

A stylized world map outline in light blue and purple, centered on a dark blue background. The map shows the continents and major landmasses.

BREAKING  
**DEFENSE**

2024

**MEDIA  
INFORMATION**

# THE NEWS SOURCE FOR THE WORLD OF DEFENSE

**POLICY • STRATEGY • PROCUREMENT • TECHNOLOGY**

**Context • Perspective • Insight**



## **CHANNELS**

Land • Air • Naval • Space • Networks & Cyber • Congress • Pentagon • Global

BREAKING  
**DEFENSE**

Based in Washington, DC with reporters dedicated to each military domain, full-time bureaus in Europe, Asia and the Middle East and correspondents throughout the world, Breaking Defense is the news authority for global defense.

Breaking Defense provides the most focused, professional environment for defense marketers. Our audience is highly concentrated, dedicated and elite, with high engagement by leaders and decision-makers in defense. The quality, integrity, innovation and values of Breaking Defense have made it the top media brand in the world of defense.

## NEWSLETTERS

**60,000** | **29%+**

SUBSCRIBERS | OPEN RATE

NEWSLETTER	OPEN RATE	SUBSCRIBERS
Breaking Defense Daily	29%	60,000
Land Warfare (weekly)	32%	38,000
Naval Warfare (weekly)	32%	32,000
Air Warfare (weekly)	33%	35,000
Networks & Cyber (weekly)	38%	37,000
Military Space (weekly)	50%	30,000
Middle East Defense	29%	9,000
IndoPac Defense	33%	12,000
European Defense	35%	18,000

## VIP ENGAGEMENT

**750,000**

MONTHLY VISITS

**52%/48%**

DESKTOP/MOBILE

**65%/35%**

USA

Non-USA



# BANNER DISPLAY ADVERTISING



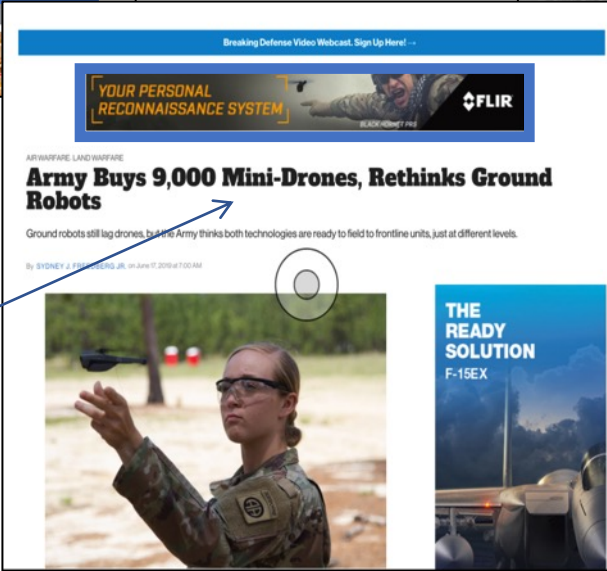
**POSTERBOARD**  
(1100 x 440)



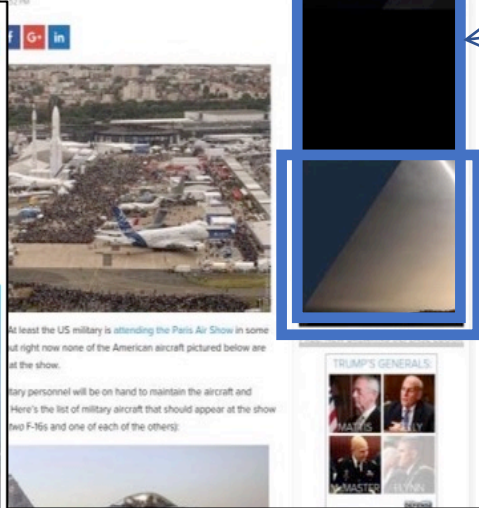
**MOBILE LEADERBOARD**  
(320 x 100)



**BILLBOARD**  
(970 x 250)



**LEADERBOARD**  
(728 x 90)



**BIG BOX**  
(300 x 600)

**BOX**  
(300 x 250)

# SHOWCASE (WELCOME) PAGE

Prestitial Display Advertisement

BREAKING  
**DEFENSE**


BREAKING  
**DEFENSE**

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KC-46A TANKER

**MORE AGILE.  
UNMATCHED  
ACCESS.**

[Learn More](#)

 **BOEING**

- **First impression advertising unit**
- **Comes up prior to the load of the home page**
- **Size: 900 x 600**
- **Outstanding 1% click through rate**

# SPECIAL PROGRAMS & PACKAGES

Powerful and creative multimedia programs to serve your distinct marketing needs.

