

media plan 2012



defpro.com

defence.professionals GmbH

**... your chosen platform
for defence media services**

www.defpro.com



index

[Introduction](#)

Editorial programme 2012

[General advice](#)

[1st quarter](#)

[2nd quarter](#)

[3rd quarter](#)

[4th quarter](#)

Advertisement

[Rate card and dimensions](#)

[defpro.newsletter](#)

[defpro.sponsorship packages](#)

[Sizes and formats](#)

General information

[About defpro.com](#)

[daily – news – focus](#)

[Key figures of defpro.com](#)

[Contact](#)

Use this interactive index to quickly access the information you are interested in by clicking onto the respective links.

You may return to the index by clicking onto the top-right link on each page of the document (“back to index”).

Further, you can use the defpro.com weblink at the bottom of each page to directly access our website.

A copy of the defpro.com Media Data can be downloaded anytime at [defpro.com/data/advertise](#) (PDF 1.3MB).

introduction

Thank you for considering to choose defpro.com to support your presence in the international media landscape.

We at defpro.com would be delighted to assist you in improving your access to local as well as international markets. Our international readership and users, coming from all areas of the world and from all defence and security related fields of interest and technology, are a valuable audience.

Our online platform provides you with a fresh and comprehensive approach to reach industry partners as well as political decision-makers.

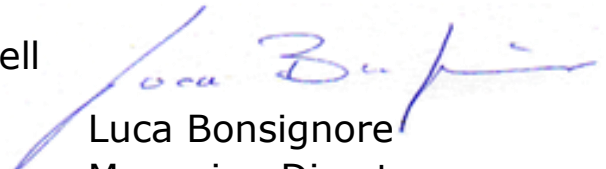
We would be glad to support you in increasing your

presence and by showing you new opportunities and ways to make business at its finest.

You offer state-of-the-art solutions? We provide the state-of-the-art key to today's and tomorrow's markets.

You will find our media plan for 2012 on the following pages, including advertising data and additional information on our platform for you kind attention.

We look forward to doing business with you.



Luca Bonsignore
Managing Director

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general advice

As an online media, and thereby not bound to the physical limitations of print media, we dispose of a certain flexibility. We are convinced that you will recognise the incredible advantages of this flexibility.

Therefore, the following editorial programme for 2012 represents a general orientation for the monthly topic focuses at defpro.com (in connection with major international trade fairs and conferences). These will be the framework for comprehensive and in-depth coverage.

Should you find a topic that is of interest to your company or organisation, please do not hesitate to contact our team to discuss editorial or advertising opportunities.

Editorial or advertising packages can be established flexibly and according to your personal requirements.

For any questions or need of further information, please do not hesitate to [contact us](#) at your convenience.

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1st quarter

January 2012

US Shipbuilding Programmes preview

Status and progress of current shipbuilding programmes; Matching fleet requirements with budget realities; The future of US shipbuilding industry; and more ...

Relevant Trade Fair: *Surface Navy (US) / Surface Warships (France)*

February 2012

Vehicle Protection preview

Current trends, technological concepts and solutions for armoured vehicle protection, including passive, reactive and active armour or defence systems; The contribution by remote-controlled weapon systems and optronics to crew safety.

Relevant Trade Fair: *Int'l Armoured Vehicles (UK) / AUSA Winter (US)*

March 2012

Military Avionics

Evolution of avionics in today's military aviation; Technological trends, state-of-the-art solutions and the challenge of increasing possibilities; Taking the burden from fifth-generation fighter pilots; and more ...

Relevant Trade Fair: *Avionics Europe (Germany)*

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2nd quarter

April 2012

South American Defence Market

preview

Local defence procurement programmes; Domestic defence and security industry; A growing market for state-of-the-art weapon systems; and more ...

