



MARKETING SOLUTIONS

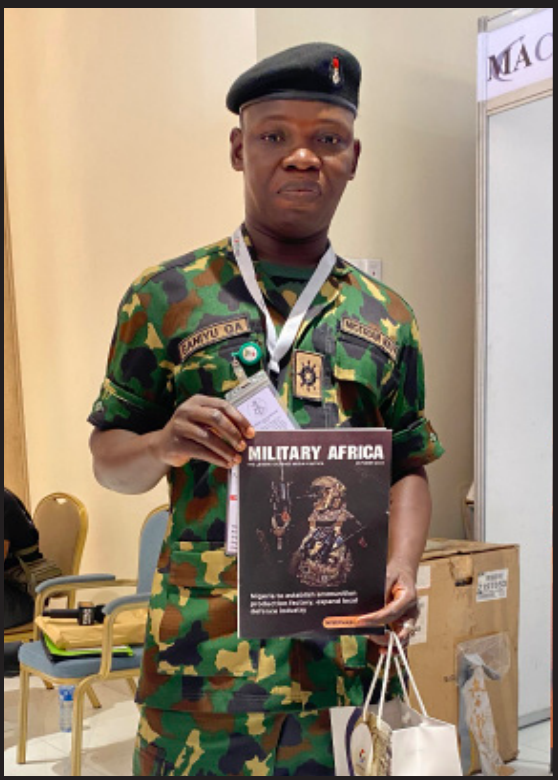
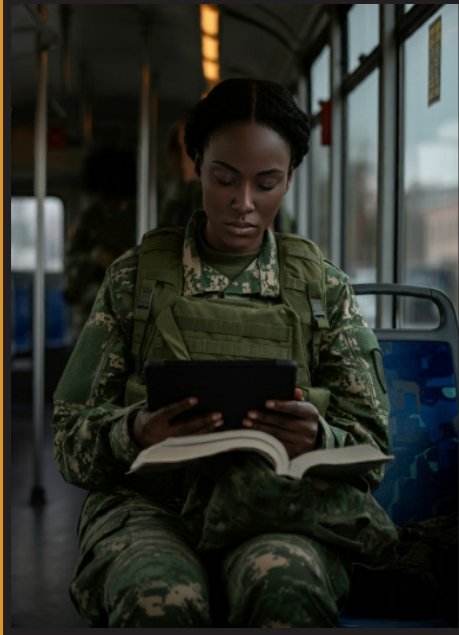
LEADING DEFENCE MEDIA IN AFRICA



