

DEFENCE & SECURITY

SYSTEMS INTERNATIONAL

www.defence-and-security.com



MEDIA INFORMATION 2022

Concept

Defence & Security Systems International was created in 1986 by retired Brigadier Gerald Blakey to address the challenges faced by the forces in terms of deployment and technology being used in the field. The magazine has evolved into one of the strongest publications endorsed and supported by senior officers, both in the field or retired, discussing the applications of the systems and platforms that are currently in operation. The publication also analyses a number of programmes that have funding from various governments and their route to theatre. Editorial contributors in this area include: MoD, DoD, European Defence Agency, Dstl, US Marine Corps, DE&S (Abbey Wood) and US Navy. Over the last 25 years, the magazine has become required reading for over 50 defence agencies globally and their main prime contractors.

Defence & Security Systems International allows you to build brand awareness within the defence domain. The three platforms we produce are designed to allow you to communicate directly with the defence market, and, more importantly, putting defence agencies and tier one contractors in touch with advertisers.

Defence & Security Systems International (DSSI) delivers essential intelligence and specialist information on the latest projects, technical and product developments. It enables individuals actively involved in the purchasing of equipment and services to make informed decisions.

Produced in print and digital formats, the publication will be read by the international buying powers that are directly responsible for the majority of defence and homeland security systems spending worldwide.



Readership

DSSI's unique and powerful database of readers includes qualified senior management and executive decision makers who have the authority to purchase.

Distribution & Research

Copies will be distributed to this hard-to-reach audience who are responsible for all phases of planning, procurement and maintenance within government ministries, procurement agencies, and within contractor and integrator companies. They include the following titles and functions:

Government & Military

- Armed Forces Quartermaster General,
- Army Logistics Director
- Assistant Chief of Defence Staff
- Chief Engineer
- Chief of Defence Procurement
- Chief of Defence Staff
- Chief of Equipment and Technology
- Chief of Logistics
- Chief of Staff
- Commander In Chief
- Defence Logistics Organisation
- Defence Minister
- Director of Planning
- Engineering Advisor, Defence Procurement Agency
- Head of Procurement
- Integrated Project Team Leaders

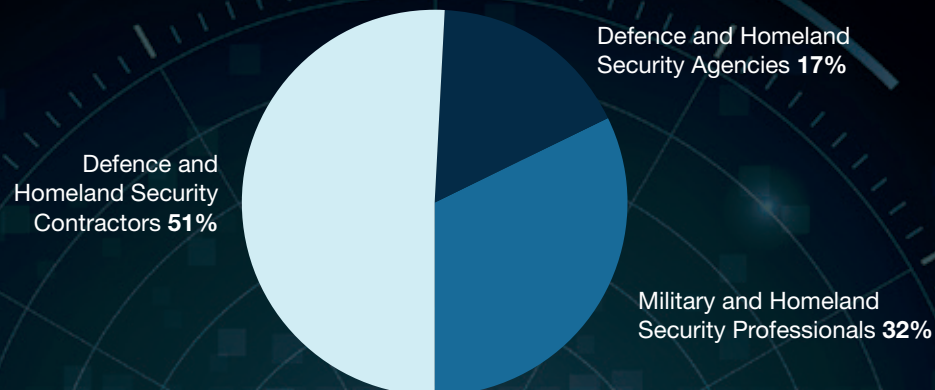
Logistics and Technology Director

- Military Advisor
- Project Manager
- Purchasing Director
- Senior Procurement Executive

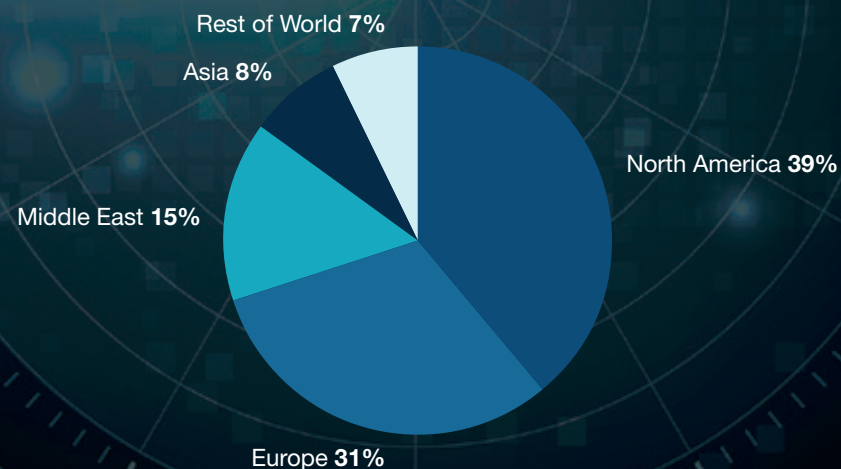
Primes and Tier 1 Contractors

- CEO
- Contracts Director
- EVP Strategic Integration
- Head of Product Development
- Managing Director
- Programme Manager
- Purchasing Manager
- R&D Director
- Senior VP
- VP Electronic Warfare Systems
- Chief Engineer
- Technical Director / VP
- Senior Design Engineer

Circulation by Business Area



DSSI distribution to NATO and friendly nations



Editorial

High-impact content is at the heart of [Defence & Security Systems International](#). Each edition will publish unique analysis and data for the first time, with contributions from leading industry practitioners and thought leaders:

Winter, 2022:

■ Big Interview

Nicholas Kenny speaks with Jens Stoltenberg, Nato Secretary General, about the Alliance's new Strategic Concept and how it has been shaped by recent events, how Nato's plans for the future have been affected – including how it will transform the NATO Response Force and increase the number of high readiness forces to over 300,000 – and its hopes for the war in Ukraine.

