



GLOBAL DEFENCE TECHNOLOGY

# Media Pack

2022

Powered by VERDICT

# Contents

01. The magazine

---

02. Sponsorship

---

03. Editorial calendar

---

04. Advertising

---

05. Pricing

# The magazine

01





# The magazine

At Global Defence Technology we produce content in an objective and unbiased way. We focus on news-reporting and analysis of what's happening right now in the defence industry.

At Global Defence Technology we supply our readers from the defence industry with all the latest business news and insights from around the world

- We are dedicated to providing unique editorial content that reacts to the ever-changing industry landscape.
- Our coverage is informed by the needs of our audience whilst covering global trends and themes central to our clients' business growth.
- With access to multiple intelligence centres and millions of data points from GlobalData, we get ahead of trends before any other provider.
- Content is fully optimised through SEO to drive engagement and unlock new audiences.

## LAND

### Hanwha Defense supports land fighting efforts on both sides of the Pacific

After reaching the finale of the Australian Land400 bid with its Redback infantry fighting vehicles, Hanwha Defense Australia will support the Oshkosh Defence-led consortium (including Hanwha Defense USA) in the US Optionally Manned Fighting Vehicle project. **Norbert Neumann** talks to the company about the support it provides to its US counterparts and other Australian efforts.



As the US Army's [Optionally Manned Fighting Vehicle](#) (OMFV) programme's contenders continue to develop their vehicles, Team Oshkosh receives further



Has proved to be a valuable marketing asset, assisting in market penetration of countries and markets where we have previously been unable to gain access.”

**Aviation Spares  
International Ltd.**



Building on years of experience, our digital magazines have been at the forefront of digital change and have constantly evolved with the needs of our readers

# Tech-driven publishing

## The latest technology

Over the last decade, our digital magazines have evolved with the latest technological advancements to future-proof the value for our clients

## Balancing tradition

We offer a unique blend of traditional advertising with data-driven marketing to drive engagement

## Integration

Our digital magazine and content now sit seamlessly within our websites, harnessing the power of our existing network traffic and SEO rankings

## Power of data

With access to millions of data points from GlobalData's intelligence centres, we have access to more data than ever before, informing our data-driven content and enhancing our audience targeting

## Flexibility

Using new technology, we can now combine our magazine advertising with other types of advertiser content such as: webinars, video interviews and thought leadership

# Enhanced distribution

## EXTENDED NETWORK

1

### TRADE SHOWS AND EVENTS

We have grown our network in building official partnerships with leading trade shows, events and associations. Through our enhanced partner network we reach over 110,000 professionals throughout the year.

2

### IN-HOUSE EVENTS

Through our in-house industry events, we have an established network of industry readers, dedicated to building relationships, creating content and continually providing feedback on our products.

3

### GLOBALDATA

As part of GlobalData, one of the major data houses globally, we have distinguished relationships with key players within the industry enabling us to extend our distribution channels and reach more readers than ever before.



# Owned network



## Targeted database

Sent directly to the inboxes of over 12,000 defence professionals including direct subscribers as well as our industry specific database across GlobalData's wider product portfolio.

## Owned network

- Magazine featured weekly in newsletters sent to over 41,000 contacts
- Regular articles on the website push readers to the magazine
- Promoted throughout our industry-leading sister sites – army-technology.com, airforcetechnology.com and naval-technology.com with a combined global audience of over 662,000 users a month.

**12,000**

defence  
professionals

**662,000**

unique users  
a month



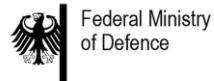
# Worldwide reach

We can help you communicate directly with the global defence industry: Our loyal readership is made up of executives, senior managers and buyers from across the globe.

