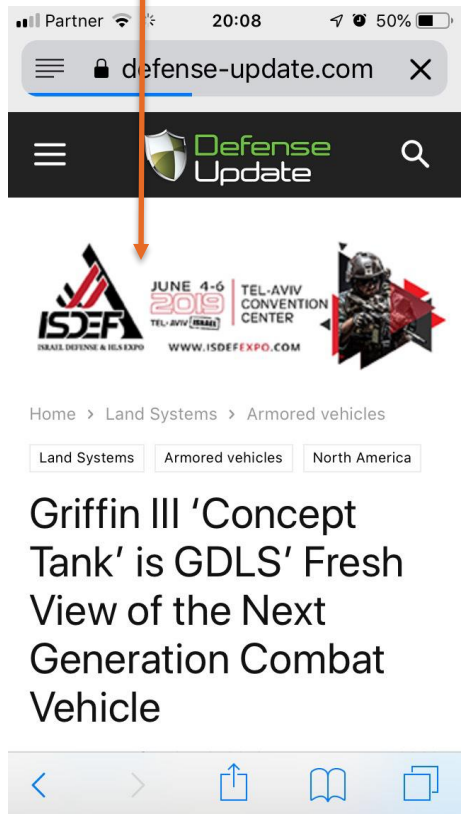
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Creating a Difference

IAI

GDLS' Griffin III displays concepts designed for the next generation of warfighting in complex urban and restrictive terrain. Based on the lightweight chassis used for the previous vehicle proposed for the Mobile Gun System (MGS) Griffin III displayed several

Mobile Version



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Defense Update

ISDEF JUNE 4-6 2019 TEL-AVIV CONVENTION CENTER TEL-AVIV (ISRAEL) WWW.ISDEFEXPO.COM

Home > Land Systems > Armored vehicles

Land Systems Armored vehicles North America

Griffin III 'Concept Tank' is GDLS' Fresh View of the Next Generation Combat Vehicle









The armor suite used on the T-14 also seems to share some common elements with the T-15. Many of the passive armor modules are similar, if not identical, in some locations. Some concepts are also employed – steel, hybrid and reactive armor, mine countermeasures in front, bar armor protecting the engine compartment and dual active protection system. Both vehicles employ remotely-operated weapon turrets, separating the crew from the armament and ammunition. Both vehicles are operated by a crew of three. The T-15 can also accommodate an infantry squad in the passenger compartment. However, unlike the BMP-2, these soldiers do not have periscopes, firing ports or individual access hatches. Therefore, the infantry squad would come into effect only after dismounting.



The crew seating arrangement in the T-14. The commander is in the right side position, the driver in the left. In a 'buttoned up' driving position, the driver uses a reclining seat, looking out through the separate vision blocks positioned behind his hatch. The location of the gunner is unclear. The muzzle reference measurement unit is clearly seen on the barrel base. Photo: Andrey Kryuchenko



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