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# SECURITY DEFENSE BUSINESS REVIEW

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THE BLOG | MEDIA KIT

## | ABOUT SDBR NEWS |

Since 2009 SECURITY DEFENSE BUSINESS REVIEW (SDBR) has been contributing to the birth of a «safer» world.

For 10 years, the «SDBR» newsletter has covered, for its professional readers, the Threat news and the response to it, through interviews, articles, press releases and information regarding the «Defense and Security Continuum».

**Over 227 issues**, we covered a wide range of topics related to the life of defense industries and global security companies, geopolitics and geo-strategy, the fight against terrorism, economic intelligence, cyber defense, cybersecurity, and more.

During this period, we **interviewed more than 400 VIP** who still had an experience to share or a message to pass on to our readers. For 10 years, the SDBR newsletter has lived through its well-known subscribers and they must be thanked for their constant support because, at the same time, many specialized newsletters have disappeared.

In 2009, Alain Establier chose to publish the letter SDBR only in PDF format and to send it only via Internet. What seems obvious today was then a small revolution in the world of Media...

Today, Alain Establier has chosen to move with the times and he transforms the Newsletter, which was a paid-service only available in French, into an **open blog, free and available** in 2 languages (French and English). So **SDBR becomes SDBRNews!** [www.sdbrnews.com](http://www.sdbrnews.com)

SDBR is now looking for partnership to finance this blog. We want to make a qualitative and non-aggressive advertisement for the reader, which will interest rather advertisers concerned with «branding management».

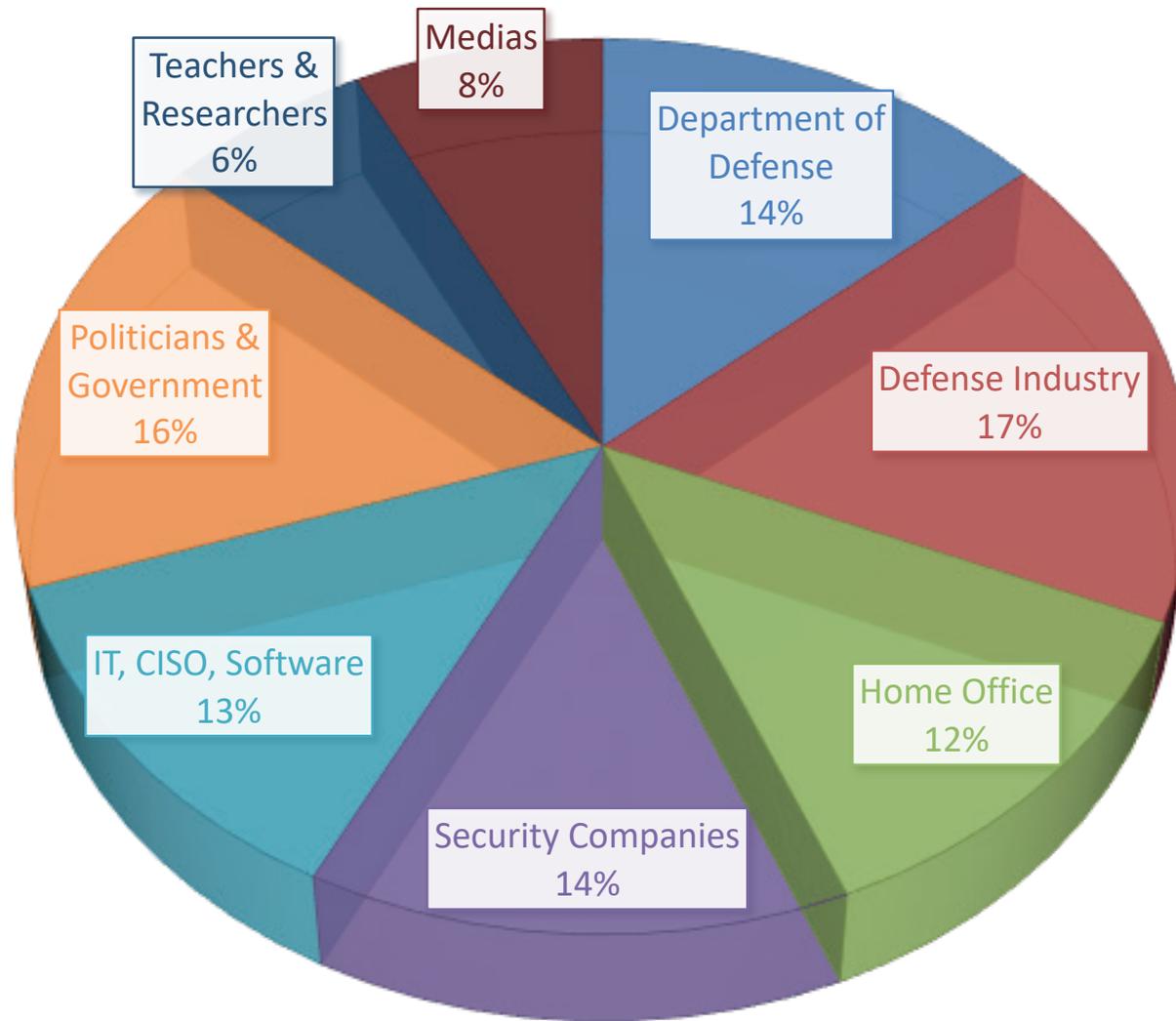
The SDBRNews Blog will be **launched in September 2019**. The Blog has been designed to be compatible with computers, tablets and smartphones. We estimate an attendance of **35,000 visitors for the first year**.

