

Breaking Defense 2017 Media Kit

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The screenshot displays the Breaking Defense website interface. At the top, the logo 'BREAKING DEFENSE' is prominent, with a navigation bar containing links for HOME, AIR, LAND, SEA, CONGRESS, INTEL & CYBER, and STRATEGY & POLICY. A large red banner at the top right features the Raytheon logo. Below this, a section for the '2016 AUSA ANNUAL MEETING AND EXPOSITION' is highlighted, with coverage presented by Raytheon. The main content area features a large image of an Oshkosh JLTV with a 30mm cannon, titled 'Oshkosh Shows Off Big Gun JLTV: 30mm Cannon'. To the right, a sidebar titled 'LAND WARFARE OVERMATCH SOLUTIONS' contains a grid of images and a 'CLICK TO EXPLORE' button. Below the main article, a video player is visible with the title 'How Thinking Robots Can See: TARDEC Robotocist at A...'. The 'Editorial Staff' section lists Colin Clark as Editor and Sydney J. Freedberg, Jr. as Deputy Editor. The bottom of the page features a '2016 AUSA' section with sub-articles like 'The Next War? Trench Warfare With Smart Bombs' and 'Rebuilding The M2 Bradley: Same A4 Turret But Must Be New'.

Editorial Mission

Breaking Defense is the idea hub of the global defense world, where the crucial defense ideas are debated, the biggest defense stories reported and analyzed, and the hottest weapons and news videos are shared. Read and watch the top-notch reporting of our team of experienced journalists, knowledgeable analysts, senior defense industry contributors and informed readers.

*"Breaking Defense is the gold standard for defense technology coverage. I rely on it constantly. Breaking Defense is better than other sources of defense coverage because its writers have the depth and experience to **explain why things happen**. That's what most readers really want to know."*

Loren Thomson – Lexington Institute

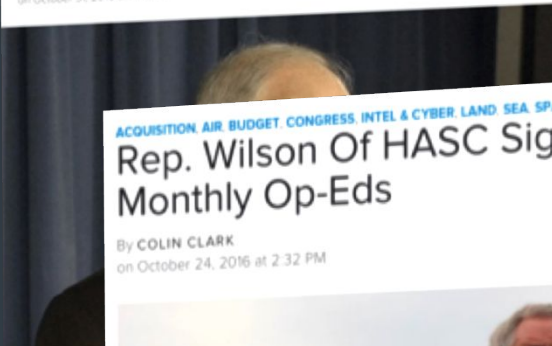
"Breaking Defense is required reading in the Bridenstine office! "

James Mazol - Legislative Director,
U.S. Rep. Jim Bridenstine (OK-1)

Unrivaled Access to Congress and the White House

- Air Force Secretary Michael Donley gave Breaking Defense an unprecedented 4-part opinion series on the future of the Air Force
- HASC members Reps Randy Forbes and Rick Larsen wrote an op-ed challenging the wisdom of equality on the defense budget.
- Gen. Mike Hostage, head of Air Combat Command, gave an unprecedented interview about the combat capabilities of the Joint Strike Fighter program.
- Army Undersecretary Brad Carson gave an exclusive interview about sensitive roles of National Guard and Reserve.
- Former DoD Comptroller Bob Hale laid out what's real and what's not in sequestration.

ACQUISITION AIR BUDGET CONGRESS INTEL & CYBER LAND SEA SPACE STRATEGY & POLICY
The Case for Donald Trump on National Defense
By MIKE WYNNIE
on October 31, 2016 at 4:24 PM



Michael Wynnie
Throughout the important events of the day, I have written for myself.

ACQUISITION AIR BUDGET CONGRESS INTEL & CYBER LAND SEA SPACE STRATEGY & POLICY
Rep. Wilson Of HASC Signs On For Monthly Op-Eds
By COLIN CLARK
on October 24, 2016 at 2:32 PM



Rep. Joe Wilson
One of America's top defense lawmakers, Rep. Joe Wilson, will write an exclusive monthly opinion piece for Breaking Defense.
As Breaking D readers know, Rep. Randy Forbes, outgoing chairman of the HASC seapower and power projection subcommittee, started this tradition. But the voters spoke and, sadly, Mr. Forbes is moving on after the election.

