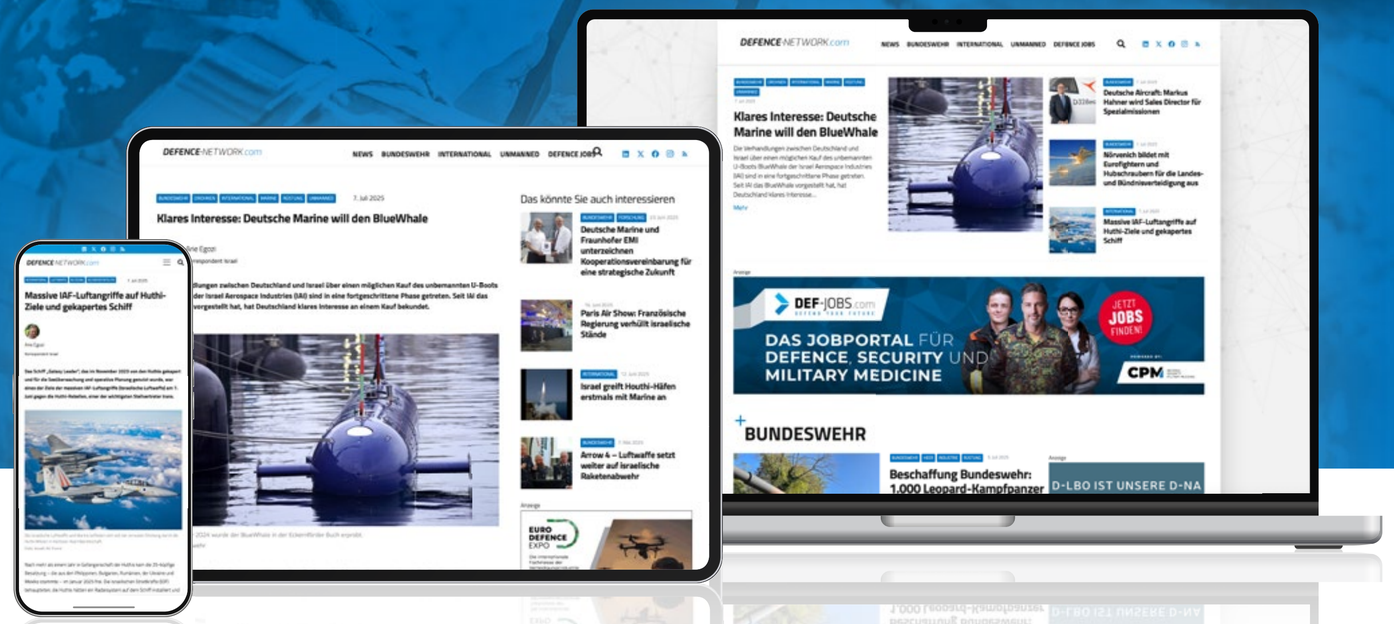
DEFENCE-NETWORK.com

MEDIA DATA 2026

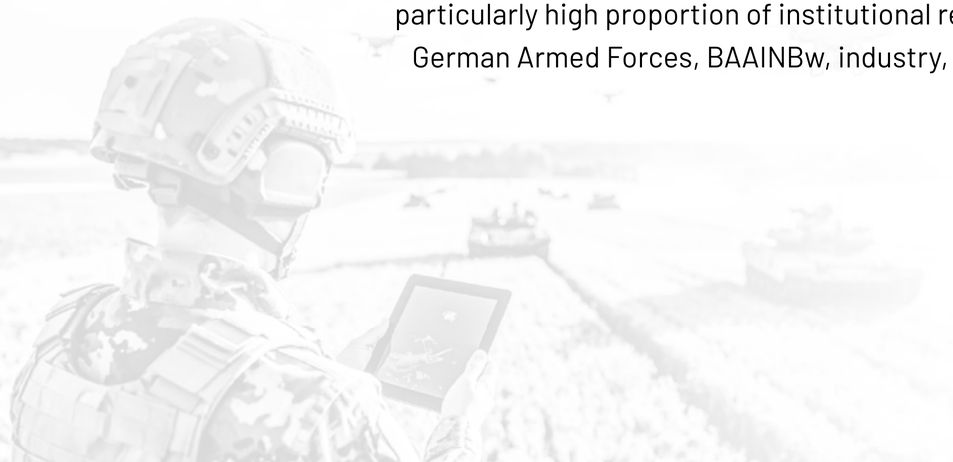


CPM
DEFENCE.
SECURITY.
MILITARY MEDICINE.

DEFENCE-NETWORK.com – the news platform of the defence community

The **Defence Network** provides daily updates on relevant topics in the defence and security industry. From analyses of global conflicts, military strategies, and geopolitical developments to articles on defence technology developments and major international projects – the editorial team offers in-depth insights and background information for interested readers.

The portal reaches decision-makers, purchasers, and experts from industry, the public sector, and research in the fields of defence, cybersecurity, and security policy. With an average of 2.1 million page impressions per month, DEFENCE-NETWORK.com offers a highly specialized B2B environment with a particularly high proportion of institutional readers – including the German Armed Forces, BAAINBw, industry, and politics.