A SELECTION OF SOME OF OUR READERS

**BAE SYSTEMS**

**AIR FORCE**



**THALES**



## NEW OPPORTUNITIES

Align your brand with key topics within the industry to demonstrate leadership and innovation



Our sponsorship and advertising options extend beyond the world of traditional adverts



You can now position your brand as industry leader within a specific topic or theme



We have multiple content options and formats available to allow you to receive brand recognition and tell your story in a way that works for you

# Sponsorship

02



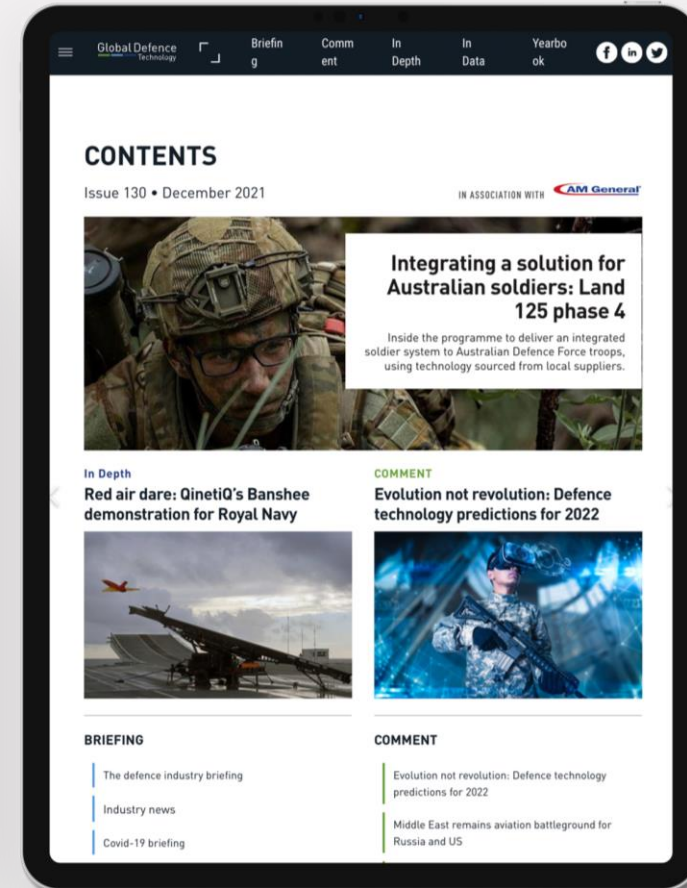
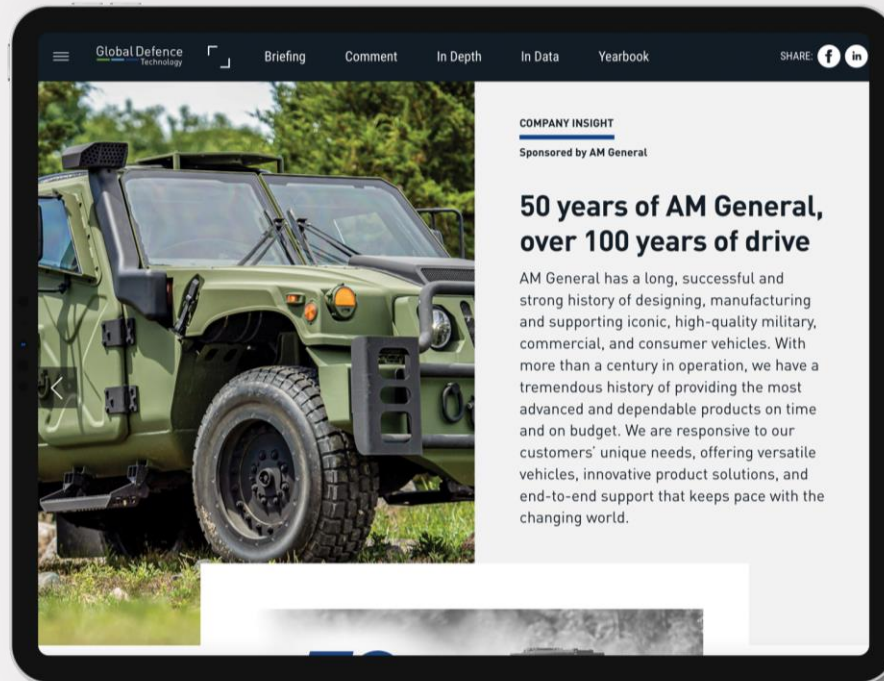


# Sponsorship

Our full issue sponsorship positions your company throughout our digital magazine using interactive adverts, content and branding.

