

MEDIA KIT 2024



17 YEARS OF DEFENCE REVIEWASIA

About Defence Review Asia

Defencereviewasia.com provides critical marketplace information and news updates essential to defence professionals, and their international partners.

Defence Review Asia (DRA) Publishing Platforms

Website

Weekly News Bulletin

Sponsored Content

Social Media

www.defencereviewasia.com

DRA Gross Rates 2024 (USD)

Website

	per month
Banners	
Leaderboard (ROS)	3600
Premium (homepage only, placed below slider)	3100
Standard (within home page or selected page or article)	2600
Square (ROS)	2600
Side Skins	3600

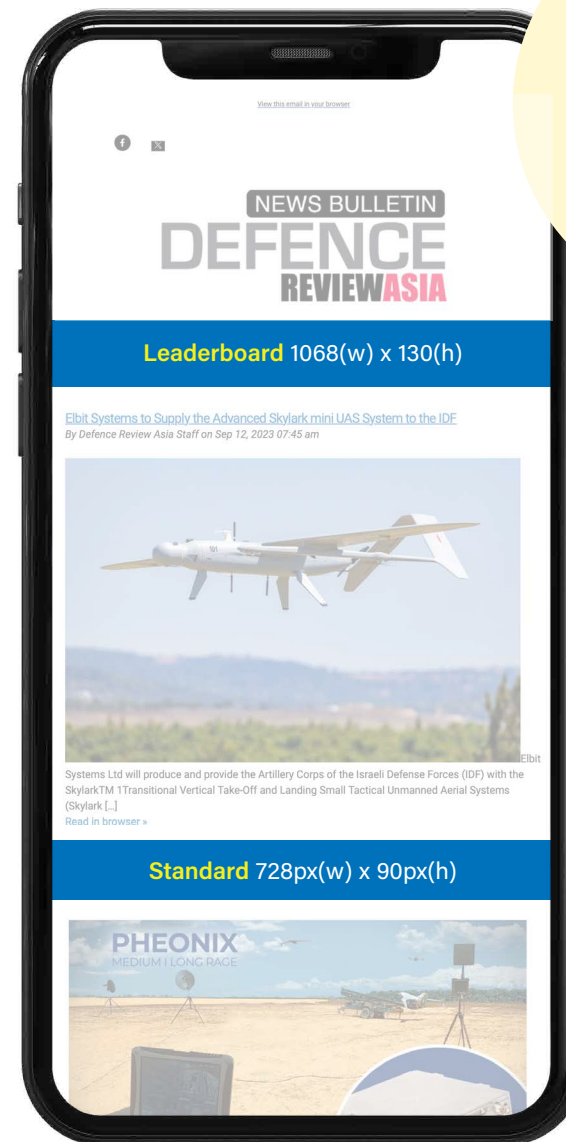
Daily News Bulletin

Leaderboard	3500
Premium (2nd position)	3100
Standard	2900

Please note

- Banner updates or schedule changes within any given month will incur an additional 10% production loading per update.
- Max file size: Under 1Mb.
- We accept these files: jpeg, gif, png, static or animated.
- Please include your url with utm paramiters to track your campaign.
- **We do not collect, track or monitor clients data.**
- Please enquire if we support any other files or tags that you may require.
- Please send all web and digital material to marilyn.tangye@venturamedia.net

DRA News Bulletin Specs



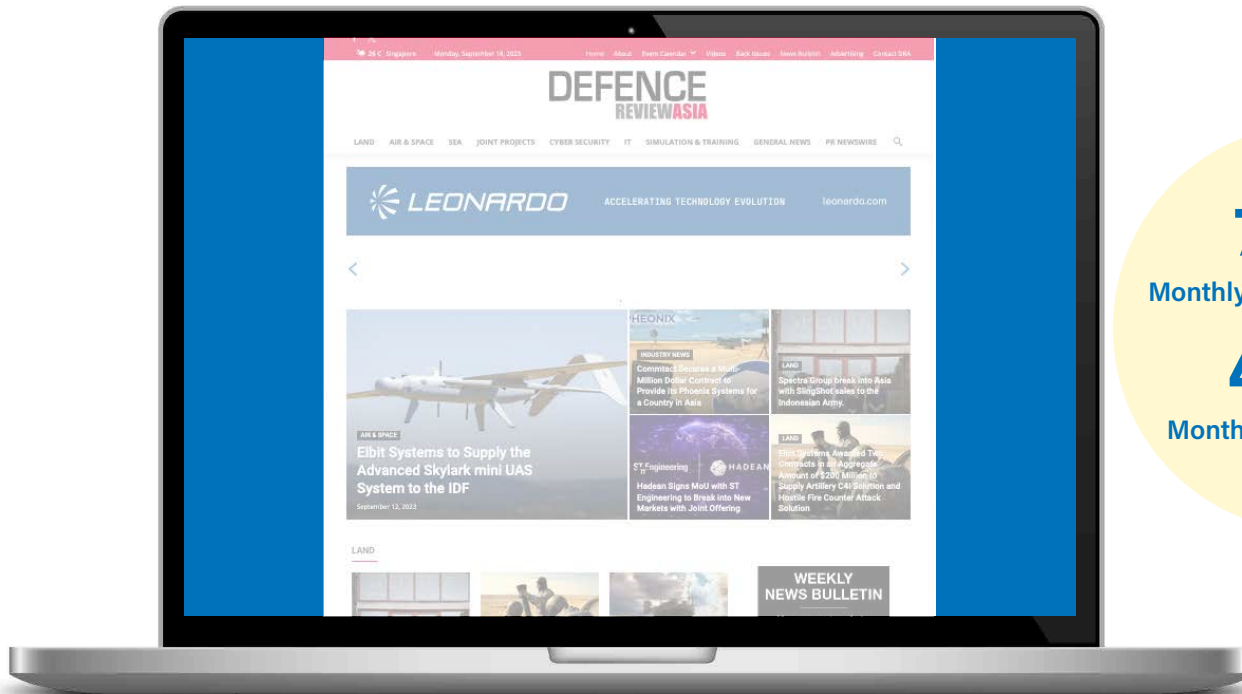
4,900
Subscribers

25%
Open Rate

DRA Website Banners & Side Skin Specs



As at August 2023



Side Skin Advertising Space (sits behind the active website)

Skin (ROS)
1920px(w) x 1080px(h)

Side Panels
286px(w) x 1080px(h)

Text Area
255px(w) x 1080px(h)

7,000
Monthly Average Page view

4,500
Monthly Average Unique Visitors

Leaderboard (ROS)
1068px(w) x 300px(h)

Premium
1068px(w) x 130px(h)

Standard
728px(w) x 90px(h)

Square (ROS)
250px(w) x 250px(h)

DEFENCE REVIEWASIA

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