





TDP = GLOBAL DEFENSE, ANALYSIS, AND OPINION

An independent media outlet dedicated to defense-related news from around the world, The Defense Post delivers breaking news, in-depth coverage and commentary on a wide range of national defense, international security and foreign policy issues.




NEWS WAR & CONFLICT REGIONS BUSINESS & TECHNOLOGY COMMENTARY Q




NATO's Fifth RQ-4D Phoenix Drone Arrives to Complete Surveillance Fleet


Staff Writer November 13, 2020




November 12, 2020
Ukraine Unveils the Sokil-300, Its First Domestic Combat Drone



November 11, 2020
DroneShield, UTS Develop Technology to Better Detect and Track Drone Threats



November 10, 2020
Nigeria Takes Delivery of Chinese Drones to Combat Insurgency, Armed Banditry



November 10, 2020
Amnesty Urges US to Halt MQ-9B Drone Sale to UAE

GLOBAL REACH

Recognizing the growing significance of non-state actors for national security, The Defense Post has developed a strong focus on global insurgency, irregular warfare and terrorism, and closely follows burgeoning threats, particularly in Africa and the Middle East.

Although U.S.-based, The Defense Post strives to tell important stories from local or regional points of view, giving a platform to voices around the world and delivering our content on a global scale.



Home / War / INTERVIEW: Coalition General Felix Gedney on preparing Iraq for life after ISIS

MIDDLE EAST WAR

INTERVIEW: Coalition General Felix Gedney on preparing Iraq for life after ISIS

Deputy Commander, Strategy and Support for Operation Inherent Resolve talks to The Defense Post about policing, searching for ISIS leaders and IEDs in Iraq and Syria