## FULL ISSUE SPONSORSHIP INCLUDES

- Front cover wrap around
- Logo on front cover, contents page and mailers
- Interactive lead page or company insight



Showcase: left: Company Insight; right: Issue Sponsor

# Editorial calendar 2022

03



# Editorial calendar 2022

Sponsorship  
options



Edition	Theme	Lead article	Data article	Intent topic
Jan	AI, Robotics, IoT, Cloud, Cybersecurity	<b>Dstl's AI centre</b> Dstl is establishing an AI centre to accelerate UK defence. It's a concept that merges robotics and autonomy, intelligent digital systems and data science, all powered by AI	<b>Global defence budgets and investment map</b>	<b>Electronics, Subsystems and Components</b>
Feb	Governance, cybersecurity	<b>Space defence</b> We look at military and civilian efforts to protect assets in space from accidental collision and deliberate enemy attack, including the growth of anti-satellite capabilities.	<b>Robotics hiring trends in defence</b>	<b>Command and Control Systems and Components (C4I)</b>
Mar	Cybersecurity, cloud, AI	<b>Electronic warfare</b> Autonomous and remotely-operated systems are dependent on electronic communications. We look at how these are driving demand for novel EW solutions	<b>ESG investment in defence</b>	<b>Personal Protection, Medical and Survival Equipment</b>
Apr	AI, cybersecurity, robotics	<b>Anti-surface warfare</b> The changing climate is opening access to more shipping lanes. We look at how navies are combining crewed and uncrewed anti-surface capabilities to keep them safe	<b>Q1 2022 Deals &amp; M&amp;A in defence</b>	<b>Training and Simulation</b>
May	AI, cloud, cybersecurity	<b>Internet of military things</b> We explore the opportunities and challenges for IoT-enabled military applications for connected devices.	<b>Multinational military equipment companies and their subsidiaries map</b>	<b>Communications Systems and Equipment</b>
Jun	Social, AI	<b>Training &amp; simulation and retaining skills</b> With systems across air, sea and land becoming ever more complex and the pace of change in defence technology accelerating, we look at the latest developments in training and simulation.	<b>Cybersecurity hiring trends</b>	<b>Armoured Fighting Vehicles and Upgrades</b>



