



2026 ONLINE MEDIA KIT

www.defencweb.co.za

READERSHIP DEMOGRAPHIC INFORMATION

Reporting for Africa from Africa

Our readers are senior defence professionals predominantly from South Africa and the SADC countries, giving you an audience for your message which is highly targeted:

Website

500 000 unique visitors per month

1 000 000 page views per month

Newsletter

11 000 email subscribers

Social Media

X **13 770** followers

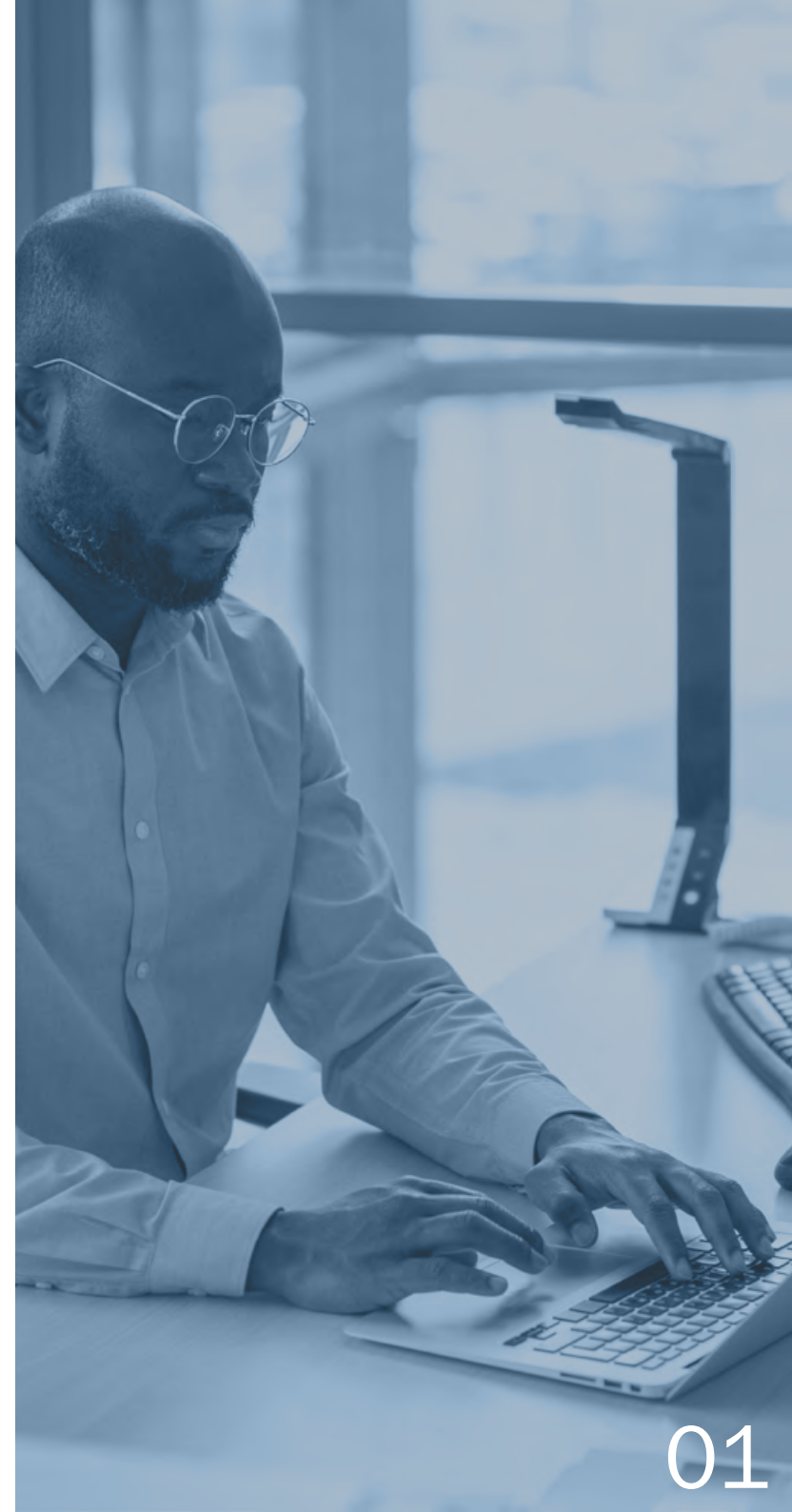
Facebook **8 882** followers

LinkedIn **9 696** followers

Insights and analysis of DefenceWeb's readership

[DefenceWeb](#) attracts readership from over 15 African Countries. [DefenceWeb](#) aims to keep readers up to date with current and emerging defence and security affairs.