Relevant Trade Fair: *FIDAE (Chile) / LAAD 2012 (Brazil)*

May 2012

Soldier Equipment

International programmes for soldier equipment; Matching requirements and capabilities of dismounted troops; The role of the soldier in a networked warfare environment; and more ...

Relevant Trade Fair: *Soldier Technology (UK) /
Land Forces Africa (South Africa)*

June 2012

Military Rotorcraft

The European gap of the medium-to-heavy helicopter capability; Worldwide procurement programmes; Unmanned systems pushing into the helicopter market; Export opportunities for international rotorcraft manufacturers; and more ...

Relevant Trade Fair: *EUROSATORY (France)*

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3rd quarter

July 2012

The Future of Combat Aircraft – Manned or Unmanned?

Current and future combat aircraft programmes; Sustainability of manned systems; Trends of unmanned systems pushing into manned domains; and more ...

(In combination with the defpro.focus “Unmanned Air Systems”)

Relevant Trade Fair: *Farnborough Air Show (UK)*

August 2012

Military Transport Aircraft

Current procurement and modernisation programmes; Prospects of the military transport aircraft market; Increasing competition to US manufacturers from European and other markets; and more ...

Relevant Trade Fair: -

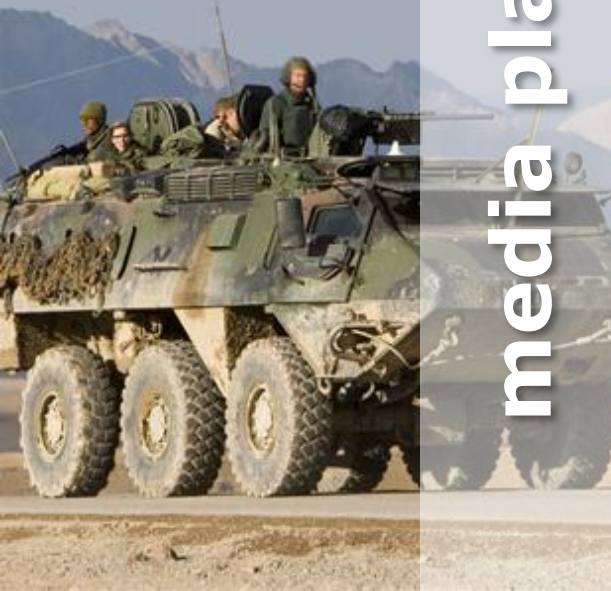
September 2012

Armoured Vehicles

Worldwide procurement programmes for light, medium and heavy armoured vehicles; Tracked and wheeled vehicle solutions for today’s military operations; Fire power and situational awareness; and more ...

(In combination with the defpro.focus “Vehicle Protection”)

Relevant Trade Fair: *MSPO (Poland)*



4th quarter

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October 2012

Modernising the US Army [preview](#)

Future vehicle and soldier systems programmes; Bridging gaps and sustaining capabilities amid budget restraints; Preparing for future operation scenarios; and more ...

Relevant Trade Fair: *AUSA Annual Meeting (US)*

November 2012

Asian Defence Market

Local defence procurement programmes; Growing capabilities and increasing emancipation of Asian defence industry; A promising market for investors and defence exports; Strategic considerations within the US-Chinese struggle for regional influence; and more ...

Relevant Trade Fair: *Indo Defence (Indonesia)*

December 2012

Simulation and Training [preview](#)

Combat training: simulation vs. reality; Growing simulation requirements amid budget restraints; State-of-the-art virtual solutions; and more ...