Exclusive Op-Eds From The Pentagon

Breaking Defense is the only digital publication with op-eds from senior Pentagon and Congressional leadership and thought leaders, including:

- Bob Hale, former Department of Defense Comptroller
- Beth McGrath, former first deputy Chief Management Officer
- John Quigg, retired Army lieutenant colonel
- Mark Cancian, former defense budget analyst at Office of Management & Budget
- Congressman Randy Forbes, outgoing chairman of HSAC Subcommittee of seapower
- Congressman Joe Wilson, chair of HSAC Subcommittee on emerging threats

AIR STRATEGY & POLICY

Six Retired Generals Make The Case For LRSB

By GENERAL LARRY SPENCER, USAF (RET)
on October 30, 2015 at 4:04 PM



Boeing B-29 bombers raid Burma in WWII



Northrop Grumman Loyal Wingman

AIR STRATEGY & POLICY

SecAF James: Lessons From The Pacific

By DEBORAH LEE JAMES
on November 08, 2016 at 4:01 AM



Deborah Lee James

Air Force Secretary Deborah Lee James traveled through Asia, visiting Indonesia, India, Singapore, and the Philippines at the end of the summer. We didn't hear a great deal about the trip in the US at the time but her meetings with her defense counterparts clearly impressed. In this op-ed, James shares the lessons she learned. China shaped much of what was discussed. Read on. The Editor.

The largest takeaway from my journey: The future is here and our friends are counting on us.

In particular, our friends hunger for closer ties with the American military branch I lead, the Air Force. They want more joint training, more technology transfers, more exposure to the globe-spanning capabilities of our B-1 bombers and our C-17 cargo planes. Those twin bookends of hard and soft power illuminate the relationships our partners crave as Asian economies boom and the region becomes more crowded with commercial and military traffic.

Authentic Community Engagement

General Lloyd James
@army_us

Army Quests For Holy Grail: The Elusive Armed Aerial Scout

Combined Arms Center
@usacac

Army Grapples With Cyber Age Battles In Megacities [breakingdefense.com/2014/05/army-g... via](http://breakingdefense.com/2014/05/army-g...)

John McCain
@SenJohnMcCain

ICYMI @BreakingDefense: "SASC & HASC Acquisition Reform Bills Move Ahead" breakingdefense.com/2015/05/...

Gen. Dave Goldfein
@GenDaveGoldfein

How can we build tangible, measurable security for the Asia-Pacific region & its expanding economies & cultures? Read @SecAF23's perspective

Breaking Defense @BreakingDefense
Read our exclusive op-ed by @SecAF23 Deborah Lee James on air forces & allies in Asia-Pacific. ...eakingdefense.sites.breakingmedia.com/2016/11/secaf-.....from-the-pacific/

162 Comments Breaking Defense

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leroy · 2 days ago

If the AWACS has to turn tail and run due to a threat it very well may be the F-35 that takes over its mission. It certainly has the capability to do so. Did you know that the Iranians used their F-14s as AWACS?

129 Comments Breaking Defense

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PolicyWonk · 2 days ago

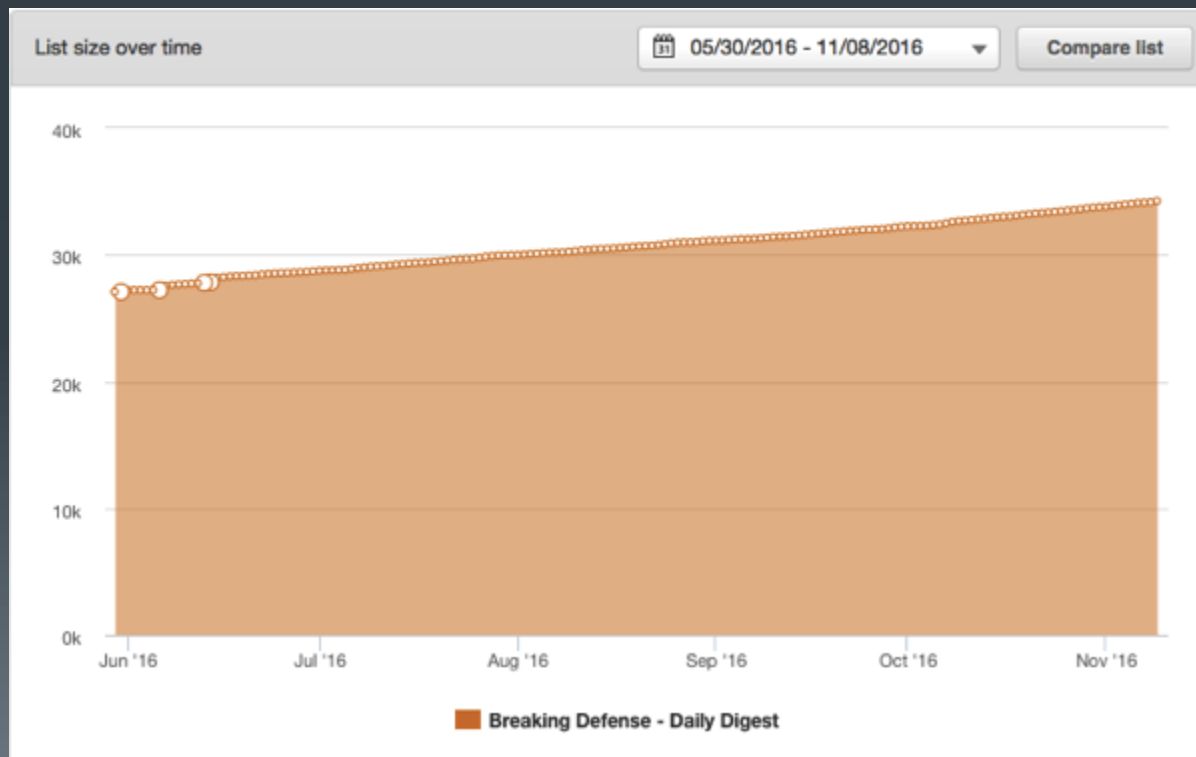
So I don't think McCain is right that this particular case is a symptom of the need for acquisition reform.