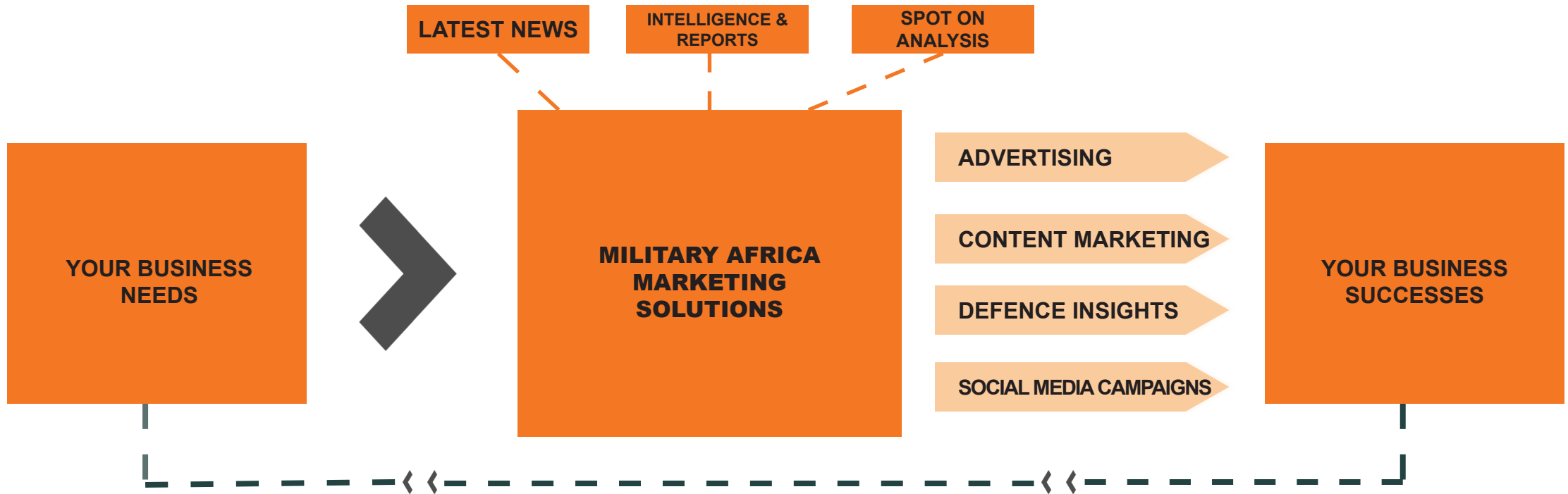
MULTI-DOMAIN SERVICES IN ONE PLACE

We help militaries find and share knowledge. But more importantly, we help them to connect and discuss with the defence industry for mutual strategic gains.

We offer a comprehensive range of message delivery options for the discerning advertiser. From brand awareness campaigns across a combination of print and digital media, through targeted e-mail campaigns or show dailies, to a plethora of online opportunities.



PROVEN MARKETING SOLUTIONS THAT DELIVERS





READERSHIP INFORMATION

Africa's defence policymakers and industry elite rely on our exclusive information and analysis to make their decisions on a daily basis.

Let us help you create awareness for your brand, generate leads for your business, and Become an authority in your industry.

We provide you an audience for your message which is highly targeted:

Website

50,383	Unique visitors per month
200,230	Page views per month
3 million	Impressions in 2025

Email Marketing

4,000	Email subscribers
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Digital Magazine Subscribers

2,500 Subscribers

Social Media

(3 Million Combined Monthly Impressions)

Twitter	14,482 followers
Facebook	44,282 followers
Instagram	1,430 followers
LinkedIn	4,000 followers
Youtube	2,000 Subscribers