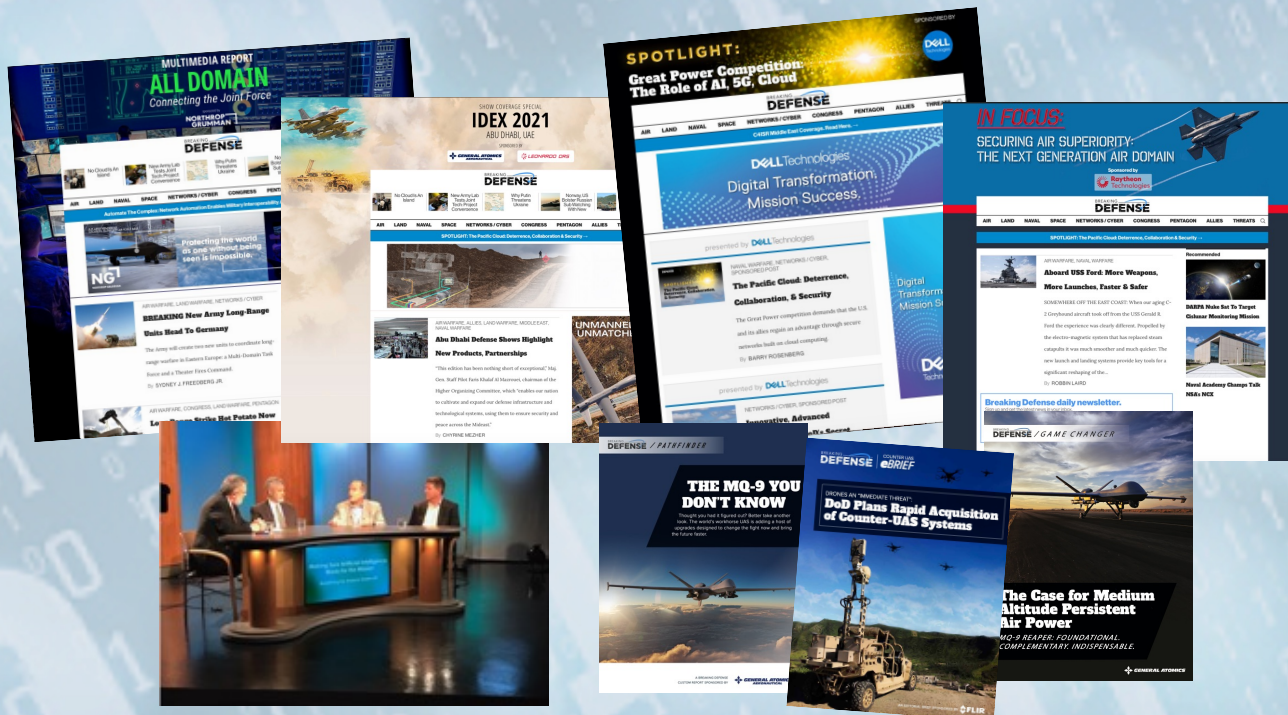


From targeted contextual campaigns to bespoke thought leadership and lead generation, Breaking Defense has the right marketing solution for you.

- Game Changer
- E-Brief
- Pathfinder
- Multimedia Report
- In Focus
- Digital Dialogue
- Spotlight
- Communique
- Webcast/Webcast+
- Video
- Events, and Show Coverage

## DISTRIBUTION:

Promoted extensively throughout the Breaking Defense platform—digital, social media and newsletters—these special programs offer promotional campaigns guaranteed to deliver results at a reasonable price



# PROPRIETARY SEGMENTATION

Breaking Defense can power tune audience segments in display advertising campaigns.

Refine your targeting across our platforms to extend your reach.



**INTEREST**  
(TOPIC TAG)



**GEOGRAPHIC**

BREAKING  
**DEFENSE**



# BRAND STUDIO

Custom Events • Content Marketing • Branded Journalism

**We're storytellers. Let us help you tell your story.**

**Utilize our team of media professionals who understand the subject and how to engage with our audience.**

**1** We take a collaborative approach with clients, identifying goals and themes, aligning them with innovative ways to communicate while serving audience interests.

**2** We work seamlessly with you for an understanding of how to engage our audience, and craft for you a best-in-class custom media platform for your message.

**3** The Breaking Defense creative, content and digital design teams develop cross-platform custom marketing tailored to deliver against your specific campaign objectives.



- Collaborative
- Turn-Key
- Cost-Effective

Breaking Defense has evolved beyond simply standard display advertising and into the ultimate solution: to promote your brand narrative and thought leadership through bespoke content marketing.

From bespoke articles and whitepapers to webcasts, custom research, events, video, graphic storytelling and more, the Breaking Defense team has a wide array of ideas to power your content marketing.



## **CONTACT INFORMATION**

For innovative ideas and detailed information on our programs, and our rate card,  
please contact your Breaking Defense Representative:

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