

# SECURITY AND DEFENSE ARABIA

Your Ultimate Arabic Language Source for Security and Defense News

## Media Kit & Advertising Rates 2019



# SDARABIA OVERVIEW

**SDArabia.com and Security and Defense Arabia magazine are both daily online and quarterly printed publication that addresses international security and defense issues with a special focus on the Arab world.**

**SDArabia is affiliated with the leading international military publication Defense News, and is the only Arab publication authorized to carry Defense News articles.**

SDArabia features the latest news on Homeland Security, Defense Technologies, Military Procurement, Cyber Security and Civil Defense.

SDArabia also provides the latest insights and up-to-date analysis on Middle East Security, Regional and International Defense Programs, Technological Developments, and Defense Conferences and Exhibitions. SDArabia team of professional journalists and editors has a special direct relationship with the defense officials and executives as well as government entities.

Our news targets the millions of Arab speaking readers spread all over the

world. The Arab audience trusts our news to remain up-to-date and credible. SDArabia affiliation with Defense News enables it to grant the Arab speakers access to the high quality news coverage by the professional journalists and reporters of an internationally acclaimed English news publication. While our news are accessible by every Arab speaker worldwide, however we have a strong audience made up of International Defense Executives, Security and Defense Officials, Consultants, Researchers, Scholars and Entrepreneurs.

English news section to remain updated and well informed as well.

## Subjects We Cover

- International and Regional Security and Defense Issues
- Military Procurement
- Exhibitions and Conferences
- Developments in all Defense Services: Air, Naval, Land, Cyber and Space
- Latest Defense Technologies
- Defense Strategies

## Our Audience

- Arab Government Officials
- Security and Military Officials and Personnel
- Defense Industry Executives
- Scholars and Analysts

## SDARABIA SERVICES

**Companies have been using our free and open access platforms to reach out to the Arab world, and to target decision makers in the MENA region, as we provide unlimited impression volume, unlimited clicks, click-through rate (CTR) and User engagement/web traffic on landing pages.**

**SDArabia can offer advertisers and defense partners a variety of services such as:**

- 01** | Focused editorial campaigns consisting of a series of independent objective articles.
- 02** | Full digital and printed campaigns through our digital news medium and printed magazine.
- 03** | Tailor-made campaign targeting trade shows and conferences.
- 04** | Sponsorship of our E-Newsletter which reaches a database of 20000 subscribers.
- 05** | Professional Arabic translation for technical data, brochures and press releases.