# Advertising

04



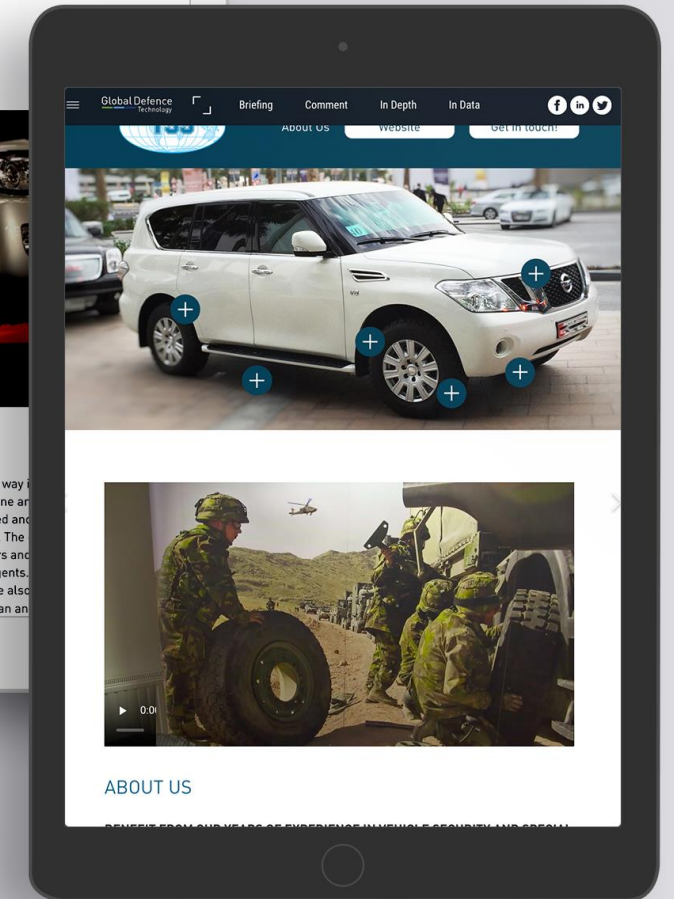
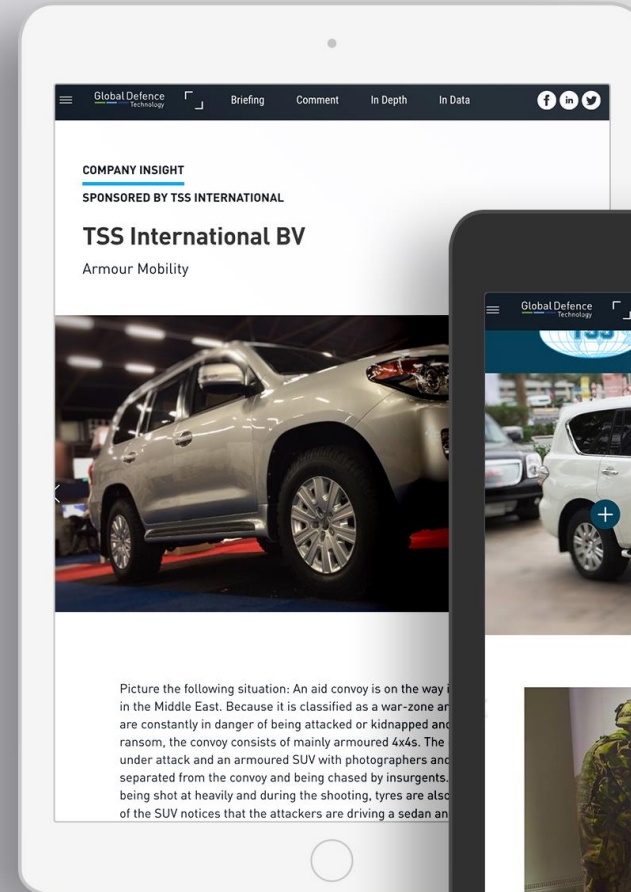
# Adverts

## Company insight

Our Company Insight option allows you to present a full article beautifully designed in a template that fits with the editorial content of the magazine

## Interactive lead page

Full-page advert with interactive elements and optional video content, linked to your website



