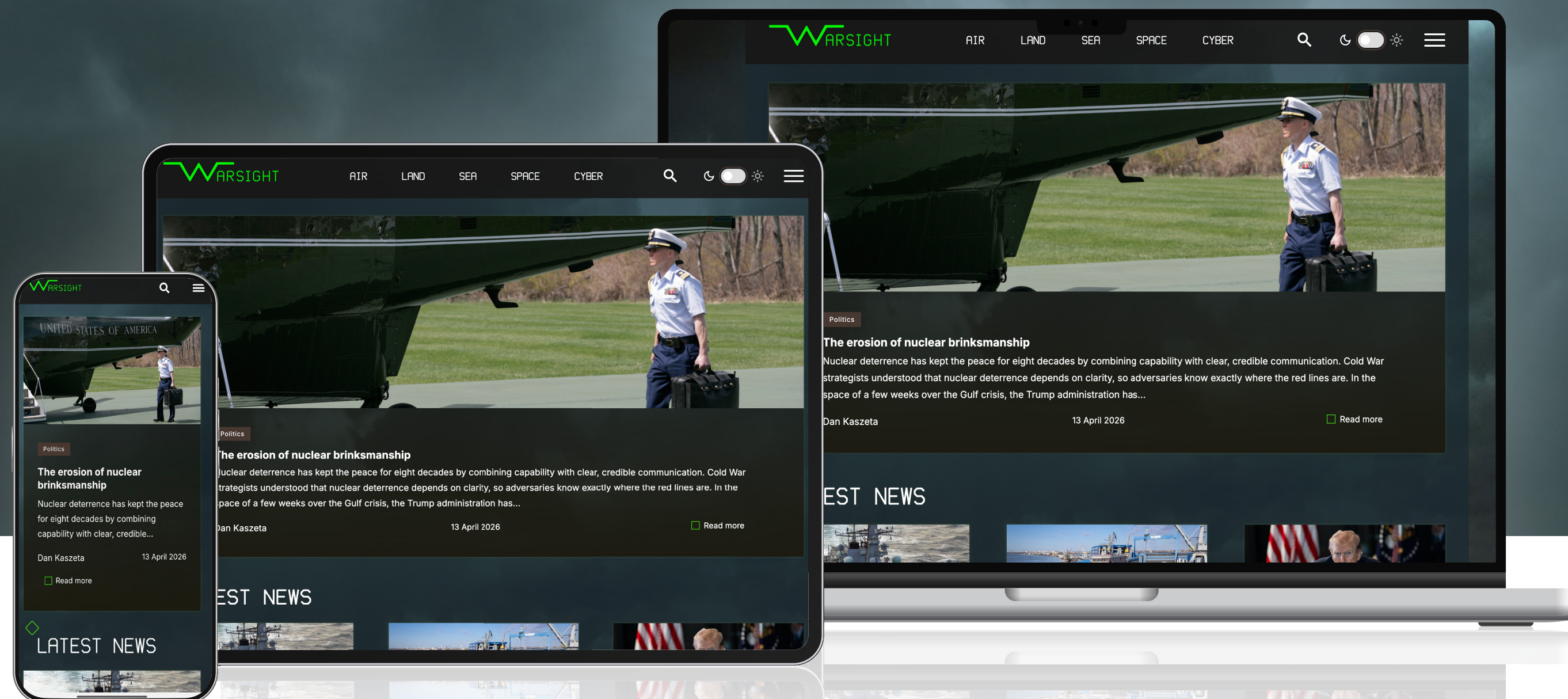




MEDIA DATA 2026



WARSIIGHT

DEFENCE IN DEPTH

CPM Verlag proudly presents WARSIIGHT – a brand new European news organisation specialising in providing in-depth coverage of the most important stories in the world of defence and security. Staffed by a multiple-award-winning editorial team and contributors, our aim is very simple: to write the stories that deserve to be read. Operating under the auspices of our parent company CPM Verlag, Germany’s leading defence and security information publisher, Warsight represents the company’s international branch, aimed at providing coverage across Europe and beyond.

