



MEDIA DATA 2027



WARSIGHT

NOT A CASUAL AUDIENCE

Warsight's audience represents a solid cross-section of the US and European defence ecosystem, along with a growing readership in Asia. It includes members of the defence industry at all levels, senior officers and serving personnel, along with various defence-adjacent professionals, including analysts, consultants, investors, and public relations personnel. Our primary focus is on serving and retaining an audience of qualified professionals.

Our editorial team is multiple-award-winning, with seven Defence Media Award wins and one European Military Press Association award between them, while our contributor writing pool includes numerous well-connected defence journalism stalwarts, many of whom have garnered awards or recognition in their field. A glance at the names writing for us underscores the publication's commitment to professional defence journalism.

Our motto is 'Defence in depth' and this is precisely what we aim for. Our subject matter is often highly technical, specialised and detailed. This goes well beyond the demands of a general audience, but dramatically increases its value to professionals for whom these subjects are directly relevant.

Warsight is positioned at €120 CPM (cost per thousand impressions). This reflects the specialist nature of the audience to whom you are advertising.

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.



MARK CAZALET
EDITOR-IN-CHIEF

E-Mail: m.cazalet@cpm-verlag.de



PETE FELSTEAD
DEPUTY EDITOR

E-Mail: p.felstead@cpm-verlag.de

BANNER ADVERTISING SINGLE BANNER PLACEMENT

BILLBOARD BANNER

€ 120 / CPM*

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

RECTANGLE HALF PAGE

€ 130 / CPM*

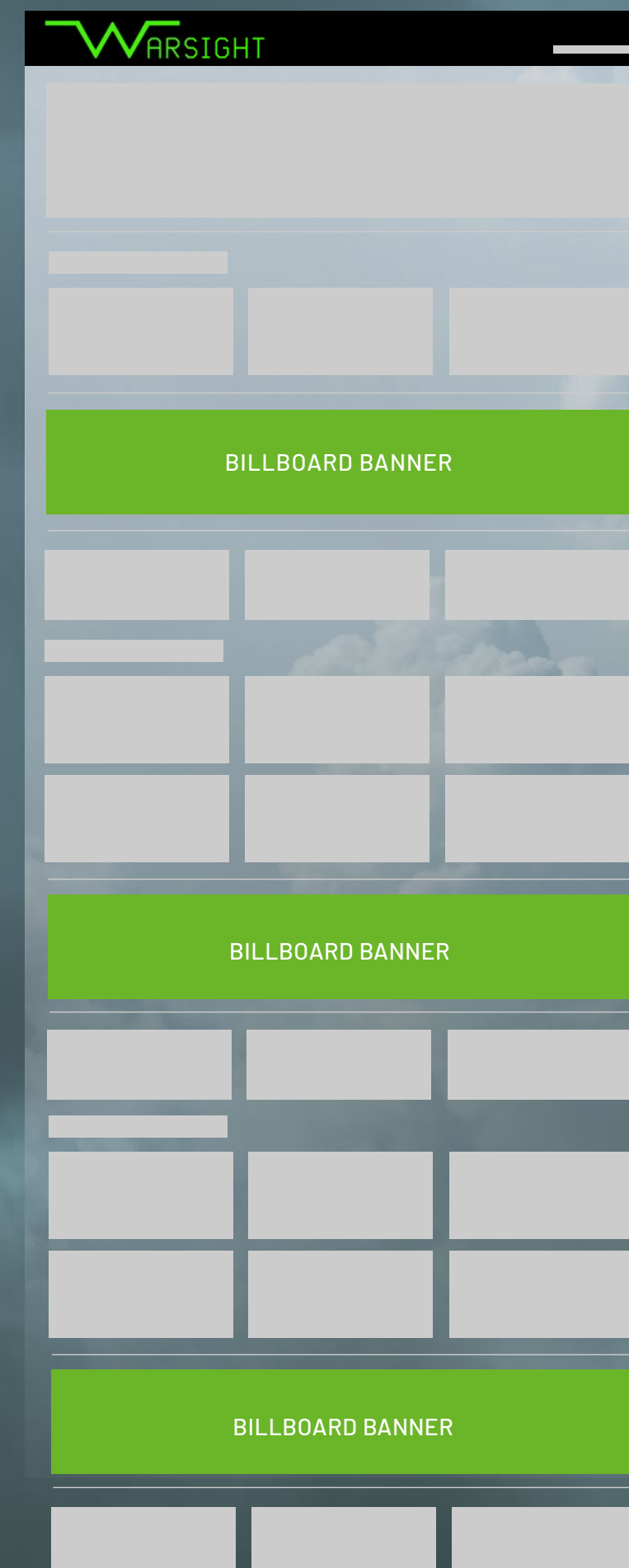
Format: : 600 x 1,050 px (desktop)
500 x 600 px (mobile)