# DIGITAL ADVERTISING RATES

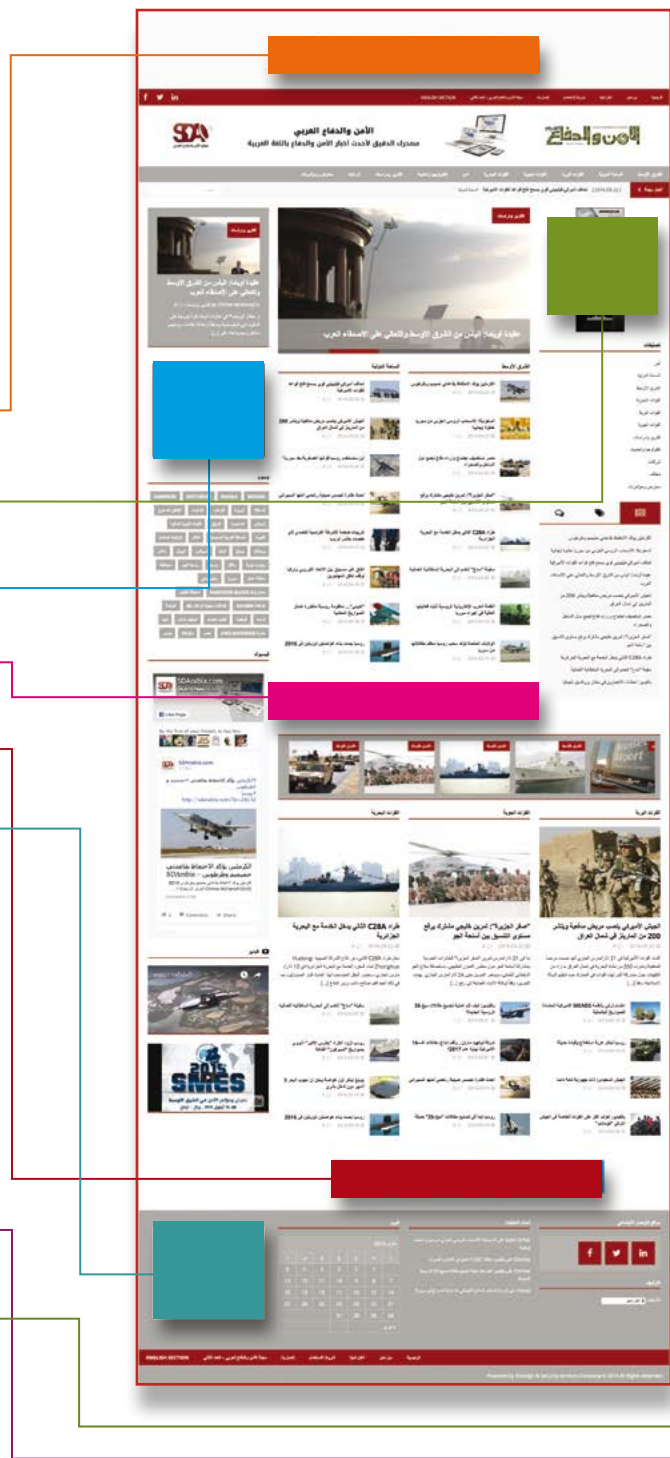
## Home Page

Size		Price/month
728x90 px	Leaderboard Header	\$4,600
300x250 px	Medium Rectangle Right Column	\$4,000
300x250 px	Medium Rectangle Left Column	\$3,000
468x60 px	Full Banner Center Column	\$2,000
728x90 px	Leaderboard Footer	\$1,000
300x250 px	Medium Rectangle Footer	\$1,000

## Article Page

Size		Price/month
468x60 px	Full Banner Above Article	\$2,000
468x60 px	Full Banner Below Article	\$1,000

## Home Page



## Article Page



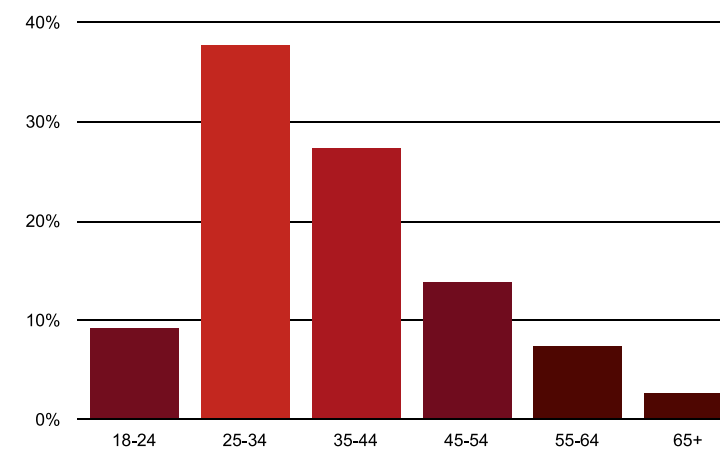
# SDARABIA WEBSITE STATS AND ANALYTICS

Oct 2018

## Target Audience & Geography

SDArabia targets the millions of Arab speaking readers spread all over the world, especially security and military personnel as well as government officials, defense industry executives, academics, experts and ordinary people. Majority of our readers are in the Arabian Gulf, North Africa, the Levant and other countries that host Arabic-speaking communities.