We operate as a small team, and our aim is to provide high-quality, in-depth news, insight, explainers, and analysis across a broad range of defence and security topics. We hope to share our deep passion for the world of defence with you, by taking complex topics and making them understandable while providing critical context to explain why they matter.

We sincerely hope you as readers enjoy taking this journey with us!

THE EDITORIAL TEAM

Mark and Pete form the core WAR SIGHT editorial team. The two have known each other since their days at Janes, where Mark was a senior analyst on the land warfare team, and Pete was the editor-in-chief of Janes Defence Weekly. After they left Janes, the pair began working together as the editorial team for European Security & Defence. Here, the two found their respective skill sets to be highly complementary, garnering acclaim for their work, and recognition for their publication. After three years, the two decided to launch a news organisation, with a greater focus on in-depth storytelling and analysis, and a more selective approach to news.

Thus Warsight was born.



BANNER ADVERTISING SINGLE BANNER PLACEMENT

BILLBOARD BANNER

€ 1,500 / 14 days

Format: 1,600 x 300 px (desktop)
640 x 200 px (mobile)

RECTANGLE HALF PAGE

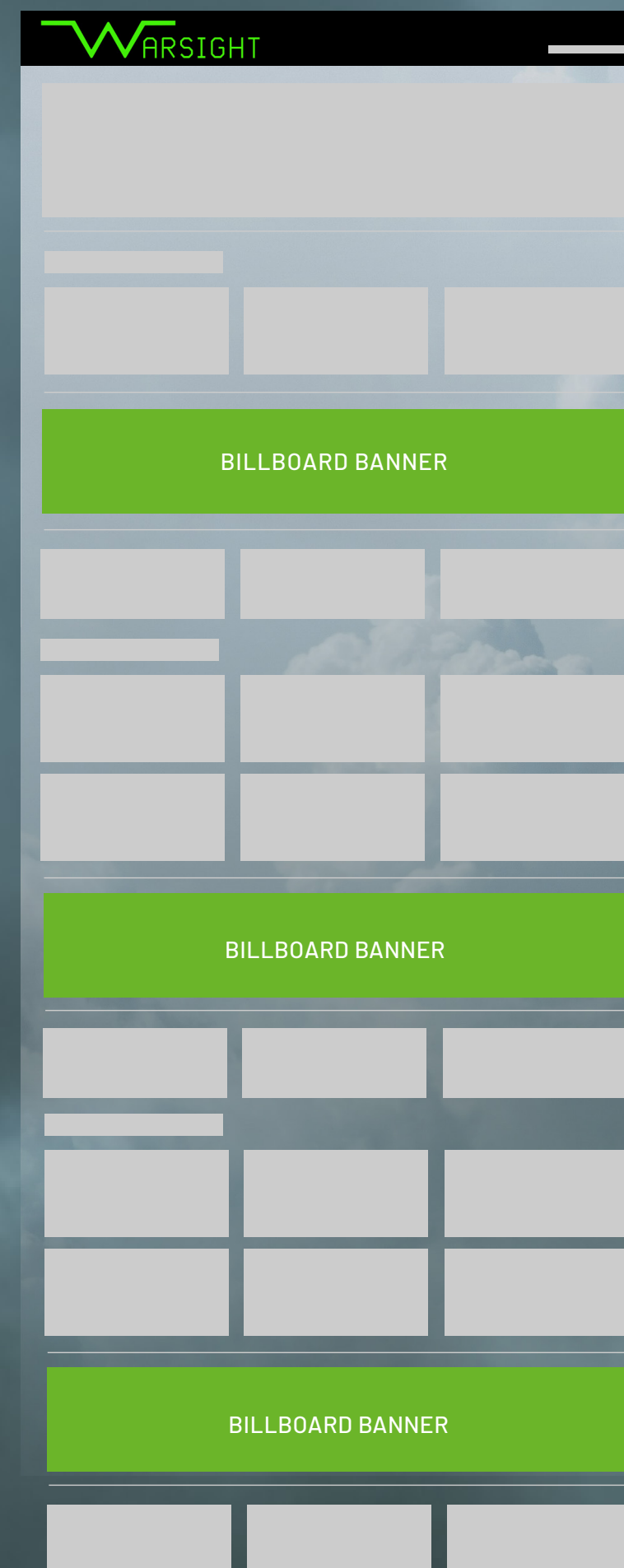
€ 1,000 / 14 days

Format: : 600 x 1,050 px (desktop)
500 x 600 px (mobile)