The offering is complemented by up-to-date reporting on our own events, international trade fairs, and conferences, as well as white papers, analyses, and studies that provide a sound basis for strategic decisions

The Defence Network opens up a unique advertising environment for indstrial customers:

- **High-quality visibility** in direct connection with security and defence-related content
- **Targeted approach** to specialists, executives, decision-makers, and market participants in the defence industry
- **Banner advertising without wastage** in a clearly defined and highly specialized community

The platform thus offers the ideal environment for companies to position themselves and their products and solutions in an exclusive area – exactly where the target group of the defence industry gets its daily information.

BANNER ADVERTISING
HOME PAGE

BILLBOARD BANNER

€ 32 / CPM*

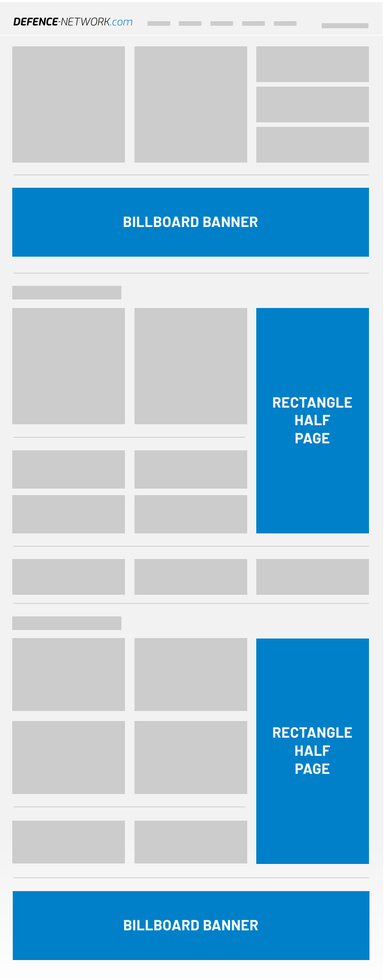
Format: 1,600 x 350 px (desktop)
640 x 200 px (mobile)

RECTANGLE HALF PAGE

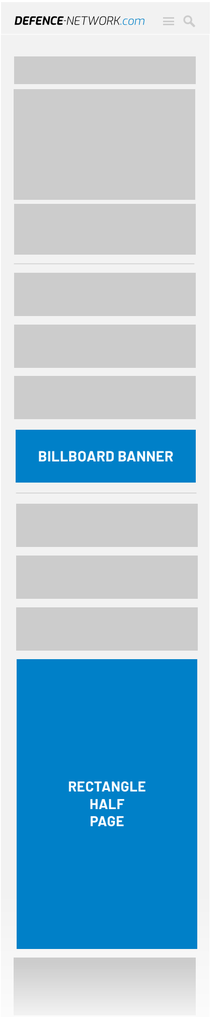
40 € / CPM*

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

▼ Home page desktop



▼ Home page mobile



CONDITIONS:

- Billboard banners are additionally required in 640 x 200 px for display on mobile devices.
- Rectangle Half Page banners are additionally required in 500 x 600 px for display on mobile devices.
- The banners are displayed in rotation.
- GIF files: length approx. 5 secondes.

* CPM (Cost per Mille) = 1,000 visual contacts (impressions)

BANNER ADVERTISING
HOME PAGE

DOUBLE SITEBAR AD

€ 60 / CPM*

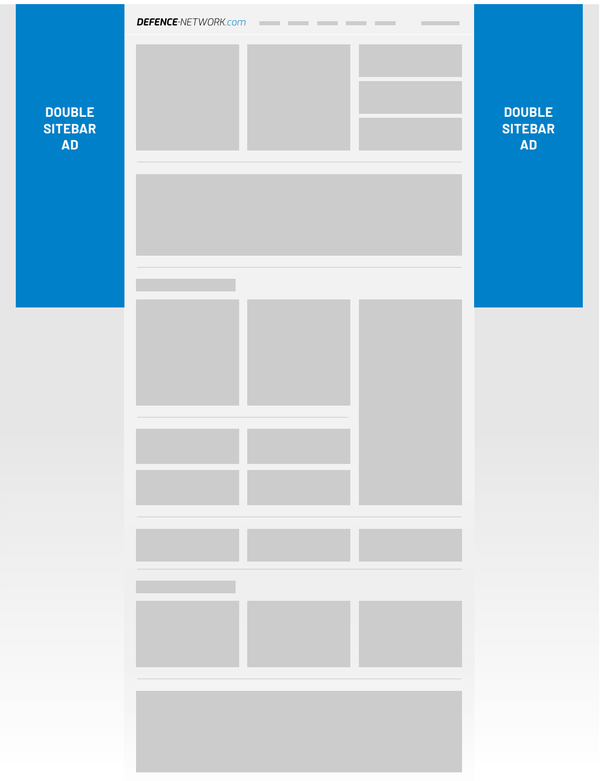
Format: 300 x 1,050 px (desktop)

CURTAIN DROP

€ 60 / CPM*

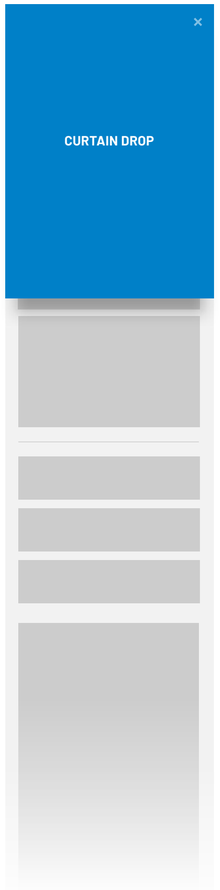
Format: 1,024 x 640 px (desktop)
320 x 480 px (mobile)

▼ Double sitebar ad desktop



▼ Curtain drop desktop

▼ Curtain drop mobile



CONDITIONS:

- Double sitebar ads can only be displayed in desktop view.
- The banners are displayed in rotation.
- GIF files: length approx. 5 secondes.

