

MEDIA KIT 2025



18 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) utilises various publishing platforms to deliver this information effectively:

Website

The primary source for in-depth articles, news, and updates on defence-related topics.

Weekly News Bulletin

A regular newsletter providing the latest news and analysis in the defence industry.

Sponsored Content

Paid content that allows companies to showcase their products and services to a targeted audience.

Social Media

Active engagement and updates across various social media platforms.

With 18 years of experience, Defence Review Asia has established itself as a key player in the defence publication sector.

For more information: www.defencereviewasia.com

DRA Circulation Breakdown 2024-2025

ASIA

Bangladesh	42
Brunei	18
Cambodia	42
China & HK	850
India	969
Indonesia	766
Japan	762
Malaysia	665
Myanmar	45
Pakistan	68
Philippines	584
Singapore	1,248
South Korea	1,139
Sri Lanka	18
Taiwan	48
Thailand	298
Vietnam	315

TOTAL 7,877

AUSTRALASIA

Total 205

EUROPE

Total 573

THE AMERICAS

Total 638

MIDDLE EAST & AFRICA

Total 485

TOTAL 1,901

GOVERNMENT/RELATED BODIES 26%

INDUSTRY 38%

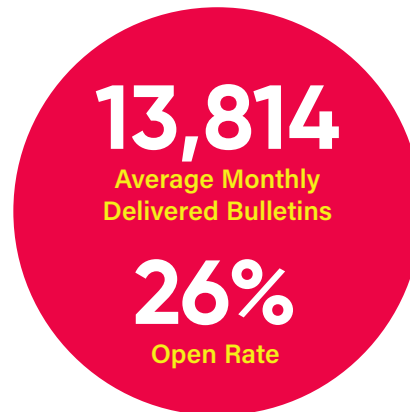
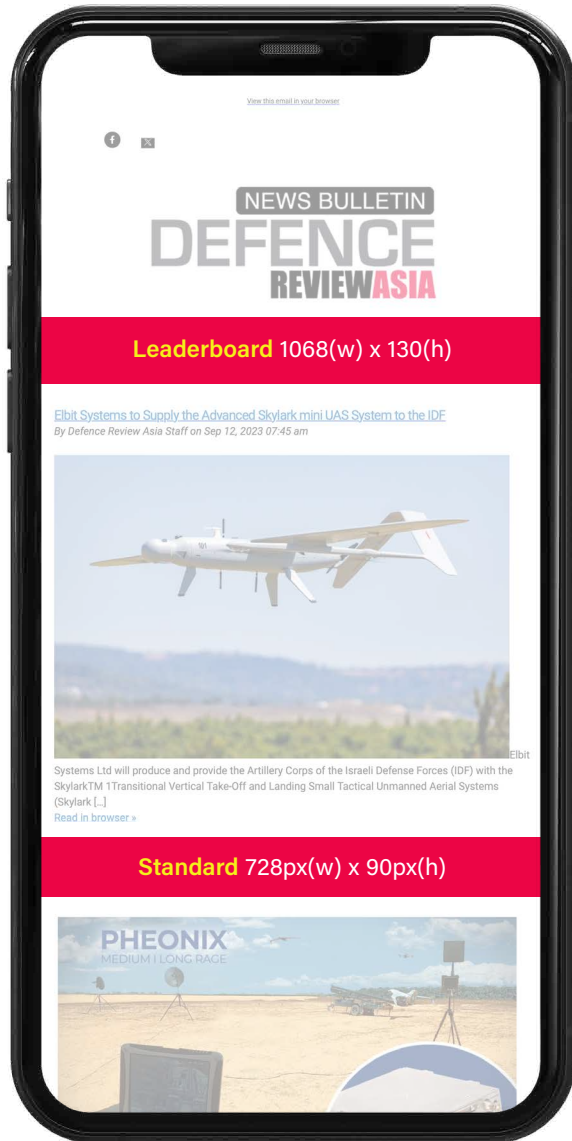
MILITARY 36%

TOTAL 100%

Total Circulation **9,778**



DRA Weekly News Bulletin Specs & Net Rates 2025 (USD)



Weekly News Bulletin Rates

Banners	per month
Leaderboard	3500
Standard	2900

Please note

- Banner updates or schedule changes within any given month will incur an additional 10% production loading per update
- Please send all web and digital material to marilyn.tangye@venturamedia.net
- Media agency commission will be added to the Net rates

DRA Website Banners & Side Skins Specs & Net Rates 2025 (USD)

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

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

Square (ROS)
500px(w) x 500px(h)

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

40,870
Monthly Average Page Views

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)

Website Rates

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

Please note

- Banner updates or schedule changes within any given month will incur an additional 10% production loading per update
- Please send all web and digital material to marilyn.tangye@venturamedia.net
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DRA Digital Specifications

Max file size: under 1Mb

Website Banners (AdRotate Pro)

- **Accepted File Types/Tags:**

Image files (JPG, PNG, GIF) include your url with gtm parameters to track your campaign

HTML
(if no third-party scripts are embedded)

Static ads
(no third-party JavaScript or external scripts like Adform)

- **Tracking Metrics:**

Impressions
(how many times the ad is shown)

Clicks
(how many times the ad is clicked)

Note: We cannot track third-party scripts (such as Adform or other external ad servers), only image-based ads or HTML without external scripts.

Website Story Banners (Wordpress)

- **Accepted File Types/Tags:**

Image files (JPG, PNG, GIF) include your url with gtm parameters to track your own campaign, we do not track story banners.

- **Tracking Metrics:**

Impressions
(how many recipients view the story)

Daily Bulletin (Mailchimp)

- **Accepted File Types/Tags:**

Image files (JPG, PNG, GIF) include your url with gtm parameters to track your campaign. Mailchimp does not provide tracking once a visitor has been taken to the url site.

No third-party scripts or dynamic ads allowed

- **Tracking Metrics:**

Total Impressions

Open rates
(how many recipients opened the email)

Total clicks on the bulletin's links

Individual link clicks
(which specific links were clicked)

Note: Since the bulletin is sent through Mailchimp, the tracking is focused on recipient interactions like opens and clicks.

Notification Email (Mailchimp)

- **Accepted File Types/Tags:**

Image files (JPG, PNG, GIF) include your url with gtm parameters to track your campaign. Mailchimp does not provide tracking once a visitor has been taken to the url site.

No third-party scripts or dynamic ads allowed

- **Tracking Metrics:**

Total Impressions

Open rates
(how many recipients opened the email)

Total clicks on the bulletin's links

Individual link clicks
(which specific links were clicked)

DEFENCE REVIEWASIA

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