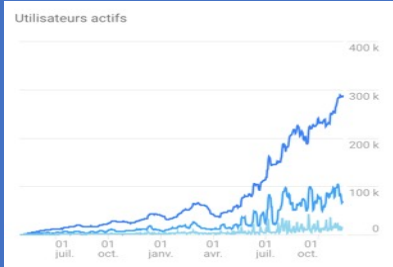


META-DEFENSE

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
(avg 1/10/20-31/03/21)

A Unique Defense Mass-Media

Readers Sociology

- 39 % Army and Defense Industry
- 17 % Students / University
- 8 % Administration and Politics
- 36 % Personnel

Genders

- 85 % Male
- 15 % Female

Age of Users

- 9 % 18-25 y/o
- 23 % 26-35 y/o
- 21 % 36-45 y/o
- 19 % 46-55 y/o
- 22 % 56-65 y/o
- 6 % 66 y/o +

Registered Users

- 35 % Defense Industry
- 24 % Students
- 10 % Army
- 31 % Personnel
- Reengagement rate over 78%



A unique European Defense Media



- France : 175 k+
- Greece : 9 k+
- Belgium : 8 k+
- Germany : 9 k+
- Switzerland : 8 k+
- Canada, USA* : 7 k+
- UK : 5 k+
- Spain : 4 k+
- Japan Netherlands* : 4 k+
- Sweden Turkey * : 3 k+

- 52 % France
- 28 % Europe
- 20 % World

Sessions over 30 days au 15/04/21

*: for each Country

Visitors Origin

- 32 % Direct
- 26 % Mobile Apps
- 21 % Search Engines
- 17 % Social media
- 4% Others (RSS, mails..)

Loyalty

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



Social Printings



50 k+ followers



35 k+ followers



2 k+ followers

Mobile Application

12.500+ users

Growth rate month. >5%



4,7 / 5



4,8 / 5

User avg rating 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	3 €	1
Article Header	2 €	1
Article banners	1,5 €	3
Column banners	1 €	2

Full pages sponsoring*

Sponsoring	CPM HT	Set-up HT
Key words	4,5 €	200 €
Country / language	4,5 €	250 €
Full website	3 €	500 €
Mobile Apps	400 € / week	
Sponsored article	10 €	500 €

*All available banners are reserved for the sponsor

Yearly Discount

Annual fees	Discount
5 000 €	-10%
25 000 €	-20%
50 000 €	-25%
75 000 €	-30%
100 000 €	-35%