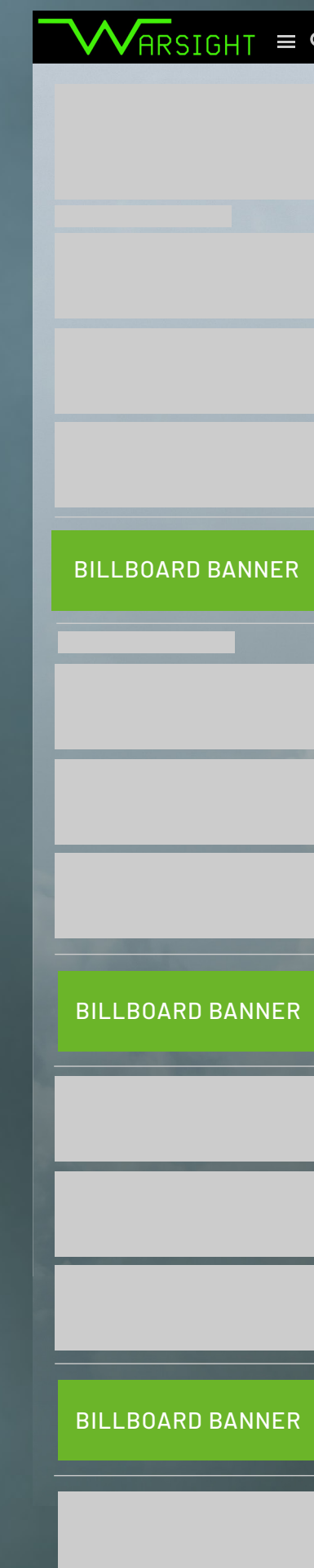
CONDITIONS:

- The banners are displayed in rotation.
- GIF files: length approx. 5 secondes.