* CPM (Cost per Mille) = 1,000 visual contacts (impressions)

BANNER ADVERTISING
GUARANTEED REACH

Place your ad in all of our articles and get a 100% guaranteed reach.

BILLBOARD BANNER

€ 32 / CPM*

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

RECTANGLE HALF PAGE

€ 50 / CPM*

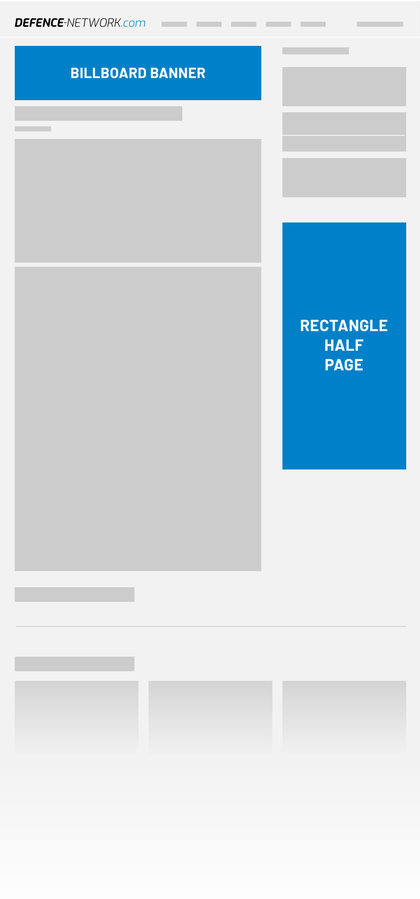
Format: 600 x 1,050 px (desktop)
500 x 600 px (mobile)

CONDITIONS:

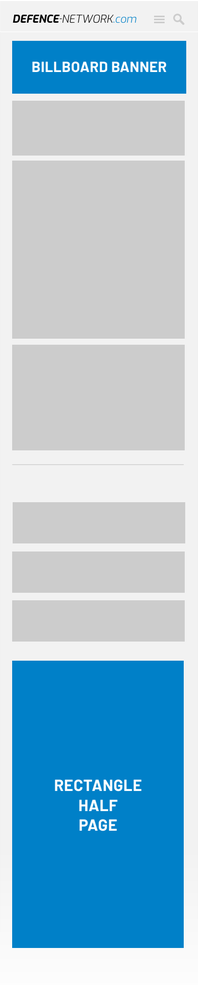
- Billboard banners are additionally required in 640 x 200 px for display on mobile devices.
- Rectangle Half Page banners are additionally required in 500 x 600 px for display on mobile devices.
- The banners are displayed in rotation.
- GIF files: length approx. 5 secondes.

* CPM (Cost per Mille) = 1,000 visual contacts (impressions)

▼ Article page desktop



▼ Article page mobile



BANNER ADVERTISING
CONTEXTUAL PLACEMENTS

Place your ad for a specified period in a context that is thematically well-suited to your business.

BILLBOARD BANNER

Article-/Category page: **€ 32** / CPM*

Format: 1,600 x 350 px (desktop)
640 x 200 px (mobile)

RECTANGLE HALF PAGE

Article page: **€ 50** / CPM*
Category page: **€ 60** / CPM*

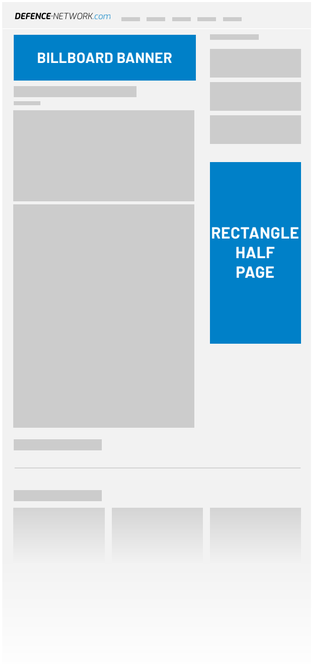
Format: 600 x 1,050 px (desktop)
500 x 600 px (mobile)

CONDITIONS:

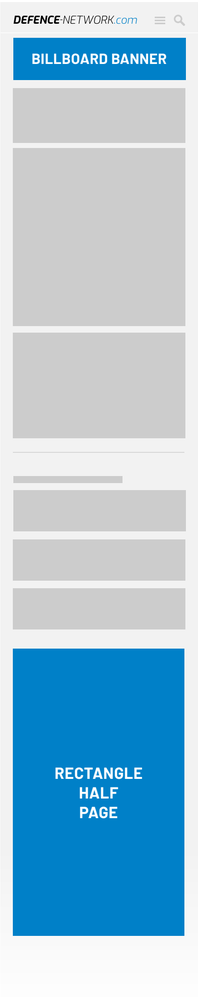
- Billboard banners are additionally required in 640 x 200 px for display on mobile devices.
- Rectangle Half Page banners are additionally required in 500 x 600 px for display on mobile devices.
- The banners are displayed in rotation.
- GIF files: length approx. 5 secondes.