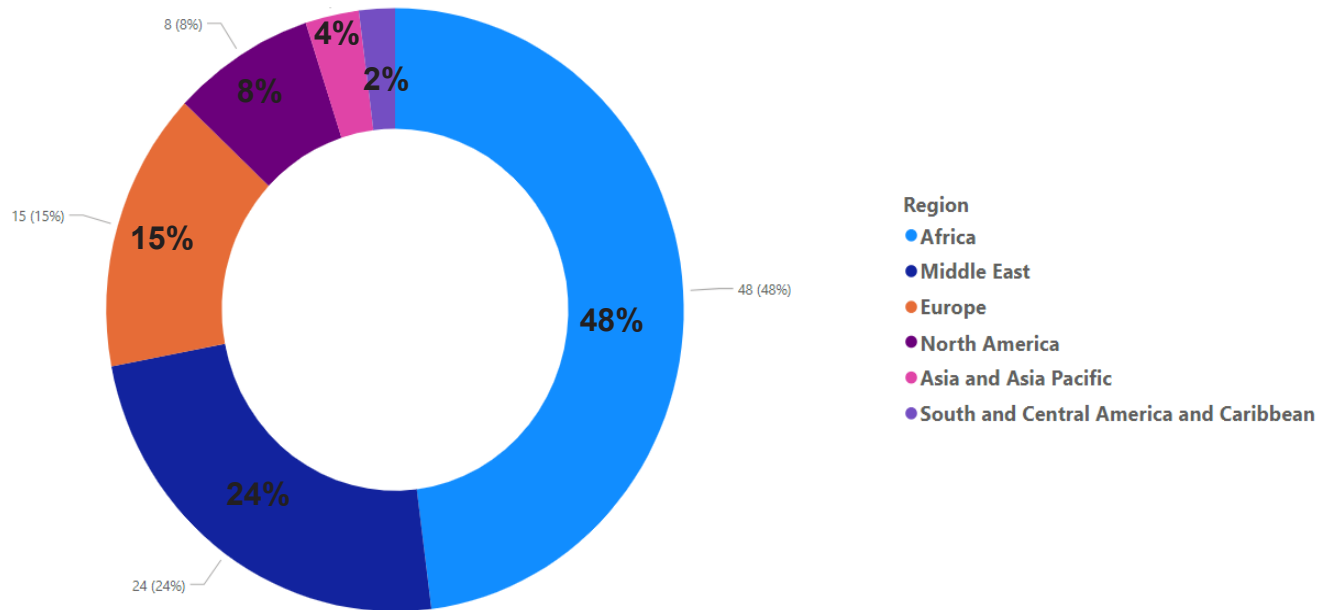


MARKETING THAT DELIVERS

Military Africa offers a cost-effective way to deliver your message, position yourself as a thought leader, and introduce new products, techniques, and strategies to the market.

Military Africa can quickly deliver a customized advertising package to help you meet your business objectives by delivering trusted and relevant content and media to ensure that you capture top-quality leads that can be tracked and prospects.

READERSHIP GEOGRAPHICAL INFORMATION



www.Military.Africa





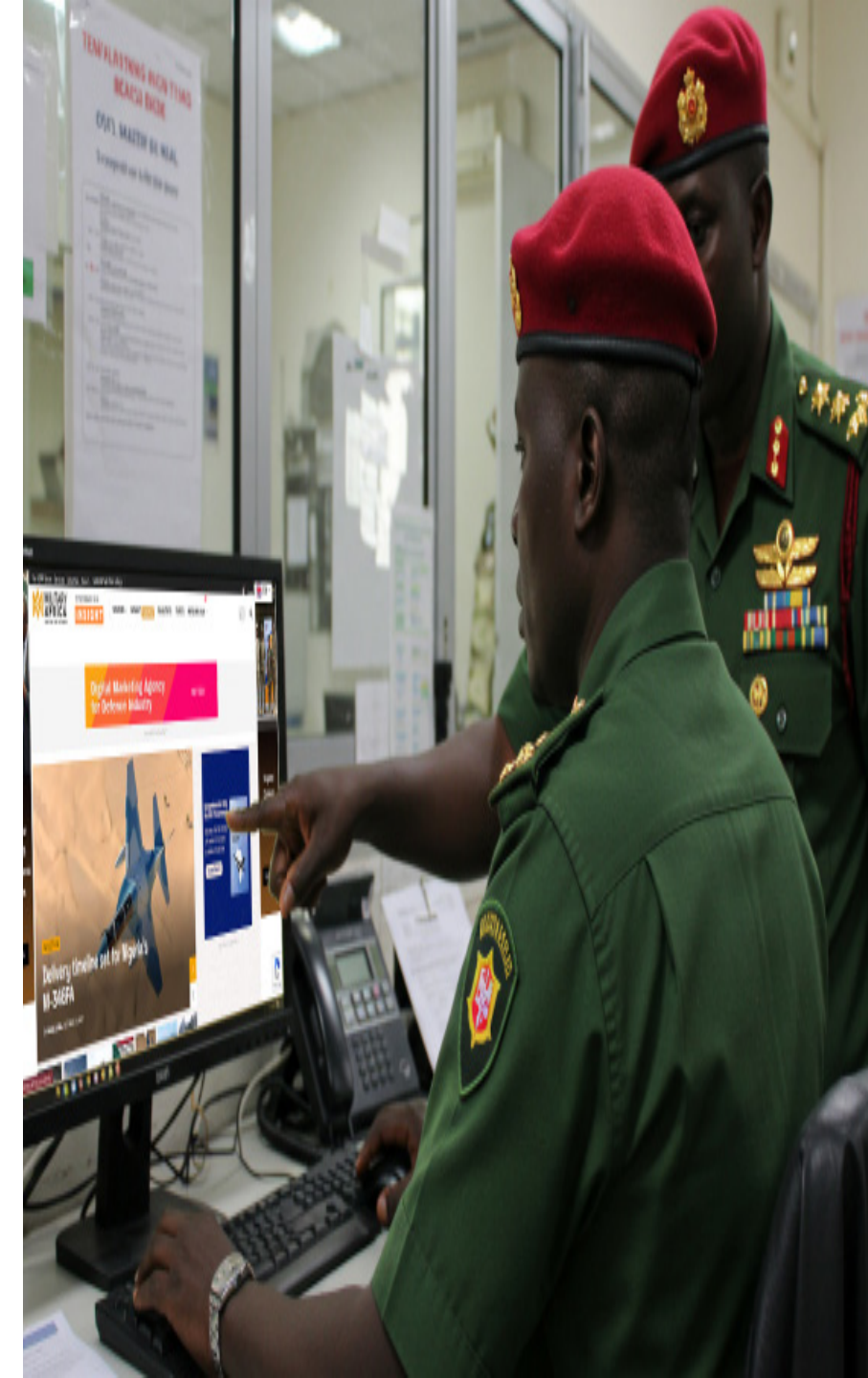
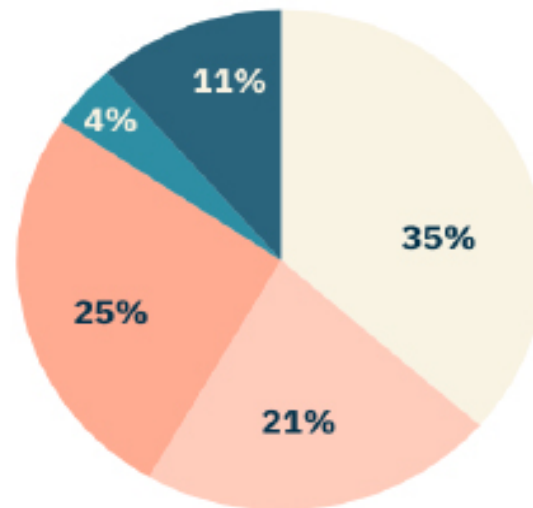
READERSHIP **DEMOGRAPHIC**