## Demographics: Age



## Demographics: Gender

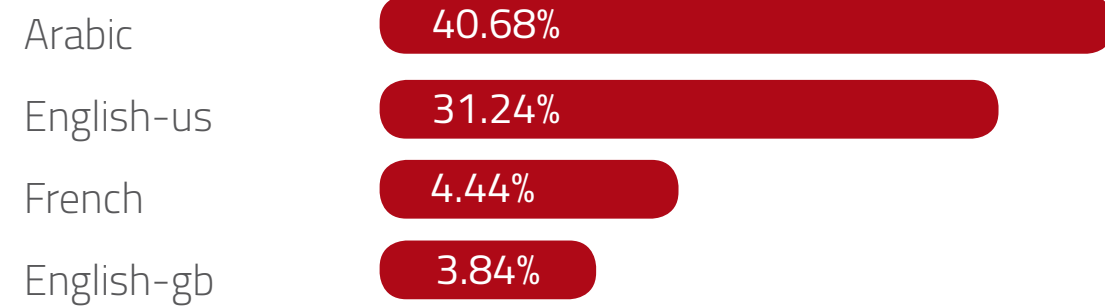


88.11% Male

Oct, 2018

**Geo: Language**

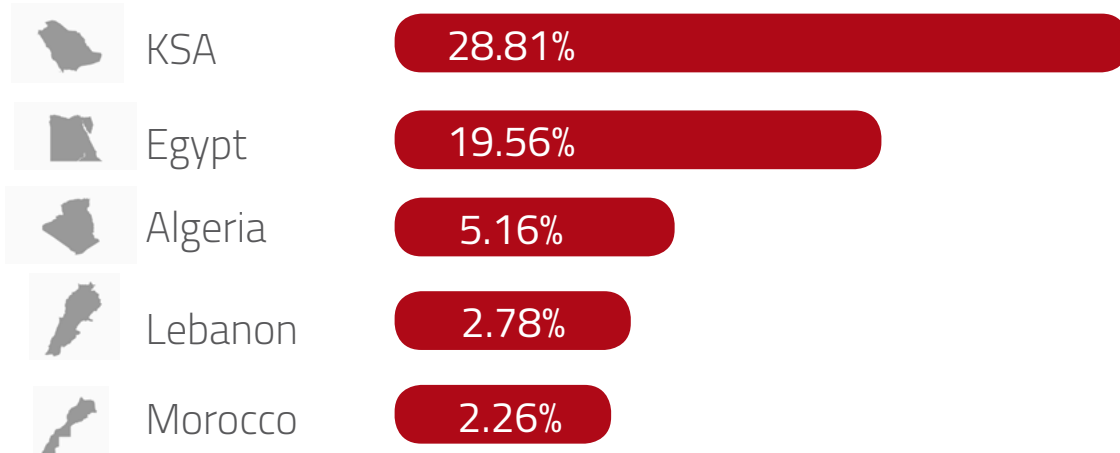
Oct 1 - Oct 31, 2018



The language settings in your users' browsers.