JOANNE STOCKER  DECEMBER 22, 2017  8 MINUTES READ



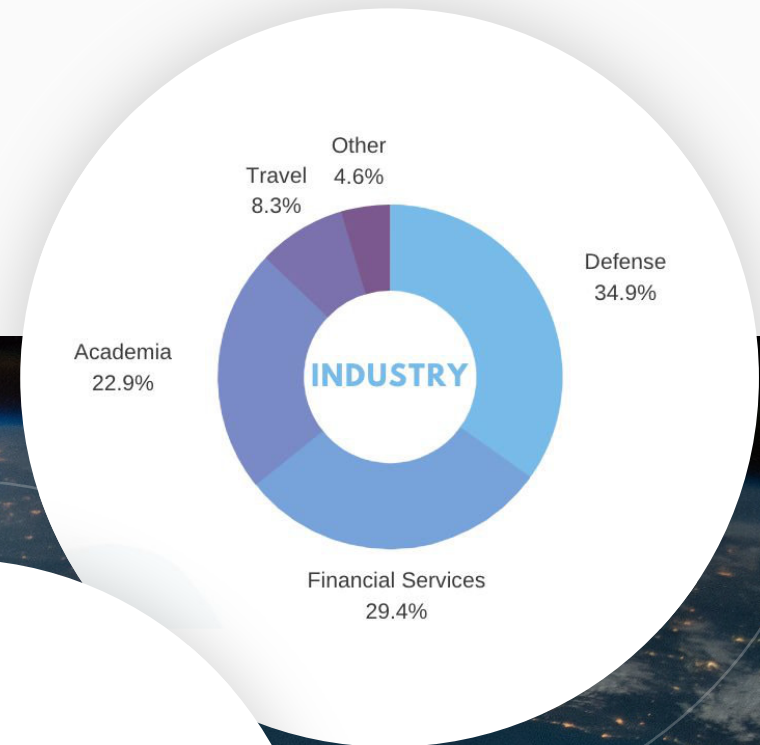
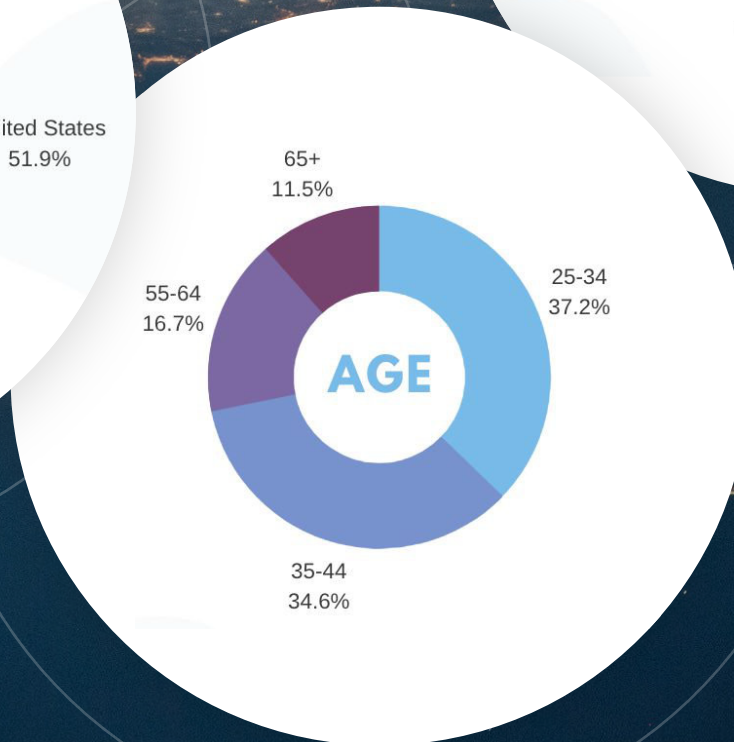
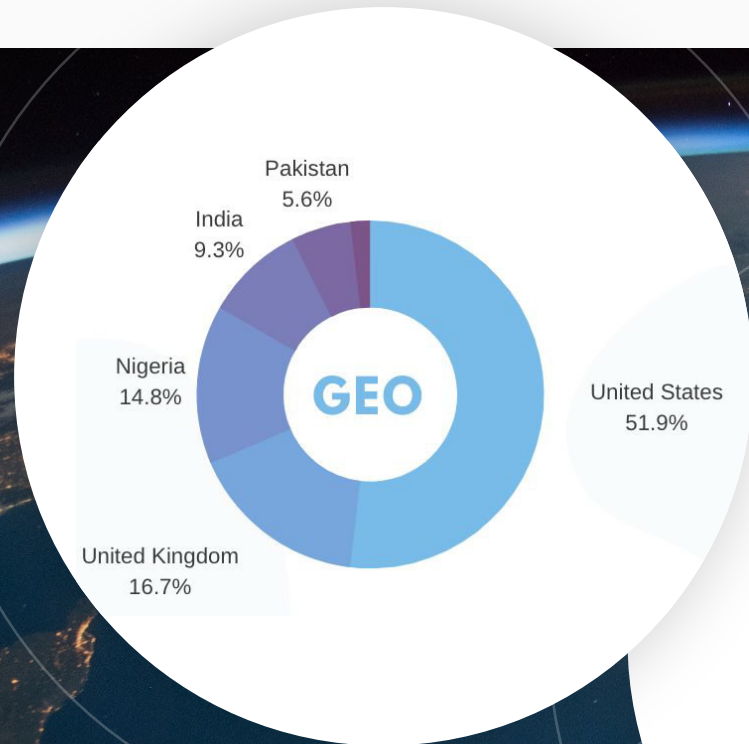
The U.S.-led Coalition military campaign against Islamic State in Iraq and Syria is winding down: on November 26, the Coalition conducted no air, ground or artillery strikes against ISIS for the first time since Operation Inherent Resolve began in 2014, and both Iraqi Prime Minister Haider al-Abadi and the Russians supporting Syrian President Bashar al-Assad have claimed victory against the terrorist group.

STORY HIGHLIGHTS

- Tens of thousands of Iraqi police will be trained to take over security from the military
- Coalition plans for Kurdish Peshmerga to be absorbed into Iraqi federal forces
- Iraqis search for ISIS leaders who escaped by blending in with the civilian population
- IEDs remain a threat to civilians 'eager' to return home in Iraq and Syria