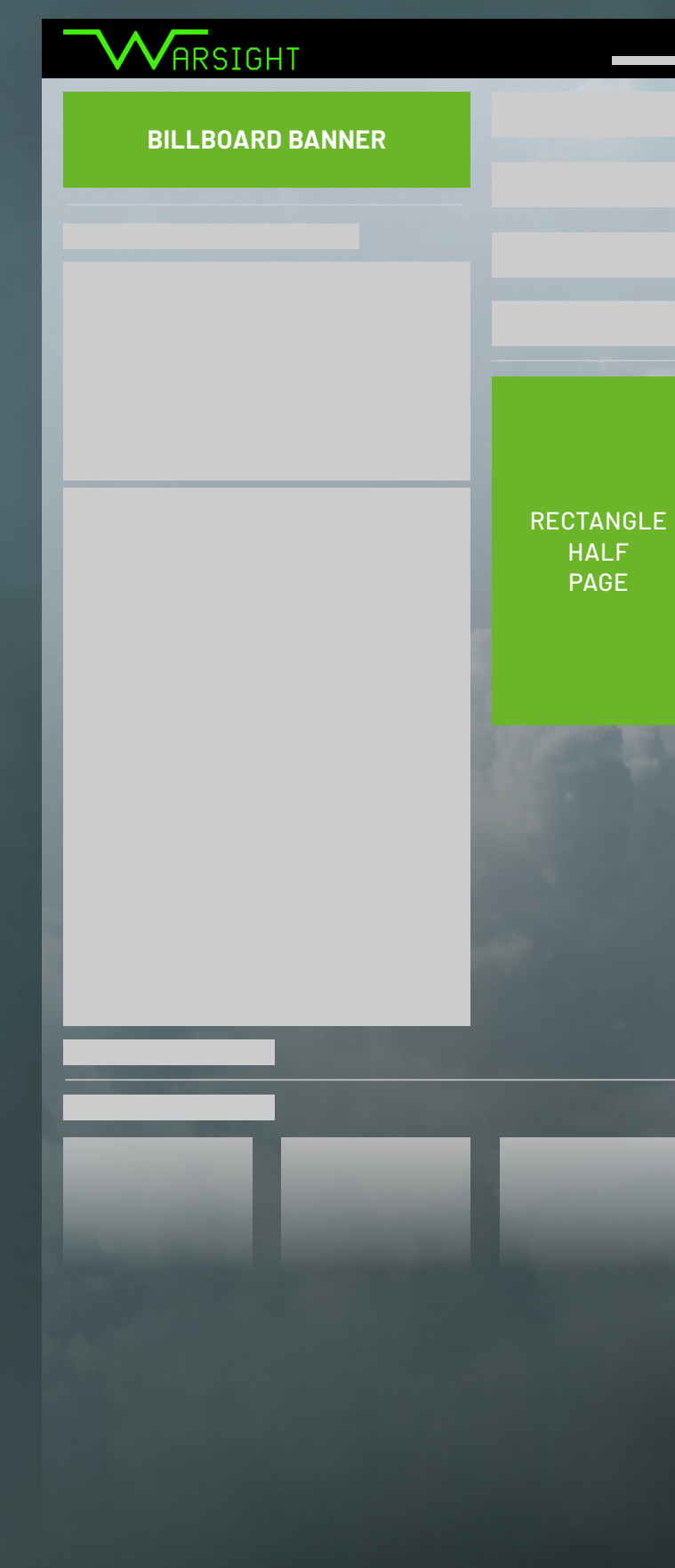
▼ Home page desktop



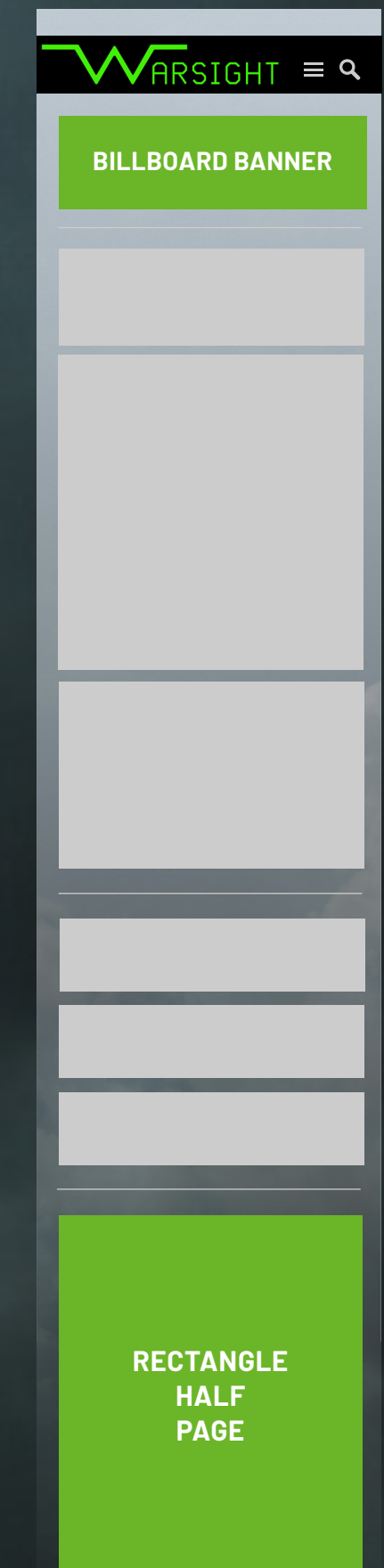
▼ Home page mobile



▼ Article page desktop



▼ Article page mobile



BANNER ADVERTISING SINGLE BANNER PLACEMENT

DOUBLE SITEBAR AD

€ 16,000 / quarter

Format: 300 x 1,050 px (desktop)

CONDITIONS:

- The banners are displayed in rotation.
- GIF files: length approx. 5 secondes.