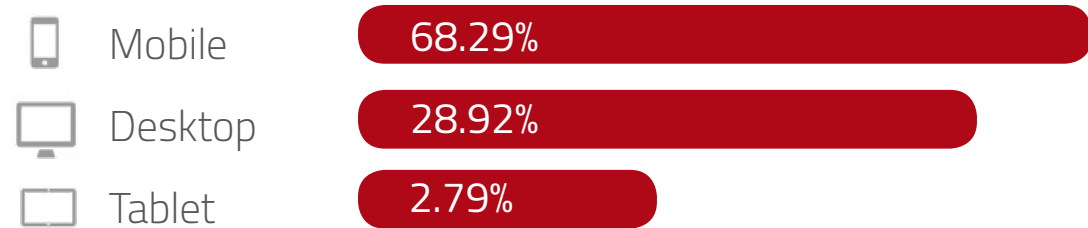
**Geo: Location**

Oct 1 - Oct 31, 2018



**Device Category**

Oct 1 - Oct 31, 2018

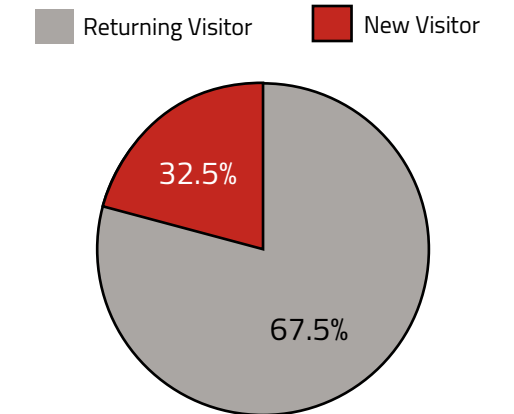


Apple iPhone: 30.42% | Apple iPad: 1.42% | Samsung Galaxy S7 Edge: 1.26%

**Audience Overview**

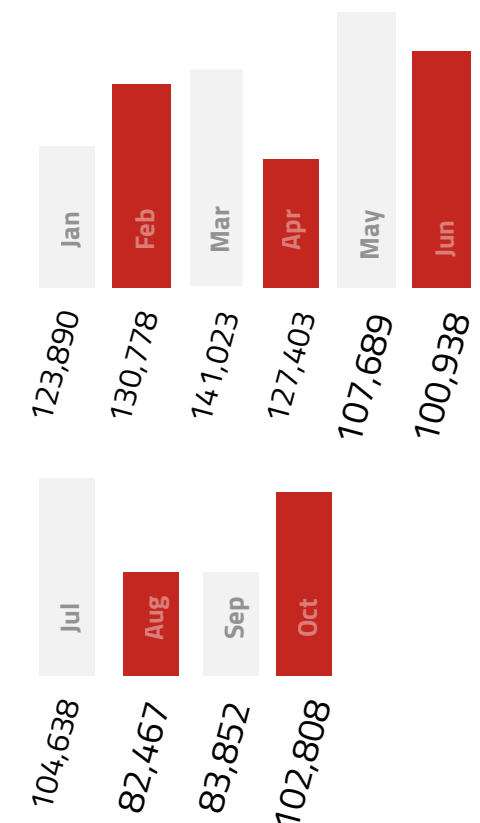
Oct 1 - Oct 31, 2018

Sessions	102,808
New Users	29,626
Users	36,045
Pages / Session	1.37



**Sessions By Month**

Jan 2018	Feb 2018	Mar 2018
123,890	130,778	141,023
Apr 2018	May 2018	Jun 2018
127,403	107,689	100,938
Jul 2018	Aug 2018	Sep 2018
104,638	82,467	83,852
Oct 2018		
102,808		



# MAGAZINE ADVERTISING RATES

## Magazine Ad Rates

Description	Size	Price
Back Cover	21.6 x 27.94 cm	\$8,000
Inside Front Cover	21.6 x 27.94 cm	\$7,500
Inside Back Cover	21.6 x 27.94 cm	\$7,100
Full Page	21.6 x 27.94 cm	\$5,430
Full Spread	43.2 x 27.94 cm	\$9,000
1/2 horizontal	16.5 x 11.8 cm	\$3,500
1/4 horizontal	6 x 11.8 cm	\$1,360