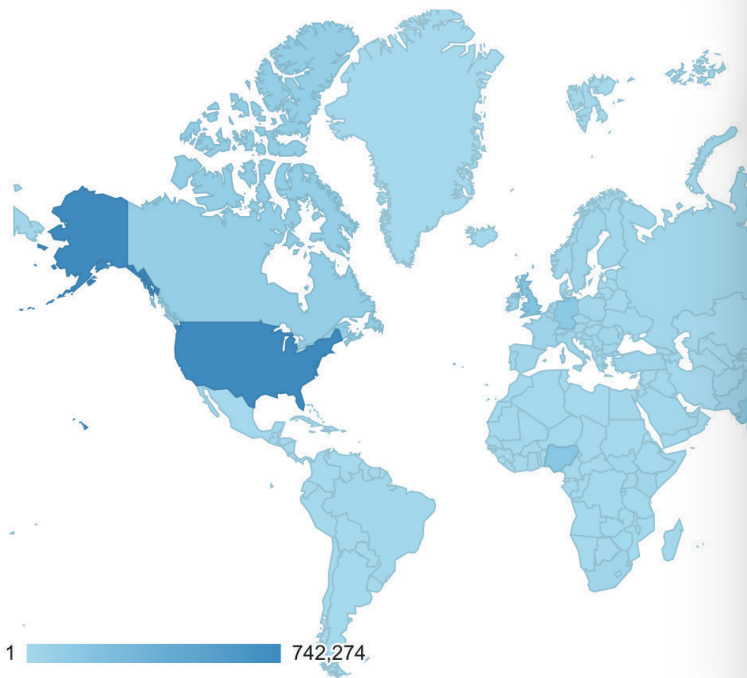
Major General Felix Gedney, Deputy Commander-Strategy and Support (S&S) Combined Joint

OUR AUDIENCE



GLOBAL REACH

TDP accounts for a global and diverse audience, with a low bounce/exit rate and high reader engagement rate.



VERTICALS: NEWS · WAR & CONFLICT · BUSINESS · TECHNOLOGY · COMMENTARY

REGIONS: AFRICA · AMERICAS · ASIA PACIFIC · EUROPE · MIDDLE EAST

PAGE VIEWS: **20 MILLION+**

NEW USERS: **7 MILLION**



SESSIONS: **18 MILLION**

READERSHIP

60.000+







Total readership

11.000

Print circulation



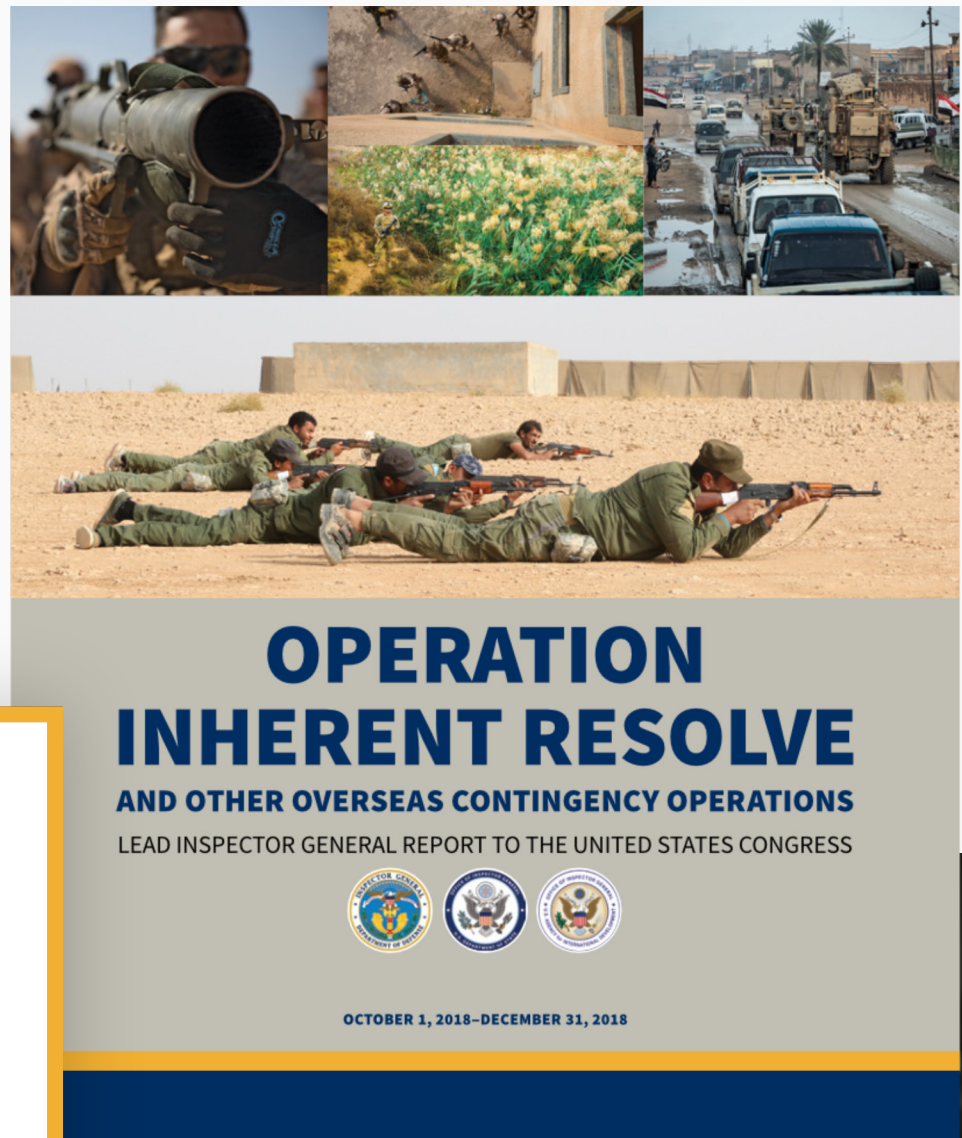
TOP TEN COUNTRIES FOLLOWING DEFENSE POST

