

# DEFENCE PROCUREMENT INTERNATIONAL



## OVERVIEW

**Defence Procurement International** is a high-quality print publication circulated globally, addressing key procurement issues and highlighting geopolitical threats.

**Defence Procurement International** is reproduced as a digital publication that can be accessed on any mobile platform. The digital version contains embedded corporate video and interactive advertising.

EDITORIAL CONTENT Includes:

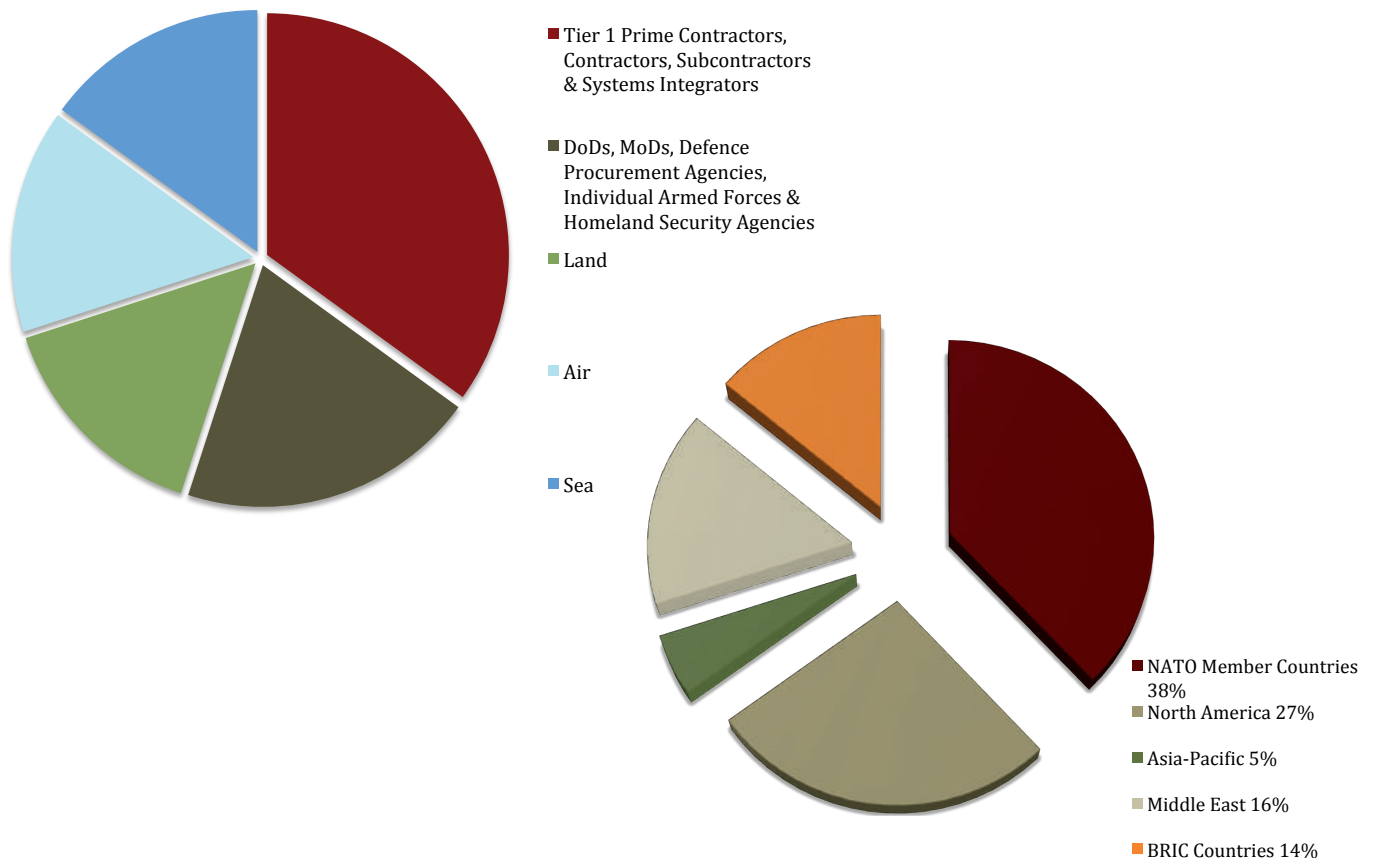
- Unbiased Editorial: Unbiased editorial is provided by in-house and leading industry journalists.
- Thought Leadership: Industry governance, expertise and thought leadership is supplied by Key Opinion Leaders from within NATO, the European Defence Agency, DE&S (UK), MOD's and leading defence universities.
- Fellow Contributions: Senior military personnel and defence industry leaders are invited to submit editorial around the procurement process.
- Supplier / Manufacture Provided Content: Manufacturers, Suppliers and Service Providers are invited to supply technical reports, webinars, videos, research articles promoting the challenges and solutions their organisations face in the rapidly evolving global defence market.