Primarily aimed at the equipment users and defence procurement specialist, [DefenceWeb](#) has become an essential read for professionals with a particular interest in Africa's emerging markets.



CURRENT CLIENT LIST



Allen Vanguard
 Alaris
 Armormax
 Armscor
 ASTRA Trucks
 Bullet Proofing Technology
 Concilium
 CSIR
 Connector & Wire Services
 DCD
 ECM
 Embraer
 Global Command & Control
 GSV
 Hensoldt
 Int Armoured group
 LS telcom
 Mavtech
 Milkor
 NVL
 Omnigo
 OTT
 Paramount
 Production Logix
 Redeployable Camp Systems
 Reutech
 Rheinmetall
 Rosoboron
 SAAB
 Safomar
 SVI
 Tiyaga
 Twiga

DEFENCEWEB RATE CARD

DefenceWeb Banner Advertising Campaigns

ONLINE

- **1 Week permanent banner exposure on all website and mobi pages** including home page (**min. 150 000** impressions guaranteed)

NEWSLETTER

- Banner appears on 5 editions of the **daily email newsletter** sent to **10 603** subscribers

SOCIAL MEDIA

- Banner on X feed (**12 456 followers**), Facebook (**6 111 followers**) and LinkedIn (**8 712 followers**)

Website position: Leaderboard 1 (728w x 90h) Animated	Fee for Online, Newsletter and Social Media R19 400 per campaign
Mobi site position: Leaderboard top (320w x 100h) Animated	
Newsletter position: Leaderboard (728w x 90h) Static	
Social media position: Tile banner (1200w x 675h) Static	

Website position: Rectangle 1 (300w x 250h) Animated	Fee for Online, Newsletter and Social Media R18 800 per campaign
Mobi site position: Rectangle 1 (300w x 250h) Animated	
Newsletter position: Rectangle 1 (728w x 90h) Static	
Social media position: Tile banner (1200w x 675h) Static	

Website position: Rectangle 2 Double (300w x 600h) Animated	Fee for Online, Newsletter and Social Media R18 500 per campaign
Mobi site position: Rectangle 2 (300w x 600h) Animated	
Newsletter position: Rectangle 2 (728w x 90h) Static	
Social media position: Tile banner (1200w x 675h) Static	