	6,365,894 % of Total: 100.00% (6,365,894)	6,348,305 % of Total: 100.04% (6,345,599)	8,166,077 % of Total: 100.00% (8,166,077)
1.  United States	2,115,508 (33.35%)	2,129,239 (33.54%)	2,653,689 (32.50%)
2.  United Kingdom	488,028 (7.69%)	493,457 (7.77%)	644,493 (7.89%)
3.  Germany	381,071 (6.01%)	377,324 (5.94%)	432,872 (5.30%)
4.  India	266,865 (4.21%)	266,760 (4.20%)	328,299 (4.02%)
5.  Canada	262,159 (4.13%)	263,359 (4.15%)	336,158 (4.12%)
6.  Nigeria	256,198 (4.04%)	255,268 (4.02%)	348,779 (4.27%)
7.  Australia	182,083 (2.87%)	184,303 (2.90%)	238,278 (2.92%)
8.  France	105,591 (1.66%)	104,722 (1.65%)	139,528 (1.71%)
9.  Netherlands	94,723 (1.49%)	94,055 (1.48%)	126,205 (1.55%)
10.  Philippines	90,685 (1.43%)	91,463 (1.44%)	119,934 (1.47%)

INDUSTRY MENTIONS

Leading figures and corporations in the defense industry regularly include or mention Defense Post articles on social, in white papers, and in government reports.

10. DoD, response to DoD OIG request for information, 12/26/2018.
11. Jessica Donati and Michael R. Gordon, "President Trump's Envoy in War Against Islamic State Resigns," Wall Street Journal, 12/22/2018; Gregg Re, "Mattis out by Jan. 1, Shanahan Named Acting Secretary of Defense," Fox News, 12/23/2018; [Defense Post](#), "James Jeffrey Assumes Role of U.S. Envoy to Defeat-ISIS Coalition," 1/5/2019.
12. Angus McDowall, Tom Perry, and Rodi Said, "U.S.-backed Syrian Forces Take Islamic State-held Town: Source, Report," Reuters, 12/14/2018.



*Appearance in Operation Inherent Resolve,
Report to the United States Congress

INDUSTRY MENTIONS

CHRISTOPHER GHIKA

UK MAJOR GENERAL



Maj Gen Christopher Ghika CJTF-...

@oirdcom

Follow

A UK [@RoyalAirForce](#) Eurofighter Typhoon deployed to the MERV and used a brimstone missile to destroy a boat used by Daesh in Syria.

The Defense Post @DefensePost

First UK [@RoyalAirForce](#) Typhoon use of Brimstone missile destroys ISIS boat in Syria thedefensepost.com/2019/02/22/syr...

9:48 AM - 23 Feb 2019

DR. MICHAEL CARPENTER

SENIOR DIRECTOR OF THE PENN BIDEN CENTER
FOR DIPLOMACY AND GLOBAL ENGAGEMENT



Michael Carpenter

@mikercarpenter

Follow

I tweeted out the Reuters story yesterday indicating Wagner mercenaries had been dispatched to Venezuela. But it now sounds like the Russian PMCs in Venezuela may not be there under Wagner auspices. Hopefully we'll have better sources on the ground soon.