Let us help you create awareness for your brand, generate leads for your business, and Become an authority in your industry.

We live and breathe the defence and aerospace industry. And by developing a customized package across our variety of solutions—print, digital, video, etc. We can help you reach the global defence and aerospace community and achieve your marketing goals.

BREAKDOWN

- **Attache's and Embassy representation**
- **Academia**
- **African Government Department and Cabinet Members**
- **Defence Industry**
- **Defence and Military Forces (Air, Land, Sea)**



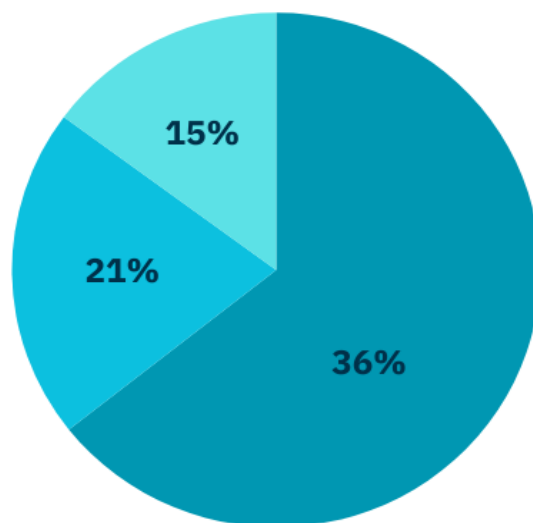


MILITARY & GOVT **METRICS**

Africa's defence policymakers and industry elite rely on our exclusive information and analysis to make their decisions on a daily basis.

BREAKDOWN

- Senior Military & Government Officials
- Middle Military & Government Officials
- Other Military & Government Officials





DIGITAL MAGAZINE **SUBSCRIBERS**

Take advantage of the Military Africa's portal's growing popularity with the military. We are the fastest-growing defense portal in Africa. We currently receive 90,000 unique web visitors per month. This figure has steadily grown by 15% every month for the last 6 months due to our highly targeted marketing campaigns.