Considering that these pages have been reporting a myriad of acquisition problems with almost every program (with pitifully few exceptions) over the years, I find this statement surprising.

The entire system is legendary for waste, redundancy, lack of coordinated threat analysis, lack of any overall (coordinated) acquisition strategy across service branches, corporate welfare programs, length of time it takes to develop and field weapons, design changes being made to weapons all the way from inception through manufacture/construction, and so on.

Key Stats

- Unique Visitors 300,000 per month – *30% growth since Jan 2016*
- Email Subscribers 29,000 – *80% growth*
- Social Followers – 36,000 – *40% growth*
- Pageviews 750,000 per month – *10% growth*



Demo Details

US Government & Military: 290,000 confirmed annual visits

Navy – 115,000

Army – 70,000

DoD – 39,000

Air Force – 30,000

Congress – 17,000

Dept of State, VA – 10,000

FAA, FBI, NASA – 9,000

USA – 3,150,000

UK – 147,000

Canada – 116,000

Australia – 88,000

Germany – 50,000

India – 37,000

Netherlands – 35,000

2017 Editorial Calendar

- New Administration Review January - March
- Annual Budget Review February – April
- AFA Winter February
- Office of Secretary of Defense March
- AUSA Winter March
- National Space Symposium April
- House Summer Hearings April-June
- GEOINT Symposium June
- Paris Air Show June
- MDM 360 Summit June
- Senate Summer Hearings June - July
- Space & Missile Defense Symposium August
- NGAUS Conference September
- AFA Conference September
- AUSA Conference October
- Euronaval October
- Naval Submarine League Conference October
- Dubai Air Show - (every other year) November
- ITSCEC November

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Video	Standalone Video	\$210cpm*
Content	Sponsored Content	\$3,500 per post
	White Paper Promotion	\$12,500 per white paper
	Custom Research & White Paper	\$20,000 per project
	Event Coverage Sponsorship	\$30,000 - \$70,000
Email	Direct Email Blast	\$5,000 per send
	Daily Newsletter	\$4,500 per week \$16,000 per month
Custom	Quiz	\$20,000
	Podcasts & Twitter Chat	\$15,000

*rate is ROS. 20% increase for geo-targeting, 20% increase for contextual or audience segments.

Improving Display For Engagement & Viewability

1. Making all sidebar ads sticky, aka “anchor ads.”
2. Moving top leaderboard closer to content, below the navigation.
3. Mobile web improvements for ease of use.
4. Restructuring sponsored content to uniform sizes, and served through TripleLift, to free right rail for anchors.
5. Disappear site logo until user is scrolling up to free up pixels.
6. Persistent bottom unit in mobile.

These developments predict an increase in total time in view for 600 pix tall ad unit by 1.064 minutes. If a user only scans 20% of the content, the ad unit will be in view for 12 seconds and improve engagement by 300%.



Video Stand-Alone


destruction, blind, blind to the changes in war," said Miley. "Let us commit to not march into that abyss, blind to the changes. Let us commit for once, once in our history, to not be unprepared for that first battle."

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Now, Work and Miley aren't resigned. They're exploring new technologies and concepts — [Multi-Domain Battle](#), the [Third Offset Strategy](#), [human-machine teaming](#) — to give the US a winning edge. But it's a truly brutal problem to solve, and a recent interview with the head of arguably the [most influential thinktank](#) on future conflict made clear that the hard thinking's hardly begun.