Relevant Trade Fair: *I/ITSEC (US)*



media plan 2012

[« back to index](#)

rate card and dimensions

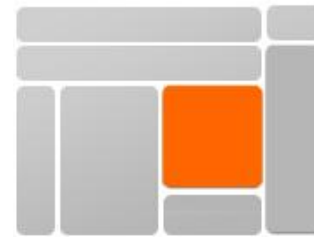


Leaderboard Content

(max. 683x90)

Front page: 978 €

Other pages: 652 €

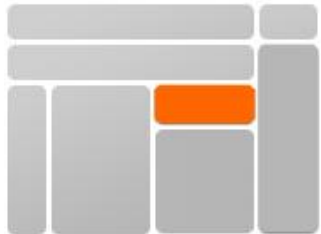


Vertical Rectangle

(max. 240x400)

Front page: 786 €

Other pages: 525 €



Half Banner

(max. 240x60)

Front page: 652 €

Other pages: 467 €



Skyscraper

(max. 240x600)

Front page: 1,380 €

Other pages: 978 €

NB: All rates per month in Euro

For further advertising opportunities at defpro.com, please do not hesitate to [contact us](#).



media plan 2012

[« back to index](#)

defpro.newsletter

The redesigned defpro.newsletter offers new and effective advertising opportunities at defpro.com. The newsletter will help you to reach a large share of the valuable, international defpro.community.

The defpro.newsletter is one of the major information sources of our more than 5,000 registered users. Furthermore, it is distributed to an additional 1,900 unregistered recipients from the military, industry, politics and defence media.



Leaderboard

(max. 719x90)

Top position: 940 €

Lower positions: 630 €

Half Banner

(max. 346x60)

Lower positions: 560 €

NB: All rates per month, 5 days/week, in Euro

For further advertising opportunities at defpro.com, please do not hesitate to [contact us](#).



media plan 2012

[« back to index](#)

defpro.sponsorship packages



defpro.gold

3 months premium presence:

- ◆ Front page/news/daily (Skyscraper)
- ◆ Newsletter (Leaderboard)
- ◆ Unique ad
- ◆ impressions: 500.000
- ◆ Share of Voice: 100%

Price: 12,300 €



defpro.silver

3 months presence:

- ◆ Front page/news (Leaderboard)
- ◆ Newsletter (Leaderboard)
- ◆ Unique ad
- ◆ impressions: 235.000
- ◆ Share of Voice: 50%

Price: 6,150 €



defpro.bronze

3 months presence:

- ◆ Front page/daily (Half Banner)
- ◆ Newsletter (Half Banner)
- ◆ Ad impressions: 175.000
- ◆ Share of Voice: 33%

Price: 4,100 €

For further details and individual package compositions, please do not hesitate to [contact us](#).



media plan 2012

[« back to index](#)

sizes and formats

	Skyscraper	Leaderboard	Leaderboard Content	Verticle Rectangle	Half Banner	Newsletter (Leaderboard)	Newsletter (Half Banner)
Position	Right position	Top position	Central position	Right column	Right column Right position	Top position	Lower positions
Pixel (width x height)	240 x 600	683 x 90	683 x 90	240 x 400	240 x 60	719 x 90	346 x 60
Resolution	min. 200 dpi						
Regular Formats	.gif / .jpg / animated .gif / Macromedia Flash (.swf), including back up .gif					.jpg / .gif	.jpg / .gif
Rich Media Formats	HTML; Javascript; Real Audio and Real Video; Macromedia Flash; Macromedia Shockwave					-	-

If you would like to discuss other formats, please [contact us](#).

about defpro.com

defpro.com is an international online working community and intelligence resource for defence professionals, providing current news, trends, analyses, events, company register and more.

The unique defpro.com community is the pillar of this website as the central online meeting point and networking platform for the defence and security industries.