■ Land Operations

With the threat of Russia looming just over the horizon, armed forces throughout Eastern Europe and the Balkans have been working to modernise their armoured vehicle fleet. We speak with Major General Veiko-Vello Palm, Deputy Commander, Estonian Defence Forces, and Mārtiņš Paškēvičs, Under Secretary of State for Logistics, Latvian Ministry of Defence, to learn about how these militaries have been preparing for future conflict with Russian forces.

■ Naval Capabilities

For modern navies, modularity can enhance persistence, sustainability and effectiveness while improving efficiency, cost and integration. We speak with Rear Admiral James Parkin, Director Development, Royal Navy, and Rear Admiral (Ret'd.) Nils Wang, Director, Naval Team Denmark, Royal Danish Navy, to learn more about the benefits offered by such an approach.

■ Air Systems

The Russian invasion of Ukraine has brought the importance of counter drone technology into the light, as drones themselves see increasing prominence and usage in operations to great degree of effectiveness. Dr Cristian Coman, Lead for counter drone activities at the NCI Agency, and Air Vice Marshal Simon Rochelle, Chief of Staff Capability, Headquarters Air Command, break down the benefits of these systems, the challenges they face, and how Ukraine can serve as a starting point for developing future requirements.

■ Transport & Logistics

With Nato placing hundreds of thousands of troops on new readiness levels in anticipation of future Russian aggression, and moving several thousand soldiers to the Alliance members bordering Russia and Ukraine, new challenges have arisen in tandem. We hear from Stacey Cummings, general manager, NSPA, about how Nato is managing this huge effort in transporting soldiers and equipment across Europe, all while maintaining operational readiness.

■ Cyber Solutions

As Russian cyberattacks increase across Eastern Europe, we take a look at the lessons learned from the early assault on Ukraine, and how other nations are fending off Russian aggression on this front. We speak to Ian West, Chief, NATO Cyber Security Centre, and Dr Michael Street, Head, Innovation and Data Science, Chief Technology Office, NCI Agency, to learn more.

■ Future Soldier

Nato members and partners across Europe are looking to improve their night vision capabilities in order to enhance situational awareness during night-time operations. We speak with Major Jari Tiilikka, Dismounted Soldier Program Manager, Finnish Armed Forces; Geert Vanlinthout, Programme Manager, Night Vision Capability Programme, OCCAR-EA; and Miguel Ramos, Chief Engineering & Project Support Branch Chief, Air and Land Combat Systems Programme, NATO Support and Procurement Agency (NSPA), to find out more about why this area has been highlighted by militaries for improvement.

Digital Edition

Copies will be sent via email to senior and middle management at major companies and trade associations, to advisers, investors and consultants and to senior officials at government departments.

High Impact



Your advert will be placed in an environment in which the reader already has an interest and this will stimulate a strong impulse to buy. However, the real value comes when major decision makers suddenly find a focused journal, specifically dedicated to their needs, that they can easily share with their peers and teams. The digital edition will provide links to your website, which will allow instant access or ordering. In addition, your advertisement or editorial can be enhanced with animation or video for greater impact and response..

Search Engine Friendly



The digital edition of DSSI will be indexed by leading search engines, providing yet another way to draw readers to your advertisement. Readers looking for specific information will arrive at the digital magazine page as easily as at a website.