* CPM (Cost per Mille) = 1,000 visual contacts (impressions)

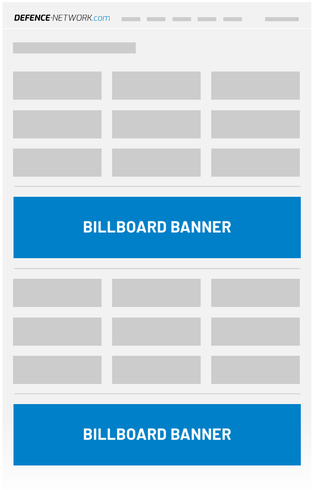
▼ Article page desktop



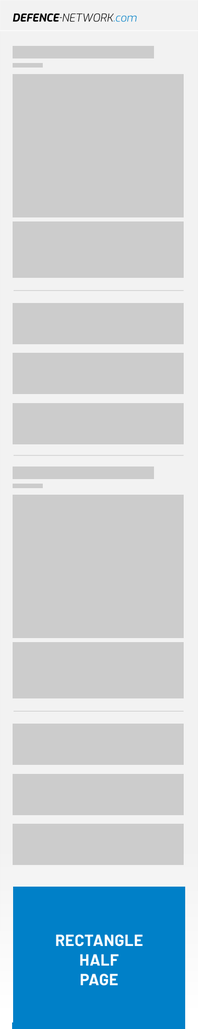
▼ Article page mobile



▼ Category page deskto



▼ Category page mobile



SPONSORED CONTENT

SPONSORED CONTENT

from € 3,500

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:

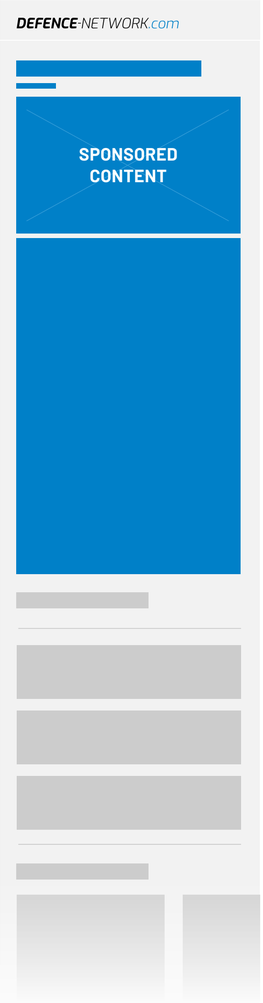
- Cyber & IT security
- Military innovations
- Public clients & procurement

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**
  Scope: 2,800 characters + 3 images
- **WhatsApp distribution list: € 1,000**
  Scope: Short introductory text with a link to your sponsored content on DEFENCE-NETWORK.com

▼ Desktop view

▼ Mobile view



+ LINKEDIN

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

Sponsored Content on the LinkedIn channel of DEFENCE-NETWORK.com allows you to place your posts specifically in the relevnt community: decision-makers from the armed forces, the defence industry, research, procurement, and security-related institutions.

SPONSORED CONTENT LINKEDIN

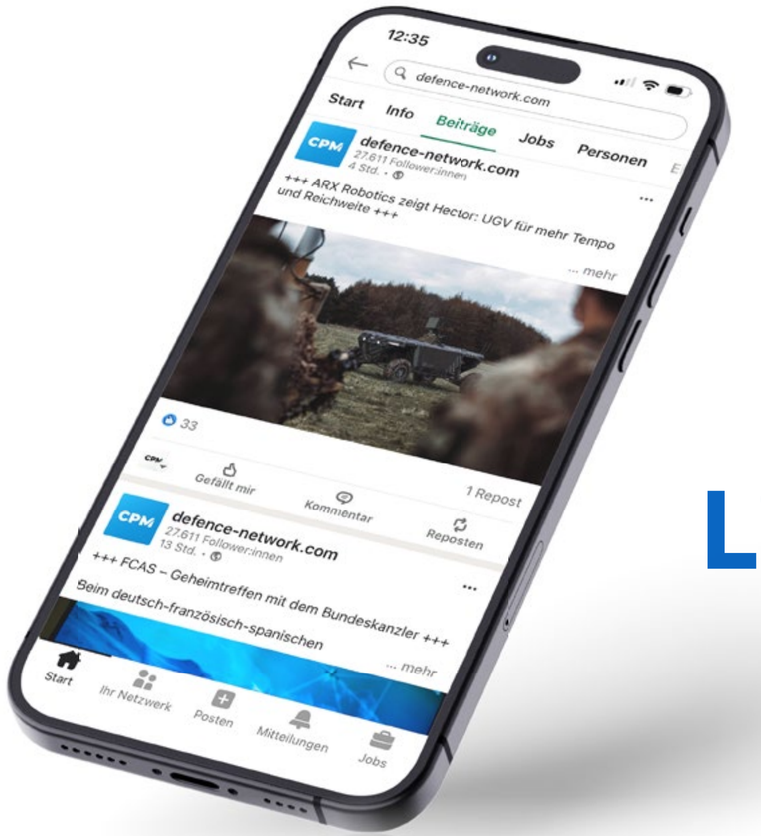
€ 1,000 / piece

Scope: 2,800 characters + 3 images

LINKEDIN NEWSLETTER PLACEMENT

€ 2,000 / placement

Frequency: every Friday
Reach: approx. 30,000 Professionals (as of March 2026)
Scope: Short introductory text with a link to your sponsored content on DEFENCE-NETWORK.com