"It's a good thing that the Defense Department senior leadership has begun talking about great power competition" — in essence, deterring [Russia](#) and [China](#) instead of [bombing terrorist thugs](#) — "but I think we are at the very early stages of



The Next War? Trench Warfare With Smart Bombs

By Andrew A. Chubb, Jr.
on October 19, 2018 at 12:00 PM



WASHINGTON If you want a glimpse of future war, look back a hundred years to the bloody stalemate of the Somme, the submarine battles of World War I instead of submarines and aircraft slaughtering soldiers in its early days. Instead, imagine [smart weapons](#) raining the air, land and sea. Instead of trenches overhead, imagine [swarming drones](#). Instead of the unrelenting rattle of 1918, with communications technologies bringing close air strikes, imagine [satellite networks](#), [robotics](#) and [jammed](#) by weapons. The end result — the battles — would look much like space.



"As the European powers at the start of World War I, we could find ourselves increasingly engaged," said Tom Mahoney, president of the Center for Strategic and Budgetary Assessments. "We're likely to find ourselves surprised and unprepared."

That grim prospect is much on the minds of top Pentagon leaders, including the Deputy Secretary, [Bob Work](#), and the Army Chief of Staff, [Sunil M. Mita](#), who recently headed World War I in a [fascinating speech](#).

In 1918, "tensions and anger reached off to their destination blind, blind to the changes in war," said Miley. "Let us commit to not march into that abyss, blind to the changes. Let us commit for once, once in our history, to not be unprepared for that first battle."

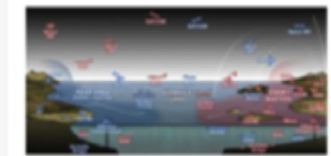
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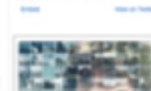
"It's a good thing that the Defense Department senior leadership has begun talking about great power competition" — in essence, deterring [Russia](#) and [China](#) instead of [bombing terrorist thugs](#) — "but I think we are at the very early stages of thinking through what that's going to mean," Mahoney said.

The US has a generation of assumptions to overturn. Since 1991, we've gathered intelligence, targeted targets and deployed forces around the world at will. Advances could help us detect or counter insurgents, but they couldn't interfere with us at long range. That's changing. Russia and China have resources the [United States](#) can't match, and they have had 20 years to invest their edge to counter us.

"We have engaged a multi-decade period where the United States had a monopoly or near-monopoly in precision strike — not just the weapons, but all the staff needed to create that," Mahoney said. "In a security environment dominated by the spread of precision strike capabilities — and here, again, I mean not just the weapons but the systems, the command and control — what does warfare look like and what are the options available to the United States?"



"These conditions are spreading," Mahoney continued. "What we haven't seen so far but we will — the appropriate conflict in coming that — is a conflict between two sides, both



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Army Must Forge New Path on Weapons Spending

DRS TECHNOLOGIES

Modernization: Army Leadership Must Seize Initiative

By ANDREW HORTER and RYAN MCCORMACK

Times are hard for the United States Army. It has experienced a **budget decline** of almost 50 percent in constant dollars since 2008 as a result of the combined effects of the drawdown of the wars in Iraq and Afghanistan and the caps established in the Budget Control Act of 2011. **Army force structure** is on a path below its post-World War II low, and **potential competitors** around the world are working overtime to challenge the Army in ways not seen since the Cold War.