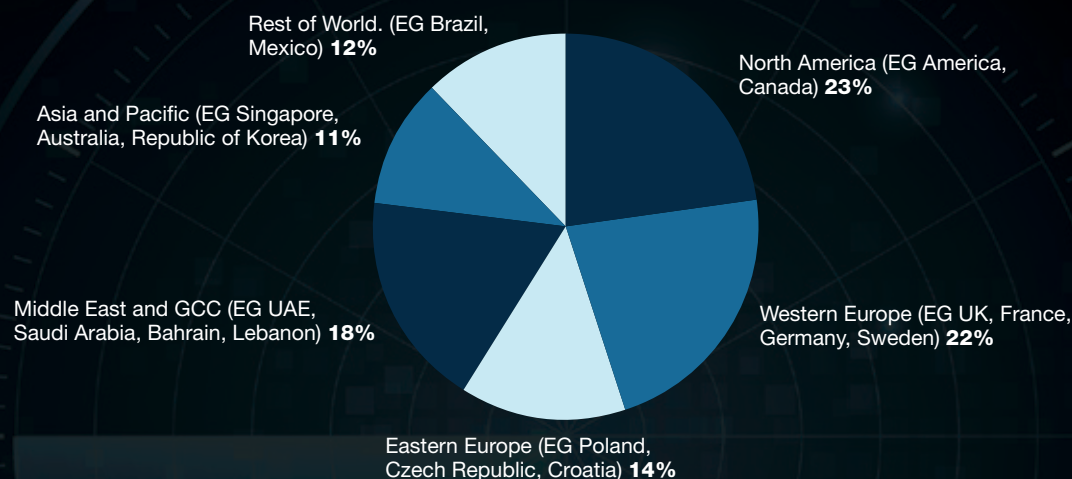
Advertising Package



Quality content, combined with a first-class approach to circulation, will ensure that advertisers are able to reach and impress the business leaders they need to influence. The advertising package includes:

- an effective campaign that combines the best of print and digital marketing options
- a highly targeted and audited circulation
- an online supplier listing.

Geolocation distribution



NATO: USA, Uk, France, Germany, Italy, Canada, Turkey, Spain, Poland, Netherlands, Norway, Greece, Belgium, Denmark, Romania, Portugal, Czech, Hungary, Slovakia, Bulgaria, Croatia, Estonia, Lithuania, Latvia, Slovenia, Luxembourg, Albania

Non-EU NATO: Norway, Finland, Austria, Cyprus, Finland, Ireland, Malta, Sweden, Switzerland, Armenia, Ukraine,

NATO Partners: Canada, Australia, New Zealand

Non-EU in Middle East: Georgia, India, Moldova, Oman, Qatar, Saudi Arabia, Ukraine, UAE, Egypt, Morocco, Israel, Lebanon, Iraq, Algeria, Kuwait, Jordan, Pakistan, Bahrain, Afghanistan,

Non-EU Fast East: Philippines, Thailand, Taiwan, Singapore, Japan, South Korea,

Non-Nato in South America: Brazil, Colombia

Online

The proposal for the premium online package which provides a strong opportunity to engage, persuade and educate the Defence sectors.



Increase exposure

Maximise visibility and communication through editorial and press releases, to the 52,561 senior engineering/executive community that have registered to receive information, which enables us to drive more traffic to your site and more importantly communicate with you directly.



Traffic Generation

Drive traffic and clients to a given page on your website through the ROS Banner.



Branding

Reinforce Raise brand awareness and build new relationships by illustrating your expertise through the editorial and press release service.



Actionable Intelligence

Release articles, case studies and company brochures through the Features button on the home page, the most viewed part of the site, and an effective way for you to have real time communication and response.



PR Reach

Through the press release service, increase the awareness of the latest news.

Package includes:

- ROS MPU Banner 100,000 impressions
- Six Company Insights or case studies
- Press release service for 12 months
- Rich media content
- Two email sponsorship of the digital magazine
- Company profile
- Site section sponsorship (your banner advert is visible on every single page throughout the site)

Cost £750 per month (min 12 months) PER WEBSITE



Account Based Marketing

Effective ABM drives clear business results. In fact, compared to other marketing initiatives it yields a significantly greater ROI.

Why is this? Targeted customers are more likely to engage with content that is geared specifically to them or is relevant to their business and stage in the buyer journey. ABM is perhaps one of the most efficient ways to align sales and marketing. This is primarily due to the fact that running an ABM program operates with a mindset very similar to sales—thinking in terms of accounts and how to target them, bring them to the table, and generate revenue from them.

DSSI will run strategic ABM campaigns that define your needs and return a definitive clear ROI.

Further information is available upon request.



Advertising rates

Quality content combined with a first-class approach to circulation will ensure that advertisers are able to reach and impress the budget holders they need to influence. [Defence & Security Systems International](#) offers readers numerous options to respond to advertisements. Each edition will feature a reader response system and comprehensive advertiser index.

A strictly limited number of strategically placed advertising positions have been made available and the costs are detailed here.

Sponsorship opportunities and rates:

	Colour	Mono
Double-page spread	£9,900	£8,700
Single page	£5,900	£5,100
Half page	£3,950	£3,250
Outsert		£POA
Belly band		£POA
Interview one page		£POA
Interview two pages		£POA

Special positions:

Outside back cover	£8,900
Inside front cover	£17,900
Opposite contents	£6,500
Front cover	£12,000
Cover wrap	£POA

Advertising enquiries

Andrew Hinton, Project Manager T: +44 (0) 207 936 6498 E: Andrew.Hinton@progressivemediainternational.com

The package includes:

- Highly targeted and audited circulation
- Your advertisement placed within the relevant editorial section
- A reader response system
- Website microprofile

Sponsorship:

Work with our skilled editorial and design team to create a bespoke 6-page company briefing, this could include a combination of case studies, product information, company profiles and interviews with key executives in addition to client testimonials. The price includes 1,000 reprints.

£25,000

Reprints:

2 pages (A4 double sided print)

500 £575

1,000 £750

4 pages

500 £675

1,000 £850