



# SECURITY AND DEFENSE ARABIA

Your Ultimate Arabic Language Source for Security and Defense News



# SDARABIA OVERVIEW

SDArabia's online and printed news focus on the security and defense issues related to the Arab and International countries.

Its magazine, website and social media platforms tells the latest on the National and Civil Defense, Homeland Security and Cyber Security issues.

SDArabia also provides the latest insights and up-to-date analysis on the International Defense Programs, Technology, Conferences and Exhibitions. It is distinguished by its direct contact with the defense and government entities as well as the international defense companies.

Our news target more than 300 million Arab native readers spread all over the world. The Arab audience trusts our news to remain updated and well informed about the region's latest.

While we target mostly the Arab world, a large number of the International Defense Companies, Security Consultants, Researchers, Scholars and Entrepreneurs follow our English news section to remain updated and well informed as well.

## ▲ Subjects We Cover

- International and MENA Region Issues
- Military and Paramilitary News
- Exhibitions and Conferences
- Air, Naval and Land Forces
- Latest Technologies
- World Strategies

## ▲ Our Audience

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



# SDARABIA WEBSITE STATS AND ANALYTICS

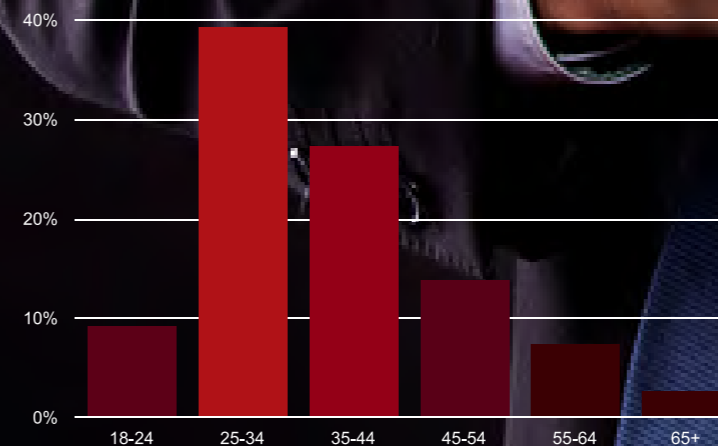
## ▲ Target Audience & Geography

SDArabia targets tens of millions of native Arabic speakers worldwide, 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: Gender



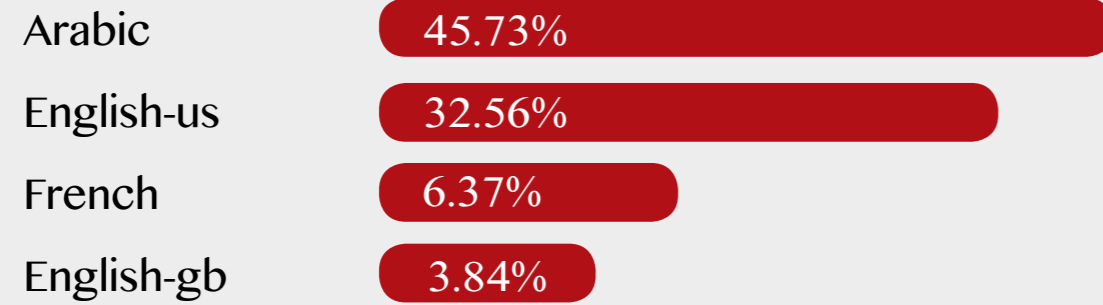
## Demographics: Age





### Geo: Language

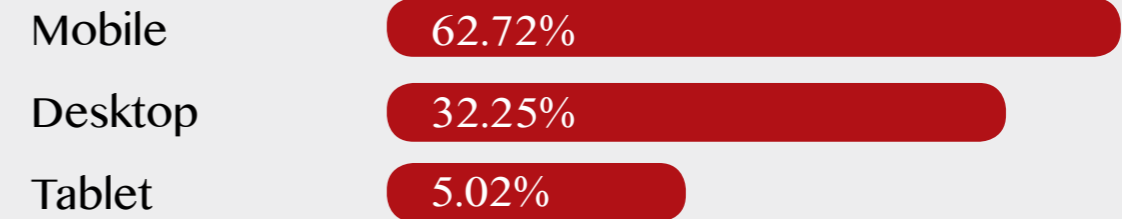
Apr 1 - Jun 30, 2016



The language settings in your users' browsers.

### Device Category

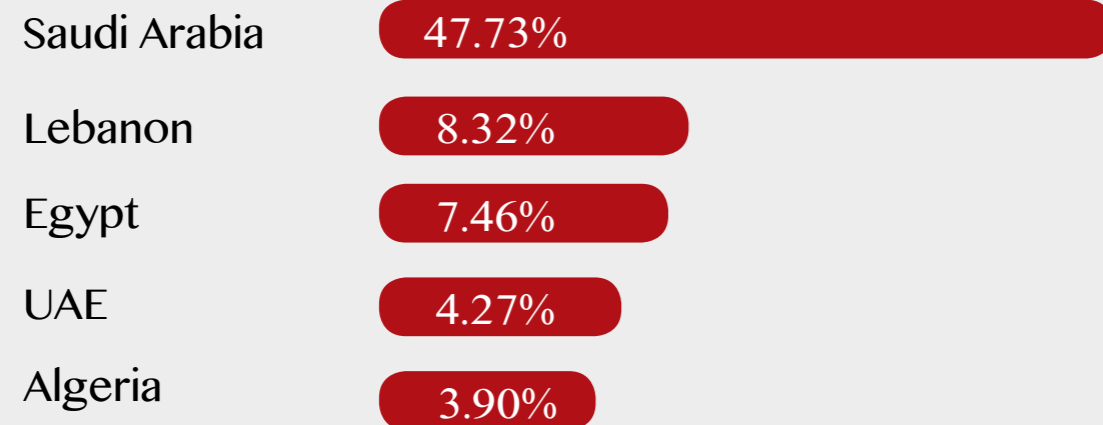
Apr 1 - Jun 30, 2016



Apple iPhone: 43% | Apple iPad: 4% | Samsung Note 3: 2.99% | SamsungGalaxy S5: 1.99%