KEY TOPICS/ CATEGORIES

EDITORIAL PLAN 2026

MONTH	TOPICS	CONTENTS
January	**Simulation & Training**	Reality in the computer
January/February	**Equipment Soldier**	Technology meets tactics; **Enforce Tac**
February/March	**Support**	Mission Support; **LOG.NET**; Article/Bw: Multinational cooperation of LogSBw; Article/Bw: Further development of the MP training landscape
March/April	**Air Defence**	Guardians of the airspace; **GBAD Summit**
April/May	**Cyber & IT**	Bits, bytes, battlefields; **AFCEA**
May/June	**Missiles**	Precision at a distance; **ILA**; **Eurosatory**
June/July	**Navy**	Operational space: the ocean
July/August	**Large Equipment Army**	Tracks, wheels, combat power!
August/September	**Procurement**	From need to capability; **EUDEX**
September/October	**Air Force**	Air Power 2030+; **Air Force Tech Summit**
October/November	**Bundeswehr**	Close to the troops
November/December	**Medical Services**	Medicin in action; **DiMiMED**; Article/Bw: Bulk Medevac in Art.5 Scenario – the Rearward Medical Patient Evacuation Coordination Cell; Artclel/Bw: Procurememt of commercially available medical supplies – analysis from a technical perspective

CATEGORIES

AIR DEFENCE | BUNDESWEHR | CIT | DRONES | DRONE DEFENCE | FCAS | RESEARCH | ARMY | INDUSTRY | INTERNATIONAL | INTERVIEW | WAR & CONFLICTS | ARTIFICIAL INTELLIGENCE | LOGISTICS | LOITERING & GUIDED MISSILES | AIR FORCE | NAVY | NATO | NEWS | USE | ARMAMENT | SECURITY POLICY | SPECIAL FORCES | STRATEGY | UNMANNED SYSTEMS | SPACE

etc.

+ INDUSTRY MIRROR

COMPANY LISTING

from € 950 / quarter

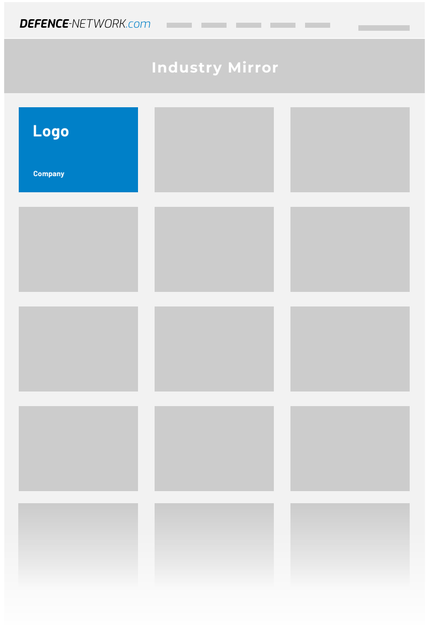
Minimum term: 12 months
(therafter quarterly renewal)

Prominent placement of your company in a concise short profile – structured, categorized, and industry-specific.

Your options:

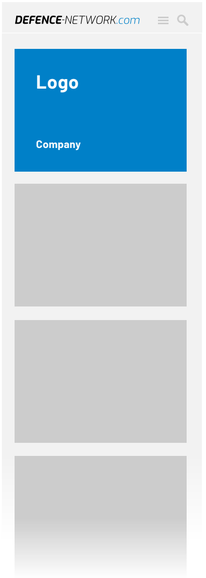
- Short profile including logo, address, and contact details
- Description of core competencies, main areas of activity, and products
- Links to technical articles or press releases via keywords and/or technical articles for better findability

▼ Industry Mirror overview desktop



▼ Company details page desktop

▼ Industry Mirror overview mobile



▼ Company details page mobile

OTHER FORMATS: **WEBINARS**

CPM WEBINAR – SPONSORSHIP

Bring your expertise directly to the management level: In our editorially supported webinars, you can reach specialists and executives from the armed forces, security agencies, politics, industry, and military medicine.

Target group & reach

- 50 - 100 live participants + on-demand
- D-A-CH-region (Germany, Austria, and Switzerland)
- Decision-makers, project managers, procurement officers

Topics

Cybersecurity, combat operations, protective technology, logistics, military medicine

Services

Professional platform, editorial moderation, live Q&A, recording & reporting

Your advantages

Strengthen your brand as an innovation driver and solution provider.
Achieve maximum visibility among an exclusive specialist audience, generate high-quality leads, and extend your impact far beyond the live event with a media library and newsletter. This will help you generate attention, reach, and credibility among a highly specialized target group.