CONDITIONS:

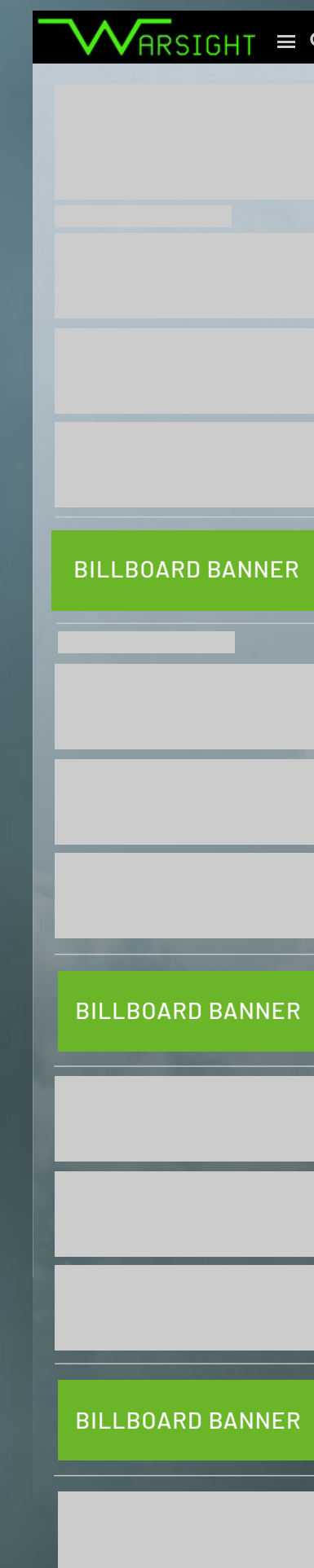
- Billboard banners are additionally required in 640 x 200 px for display on mobile devices.
- Rectangle Half Page banners are additionally required in 500 x 600 px for display on mobile devices.
- The banners are displayed in rotation.
- GIF files: length approx. 5 secondes.

