

# DEFENCE & SECURITY

SYSTEMS INTERNATIONAL



[www.defence-and-security.com](http://www.defence-and-security.com)



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SYSTEMS INTERNATIONAL



media pack 2015

GlobalTrade  
MEDIA



# 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.





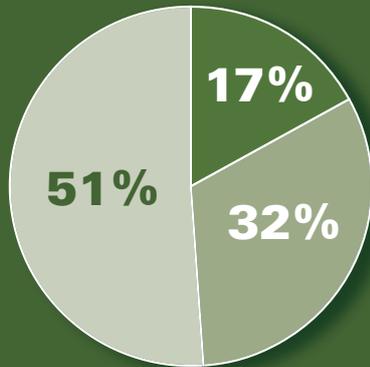
# Readership

## Circulation by Business Area

51% Defence and Homeland Security Contractors

32% Military and Homeland Security Professionals

17% Defence and Homeland Security Agencies



## DSSI distribution to NATO and freindly nations

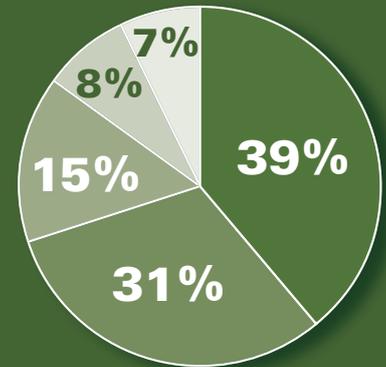
39% North America

31% Europe

15% Middle East

8% Asia

7% Rest of World



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



# Editorial

High-impact content is at the heart of **DSSI**. Each edition will publish unique analysis and data for the first time, with contributions from leading industry practitioners and thought leaders:

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## Next Issue, December 2015:

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### ◆ The intelligence

Market outlook

News

### ◆ Show preview

### ◆ Future soldier/training and simulation

**Jonathan Marshall, operations manager, Directorate of Analysis Experimentation and Simulation, Ministry of Defence**

Traditional training methods for soldiers have become difficult to adapt to today's asymmetric threats, giving rise to the use of synthetic environment training. We find out how far this technology has progressed and what role it currently plays in the training of UK Armed Forces.

### ◆ Land systems

DGA

Following DSSI's coverage of the FELIN upgrade, we now focus on the Scorpion programme, which aims to replace France's armoured vehicle capability. The DGA explains what advancements this technology will bring and what the timeline for introduction is.

### ◆ ISR

**Alessandro Vivoli, Intelligence Surveillance & Reconnaissance Collection, European Defence Agency**

Surveillance, like most other defence procurement, is now most likely to be conducted as part of a coalition. We find out about the EDA's role in this and its Persistent Surveillance Long-term Analysis (SULTAN) Study.

### ◆ Communications

**Phillip Minor, deputy director COE Directorate, ASA (ALT)**

Transitioning the US Army to the common operating environment (COE) is no small feat. We find out how the COE has been implemented and what challenges six different computing environments have posed.

### ◆ Naval capabilities

**David Jardine-Smith, secretary, International Maritime Rescue Federation**

As operations in the Mediterranean have recently shown us, search and rescue at sea is not the responsibility of a single nation. We find out about the role of the IMRF in enhancing cooperation and interoperability between partners involved in rescue operations.

### ◆ Logistics

**Brigadier Mark Dunn, head of support chain engagement, inventory management, DE&S**

How can improved IT infrastructure make inventory management easier? What efficiency savings can be achieved in the supply chain through better logging technology?

### ◆ Cyber security

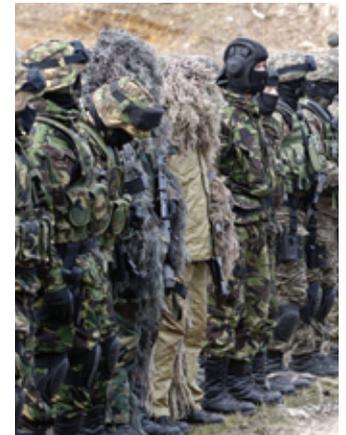
**Reinhard Herzog, chairman, NATO Modelling and Simulation Exploratory Team**

What is NATO's vision for modelling and simulation technology over the next decade? We find out.

Editorial content is subject to change.



## 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 that 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.

### Online

Advertisers may include a company profile on the **DSSI** website.

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.

Advertisers have the option to host up to 3 white papers for up to twelve months within their company profile on the DSSI website.

### Search Engine Friendly

The digital edition of Defence & Security Systems International 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.



# 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**

