



DefenceReport
ORIGINAL DEFENCE NEWS & ANALYSIS



Who Are We?

DefenceReport provides in-depth defence and international relations analysis. By doing we also generate academic, policy papers, and academic books. This has brought an increase to our reputation over the years. In our role, we want to be part of the conversation and a leading role in any debate.

What sets DefenceReport apart from our competition is our dedication, knowledge and experience. Our defence analysis has attracted a strong international audience and has been featured in dozens of interviews with Canada's national media.

We believe that our analysis through DefenceReport can only be strengthened if we set out and make an impact in the policy and academic spheres. We outwardly engage to strengthen readership, our profile and of course our advertising partners.



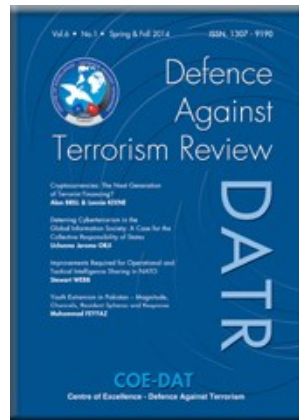
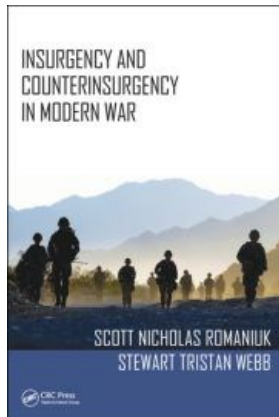
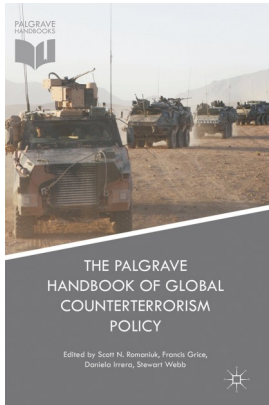
Media, Academic and Government Outreach

It could be easy for DefenceReport to write articles on how things have gone badly. But we also try to provide solutions.

This is why we write academic and policy papers on subjects including, Canada's National Shipbuilding Strategy, Peacekeeping reforms or even NATO's inability to share tactical and operational intelligence among its members during an operation.

This builds on the policy and think tank experience we bring and in turn – our reputation and our readership.

This also drives academic, media and government outreach as we are a trusted outlet for defence analysis.

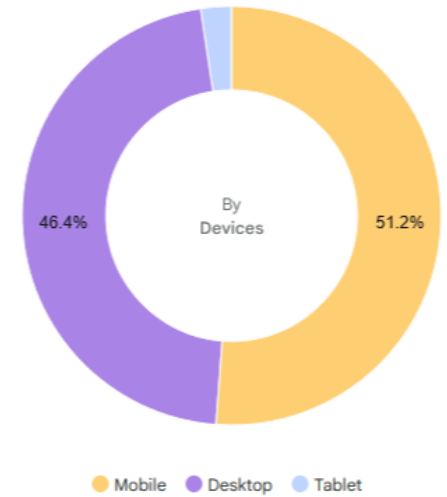


Readership

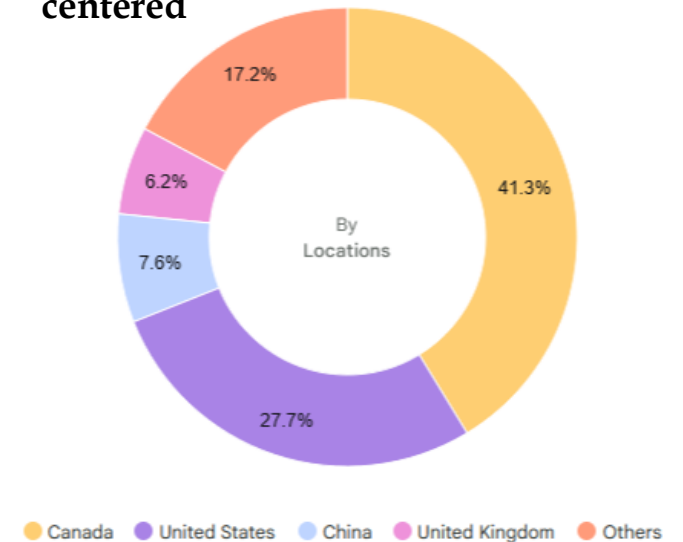
Growing professional readership with a global reach. Our readership and newsletter numbers are increasing with our outreach initiatives through social media.

Our high percentage of readership indicates that we sought out for research

**Average Page Visits
Per User Session: 2.73**
**Average Visit Length:
3 minutes 4 seconds**



Global Presence but still Canada centered



Benefits of Defence Report Partnership

- ◆ Advertise to a targeted global audience and increase your exposure
- ◆ Partnering with a proven analytical team that produces top-quality work and therefore gaining unique exposure to industry, government, academic and defence officials
- ◆ Gain exposure for your technologies, products and innovations where it counts
- ◆ By showing your support of us, you gain additional notoriety in the defence, government, industry and academic communities



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