### Specs:

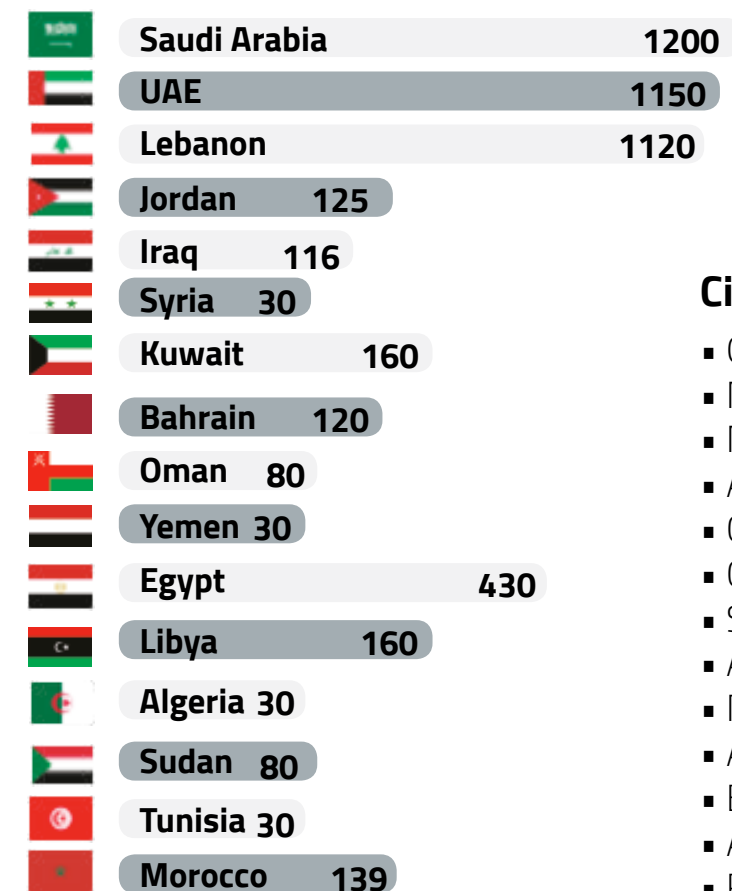
Format: PDF, Tiff, JPG. | bleed: 0.3cm | CMYK



For technical matters contact  
Sami Orfali:  
sami@sdarabia.com

# MAGAZINE CIRCULATION STATS

Gulf Region | International | North Africa | Levant Region



### Circulation Analysis

- Government Officials
- MODs
- MOIs
- Army Commanders
- Chief Commanders
- Chiefs of Staff
- Seniors in the Defense Industry
- Airforce Commanders
- Naval Commanders
- Army Academies
- Embassies
- Army Procurement
- R & D Directors
- Research Centers

Total Print magazines  
5,000

# EDITORIAL PLAN

## 2019

“SECURITY AND DEFENSE ARABIA IS A  
QUARTERLY MAGAZINE”

### Second Issue for 2019: 1st May 2019

#### Trade Shows to be Covered:

- IDEF – Istanbul
- Paris Air Show – Paris

#### Issue editorial features:

- Turkey's growing defense industry: Ambition vs. Reality
- Europe's call for new "Sovereign" army: Difficulties and challenges faced.
- Military drones industry: A dynamic market for Europe, China, Russia and the United States – A focused glimpse on Arab countries capabilities in this domain.
- Europe's military readiness problems: Germany as an example.

### First Issue for 2019: 1st Feb 2019

#### Trade Shows to be Covered:

- IDEX/NAVDEX - Abu Dhabi



#### Issue editorial features:

- An in-depth analysis on UAE's defense industry: achievements, strategies, visions and future projects – EDIC as an example.
- The GCC's military buildup and power: How to confront future asymmetric threats.
- How an expanding and increasing indigenous Gulf defense industry could compete in the global market.
- Exclusive glimpse on NIMR Automotive: Specific technologies and platforms that can meet the requirements of the UAE's armed forces and provide export potential.
- A brief on the Gulf's naval status: Latest cooperation with the naval defense industry.

### Third Issue for 2019: 1st Nov 2019

#### Trade Shows to be Covered:

- Dubai Air Show – Dubai

#### Issue editorial features:

- The future of fifth generation air power in the Arab region: Plans and Priorities
- C4I Requirements in a 4th & 5th Generation Coalition Environment
- Effectiveness of the Arab air force in common operations: Evaluation of the Arab Alliance performance
- Future Manned & Unmanned Platforms in the region: Strategies and Challenges.