▼ Double Sitebar Ad desktop



SPONSORED CONTENT

SPONSORED CONTENT

€ 2,000

Advertising content in the style of editorial articles – optimally embedded for high user acceptance:

- Editorial article (approx. 6,000 characters)
- Up to 3 images

Examples of topic packages/segmentation include:

- Cyber & IT security
- Military innovations
- Public clients & procurement

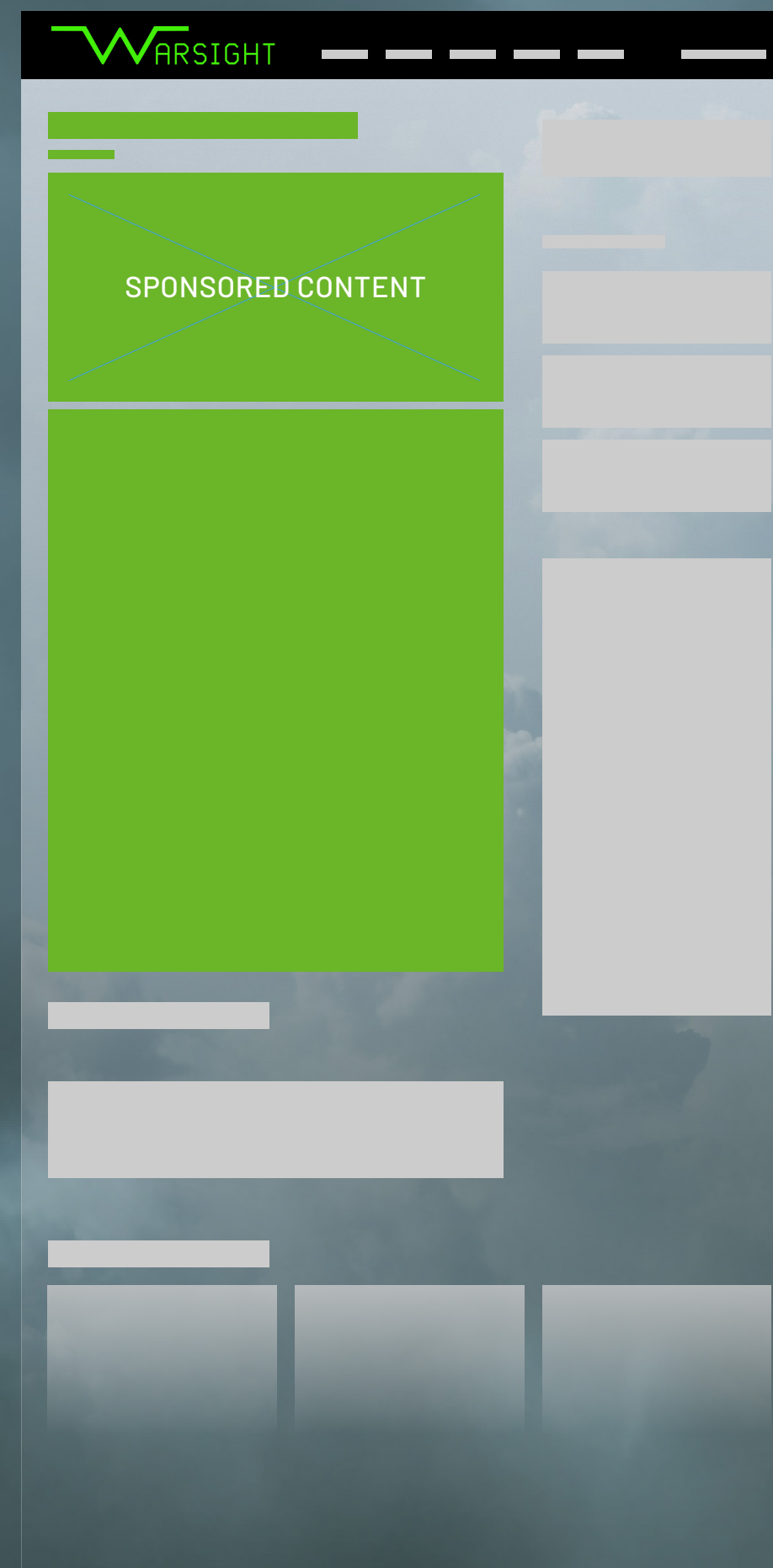
Reach extension (optional):