CPM WEBINAR

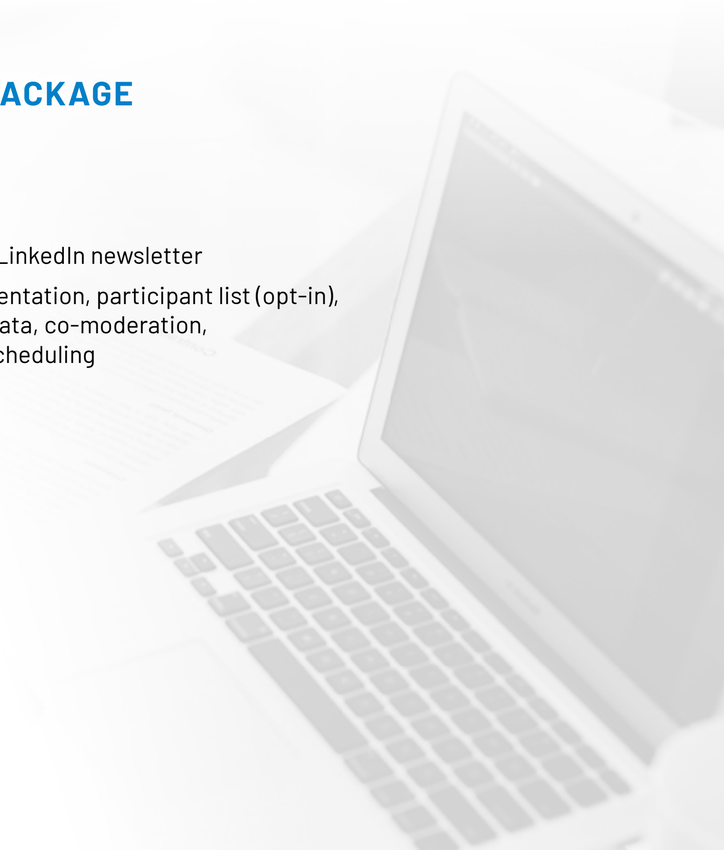
SPONSORING PACKAGE

€ 6,000

Duration: 60 min.

Placement: Website + LinkedIn newsletter

Services: Logo & presentation, participant list (opt-in), access to participant data, co-moderation, priority appointment scheduling



+ PACKAGES

EXPERTS
(BASIC PACKAGE)

- **Industry Mirror**
  (12-month term, € 3,800)
- **One-time LinkedIn post**
  (€ 1,000)
- **Billboard Banner in the right context**
  (e.g., air force, drone defence, procurement – 1 month, € 4,000)

Goal: *Ensure presence among purchasers and decision-makers, continuous visibility.*

RRP: ~~€ 8,800~~

Your price:

€ 7,920

LEADERSHIP
(ADVANCED PACKAGE)

- **Sponsored Content**
  (article in editorial style, € 3,500)
- **One-time LinkedIn Post**
  (€ 1,000)
- **Rectangle Half Page in the right context**
  (e.g., air force, drone defence, procurement – 1 month, € 5,000)
- **Supplementary Industry Mirror**
  (12-month term, € 3,800)

Goal: *Convince a specialist audience with expertise, explain complex products/innovations, generate leads through credible content.*

RRP: ~~€ 13,300~~

Your price:

€ 11,300

DECISION MAKER
(PREMIUM PACKAGE)

- **Branded Webinar**
  (60 min., incl. technology, hosting, lead tracking, from € 6,000)
- **Sponsored Content Article**
  (editorially prepared, incl. LinkedIn newsletter integration, € 3,500)
- **Rectangle Half Page in the right context**
  (e.g., air force, drone defence, procurement – 1 month, € 5,000)
- **One-time LinkedIn Post**
  (€ 1,000)
- **One-time integration in the LinkedIn Newsletter**
  (€ 2,000)

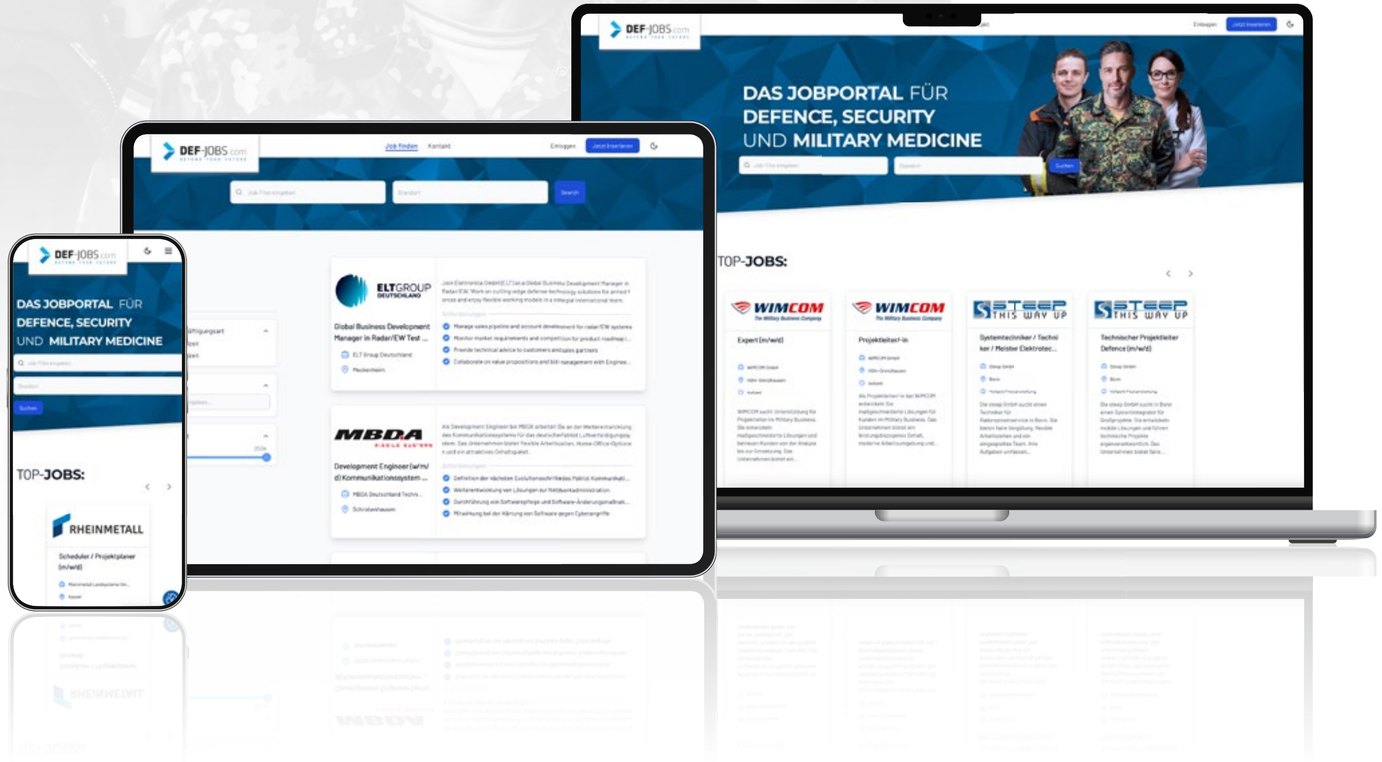
Goal: *Direct dialogue with high-level decision-makers (webinar), thought leadership via specialist article + LinkedIn newsletter, high visibility through large-scale banner placement in the right context.*