# TERMS AND CONDITIONS

## Terms and Conditions

These terms and conditions shall apply to, and form part of, each Order for advertising placed with the Publisher. No person may vary these terms and conditions without the approval in writing from the Publisher or his/her duly authorised officer.

## Obligations of Publisher

Subject to the terms and conditions hereinafter contained, the Publisher shall publish all advertising in accordance with the Order received from the Advertiser.

## Order Requirements

The Advertiser or Advertising Agency is solely responsible to submit to the Publisher requested material by the Due Date.

**A signed and dated email attachment of the proof of advertisement from the Advertiser or its Agent will be sufficient acknowledgement that the Advertiser has approved the final artwork.**

## Payments

The Advertiser or Advertising Agency shall pay to the Publisher the total invoiced amount for all advertising that shall comprise the total amount shown in the Advertising Insertion Order and all other costs or expenses that may be incurred by the Publisher.

**Payment in full of the total amounts shall be made to the Publisher within 40 days of the date of invoice whether directly from the Advertiser or Advertising Agency.**

- Advertisers or Advertising Agencies with whom an Advertising Insertion Order is received by the publisher accept the Publishers payment terms and cannot be altered in anyway without written approval.

## Rights of Publisher

- The Advertiser acknowledges that the Publisher at his/her discretion shall be entitled to do any of the following:

- Decline or cancel any advertisement or series of advertisements to which the Order relates without stating any reason;

- Postpone the publication of any advertisement at any time or times and from time to time; any print or online

- Not be responsible for any advertising material which remains in its or its printers possession 12 months from the last month of publication of the advertisement to which that material relates, without being required to give notice to any person or agency and without in any way being responsible for loss;

- Cut or alter any print or artwork or other materials supplied by the Advertiser or Advertising Agency in order to conform to mechanical requirements, without being responsible for any loss;

- All requested advertising placements will be considered but the Publishers decision is final.

- Is not responsible to collect or collate client's online campaign statistics.

## Publisher's Limited Liability

- The Publisher shall not be liable for any loss or damage from the failure for whatever reason of any particular advertisement to appear on any specified date, deadline or at all.

## Substituted Orders

**The Publisher will not accept a cancellation of the Insertion Order whether in whole or in part after the booking deadline date or dates shown on the publishing schedule.**

- Where, in respect of any advertising copy for any issue is not received by the Publisher by the published deadline date, then the Publisher shall be entitled to insert in that issue in its place copy previously used for the purposes of fulfilling the Insertion Order and will apply the rate applicable to that advertising;

- If copy is not received by the published deadline date the advertiser will be fully responsible for the total payment of the cost of the Insertion Order.

## Contracted Advertising Rates

- Contracted rates shall apply in respect of Insertion Orders placed for completion within a term of 12 months of the publication of the next issue to go to print after the Booking Deadline Date. If the Advertiser for any reason shall use less space than that contracted for in the Insertion Order, then the

Publisher shall be entitled to increase the applicable rate according to the amount of space actually used.

## Advertiser Acting as Principal

- The Advertiser or Advertising Agency warrants that he, she or it places the Insertion Order as principal and that he, she or it shall be liable to observe these terms and conditions.

## Indemnity to Publisher by Advertiser

- The Advertiser and Advertising Agency hereby indemnifies and agrees to hold indemnified the Publisher, its servants and agents and each of them against all liability, claims or proceedings and legal costs on an indemnity basis whatsoever which may arise from the publication of any advertisement or material pursuant to the Insertion Order, and in particular but without limiting the generality of the foregoing, to indemnify and hold indemnified each and all of them against any action for defamation, slander of title, breach of copyright, or infringement of any trade marks, name or logo.





## SECURITY AND DEFENSE ARABIA

**Diana Scogna**  
Global Sales Manager  
dscogna@dsmedia.fr  
Tel : + 336 62522547

**Contact SDArabia To Discuss Solutions  
To Your Messaging Needs**  
info@sdarabia.com  
www.sdarabia.com