Benefit from additional reach and visibility:

Upon request, your sponsored content will also be distributed via CPM channels.

- LinkedIn post: € 1,000

▼ Desktop view



▼ Mobile view



REFERENCES

REFERENCES

€ 9,950 / year

Create a comprehensive article that explains a relevant topic in depth – similar to a modern encyclopedia entry, but with unlimited length and complete editorial freedom.

Whether it's industry knowledge, market insights, technologies, trends, or complex concepts, your brand becomes the authoritative source readers discover and trust.

Additionally, for one full year, your company receives exclusive advertising rights surrounding the article.

The result: long-lasting brand authority, high-quality reach, and powerful connection between trusted information and your company.

Scope:

- Encyclopaedia entry (unlimited characters)
- Up to 3 images
- Exclusive advertising rights for one full year surrounding the article (one Billboard Banner, one Rectangle Half Page)

▼ Desktop view



▼ Mobile view



NEWSLETTER
WAR SIGHT WEEKLY

WAR SIGHT WEEKLY delivers the most important stories, insights, and developments of the week from WAR SIGHT every Friday directly to an engaged international audience.

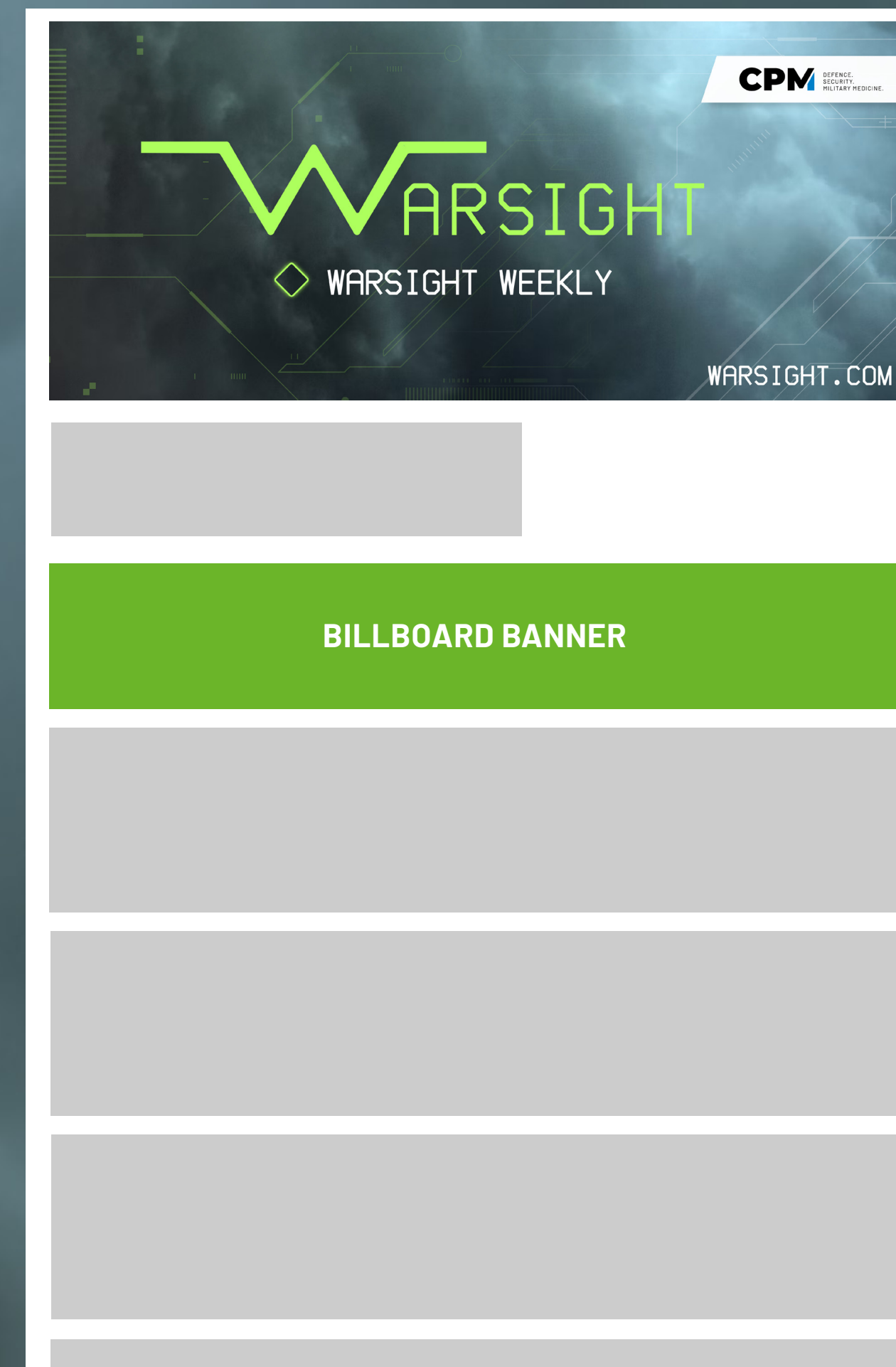
Advertisers can place a premium Billboard Banner within the newsletter, positioning their brand alongside high-quality editorial content and directly in front of a highly relevant readership.