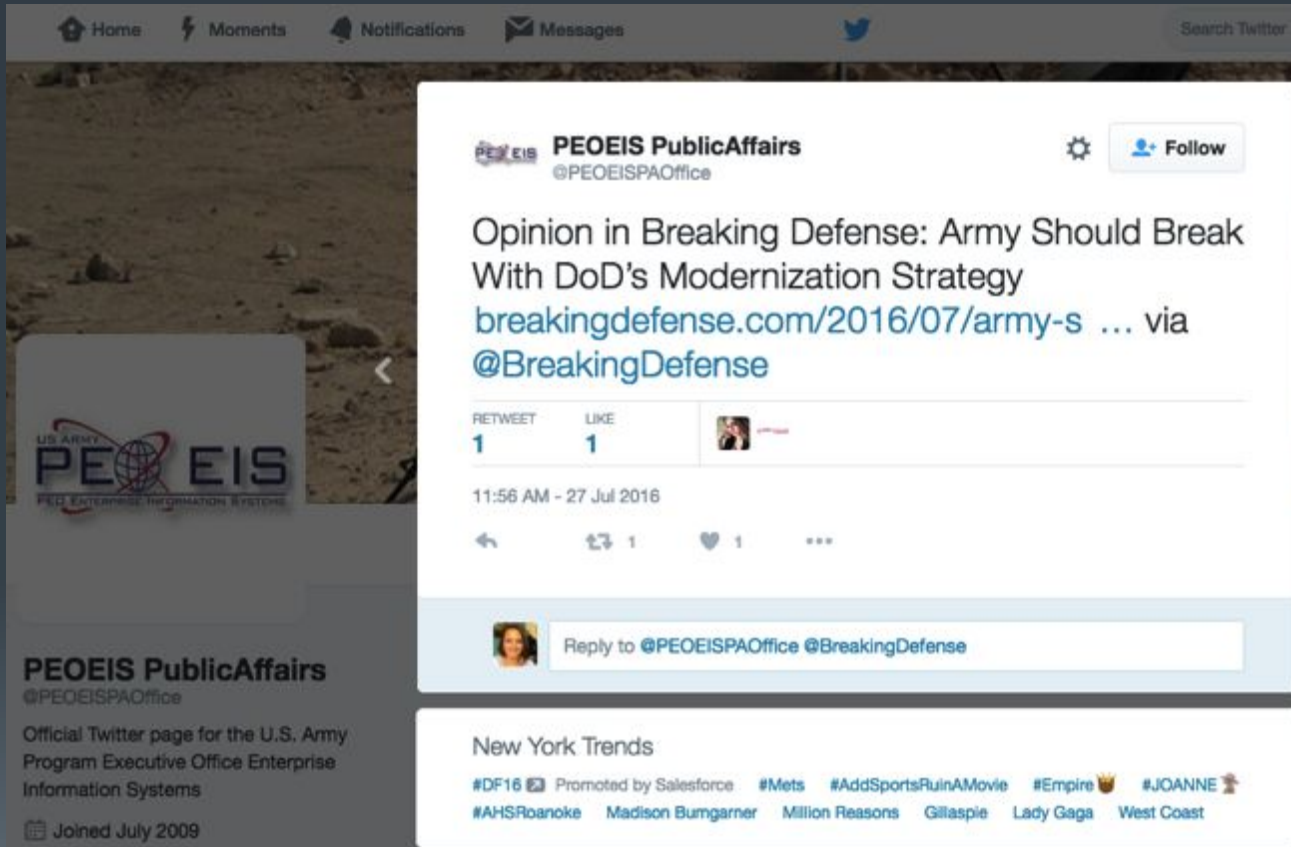
the hollow Army of the late 1970s. Today's battle-tested, Army remains far and away the world's preeminent large-scale force. (Are these days to see Army leaders with smiles on their faces, and see that the Army's ability to retain its preeminent position is...)

concerns is its **modernization challenge**. **Army modernization** from 2008 to 2015, well beyond the decline in its overall size. director of the Army Capability Integration Center, testified before the House of Representatives' Armed Services Committee that the Army is "facing current and future threats" and that "our competitive edge is being eroded" and that "our competitive edge is being eroded on a decreasing [and] the Army risks losing its edge in future conflicts."

Comparing the Army's current **modernization challenge** to previous drawdowns shows that the drawdowns after Vietnam and the Cold War also featured major Army modernization reductions. However, this time the Army is facing a "triple whammy" for its modernization efforts. First, this drawdown was larger than the drawdowns that followed the Vietnam War (54 percent decline) and the Cold War (59 percent decline). Second, this time the Army has a build-up that didn't deliver much in the way of new equipment.

time after the Army had modernized most of the force with its own M1 Abrams tank, Bradley Fighting Vehicle, Apache helicopter, Blackhawk helicopter, Crusader artillery system, Future Combat System and Ground Combat Vehicle failed to reach production. Finally,

Performance, beyond the numbers



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Research & White Papers


IN-HOUSE COUNSEL, LITIGATION FINANCE, LITIGATORS

Seeking The Litigators' Perspective On Litigation Finance


By BRIAN DALTON

CH 18, 2016 at 10:54 AM

20 SHARES



Proponents of litigation finance have been building — both here on ATL and elsewhere — a convincing case for the virtues of the practice. According to its advocates, litigation finance promotes access to justice by leveling the playing field for financially constrained parties, offers legal departments a tool for risk management, and enables companies to focus on their core businesses. Undoubtedly, this message has been gaining real traction. Litigation finance has seen explosive growth: According to recent research, nearly one-third of law firm attorneys have direct experience with litigation finance, and 75 percent of them expect the practice to continue its growth over the next five years.




As the practice rapidly evolves from a little-understood novelty option into an established (albeit flexible) means of accessing capital, we wanted to dig deeper into the perspective of practicing litigators and their in-house peers. To better understand the dynamics of this increased acceptance, we developed a brief survey that seeks insight into such questions as:


- Who was the main driver of the decision to seek litigation financing — the client or outside counsel?
- What was the strongest motivation for doing so?
- How does adoption vary among industries?
- What are the major obstacles to adoption?

If you are a practicing litigator or in-house counsel — and regardless of the extent of your experience with litigation finance — please take our 5-minute survey and share your thoughts for the chance to win a \$50 gift card. Thank you.

