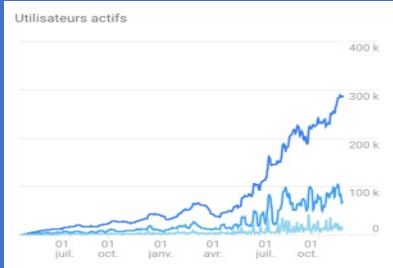


# META-DEFENSE

There is more about Defense

<https://www.meta-defense.fr/>

## A Fast raising audience



### Monthly Statistics

- 136 k+ unique visitors
  - 310 k+ sessions
  - >700 k articles
- ( Moyenne 1/10/20-31/03/21 )

## A Unique Defense Mass-Media

### Readers Sociology

- 37 % Army and Defense Industry
- 12 % Students / University
- 5 % Administration and Politics
- 46 % Personnel

### Genders

- 85 % Male
- 15 % Female

### Tranches d'âge

- 13 % 18-25 ans
- 20 % 26-35 ans
- 17 % 36-45 ans
- 18 % 46-55 ans
- 22 % 56-65 ans
- 10 % 66 ans +

### Registered Users

- 17 % Defense Industry
- 21 % Students
- 11 % Army
- 51 % Personnel
- Reengagement rate over 78%



## A unique European Defense Media



- France : 235 k+
- Greece : 9 k+
- Belgium : 8 k+
- Germany : 9 k+
- Switzerland : 8 k+
- Canada, USA\* : 11 k+
- UK : 5 k+
- Spain : 4 k+
- Japan Netherlands\* : 4 k+
- Sweden Turkey \* : 3 k+

- 62 % France
- 28 % Europe
- 10 % World

Sessions over 30 days au 15/04/20

\*: per Country

### Visitors Origin

- 28 % Direct
- 25 % Mobile Apps
- 7 % Integrators
- 16 % Search Engines
- 11 % Referring websites
- 12 % Social media
- 1% Others (RSS, mails..)

### Loyalty

- 11,5 % 5+ sessions
- 14 % 4 sessions
- 21 % 3 sessions
- 17 % 2 sessions
- 36,5 % 1 session
- Loyalty rate > 67%
- Weekly sessions by monthly visitor



## Social Printings



45 k+ followers



35 k+ followers



2 k+ followers

## Mobile Application

10.200+ users

Growth rate month. >10%



4,7 / 5



4,8 / 5

Note moyenne utilisateurs 15/04/21

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## BRANDING



Enhance your branding and your audience through our dedicated digital communication offers

- + Enhance your brand acknowledgement
- + Build the image of your products

=> Rotating Banners// Sponsoring WebSite-Application

## EVENT SUPPORT



Extend the audience and the efficiency of your events by promoting them at the right place

- + Audience extension
- + Digital Event operation

- => Targeted sponsorship (Country, keywords..)
- => Co-edition of articles

## MARKET CONQUEST



Gather the public opinion on your side without lobbying by targeting the good relay of opinion

Create a positive image

Massive impact on public opinion

- => Special operation toward public opinion
- => Indirect media campaign

## IAB banners Pricing

Banners	CPM HT	Positions
Main Header	15 €	1
Article Header	12 €	1
Article banners	15 €	2
Column banners	10 €	2

## Tarif des opérations de sponsoring\*

Sponsoring	CPM HT	Set-up HT
Key words	15 €	200 €
Country / language	15 €	300 €
Full website	15 €	1 000 €
Mobile Apps	-	300 € / week
Sponsored article	25 €	1 000 €

\*All available banners are reserved for the sponsor

## Yearly Discount

Annual fees	Discount
5 000 €	-25%
25 000 €	-30%
50 000 €	-35%
75 000 €	-40%
100 000 €	-50%