A powerful way to increase visibility, and reach decision-makers where attention is highest.

**BILLBOARD BANNER
WAR SIGHT WEEKLY**

€ 1,500 / newsletter

Format: 1,600 x 300 px



LINKEDIN

Reach a highly specialized, international target group from the defence sector with your content.

Sponsored content on the LinkedIn channel of WAR SIGHT allows you to place your posts specifically in the relevant community: decision-makers from the armed forces, the defence industry, research, procurement, and security-related institutions.

SPONSORED CONTENT
LINKEDIN

€ 1,000 / piece

Scope: 2,800 characters + 3 images



PACKAGES

<h2>EXPERTS</h2> <p>(BASIC PACKAGE)</p>	<h2>LEADERSHIP</h2> <p>(ADVANCED PACKAGE)</p>	<h2>DECISION MAKER</h2> <p>(PREMIUM PACKAGE)</p>
<ul style="list-style-type: none"> ▪ 1 x Billboard Banner (30 days) ▪ 1 x Sponsored Content (unlimited) ▪ 1 x LinkedIn posting (unlimited) 	<ul style="list-style-type: none"> ▪ 1 x Billboard Banner (60 days) ▪ 1 x Rectangle Half Page (60 days) ▪ 2 x Sponsored Content (unlimited) 	<ul style="list-style-type: none"> ▪ 1 x Billboard Banner (90 days) ▪ 1 x Rectangle Half Page (90 days) ▪ 2 x Sponsored Content (unlimited) ▪ 1 x LinkedIn posting (unlimited)
<p>List price: € 6,000</p> <p>Your price:</p> <p>€ 5,200</p>	<p>List price: € 14,000</p> <p>Your price:</p> <p>€ 11,500</p>	<p>List price: € 20,000</p> <p>Your price:</p> <p>€ 16,000</p>

EXCLUSIVE BANNER BOOKINGS ON REQUEST

CONDITIONS:

- The packages have a duration of 12 months. The banners can be accessed during these 12 months for placements of 30/60/90 days, e.g., for trade fairs, anniversaries, or other marketing activities.

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Contact us for customised media packages, content sponsorship, or exclusive partnerships:



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