

Knowledge Technologies and Net-Centric Warfare

Frequency: 10 issues in 2009

The Mission:

Defense Systems provides the most comprehensive, integrated coverage of defense information technology, C4ISR and net-centric warfare. *Defense Systems* is the magazine of NCW and the knowledge technologies that enable it. From enterprise systems to tactical IT, from satellites and geospatial to networks, sensors and combat communications, *Defense Systems* has a truly net-centric focus. *Defense Systems* is BPA audited. Each issue is distributed to 33,761 program leaders and procurement decision-makers in DOD, the military services and throughout the U.S. defense community (*December 2008 BPA Statement*).

Reach: 33,761 qualified circulation that are made up of military, civilian and defense industry/government contractors

- 43.1% Engineering/operational mgt
- 17.0% Program/project mgt
- 11.5% Senior DOD executives PEO, SES, Director, Deputies
- 8.8% Field grade officer
- 5.2% Procurement/purchasing contract mgt
- 3.0% Defense industry executive
- 2.7 % Capt./Lieut./Ensign/Warrant
- 1.9% Flag officer
- 1.7% Congressional/White House staff



Source: *December 2008 BPA Statement*

Readership:

- *Defense Systems* has an average issue audience of 132,000, with a 2.3 pass-along rate
- Subscribers spend an average of 38 minutes reading an issue
- 88% of readers report that *Defense Systems* offers news and information they can not get from other publications and Web sites

Source: *2007 Defense Systems Editorial Readership Survey*

Dynamic Platform of Online Marketing Opportunities

DefenseSystems.com: The essential online resource for technology-driven transformation of intelligence and defense

Unique monthly visitors: 22,524

Monthly Page Views: 70,270

Source: *Omniture Site Catalyst, January 2009*

- Top/breaking news, features and columns
- Topical microsites
- Reports on tactical operations, networks/communications, information security, logistics/support systems, modeling/simulation and R&D
- Defense coverage from sister brands *Federal Computer Week*, *Government Computer News*, and *Washington Technology*
- Current and past issues of *Defense Systems*
- Searchable archives of all 1105 Government Information Group media brands
- Aggregated defense-related content from publications and Web sites across the country
- Industry events calendar

E-mail Newsletter: Defense Systems IT Report (weekly, 70,000 subscribers)

- Blends circulation across 1105 Government Information Group's network of targeted decision-makers for greater advertiser reach and impact
- Covers strategic intelligence for info-centric operations across the Department of Defense and intelligence agencies
- Subscribers are IT professionals in the armed forces and defense/ intelligence agencies who plan, specify, acquire, develop, deploy and use mission-critical systems in support of business, homeland security, logistics and military functions

Source: *Publisher's Own Data, June 2009*