LATEST NEWS



Gallery: Exercise Vukuhlome 2025 Distinguished Visitors' Day, 26 November 2025

By Guy Martin – 28 November 2025



Denel looks forward with o turnaround progresses

By DefenceWeb – 28 November 2025

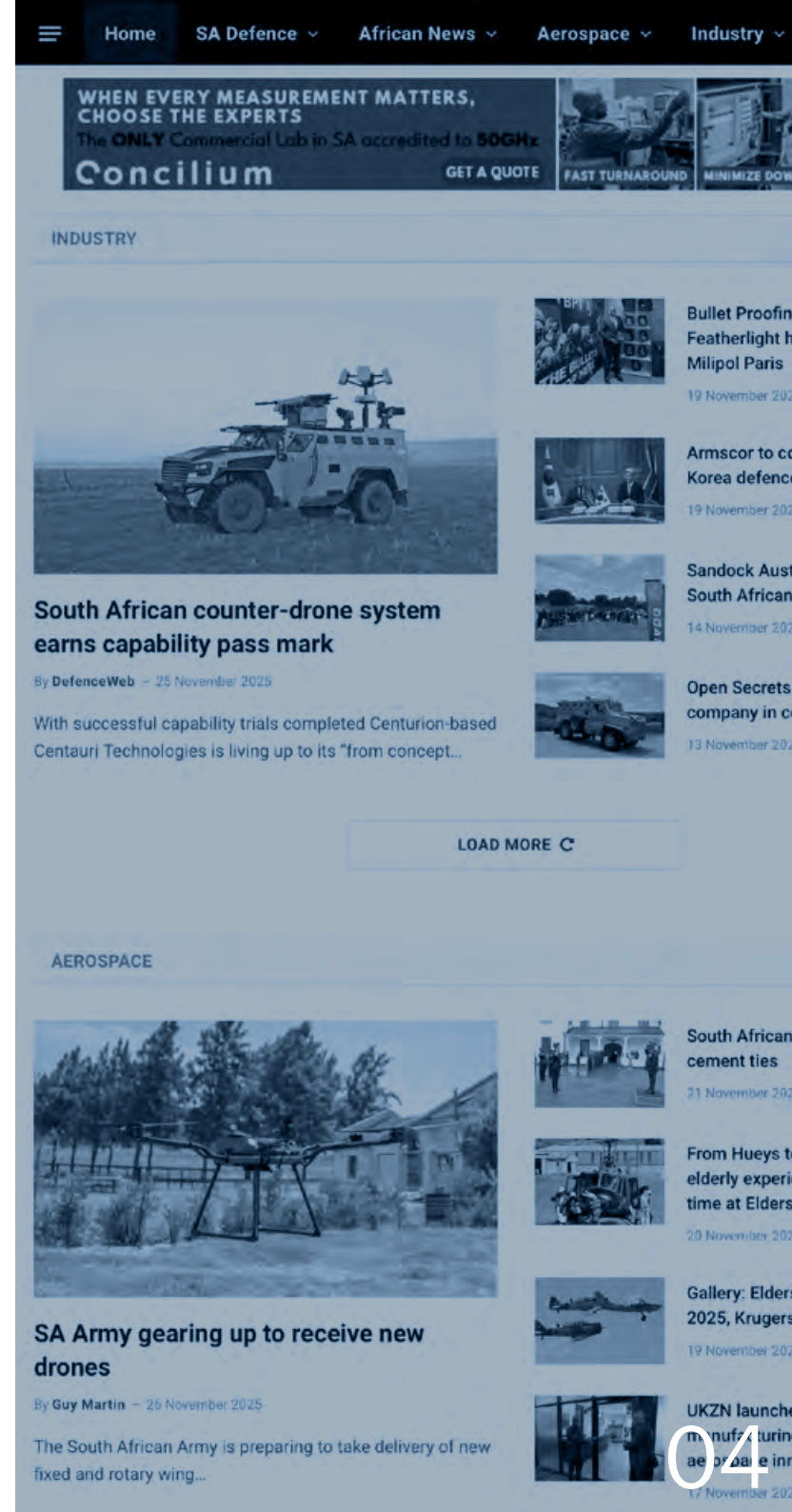
Denel, the State-owned defence and te conglomerate now a life and mili responsibility,...

DEFENCEWEB RATE CARD

Website position: Leaderboard 2 Double (728w x 90h) Animated	Fee for Online, Newsletter and Social Media R18 300 per campaign
Mobi site position: Leaderboard middle (300w x 600h) Animated	
Newsletter position: Leaderboard (728w x 90h) Static	
Social media position: Tile banner (1200w x 675h) Static	

Website position: Leaderboard 3 Double (728w x 90h) Animated	Fee for Online, Newsletter and Social Media R18 000 per campaign
Mobi site position: Leaderboard middle (300w x 600h) Animated	
Newsletter position: Leaderboard (728w x 90h) Static	
Social media position: Tile banner (1200w x 675h) Static	

Website position: Rectangle 3 (300w x 600h) Animated	Fee for Online, Newsletter and Social Media R18 000 per campaign
Mobi site position: Rectangle 3 (300w x 600h) Animated	
Newsletter position: Rectangle 3 (728w x 90h) Static	
Social media position: Tile banner (1200w x 675h) Static	



DEFENCEWEB RATE CARD

Optional Extra: WEBSITE AND NEWSLETTER SKIN (145w x 900h) Static	Fee for 24 hours permanent placement on the website and 1 edition of the newsletter
2x Skyscraper Banners (145w x 900h each) Static	R5 500

Site Sponsorship Package

- High impact exposure position
- First option to renew on that particular status of sponsorship is granted to the sponsor

Includes combination of the following elements	Campaign Fee (Minimum 6 months)
• Site Sponsor Logo	R24 500 pm
• Advertising Campaign on the DefenceWeb Home page (1 week permanent exposure per month) & Newsletter (2 insertions per month)	
• Virtual Press Office – 12 published articles	



Defence spending to increase, but gradually – Motshekga

28 November 2025

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CONTENT MARKETING

Reach Africa's Defence Decision-Makers Through Trusted Editorial Platforms

DefenceWeb offers a powerful content marketing platform, enabling organisations to communicate directly with a highly targeted audience of defence professionals, policymakers, industry leaders, and analysts across Africa.