Brian Dalton is the director of research for Breaking Media. Feel free to email him with any questions or comments.

20 SHARES





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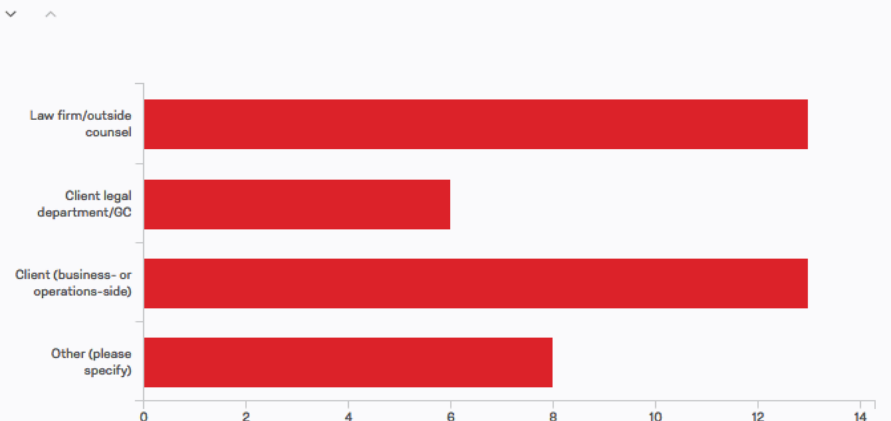
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Who was the main driver of the decision to seek litigation financing?

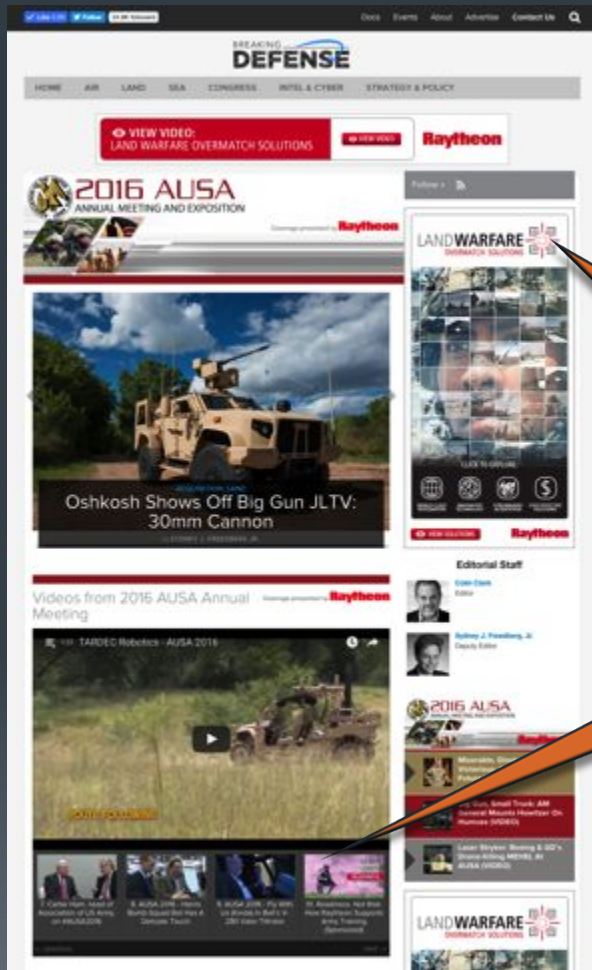
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Q7 - Who was the main driver of the decision to seek litigation fi...

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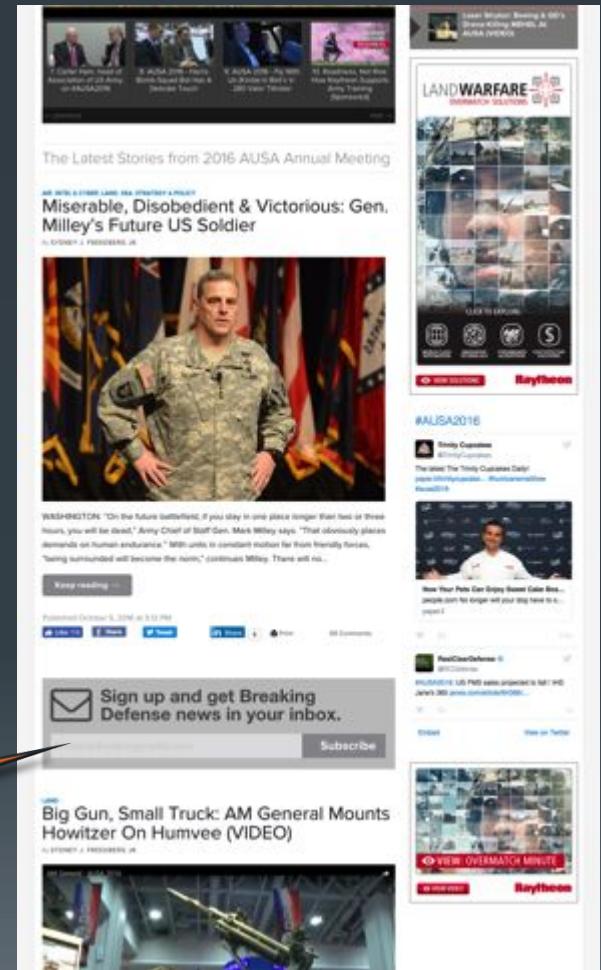
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1/15 TARDEC Robotics - AUSA 2016