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

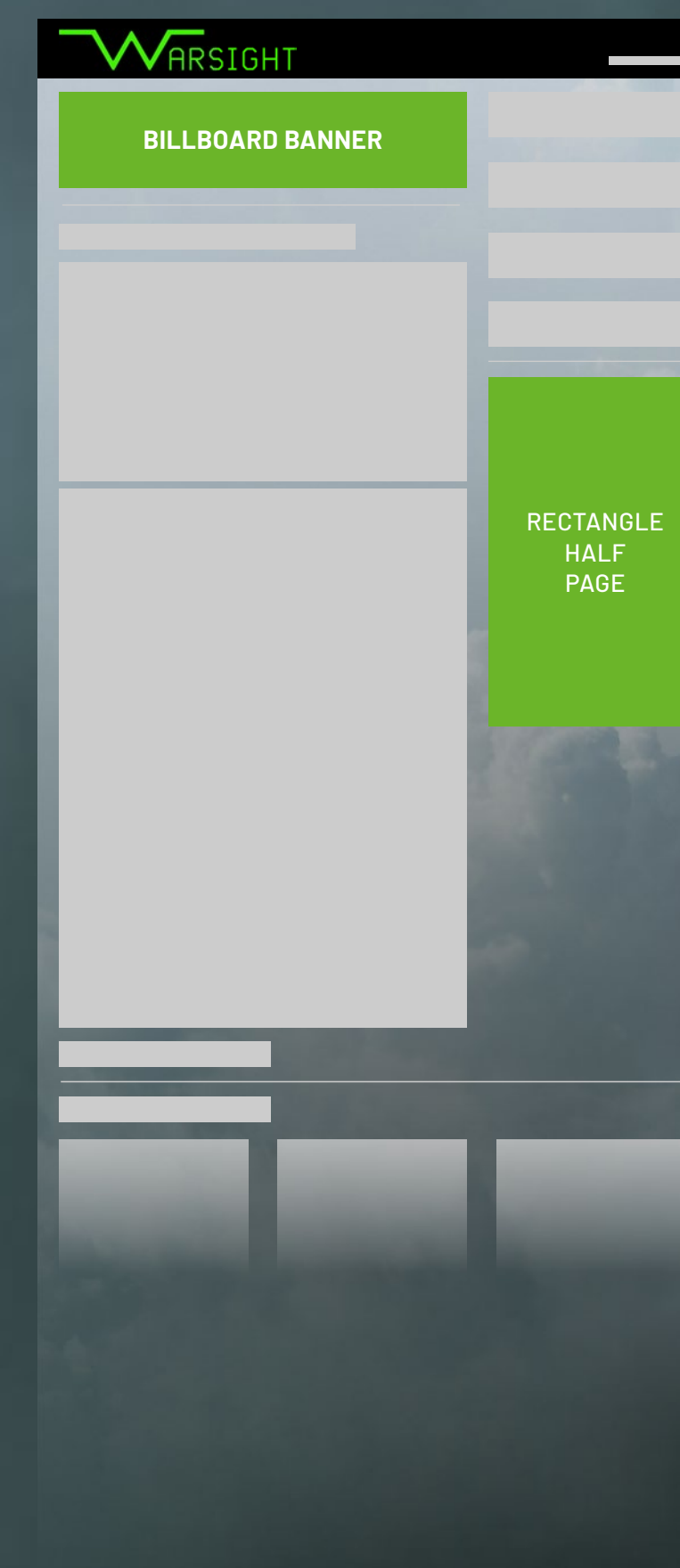
▼ Home page desktop



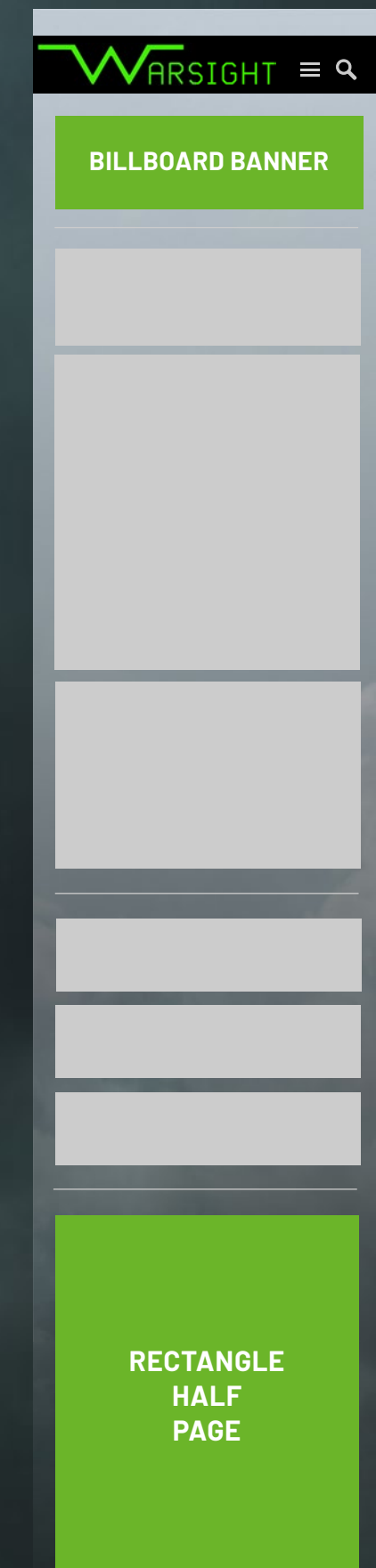
▼ Home page mobile



▼ Article page desktop



▼ Article page mobile



SPONSORED CONTENT

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€ 3,000

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

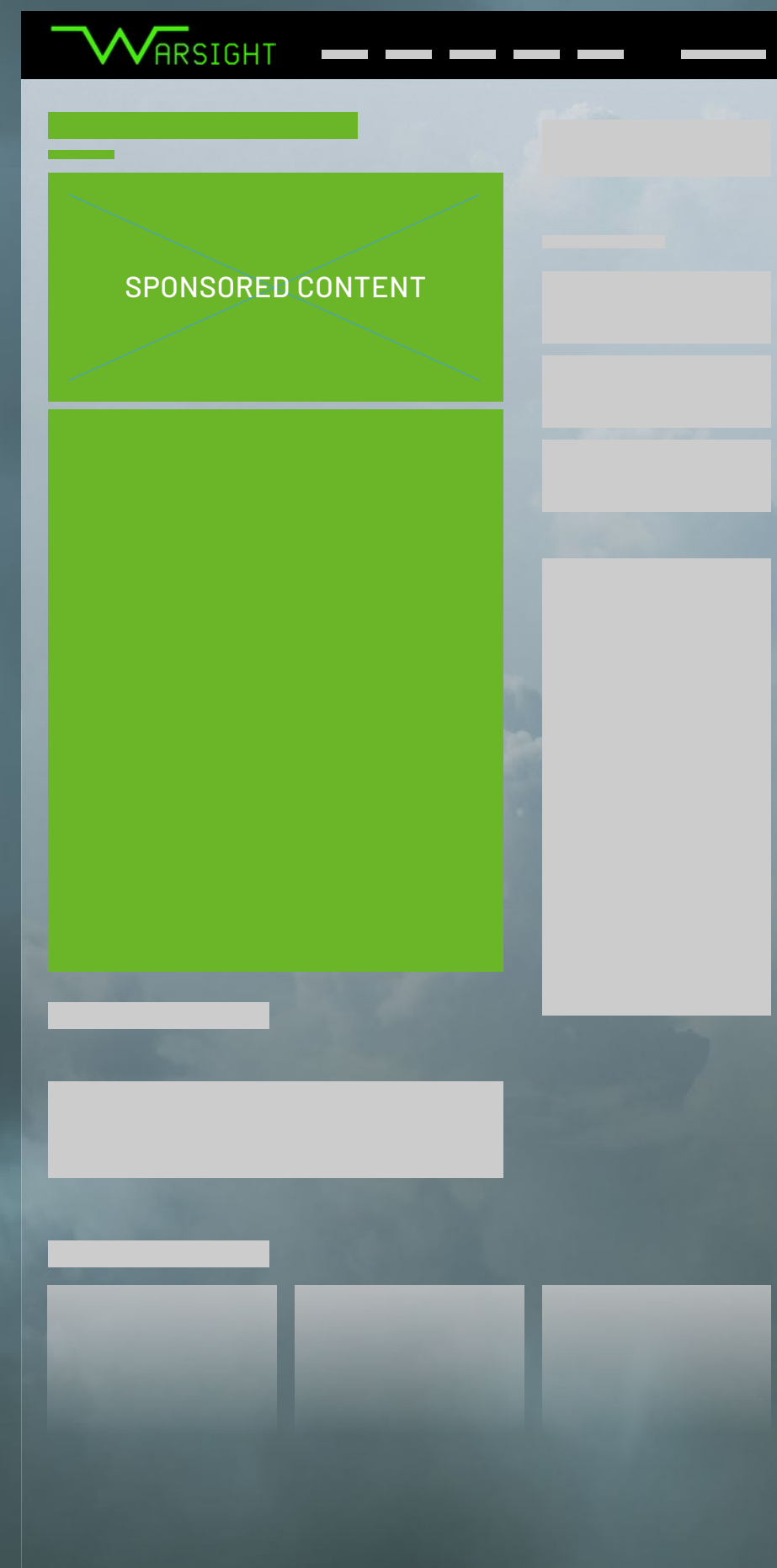
Reach extension (optional):

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



LINKEDIN

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

Sponsored content on the WAR SIGHT LinkedIn channel 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




YOUR CONTACTS

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



CHRISTIAN LAUTERER

HEAD OF SALES

Tel.: +49 (0) 2225 / 8889-130

E-Mail: c.lauterer@cpm-verlag.de



MARC ESCHBACH

SALES MANAGER SECURITY

Tel.: +49 (0) 2225 / 8889-132

E-Mail: m.eschbach@cpm-verlag.de



JACQUELINE LEONARD

SALES MANAGER

Tel.: +49 (0) 2225 / 8889-235

E-Mail: j.leonard@cpm-verlag.de

PUBLISHING HOUSE:

CPM Verlag GmbH

Carl-Zeiss-Straße 5
53340 Meckenheim
Germany
Tel. +49 (0) 22 25 / 88 89-0
info@cpm-verlag.de

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Bank Details

Sparkasse KölnBonn
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T&C

You can find current T&Cs on our website.

Publisher

Tobias Ehlke
CEO and Owner
t.ehlke@cpm-verlag.de

Sales

Christian Lauterer
Head of Sales and Authorized Signatory
Tel. +49 (0) 22 25 / 88 89-130
c.lauterer@cpm-verlag.de

Editorial Team

Mark Cazalet
Editor-in-Chief
m.cazalet@cpm-verlag.de

Marketing

Annika Kordysch
Marketing Coordinator
Tel. +49 (0) 22 25 / 88 89-234
a.kordysch@cpm-verlag.de



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