### Geo: Location

Apr 1 - Jun 30, 2016

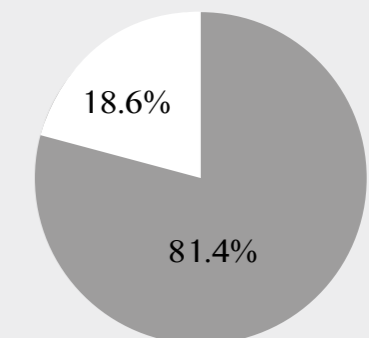


### Audience Overview

Apr 1 - Jun 30, 2016

Sessions	183,810
Pages/Sessions	1.68
New Sessions	18.64%
Users	39,755
Pageviews	309,469

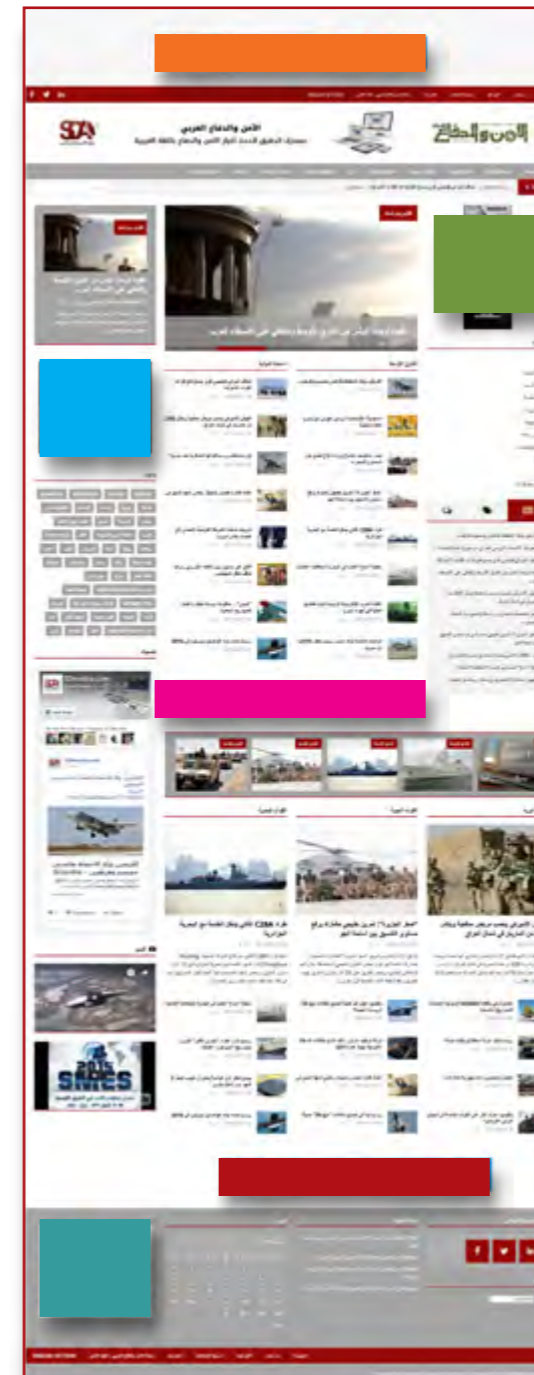
Returning Visitor (grey) | New Visitor (white)



# WEBSITE ADVERTISING RATES

Home Page

Article Page



## Home Page

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



# MAGAZINE ADVERTISING RATES

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





# MAGAZINE EDITORIAL PLAN 2016

First Issue: March 10, 2016

Trade Shows to be Covered:

INSR - Abu Dhabi  
DIMDEX - Qatar  
SOFEX - Jordan

**Main Theme:**

- Maritime Security with a focus on naval requirements of the countries of the Arabian Gulf, the Red Sea and The Levant.
- Combating Terrorism, the war on ISIS in Lebanon, Syria, Iraq, and Libya.
- Profile of Jordanian Armed Forces and Emirati Armed Forces.

Second Issue: June 7, 2016

Trade Shows to be Covered:

EUROSATORY - Paris  
FARNOBOURGH - UK

**Main Theme:**

- Land Force: Requirements of Arab militaries, especially in the Arabian Gulf region
- Performance of Arab Air Forces in operations in Yemen and Syria. Status of Air Forces of Arab States in the Gulf, The Levant and North Africa
- Profile of Algerian Armed Forces and Egyptian Armed Forces

Third Issue: September 30, 2016

Trade Shows to be Covered:

MILIPOL - Qatar  
EURONAVAL - Paris

**Main Theme:**

- Homeland Security: Focus on requirements of main Arab states for border security and cyber security. Will also tackle security of airports in light of growing terrorism activities
- Coastal Guard requirements for Arab states in the Gulf and the Mediterranean
- Profile of Qatari Armed Forces and Omani Armed Forces



# SDARABIA SERVICES

Companies have been using our platforms to reach out 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. Companies' partnership with **SDArabia** will include following plans:

- 01** | Focused editorial campaigns consisting of a series of independent articles.
- 02** | Full digital and printed campaigns through all of our digital news medium and magazine.
- 03** | Sponsorship of our E-Newsletter which reaches a database of 20000 subscriber.
- 04** | Professional Arabic translation for technical data, brochures and press releases.







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