**Defence Procurement International** showcases the latest military technology, services and product development within the defence industry, covering land, air and sea.

## CIRCULATION AND READERSHIP

**Defence Procurement International** is published quarterly and prides itself on its uniquely target-driven database. DPI gives advertisers access to and influence with policymakers and acquisition budget holders within defence procurement agencies, MoDs and DoDs, armed forces, tier-1 contractors and system integrators worldwide.

**Defence Procurement International** has a current worldwide circulation of 18,300 copies.



## READERSHIP BY TITLE

### Government and Military:

- Company Commanders – Special Forces
- Army Chiefs of Staff
- Undersecretary Department of Defence Acquisition, Technology and Logistics
- Directors of Defence Procurement
- Directors of Defence Equipment and Support
- Army Chiefs of Operations
- Ministers of State for Defence Equipment and Support
- First Sea Lord, Commander-in-Chief Fleet (CINCFLEET), Second Sea Lord (2SL)
- Secretaries of State for Defence (SofS)
- Naval Strategic Advisory Groups
- Heads of Land Systems Acquisition
- Heads of Navy Aircraft Procurement
- Heads of Air Force Acquisition
- Directors Homeland Security
- Defence Analysts
- Chiefs of Training and Simulation
- Chiefs of Equipment and Technology
- Chiefs of Engineers
- Chiefs of Logistics
- Directors of Planning
- Heads of Defence Contracts
- Heads of Product Development
- Project Managers
- Quartermaster Generals
- Commanding Officers
- Defence Ministers
- Military Advisors

### Contractors, subcontractors and systems integrators:

- CEOs
- Managing Directors
- Marketing Directors
- Senior Vice-Presidents
- Contracts Directors
- Cyber Defence Procurement Directors
- Heads of Land Systems Procurement
- Weapons and Vehicles Procurement
- Directors
- Head Systems Integrators
- Heads of Product Development
- Heads of Research & Development
- Integrated Project Team Leaders
- Programme Managers
- Purchasing Managers
- Vice-Presidents Electronic Warfare Systems
- Chief Engineers
- Technical Directors

## PRINT PUBLICATION

First and foremost **Defence Procurement International** is a high-quality print publication distributed worldwide. We pride ourselves on excellence of design and quality of editorial content. We hope to give our readers an informative and engaging experience when they pick up a copy of **Defence Procurement International**.



## DIGITAL PUBLICATION

**Defence Procurement International** is also available in eBook format. The digital edition is distributed on a database of 37,000 subscribers. Digital publishing has great advantages for the advertiser, as we provide the opportunity to embed a corporate video within your advertisement. This creates a double impact, as procurement budget holders can contact you by means of information in your advertisement and also see product offerings on video. We also link your advertisement to your website so that our readers can access your website directly. We also provide Social Media Integration.

**Defence Procurement International** is also available as **IOS** and **Android App**. Downloadable from **Apple iTunes** and **Google Play**.

## NEWS PORTAL

**Defence Procurement International** is a news and events portal, updated daily, providing a clear and unbiased overview of the latest frontline, policy and procurement news.

## CORPORATE VIDEO SPONSORSHIP

**Defence Procurement International** offers online corporate video sponsorship opportunities. Online video is an innovative and powerful marketing tool, opening up a clear, direct channel of communication between the advertiser and potential buyers.