RRP: ~~€ 17,500~~

Your price:

€ 14,000

FURTHER ONLINE PUBLICATIONS:
HR PORTAL – TAILORED FOR DEFENCE, SECURITY AND MILITARY MEDICINE



DEF-JOBS.com
DEFEND YOUR FUTURE

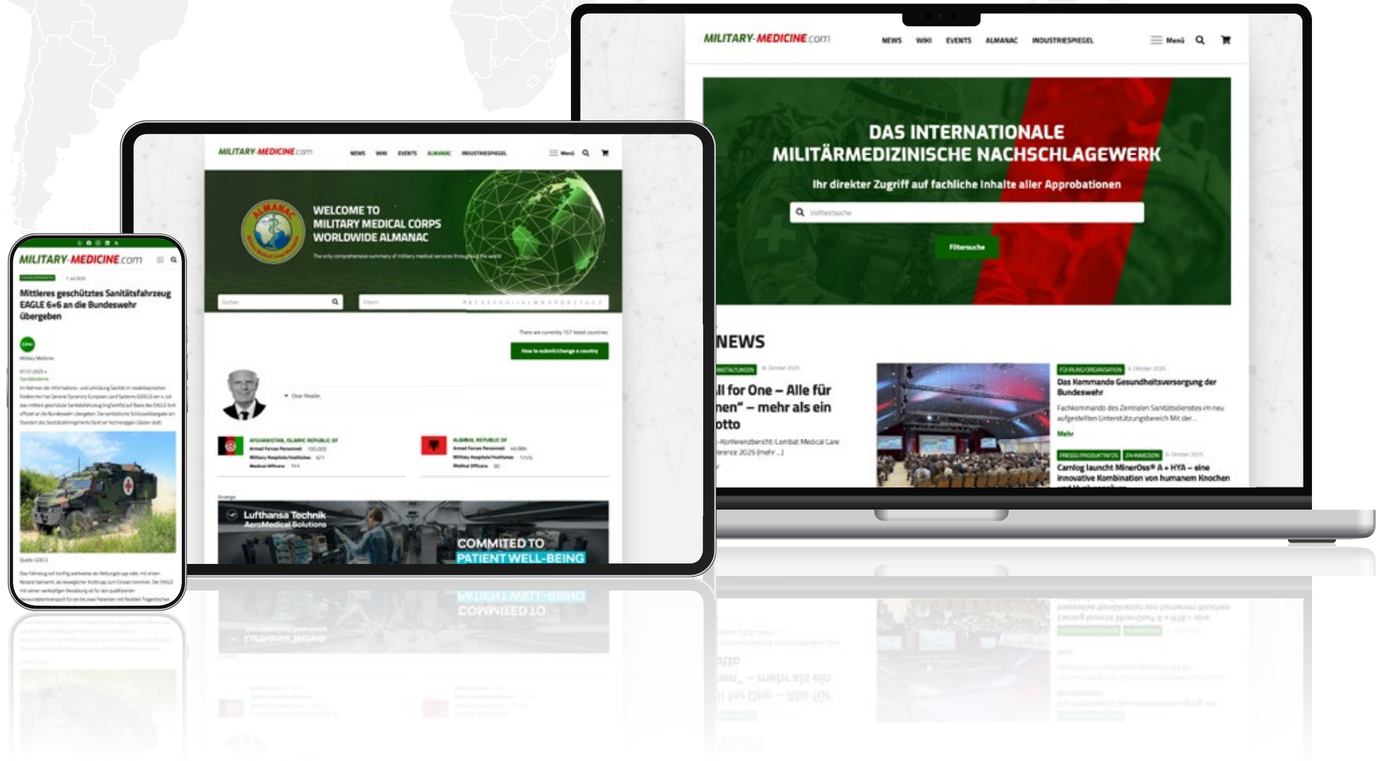
THE JOB PORTAL FOR DEFENCE, SECURITY AND MILITARY MEDICINE

The search for a new professional challenge is a matter of trust — for applicants as well as for companies. Especially in the security and defence industry, this requires a specialized platform that brings both sides together in a targeted manner. **DEF-JOBS.com** combines this expertise: with CPM Verlag's many years of experience in defence, security and military medicine, as well as close industry cooperation, we know the market firsthand. Our network — including SECURITY- and DEFENCE-NETWORK.com—provides access to a dedicated target group.