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The screenshot displays the defpro.com website. At the top left is the logo for 'DEFENCE PROFESSIONALS'. To the right of the logo is a login section with the text 'Welcome Guest, please login or register' and 'Forgotten your password or username?'. Below this are input fields for 'User name' and a password, a 'LOGIN' button, and a checkbox for 'remember my login'. A navigation menu below the login section includes links for 'Home', 'My Defpro', 'Daily', 'News', 'Index', 'ConFairs', 'Community', and 'Groups'. The main content area features a news article titled 'Russian tanks to plough the Saudi sands' with a photo of a tank. Below the article are three smaller news snippets: 'UK defence industry - Number 1 in Europe', 'Mahindra-BAE joint venture to support Indian modernisation effort', and 'Bundeswehr's KZO UAV improves troops' operational picture'. On the right sidebar, there is a 'Meet your business JOIN THE COMMUNITY' banner, a section for recommending professionals, and an advertisement for 'KMW' featuring a tank image.

daily – news – focus ... comprehensive coverage

defpro.com provides its visitors with a large number of highly topical news stories, reports and analysis.

to inform our international community and readership of their latest developments and activities.

As a free-of-charge service, it has proven to be a substantive resource to members of the international defence and security industry, specialised press and PR agencies, as well as of the world's armed forces.

defpro.focus

In order to concentrate key topics, defpro.com offers the defpro.focus section, which brings together news and information from all areas of defpro.com. It furthermore provides industry with an additional and more focussed platform to present itself and its products and solutions.

Our members benefit from a sizable news archive which can be searched by keyword, company, activity, and many other search options. Whatever topic you look for, defpro.com will help to find the information you require.

We will be glad to present you to new possibilities to reach your customers and partners with the multiple advantages of defpro.focus.

Defence and security companies also have the opportunity to publish their company's or organisation's press releases and

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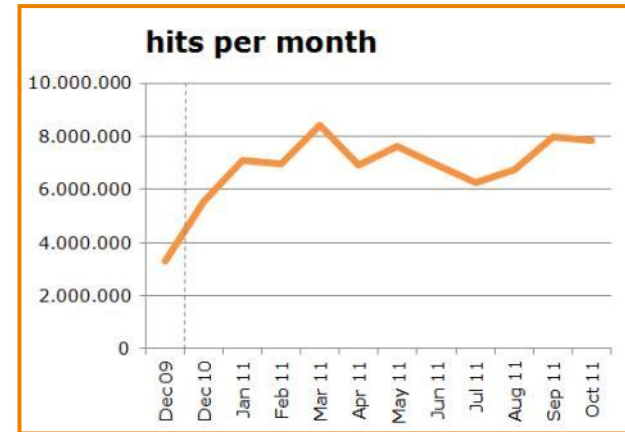
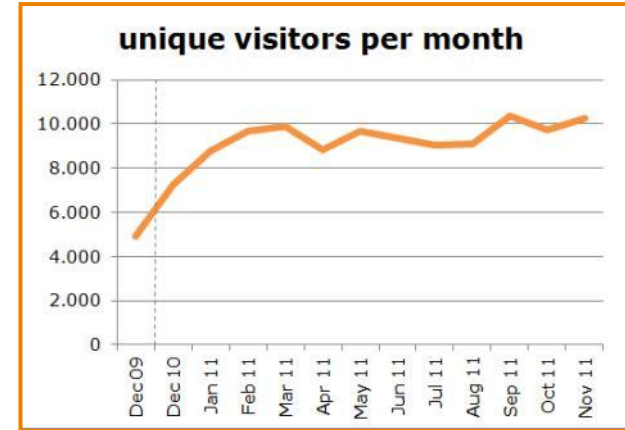
key figures of defpro.com

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defpro.com reaches an average of 10,200 unique visitors per day coming from all over the world (over 311,000 unique visitors per month, generating more than 7.9 million hits).

As a media partner of important news search engines our news is accessible at Google news, Yahoo news, Altavista news in top ranking positions and is also distributed via [Twitter](#), [Facebook](#), and [LinkedIn](#).

Our community members range from military personnel to employees to executives. More than 30% of them are decision-makers!



media plan 2012



[« back to index](#)

defence.professionals GmbH

Herwarthstr. 12
53115 Bonn
Germany

Phone: +49-228-767500-290

Fax: +49-228-4465-784

E-Mail: info@defpro.com

Web: www.defpro.com

www.defpro.com