Deliver a quick, clear and direct message to the market. Video adverts are search-engine optimised (SEO), making your company or product easy to find on the dated terminology Web.

All corporate video sponsorship contains a **Request for Quote Mechanism**.

## STRATEGIC MEDIA PARTNERSHIP PROGRAMME

**Defence Procurement International** runs a Strategic Media Partnership Programme working closely with the organisers of the top international defence trade shows. By forming these alliances we ensure that our advertisers have maximum exposure of product and brand awareness at these events to increase Return on investment (ROI).

## BENEFITS

**Defence Procurement International** offers a unique media platform designed to provide our advertisers maximum exposure and route to market through our high-impact target-driven database. This enables existing and potential suppliers to create and maximise brand awareness, generate interest and put their corporate message across to key policy decision makers and buyers within defence procurement programme, individual armed forces, contractors and systems integrators worldwide.

Advertisers take advantage of: Database, Printed Publication, E-book, Company Profile, Corporate Video, Banner Advertising, exposé at International Trade Shows.

We provide Return on Investment (ROI). Your brand, product or services are brought to the attention of a highly targeted audience through an individually tailored advertisement package.



## ADVERTISEMENT PACKAGE

The advertisement package includes:

- Strategically placed **advertisement** in print and digital edition
- Exclusive opportunity to publish a **technical article** on a subject of your choice
- Front page **corporate video sponsorship** on the **Defence Procurement International** website with logo branding and short video description **optimised for all search engines**
- **Company profile** on **Defence Procurement International** website optimised for all search engines with hyperlink to your company website
- **Request for Quote** mechanism
- **Banner advertisement** on **Defence Procurement International** website
- Complimentary copy of printed journal
- Digital edition with **embedded video in advert** and a hyperlink from advert to corporate website
- **Distribution and brand awareness** at major defence shows

## COMPANY PROFILES

Quick-access company profiles on the **Defence Procurement International** website allow buyers and procurement budget holders a more in-depth view of the advertiser's product or service. Profiles can incorporate photos or diagrams explaining what the product or service offers, which helps buyers make informed purchasing decisions. The company profile contains the advertiser's logo to increase branding. Hyperlinks and HTML meta tags are employed on the company profile to drive traffic back to the advertiser's website. Each Profile has Double Social Media Integration. Share buttons to all Social Media and the clients individual Social Media Channels, all on one page.

The Profile Page acts as a SEO'd microsite, and can be sent out throughout all Social media.

All Company profiles contain a **Request for Quote Mechanism**

## REQUEST FOR QUOTE

Our goal at **Defence Procurement International** is to provide advertisers with genuine interest in their product or service, in the form of leads or direct contact from potential buyers within the defence industry, via the following:

- Information contained in advert
- Online corporate video
- Banner advert
- Request for Quote mechanism on the advertiser's Company Profile.

The Request for Quote facility will be in operation for 12 months following any placement of advertising.

## BANNER ADVERTISEMENT ON THE WEBSITE

High-impact banner advertisements are available on the **Defence Procurement International** website. All banner adverts are hyperlinked back to the advertiser's website, increasing brand awareness and interest in your product. Banner adverts also drive web traffic to the advertiser's website and increase search engine rankings.

## ADVERTISING RATES

<b>Outside Front Cover Package</b>	<b>£17950</b>	<b>Full-Page Full Colour Package</b>	<b>£5950</b>
<b>Outside Back Cover</b>	<b>£8950</b>	<b>Half-Page Full Colour Package</b>	<b>£3950</b>
<b>Inside Front Cover</b>	<b>£7950</b>	<b>Full Page Advert Only</b>	<b>£3950</b>
<b>Double-Page Spread</b>	<b>£7950</b>	<b>Half Page Advert Only</b>	<b>£2950</b>
<b>Contents Page Position</b>	<b>£5950</b>		

Series booking are subject to a 10% discount per Issue.

Each advertising package has an option to include a 1200-, 900- or 600-word editorial in a journal and a 600-word company profile on the **Defence Procurement International** website.

### DEFENCE PROCUREMENT INTERNATIONAL

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