All content must be defence-related and relevant to the African defence and security environment.

We offer two distinct content formats, each designed to meet different communication objectives:

1. Press Releases (Company News)

Press releases are client-supplied content published within DefenceWeb's **Company News** section.

This format is ideal for:

- Announcements and updates
- Product launches
- Corporate news
- Press releases are published as submitted (subject to light editing for style and clarity) and provide a cost-effective way to maintain a consistent presence on DefenceWeb.

2. Partner Content (DefenceWeb Editorial Collaboration)

Partner content is professionally written by DefenceWeb journalists in collaboration with your organisation. This premium format transforms your messaging into **credible, insight-driven editorial content** tailored to the DefenceWeb audience.

Partner content is ideal for:

- Thought leadership
- Capability showcases
- Industry insights
- Strategic positioning

These articles are published within DefenceWeb's **editorial news environment and social media platforms (X, LinkedIn & Facebook)**, ensuring stronger engagement and greater visibility.



Grenade Launchers Improving and expanding on their

recently celebrated opening new offices in New Delhi, India, as part of ongoing growth and global footprint. The company already supplies

its renowned grenade launchers, the SuperSix MRGL, Mk 15/L, the Launcher and Under-barrel Grenade Launcher to APC vehicles, is currently working on many more offerings to come. MILCOR lethal, low and medium velocity situations, with their SuperSix s... [\[Full Story...\]](#)

CONTENT MARKETING

Guaranteed Exposure Across Platforms

Each content piece benefits from multi-channel distribution:

- Prominent placement on the DefenceWeb homepage (desktop & mobile)
- Inclusion in relevant news section pages
- Distribution via DefenceWeb's email newsletter
- Permanent archival on DefenceWeb
- Publication within your dedicated Company Zone / virtual press office
- Social media promotion (partner content only)

Each article is search engine optimised, leveraging DefenceWeb's strong Google ranking and domain authority.

You may include:

- Links to your website or landing pages
- High-resolution images
- Embedded video content

Audience Engagement

DefenceWeb consistently delivers strong engagement across its content:

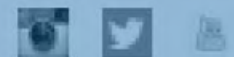
- **Press releases:** ~200 click-throughs per article
- **Partner content:** ~600 click-throughs per article

Detailed readership feedback is provided for every published piece.

Flexible Content Packages

All prices exclude 15% VAT.

Number of content pieces published per year	Press Releases	Partner Content
1	R 6 000	R 12 000
3	Less 7%	Less 7%
6	Less 10%	Less 10%
8	Less 12.5%	Less 12.5%
12	Less 15%	Less 15%



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CONTENT MARKETING

Why Choose DefenceWeb

- Access to one of Africa's most respected defence and security news platforms
- A highly targeted, professional audience
- Strong editorial credibility and trust
- Proven engagement across web, newsletter, and social channels
- Long-term visibility through permanent content hosting

Position Your Organisation Where It Matters Most

Whether you are sharing news or shaping industry conversations, DefenceWeb provides a trusted platform to ensure your message reaches the right audience — with impact.

Video Services

A [DefenceWeb](#) journalist and video team will come out to your premises and will conduct an interview with relevant members of your team and will create a company overview video. The unique selling points and value proposition will be unpacked and explored in a 2 to 3 minute video. We will also produce 3 short clips (stingers) of 10 seconds each specifically for use by you on your social media platforms.

Distribution platforms included:

- defenceWeb home page and all opened pages for 1 week permanent display on both the website and mobi site
- 5 editions of [DefenceWeb's](#) email newsletter will carry the video
- Posting on all [DefenceWeb's](#) social media platforms (X, Facebook and LinkedIn)
- Permanent archival on [DefenceWeb](#)
- Posting on Aerospace Africa TV

Production and flighting fee R18 500 excluding VAT



HOME PORTALS ▾ NEWS BY COUNTRY

Home > Videos

VIDEOS



SVI presents the MAX 3

7th Apr 2021





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