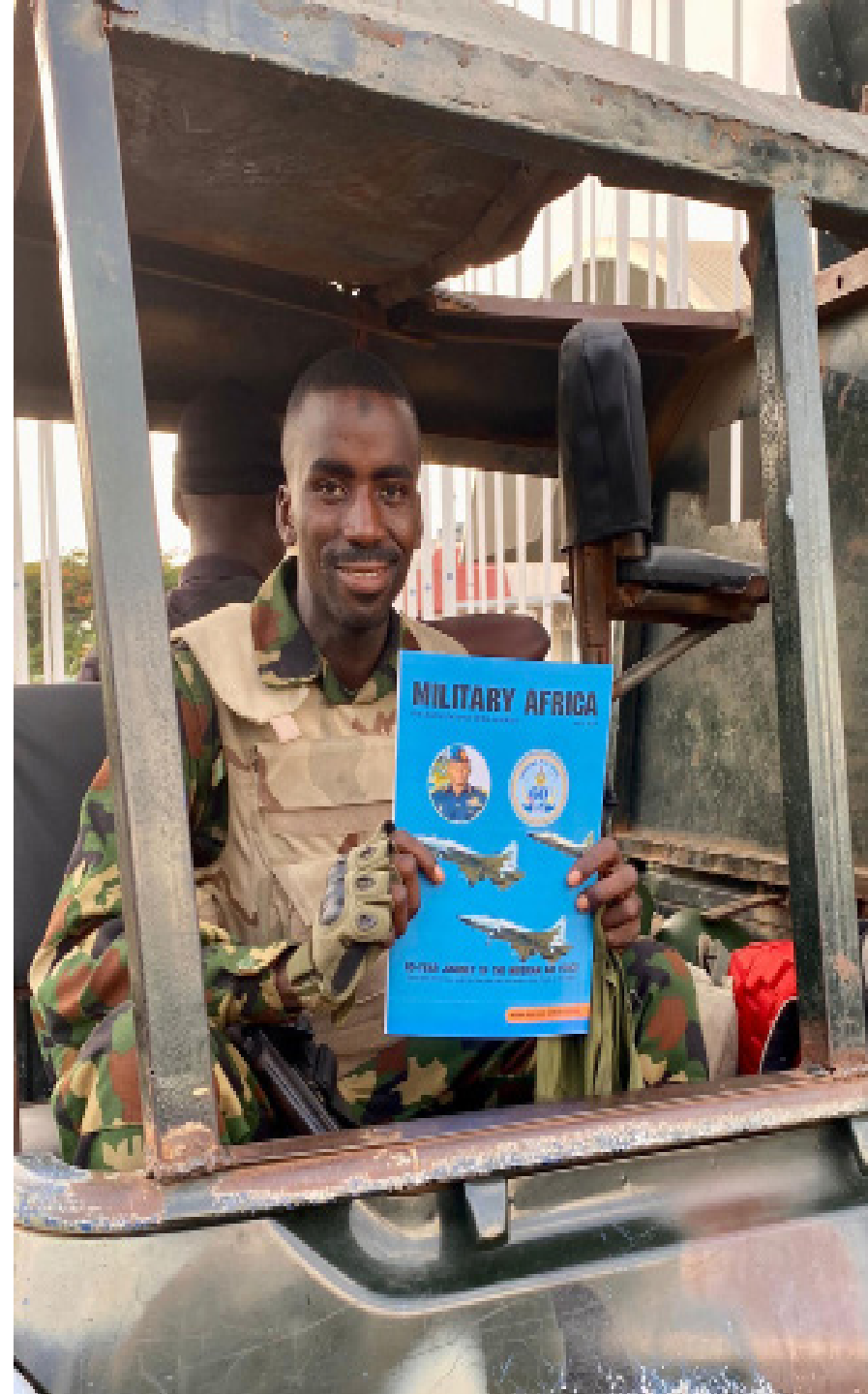
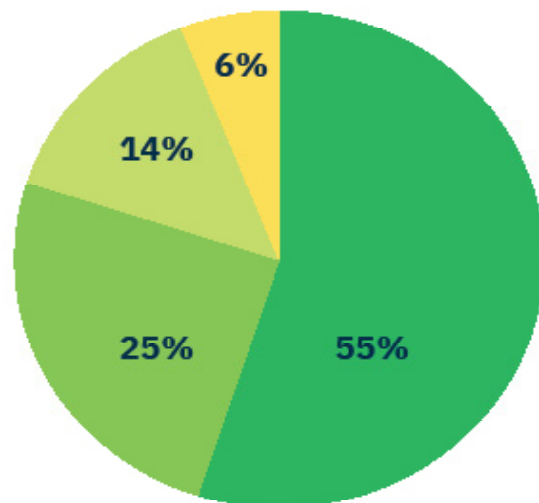
BREAKDOWN

 **Military and Defence Forces**

 **Defence Industry**

 **Government Officials**

 **Others**





DIGITAL BANNER ADVERTISING

Entrusting your marketing and branding to us, you benefit from the experience of a team that has been publishing authoritative, trusted editorial content for nearly a decade.

