



ARMY RECOGNITION

<http://www.ArmyRecognition.com>

Reach a Global Audience
thanks
to our Online Technology

Media Kit 2013



Online Marketing and Promotion for Defence & Security Industry

- Online Promotional - Marketing - Advertising Services dedicated to Defense & Security industry
- Online defense & security magazine with daily news, focus, reports and defence show coverage
- **Official Online Show daily News** for Defence Exhibitions IDEX, SITDEF, IDET, BRIDEX and more...
- World Army and Military Equipment technical data sheets with 3D animation
- Technically focused magazine dedicated to military equipment and technology
- Online digital information database with pictures, magazine, data sheet and video

Military people and other high-level defence decision-makers need the right information for their job. Army Recognition online military magazine provides its readers with the latest global defence news, reports, focus and analysis.

With **9.6 million readers in 2012, 8 million pages read per month, 20,000 readers per day from 90 countries**, the online defence magazine www.armyrecognition.com is **one of the most visited Defence & Security website** in the world. Use this worldwide popularity for your benefit by using one of our many services.

Army Recognition offers innovating solutions with Web-based promotion, communication, advertising and marketing for defence and security industry.

Thanks to our proven indexing technology and the worldwide popularity of our online defence and security daily news, we guarantee to increase the worldwide exposure of your products, services or company to the leaders, key players and decision makers of the defence and security sectors who also read of our online defence magazine.

Army Recognition is one of the most important online media selected by many international defence exhibitions to provide the **Official Online Show Daily News**. Your participation at a defence exhibition is expensive and a large investment. Make the most of the event with our online marketing and advertising solutions: We provide services to create a parallel online presence before and during the exhibition and further visibility for your products and services after the event at the worldwide level.

The pages we create for our customers as part of our **marketing services** always appear in the **top results of the most popular search engines**. Let us help to increase your exposure and reach new markets.



The website's content:

- Website launched in 2001
- Global military, army, defence industry & technology news - News feed and illustrated reports on the equipment used in the world by militaries and security companies.
- Various illustrated reports, focus and analysis. - Technical data sheet with pictures of defense & security vehicles, weapons and equipment.
- Defence Exhibition and Military events official coverage with daily reports and photographs.
- Company profiles and Product sheets.
- On line Professional military pictures database with thousands of pictures.
- Professional quality 3-D renders of military vehicles and equipment.



The website's Audience:

- 9,6 millions readers in 2012
- 7,3 millions readers for 2011
- More than 20,000 readers per day (average)
- 40,000 average readers per day during defense exhibitions
- More than 8,000,000 pages read per month

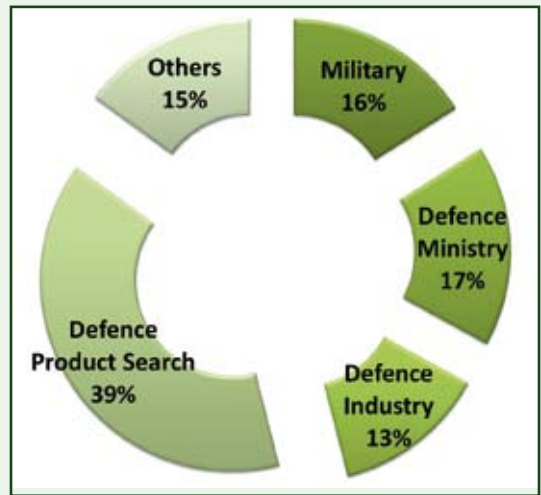
Worldwide Readers from more than 90 countries

Visitors include Military Officers, Government officials and leading Defense companies.

Visitors Geographical Breakout

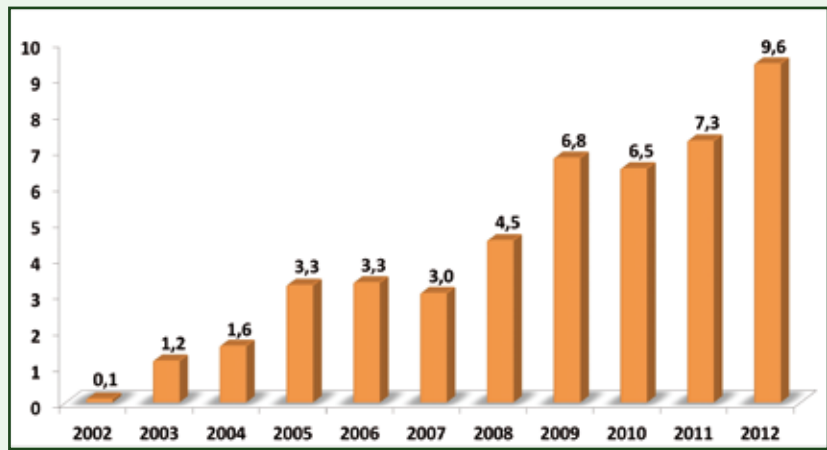


Visitors Organisational Breakout



The website's Growth:

Total visits per year in Millions



Online marketing solutions

Company Profile page

This page is composed of four parts:

- General Profile of the company
- Press releases
- Contact information with request forms, allowing potential customers to send requests to your company by email
- Summary of the products of the company (Maximum 10) with possibility of links to data sheet product page
- Indexing with the combined use of our IT Technology and specific keywords on Google and Yahoo search engine