*Left: Company insight  
Right: Interactive lead page*

# Display advertising



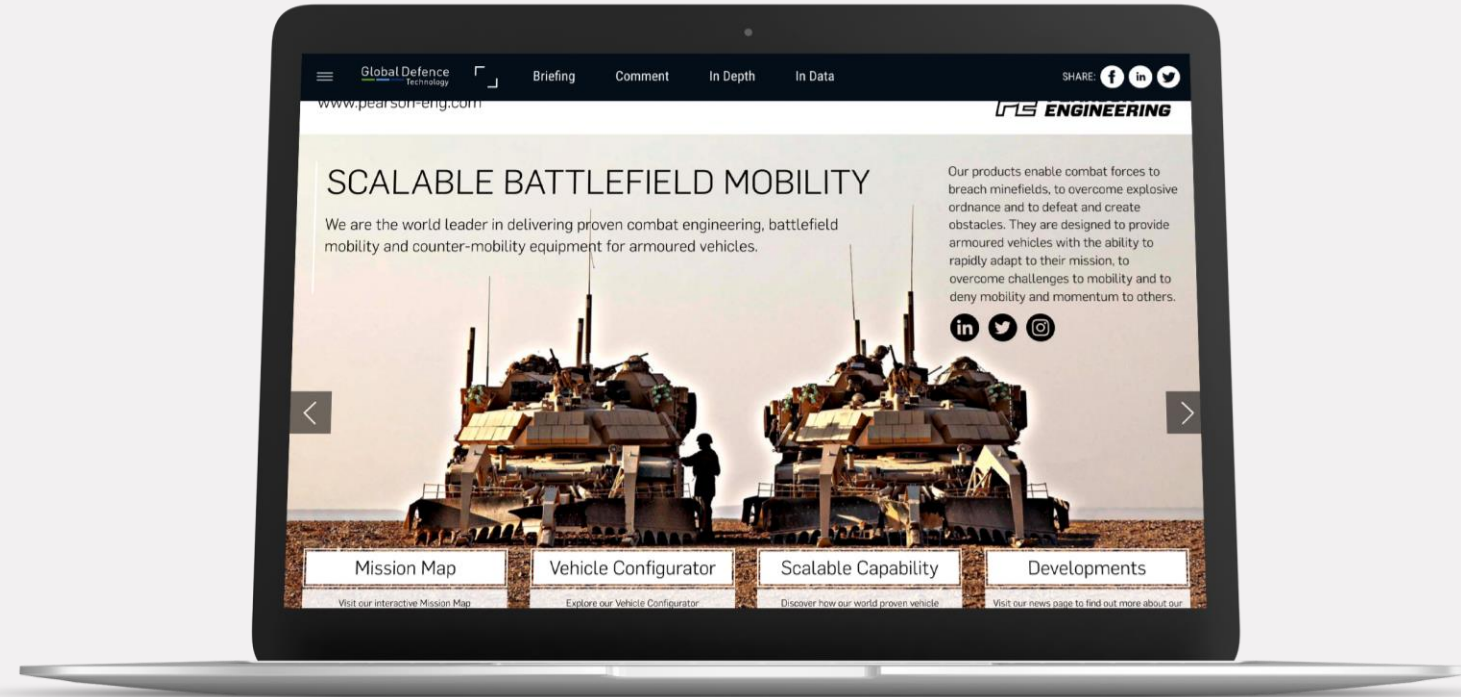
As well as sponsoring leading content and articles, you can now benefit from enhanced engagement with our display advertising.

We can run online adverts linked to your sponsorship across our network, reaching a wider audience and driving them to your content. Display ads can be targeted to highly engaged audience segments using our powerful AI-driven marketing technology.

## Display ads

Display advertising includes billboards, leaderboards and MPUs that can be run of site or displayed on specific pages within our network for ultimate targeting.

