

# DEFENCE & SECURITY

SYSTEMS INTERNATIONAL

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

media pack 2020

# 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

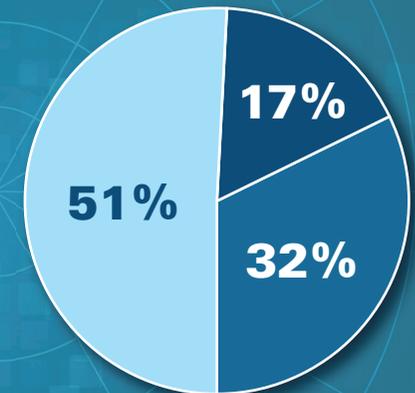
- ◆ Armed Forces Quartermaster General,
- ◆ Army Logistics Director
- ◆ Assistant Chief of Defence Staff
- ◆ Chief Engineer
- ◆ Chief of Defence Procurement
- ◆ Chief of Defence Staff
- ◆ Chief of Equipment and Technology
- ◆ Chief of Logistics
- ◆ Chief of Staff
- ◆ Commander In Chief
- ◆ Defence Logistics 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

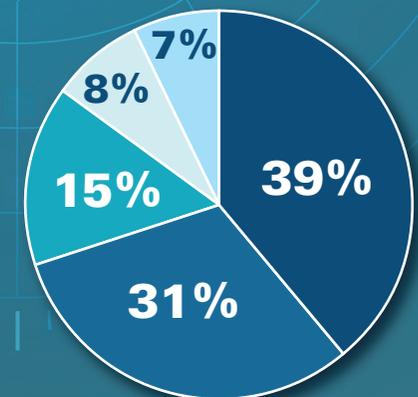
### Circulation by Business Area

- 51% Defence and Homeland Security Contractors
- 32% Military and Homeland Security Professionals
- 17% Defence and Homeland Security Agencies



### DSSI distribution to NATO and friendly nations

- 39% North America
- 31% Europe
- 15% Middle East
- 8% Asia
- 7% Rest of World





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:

### Next Issue, Spring 2020:

#### ◆ Big Interview

In an exclusive interview following his recent appointment as Chief of Materiel (Ships), we talk to Vice Admiral Christopher Gardner about his career in the Royal Navy, the importance of precise organisational design and budget management, and his expectations of future challenges in the arena of military logistics.

#### ◆ Land Operations

Technology platforms advance and subsequently require updating far faster than the military vehicles in which they operate. To respond to this challenge, the flexibility provided by open architecture can be a significant asset. We discuss with Ian Burch, head of open architecture at the DE&S, and Ernest Sanchez of the US Army's PEO Land Systems.

Innovative technologies and methodologies are being employed in the development of mortar systems with high accuracy and improved ease of operation. We talk over analysis and advances in this area with Noel Wilde of the UK Defence Science and Technology Laboratory's Combat Support Team.

#### ◆ Future Soldier

Frontline connectivity is becoming an increasingly vital area of modern operations, with developments in sensors and communications technologies providing increased visibility and intelligence. We discuss research and development in this area with Timothy Chung, programme manager in DARPA's Tactical Technology Office (TTO).

2019 has seen heatwaves occur across the globe, and it seems likely that soldiers will become even more accustomed to operations in extreme heat in the future. But is the equipment they rely on able to withstand harsh hot environments? We find out with Ross R. Guckert, deputy programme executive officer in the US Army's PEO Soldier, and Huw Cable, head of the MOD's defence equipment and support (DE&S) vehicle demonstration and manufacture team.

#### ◆ ISR

For NATO, coherent systems which allow for common intelligence between allies are vital. The acquisition of the Alliance Ground Surveillance (AGS) system marks a major step

in NATO's ability to conduct continuous and advanced surveillance. We talk to Brigadier General Volker Samanns, general manager of the NATO Airborne Ground Surveillance Management Agency, about the capability requirements for a system of this nature, the technology involved and its future development.

#### ◆ Cyber security

There is obvious value in sharing information and reducing the siloisation of military departments. However, challenges arise when the information in question is sensitive. We discuss developments in data management tools and how to integrate and share data securely with Ian West, NATO Communications and Information (NCI) Agency cyber security chief.

#### ◆ Naval Capabilities

The Royal Navy is investing in new technologies, including autonomy and robotics, to equip the fleet of the future: autonomy and lethality accelerator NavyX was launched earlier this year. We survey recent innovations and their applications with Sean Trevethan, fleet robotics officer and surface combatant combat systems desk officer.

#### ◆ Transport and Logistics

Logistics computing tools have the potential to streamline and improve the organisation of vital operations. We discuss the development of a modelling system which can assess risk, explore alternatives and help in decision-making with Joseph Myers, the US Army Research Office mathematical sciences division chief at the Combat Capabilities Development Command's Army Research Laboratory.

#### ◆ Training and Simulation

The possibilities of virtual reality continue to expand, from on-operation training and multi-person approaches to rehabilitation, while the format of the technology is now shifting to portable options. We explore the advances in VR with Wayne Buck, M&S analyst with NATO Modelling and Simulation.

*Editorial contributors and topics are 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 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**