**FREE ACCESS  
FRENCH & ENGLISH**

**PC / TABLET / SMARTPHONE**

**35,000  
Visitors**  
(estimation for first year)

# | READERS CATEGORIES |



## | PARTNERSHIP OFFERS |

### BILLBOARD FOOTER

-

970x250 px

-

**10,000€ HT**

12 MONTHS  
(Date to date)

### FOOTER PAVÉ

-

300x250 px

-

**3,500€ HT**

12 MONTHS  
(Date to date)

### BLOG GRAND ANGLE

-

300x600 px

-

**5,000€ HT**

12 MONTHS  
(Date to date)

### BLOG PAVÉ

-

300x250 px

-

**2,000€ HT**

12 MONTHS  
(Date to date)

# | PARTNERSHIP OFFERS |

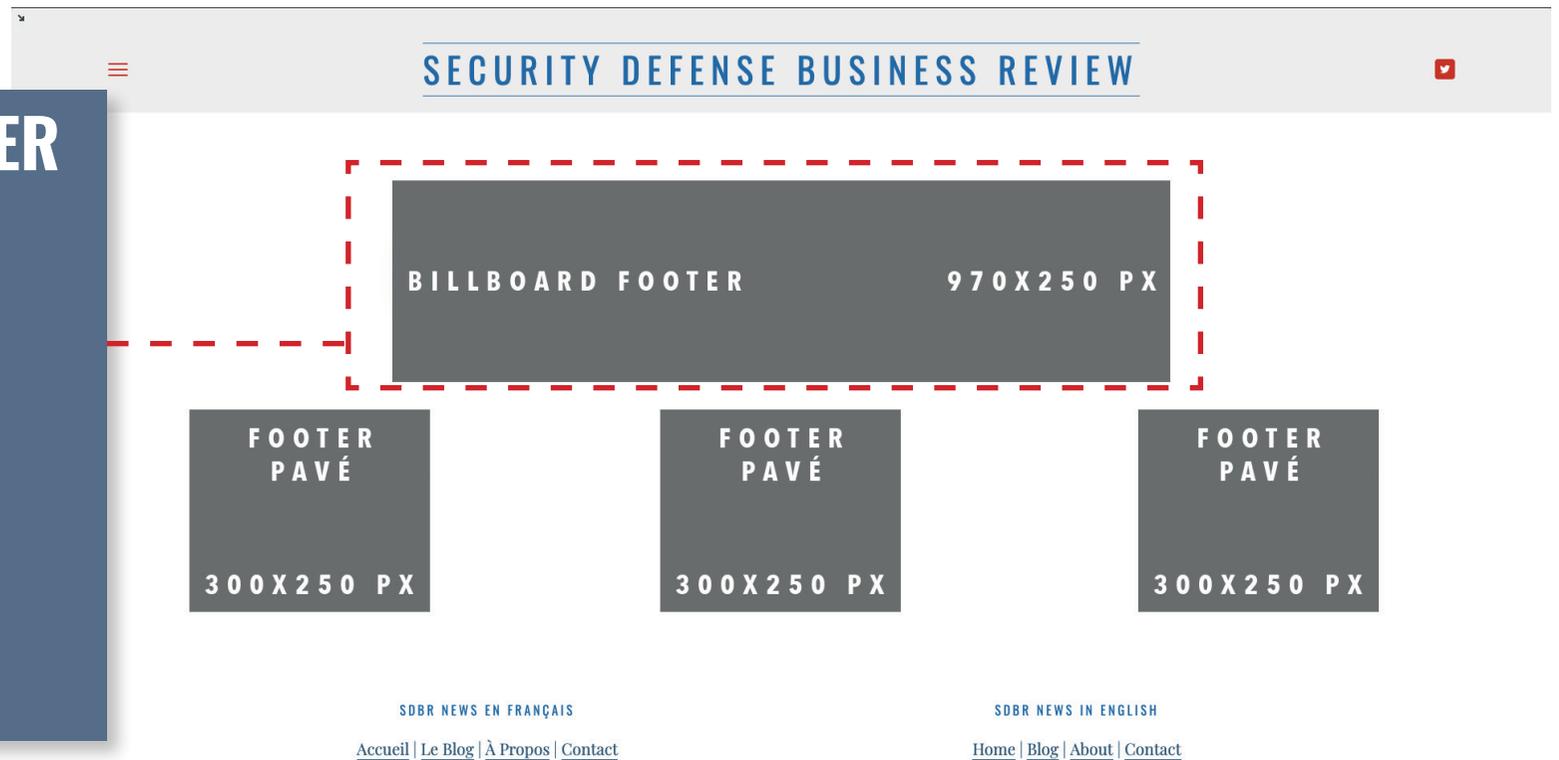
**BILLBOARD FOOTER**

-

**970x250 px**

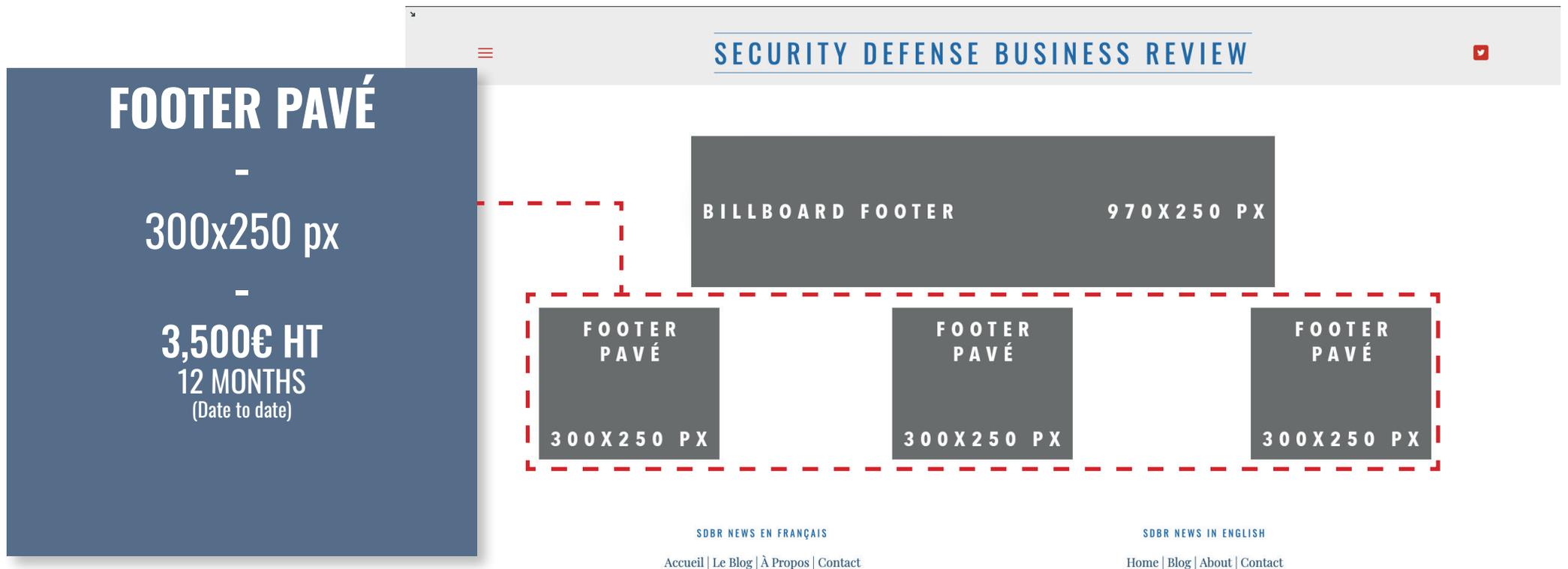
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**10,000€ HT**  
12 MONTHS  
(Date to date)



*This banner is incorporated into the website FOOTER. It will appear on every page of the website French and English. (Except the landing page)*

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# | PARTNERSHIP OFFERS |

**BLOG PAVÉ**

300x250 px

2,000€ HT  
12 MONTHS  
(Date to date)

*This banner is incorporated into the website BLOG. It will appear on every blog publications.*

# | PARTNERSHIP OFFERS |

## BLOG GRAND ANGLE

300x600 px

5,000€ HT  
12 MONTHS  
(Date to date)



*This banner is incorporated into the website BLOG. It will appear on every blog publications.*

## | ORDER |

1. The advertiser is responsible for the design and production of the advertisement and will provide the publisher of the Blog a final page proof ad to be inserted.
2. The advertiser must provide the advertisement in the form and within the time required in the specifications.
3. The publisher agrees to communicate to the advertiser statistics of attendance of the Blog to control its visibility. These statistics will be compiled by the Squarespace analytics tool and will include at least the number of unique visitors and the number of page views.
4. The advertiser agrees to pay the publisher the fixed price stipulated in the partnership agreement at once, upon receipt of the invoice and by transfer.

## SDBR Conseil SAS

### ADDRESS

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### EDITOR IN CHIEF

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