**Our intelligent display advertising is included with all our packages**



Showcase: Display ad

# Our advertisers

Together  
ahead. **RUAG**

**CURTISS -  
WRIGHT**

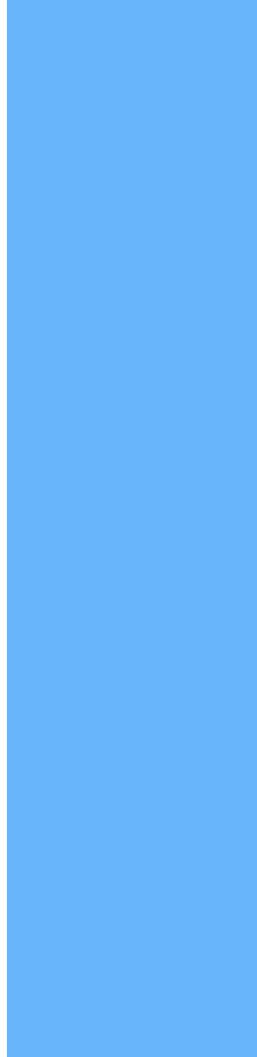


**ROHDE & SCHWARZ**

**SSAB**



**AIRBUS**  
DEFENCE & SPACE



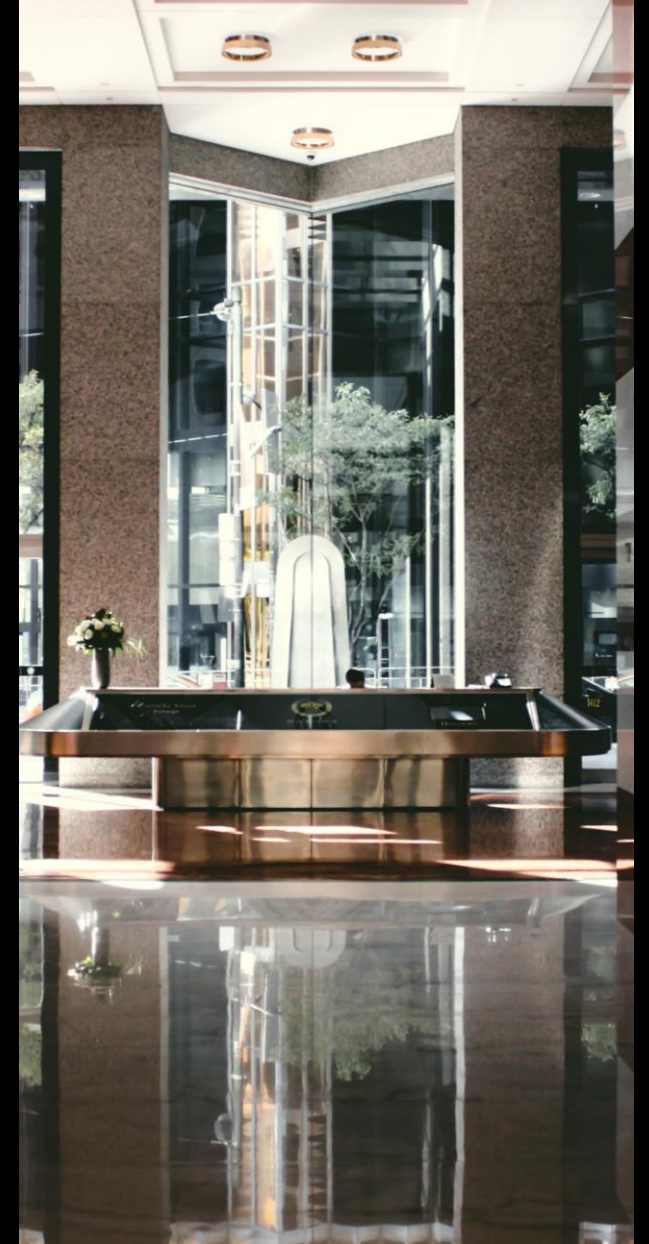
# Pricing

05



# Pricing

	Magazine Issues#	
	ONE	THREE
<b>INTERACTIVE ADVERTS</b> Full-page advert including animations and videos plus display banner advertising	£4,750	£11,985
<b>COMPANY INSIGHT</b> 800 words of advertorial & display banner advertising	£3,000	£7,500
<b>ISSUE SPONSOR</b> Logo on front Cover, contents page and Mailers, an interactive advert and a company insight (with display banner advertising)	£8,000	£18,000
<b>FRONT COVER WRAP</b>	£4,700	£12,000



# Let's talk

---

[www.nridigital.com](http://www.nridigital.com)  
[tom.mccormick@nridigital.com](mailto:tom.mccormick@nridigital.com)