Breaking Defense
2017 Media Kit

Advertising:
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Editorial:
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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

- 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.
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
Authentic Community Engagement
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

<table>
<thead>
<tr>
<th>US Government &amp; Military: 290,000 confirmed annual visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Navy – 115,000</td>
</tr>
<tr>
<td>Army – 70,000</td>
</tr>
<tr>
<td>DoD – 39,000</td>
</tr>
<tr>
<td>Air Force – 30,000</td>
</tr>
<tr>
<td>Congress – 17,000</td>
</tr>
<tr>
<td>Dept of State, VA – 10,000</td>
</tr>
<tr>
<td>FAA, FBI, NASA – 9,000</td>
</tr>
<tr>
<td>Event</td>
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<tr>
<td>-------------------------------------------</td>
</tr>
<tr>
<td>New Administration Review</td>
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<tr>
<td>Annual Budget Review</td>
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<tr>
<td>AFA Winter</td>
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<tr>
<td>Office of Secretary of Defense</td>
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<tr>
<td>AUSA Winter</td>
</tr>
<tr>
<td>National Space Symposium</td>
</tr>
<tr>
<td>House Summer Hearings</td>
</tr>
<tr>
<td>GEOINT Symposium</td>
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<tr>
<td>Paris Air Show</td>
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<tr>
<td>MDM 360 Summit</td>
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<tr>
<td>Senate Summer Hearings</td>
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<tr>
<td>Space &amp; Missile Defense Symposium</td>
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<tr>
<td>NGAUS Conference</td>
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<tr>
<td>AFA Conference</td>
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<tr>
<td>AUSA Conference</td>
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<tr>
<td>Euronaval</td>
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<tr>
<td>Naval Submarine League Conference</td>
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<tr>
<td>Dubai Air Show - (every other year)</td>
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<tr>
<td>ITSCEC</td>
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# Rate Card

<table>
<thead>
<tr>
<th>Display</th>
<th>Interstitial 640x480</th>
<th>$175cpm*</th>
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</thead>
<tbody>
<tr>
<td>Billboard 970x250</td>
<td></td>
<td>$140cpm*</td>
</tr>
<tr>
<td>Leaderboard 728x90</td>
<td></td>
<td>$110cpm*</td>
</tr>
<tr>
<td>Big Box 300x600</td>
<td></td>
<td>$110cpm*</td>
</tr>
<tr>
<td>Mobile Anchor 320x50</td>
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<td>$100cpm*</td>
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<tr>
<td>Medium Box 300x250</td>
<td></td>
<td>$100cpm*</td>
</tr>
<tr>
<td>Video</td>
<td>Standalone Video</td>
<td>$210cpm*</td>
</tr>
<tr>
<td>Content</td>
<td>Sponsored Content</td>
<td>$3,500 per post</td>
</tr>
<tr>
<td></td>
<td>White Paper Promotion</td>
<td>$12,500 per white paper</td>
</tr>
<tr>
<td></td>
<td>Custom Research &amp; White Paper</td>
<td>$20,000 per project</td>
</tr>
<tr>
<td></td>
<td>Event Coverage Sponsorship</td>
<td>$30,000 - $70,000</td>
</tr>
<tr>
<td>Email</td>
<td>Direct Email Blast</td>
<td>$5,000 per send</td>
</tr>
<tr>
<td></td>
<td>Daily Newsletter</td>
<td>$4,500 per week $16,000 per month</td>
</tr>
<tr>
<td>Custom</td>
<td>Quiz</td>
<td>$20,000</td>
</tr>
<tr>
<td></td>
<td>Podcasts &amp; Twitter Chat</td>
<td>$15,000</td>
</tr>
</tbody>
</table>

*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%.
Upgraded Display Ads

- Move Billboard / Leaderboard below navigation to keep in view.
- Space right rail units out so that anchor ads scroll with content.
- Available units:
  - 640x480
  - 970x250
  - 728x90
  - 300x600
  - 300x250 (desktop or mobile leaderboard)
  - 320x50 (mobile anchor)
Video Stand-Alone
# Display / Video Targeting

## Contextual Targeting*
- Audience Segment
- Air
- Land
- Sea
- Congress
- Intel & Cyber
- Strategy & Policy
- Geography
- Country
- State
- City
- Contextual*
- Acquisition
- Air Force
- Army
- Budget
- CIA
- Congress
- CSBA
- CSIS
- Cyber
- DARPA
- DefSec
- DIA
- DoD
- Drones
- Electronic Warfare
- EFP
- FBI
- HASC
- Homeland Security
- Innovation
- JICSOC
- JSOC
- Marines
- Missiles
- Military Personnel
- Military Readiness
- Multi-Domain Battle
- NDAA
- National Guard
- NATO
- Navy
- NSA
- Nuclear
- Offset Strategy
- Politics
- Robotics
- SASC
- Space
- Shipbuilding
- TRADOC