Whether you're a soldier, engineer, or career starter, DEF-JOBS.com brings the right people together with the right jobs..

OUR INTERNATIONAL SPECIALIST PORTAL ON **MILITARY HEALTHCARE**

MILITARY-MEDICINE.com



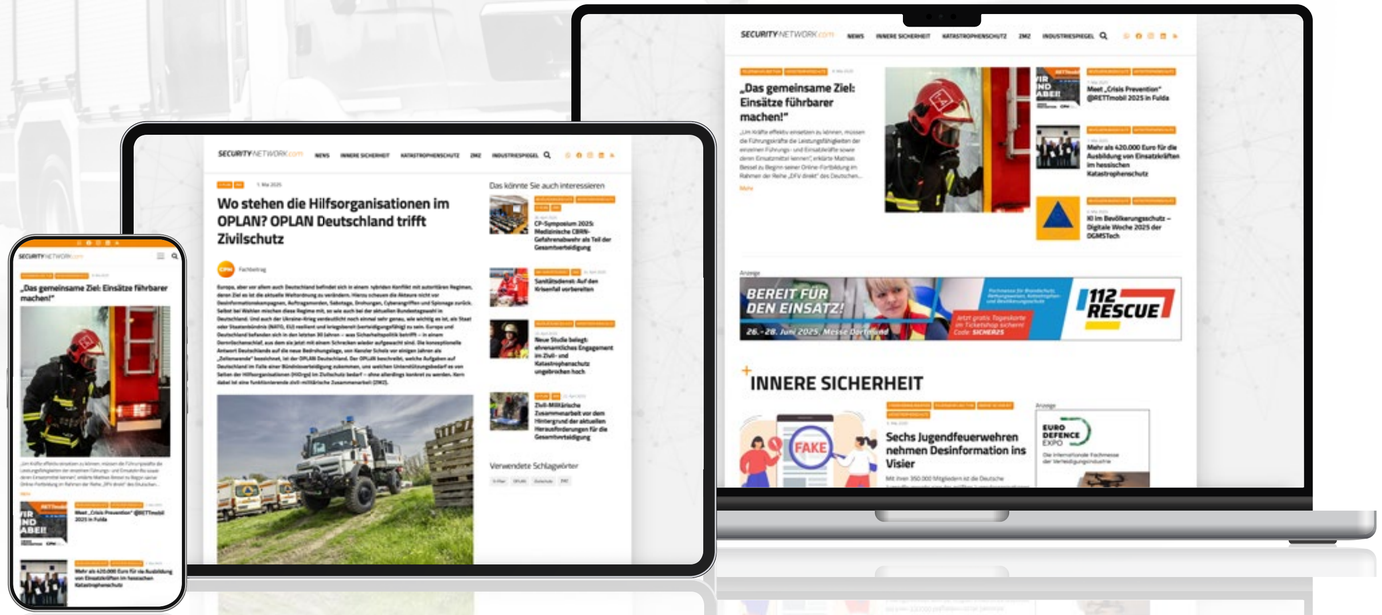
THE CENTRAL PLATFORM FOR MILITARY MEDICINE – COMPREHENSIVE, UP-TO-DATE, INTERNATIONAL

The platform brings together all relevant content for the military medical community: access to articles from the journals Wehrmedizin und Wehrpharmazie covering topics in medicine, dentistry, veterinary medicine, and pharmacy, as well as scientific papers from the Wehrmedizinische Monatsschrift commissioned by the Bundeswehr Medical Service. The offering is complemented by organizational and clinical content at the intersection of defence and security.

A highlight is the **Military Medical Corps Worldwide Almanac**, the only comprehensive overview and international reference source on military medical services worldwide. Exclusive content from the annual **DiMiMED-Fachtagung** and the**EMMS-Magazins** expand the range of information. In addition, the **Business Forum** offers commercial providers in the military medical market a central hosting platform.

ONLINE PUBLICATION FOR **INTERNAL SECURITY, DISASTER CONTROL** AND **CIVIL-MILITARY COOPERATION**

SECURITY-NETWORK.com



THE SPECIALIST PORTAL FOR INTERNAL SECURITY, DISASTER CONTROL, AND CIVIL-MILITARY COOPERATION

Security can only be achieved through cooperation – and that requires knowledge, networking, and exchange. With **SECURITY-NETWORK.com**, CPM Verlag offers a unique news portal that builds precisely this bridge. It brings together news on all authorities and organizations responsible for security tasks (BOS): from the police, fire department, and rescue services to the THW and other aid organizations. In addition, key social issues of our time are addressed in the context of civil-military cooperation – in discussions with experts, decision-makers, and through the publication's own editorial team.

Here you will find the latest information on new laws and regulations, impressions from trade events, reports on events, and news about technologies for everyday use. Presented in a clear, practical, and compact format — **all in a single portal**.

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