Our team will collaborate with you to develop a customized program to meet your needs. Military Africa ranks as one of the leading websites for all types of defence news worldwide.

WEBSITE BANNER ADVERT ----- **\$1,500 per month**

WEBSITE TAKEOVER

- Two side banners

LEADERBOARD (728 x 90 px)

- Frontpage
- Email slot
- In-article

LARGE LEADERBOARD (970 X 250 PX)

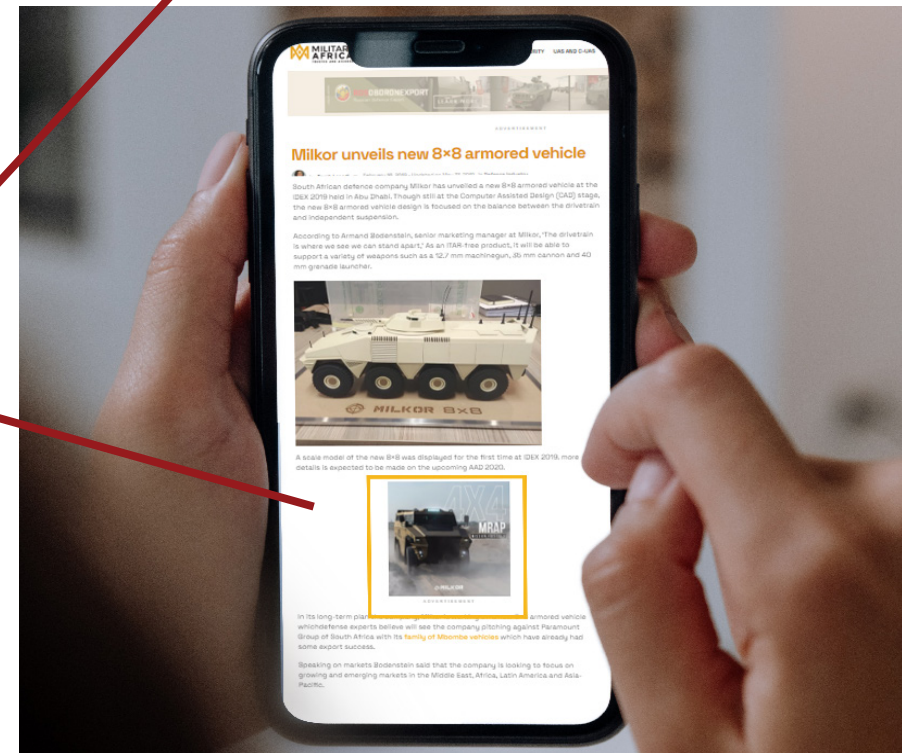
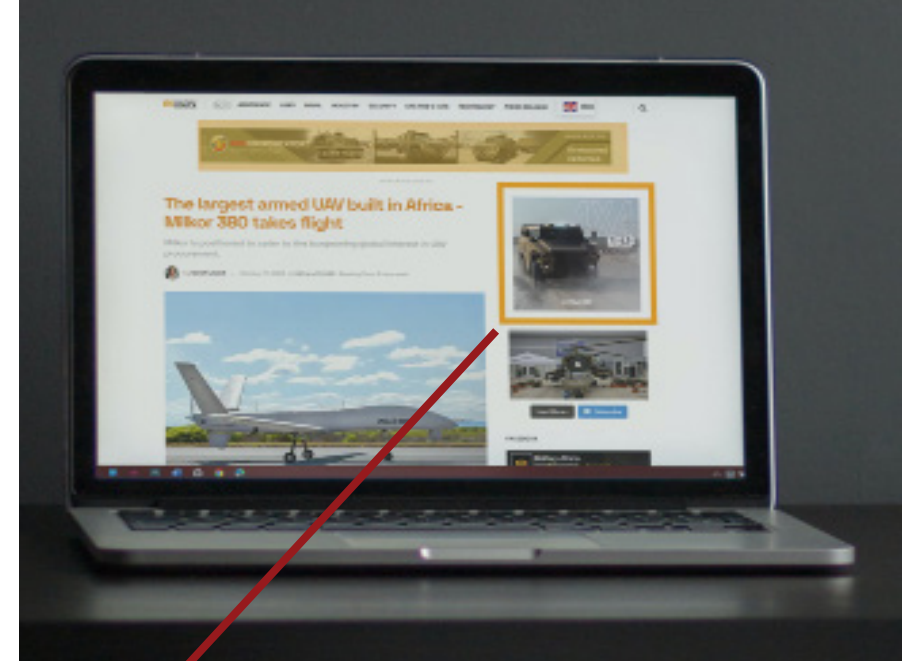
- Frontpage only