## Audience Segment Targeting
- Congress
- Air Force
- Army
- Navy
- Coast Guard
- Marines
- NASA
- DoD

## Geographic Targeting

*Selected targeting. More available based on client needs.*
Sponsored Content

- Promoted on homepage in the main edit well, and on the right rail of homepage and article pages.
- Content is published in Daily Newsletter.
- Additional promotion available via targeting on Breaking Defense, and its social media properties.
Performance, beyond the numbers

When sponsored content is done right, the engagement can be measured by more than pageviews and reader size.

To the right is a retweet from the PEOEIS Office on a DRS Sponsored Article.
eBooks & Research

- Content created in collaboration with client, and can be redistributed by client.
- Content is published and promoted organically on Breaking Defense, and its newsletter and social media channels.
Seeking The Litigators’ Perspective On Litigation Finance

By Brian Dalton

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

- Law firm/outside counsel
- Client legal department/GC
- Client (business- or operations-side)
- Other (please specify)

Q7 - Who was the main driver of the decision to seek litigation financing?
Event Sponsorship: Microsite

- Exclusive Display Ads
- Sponsor Content Promotion
- Custom Newsletter Subscription
Event Sponsorship: Video Integration

Logo Integration

Editorial Content

Sponsor Content

Videos from 2016 AUSA Annual Meeting

Coverage presented by Raytheon

ROUTE FOLLOWING

7. Carter Ham, head of Association of US Army, on #AUSA2016
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)
Event Sponsorship: Custom Newsletter

- Custom Header with Sponsor logo integration
- Exclusive Channel Content
- Sponsor Content Promotion
Email Newsletter

- Sent to 29,000 subscribers. List grows every week. Growth 80% since January 1, 2016.
- Open rates 20%
- Click rates 10%
Email Blast

- Sent to 36,000 opt-in subscribers. List grows every week. Growth 80% since January 1, 2016.
- Open rates 10-15%
- Click rates 1-5%
Custom Programs: Quizzes

- Editors create “test your knowledge” or “personality driven” quizzes on various topics for lawyers. Quizzes are built for digital engagement and can qualify takers into marketing qualified leads.
  - Messaging collaboration
  - Access to quiz takers data
  - Opportunity to remarket to takers
  - Media included for 150 MQL, 500 takers
  - Exclusivity
Custom Programs: Twitter Chats

- Twitter chats can be scheduled around events, or simply to focus on key topics. It’s a unique platform to drive the conversation forward, and reach a lot of users with relative ease.

- Opportunity:
  - Brand around key topics.
  - Drive digital engagement at live events or conferences.
  - Co-opt active audiences around conferences.
Custom Programs: Podcasts

- Branded Series (Custom)
  - 3 episode minimum
  - Speaking opportunity
  - Published in Breaking Defense iTunes channel as special series, published on BreakingDefense.com, and promoted on its social media and email newsletter.
  - Content can be redistributed by client.
# Breaking Media Demo

5,500,000 visitors | 25,000,000 pageviews

<table>
<thead>
<tr>
<th>Site</th>
<th>Unique Visitors / Month</th>
<th>Pageviews / Month</th>
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</thead>
<tbody>
<tr>
<td>LawSites</td>
<td>35,000</td>
<td>40,000</td>
</tr>
<tr>
<td>MyShingle</td>
<td>35,000</td>
<td>50,000</td>
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<tr>
<td>HowAppealing</td>
<td>125,000</td>
<td>310,000</td>
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<tr>
<td>AbovetheLaw</td>
<td>1,250,000</td>
<td>7,800,000</td>
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<tr>
<td>Dealbreaker</td>
<td>425,000</td>
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<tr>
<td>MedCity News</td>
<td>425,000</td>
<td>1,100,000</td>
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<tr>
<td>BreakingEnergy</td>
<td>75,000</td>
<td>150,000</td>
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<tr>
<td>BreakingGov</td>
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<td>125,000</td>
</tr>
<tr>
<td>BreakingDefense</td>
<td>300,000</td>
<td>750,000</td>
</tr>
<tr>
<td>Fashionista</td>
<td>2,500,000</td>
<td>11,000,000</td>
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