Price: 750 € for 1 year hosting

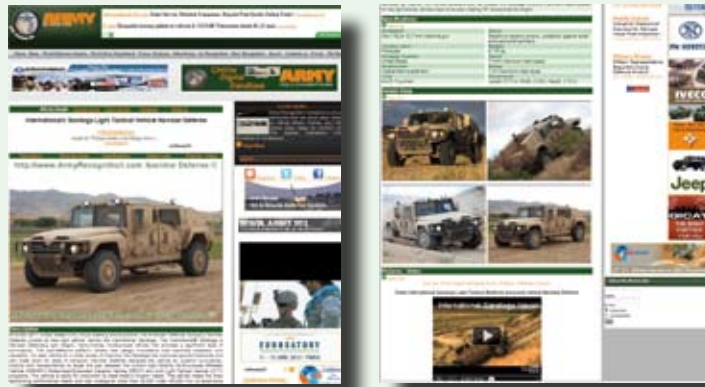


Product Data Sheet page

The product data page is composed of five parts:

- General overview of the product
- Technical information
- Product details with request form - Pictures gallery and/or video
- Indexing with the combined use of our IT Technology and specific keywords on Google and Yahoo search engine
- Automatic request form.

Price: 950 € for 1 year hosting



Online advertising / sponsoring solutions

Increase the visibility and reach of your products, services, company, or website with **advertorial, banner, video, logo, text link** on ArmyRecognition.com

Important: Your Banner, logo, video or text link will be shown on every pages of our website.



- Positions 1 (468 x 80 pixels):
- Rotated Banner: 375 €/7 days or 1,500 €/30 days
- Position 2 (468 x 80 pixels):
- Fixed Banner: 750 €/7 days or 3,000 €/30 days
- Position 3 (720 x 90 pixels):
- Fixed Banner: 1,000 €/7 days or 4,000 €/30 days
- Position 4 (300 x 90 pixels):
- Fixed Banner: 500 €/7 days or 2,000 €/30 days



- Video
- Video on all pages : 1,250 €/7 days or 5,000 €/30 days
- Logo on right side:
- Buttons 135 x 135 pixels: 250 €/7 days or 1,000 €/30 days
- Text Link : 125 €/7 days or 500 €/30 days
- Skyscraper 125 x 600 pixels:
- 750 €/7 days or 3,000 €/30 days

Other offers:

- Newsletter: Monthly Newsletter sent to our 5,000 contacts database from the defence and security sector with your latest press releases during defence events: 2,500 €
- Banner, video, logo, text link on our online Defence Exhibitions Show News Daily
- Advertorial including text, video and pictures: 950 €

All prices are negotiable for longer banner subscriptions. Please contact us for details and offers.

Our Digital Database offers thousands of high resolution pictures, video technical data sheets and online defence & security magazine on modern military equipment and vehicles.

- Pictures are taken by professional photographers during defense exhibitions, army/military events, manufacturers trials testing and during conflicts.

- We create photograph reports about defense exhibition, military exercise, military events, combat mission, etc...

For Defense Industry, it's a source of documentation unlike anything else in the world, with one of the most comprehensive and complete military database from all continents.

- For Military units, it's a worldwide collection covering hundreds of modern military equipment and vehicles. New pictures are added every month by our Professional photographers and reporters team. In addition to the pictures we offer another unique feature: Technical data sheets (in PDF format) with all the technical data, information, specs and blue prints available for a given vehicle or piece of equipment.

High Resolution Pictures



PDF Technical Data Sheet



Defense product Video



Magazine electronic format



Media plan 2013

1st quarter

February 2012:

- Coverage as official online show daily news:

* IAV 2013

International armoured Vehicles in London

- Coverage with online show daily for IDEX/NAVDEX 2013 defence and naval exhibition in United Arab Emirates

March 2013:

- Coverage as official Online Show Daily News:

* LIMA 2013 air & naval exhibition in Malaysia

2nd quarter

April 2013

- Coverage with online show

daily news:

* LAAD 2013 defence & security exhibition in Brazil.

May 2013

- Coverage with online show daily news for defence exhibition:

* IDEF 2013 (Turkey)

* MILEX 2013 (Belarus)

- Coverage as official online show daily news for defence exhibition:

* SITDEF 2013 (Peru)

* IDET 2013 (Czech Republic)

* CIPATE 2013 (China)

June 2013

- Coverage as official online show daily news for defence exhibition:

* IMDS (Naval Show in Russia)

- Coverage with online show daily news for defence exhibition:

* Paris Air Show 2013 France

* Partner 2013 (Serbia)

3rd quarter

August 2013

Coverage with online show daily news for defence exhibition:

* REA 2013 (Russia)

* MAKS 2013 (Air Show Russia)

September 2013

- Coverage with online show daily news for defence exhibition:

* MSPO 2013 (Poland)

* DSEI 2013 (United Kingdom)

4th quarter

October 2013

- Coverage with online show daily news for defence exhibition:

- AUSA 2013 (USA)

- Interpolitex 2013 (Russia)

November 2013

- Coverage with online show daily news for defence exhibition:

- Defense & Security 2013 (Thailand)

- Milipol 2013 (France)

December 2013

Coverage as official online show daily news for defence exhibition:

- BRIDEX 2013 (Brunei)

Contact our marketing team now:

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