MEDIUM SQUARE (300 x 300 px)

- Frontpage
- Email slot
- In-article

RECTANGLE (300 x 600 px)

- Frontpage
- In-article



Digital Banner Advertising



Press Release Services

Military Africa will publish your news which is either supplied by you (press releases), or written by our authors (Sponsored Post). These news pieces are published on the homepage in the company news section (press releases), and in newsletter, as also across all social media channel.

The following exposure is guaranteed for each story:

- Website, newsletter, magazine
- Email newsletter mailshot
- Permanent archival on Military Africa, and in a branded content area/virtual press office on Military Africa
- On Military Africa social media platforms

(Each piece is search engine optimised for Google and leverage Military Africa's high rating)

You may place a link in each story, as well as include photos or videos.

The average press release gets approx. 85 click throughs to the full story. The average partner content story gets approx. 250 click throughs to the full story.

You will receive a coverage report on the readership of each story.

Partner Content



PRESS RELEASE

Leonardo and KNDS join forces to build next-generation tanks for Europe

DECEMBER 11, 2023 - UPDATED ON DECEMBER 16, 2023



AEROSPACE

South Korea selects the Embraer C-390 Millennium

DECEMBER 10, 2023



DEFENCE INDUSTRY

Leonardo opts out of Hensoldt's capital increase but reaffirms European partnership

DECEMBER 7, 2023 - UPDATED ON DECEMBER 14, 2023



DEFENCE INDUSTRY

Arqus and Nexter sign pre-design contract for VBAE armored vehicle

DECEMBER 7, 2023



DEFENCE IN:

EDEX 2023: Next its weapon sys Egyptian

DECEMBER

\$4,000/Annum



Working with Military Africa, you are connecting with actual people who operate on the field.



MAGAZINE ADVERTISING

Get featured on our monthly digital/print magazine.

Military Africa market-leading magazines offer essential and trusted news, analysis, and reports across all key defence, technology, and security subject areas. Military Africa's market-leading magazines provide an authoritative source of news and impartial independent insight across all key defence and security subject areas.

Our team of expert journalists cover new equipment and technology coverage, capability development, acquisition plans, contract awards and more. Our publications are trusted and relied upon by commercial, military, and defence organizations across the world.

Distribution platforms included:

- Posting on all Military Africa's social media platforms (Twitter, Facebook, LinkedIn, Youtube and Instagram)
- Permanent archival on Military Africa
- Assured distribution to relevant military/defence personnel

Full Page advert	\$500 per edition (discounted \$4,000 per annum)
Double Page	\$700 per edition (discounted \$5,000 per annum)





PARTNERS AND CLIENT LIST

Military Africa's professional media solutions helps the industry players achieve their financial objectives which usually revolves around brand awareness through online marketing, as well as improving sales and profits.



Assured service delivery

"Military Africa is one of Africa's most remarkable and interesting media covering the military-technical themes."



Alexander Nevara

Rosoboronexport's press-service

"We've built a great relationship with the Military Africa team, their dedication to their promise is evident on their site. I appreciate their attention to detail and creative approach to solving our issue of landing clients."



Hamada Abu Dagga

Area Manager – GCC SAKAN COM
AVIATION SERVICES Est.
(Ksaaviation.com)



GET IN TOUCH

Turkiye@Military.Africa