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- 8. AUSA 2016 - Harris Bomb-Squad Bot Has A Delicate Touch
- 9. AUSA 2016 - Fly With Us (Kinda) in Bell's V-280 Valor Tiltrotor
- 10. Readiness, Not Risk: How Raytheon Supports Army Training (Sponsored)

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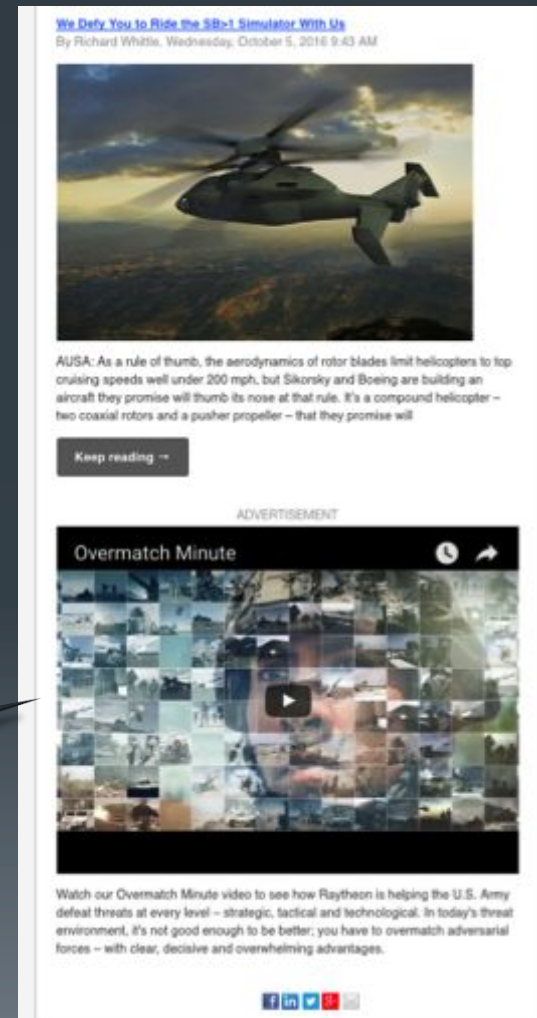
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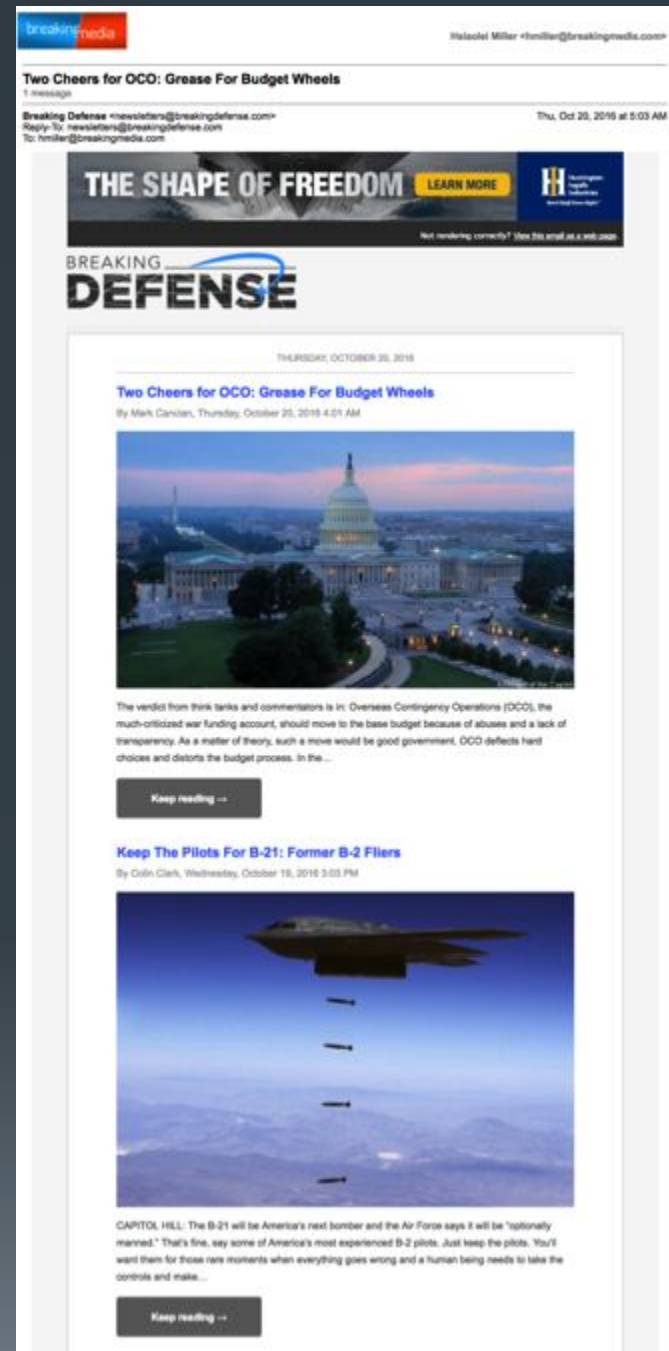
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- Open rates 20%
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- Open rates 10-15%
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Custom Programs: Quizzes

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Take This Fun Quiz To Find Out Which Famous Detective You Are

By ABOVE THE LAW

Jun 27, 2018 at 9:07 PM

20 SHARES

Popular culture sure makes detective work sound exciting. The intrigue, sleuthing, and firearms permit.

Lawyers are kind of like detectives: paper trail detectives! Who work indoors. And already know who committed the crime. But still, you still have to be able to search out how in the hell you are going to keep your client out of jail, am I right?

Your job is fun, you made totally awesome career decisions. Take this quiz to find out which famous detective matches your investigative style.

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Which famous detective represents your investigation style?

Go!

Which famous detective represents your investigation style? We'll send you a poster for bragging rights and enter to win a \$100 Visa gift card!

Being an in-house lawyer is a little bit like being a detective. The people around you – your business clients, the regulatory agencies – already think they know what happened. You have to figure it out before they do.

So how do you go about it? Which famous detective represents your practice style? Take our quiz and find out.

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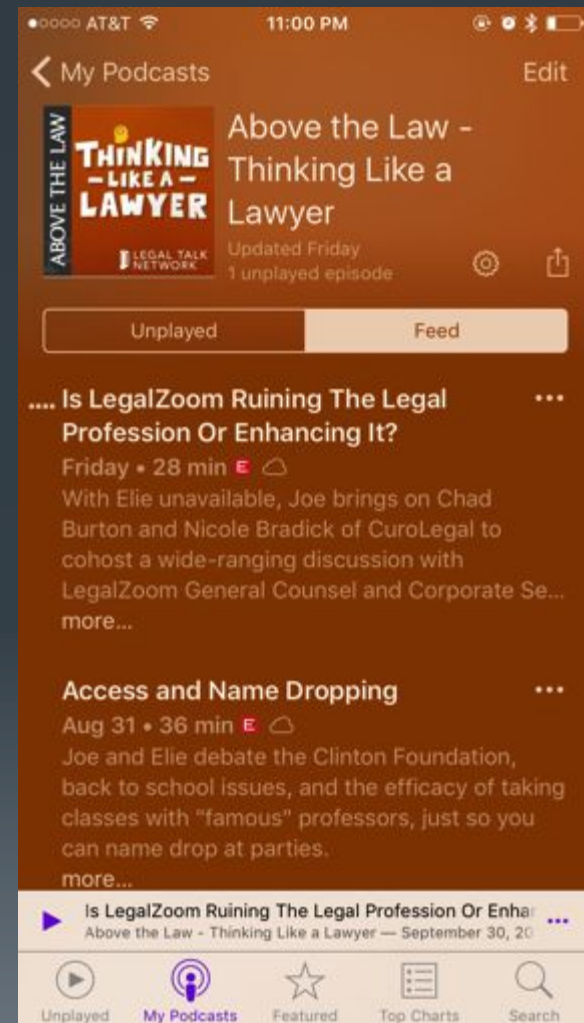
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 - Drive digital engagement at live events or conferences.
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MyShingle	35,000	50,000
HowAppealing	125,000	310,000
AbovetheLaw	1,250,000	7,800,000
Dealbreaker	425,000	3,000,000
MedCity News	425,000	1,100,000
BreakingEnergy	75,000	150,000
BreakingGov	50,000	125,000
BreakingDefense	300,000	750,000
Fashionista	2,500,000	11,000,000