Are Russian 'mercenaries' in Venezuela? What we know

Reuters published an article on Russian private military contractors being flown to Venezuela, but the sources they used deserve close scrutiny

thedefensepost.com

5:17 AM - 26 Jan 2019

INDUSTRY MENTIONS



National Guard ✓

@USNationalGuard

Follow

.@DCGuard1802 to guide the Armed Forces of Burkina Faso through 'significant' security challenges. #SPP



US training program in Burkina Faso seeks to stabilize 'core region'

The DC National Guard and Burkina Faso armed forces are working to stabilize the security situation through a comprehensive training partnership

thedefensepost.com

6:01 AM - 6 May 2019



Lockheed Martin ME

@LMMiddleEast

Follow

Our commitment to #Saudi extends back over 50 years. Read more about how we're providing UH-60M Blackhawk helicopters to the Saudi Arabian National Guard Forces and Royal Saudi Land Forces Airborne Special Security Forces. ow.ly/1m4J30ifwrr



12:05 AM - 7 Feb 2018

FOREIGN GOVERNMENT REACH



Lithuania MFA
@LithuaniaMFA

We strongly condemn recent terrorist attack on an army camp in central #Mali. Our heartfelt sympathy to families of deceased soldiers. #Lithuania will continue supporting Mali through @UN_MINUSMA and @eutmmali1 in bringing peace and stability.



23 Mali soldiers dead as militants attack Dioura camp in Mopti region
Militants killed 23 Malian soldiers in a raid on an army camp in central Mali after a dawn attack that the armed forces believe was led by a deserter
thedefensepost.com



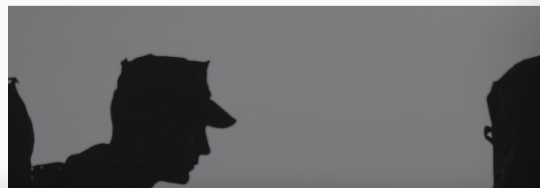
Nasimi Aghayev
@NasimiAghayev

Follow

#Azerbaijan increases number of troops deployed to #Afghanistan mission
|@ResoluteSupport
thedefensepost.com/2018/01/09/aze ...

1:12 AM - 10 Jan 2018

MEDIA MENTIONS



BREITBART

(510-mile) Syria-Turkey border, while more Arabs will serve in areas along the Euphrates River Valley and along the border with Iraq. [The Defense Post \(13-Jan\)](#) and [AP \(22-Dec\)](#)



#HAUT-KARABAKH #COVID-19 FRANCE

Dans un courriel adressé dimanche à Reuters, le service de communication de la coalition confirme une information du site [The Defense Post](#), qui évoque le recrutement de 15 000 anciens combattants des FDS, l'alliance arabo-kurde qui a notamment repris Raqqa au groupe jihadiste [État islamique](#).



A [Syrian National Army](#) statement to [The Defense Post](#) said the Turkish-led rebel fighters were launching the operation "with the goal of liberating the city of Manbij and its vicinity" from the Syrian Democratic Forces.



Why is the US creating the border force?

News of the coalition's plan to work with the SDF to train a new Syrian Border Security Force (BSF) was first reported on Saturday by [The Defense Post](#), which quoted a spokesman as saying that **230 individuals were currently participating in the "inaugural class"**.



[DEFENSE POST](#) מדווח כי אתמול התכנסה בלונדון ועדת שרים מיוחדת שדנה עם מפקדי צבא בכירים בהשלכות של תפיסת מכלית הנפט הבריטית על ידי הכוח הימי של משמרות המהפכה האיראניים. דובר ראש הממשלה אמר כי בריטניה אינה מעוניינת בעימות עם טהרן אך "לא יתכן לתפוס כלי שיט המפליג במים בינלאומיים". שלטונות טהרן הודיעו שצוות המכלית בריא ושלם והיא עוגנת בנמל בנדר עבאס. בצוות מלחים מרוסיה, לטביה והפיליפינים.



According to the Heritage Foundation, terror groups like ISIS are the most determined to attack the US, but the least capable of causing significant harm.

Source: [The Heritage Foundation](#), [The Defense Post](#)

MEDIA MENTIONS

Airwars

Menu

According to the [Defence Post](#), an AFRICOM official was informed by a relative of the civilian deaths prior to its announcement of no harm: "Abdi said his family was unable to obtain photo evidence of the incident because Shabaab does not allow smartphones in its territory, but confirmed the identity of his relatives in photos posted on Twitter, and provided The Defense Post with other family photos for comparison. Abdi is not sure who took the

IBT

SIGNUP

About 446 Chinese planes — mostly fighter jets — crossed into Taiwan's air defense identification zone just in August, [The Defense Post](#) reported in September, citing a database compiled by AFP based on figures released by Taiwan's defense ministry.

The top Taiwanese diplomat expressed concerns that the growing Chinese incursions in the island's airspace would lead to more accidents, which could further escalate the tensions between the two countries.

Скрыть баннеры

Возглавляемая США коалиция по борьбе с группировкой «Исламское государство» (ИГ, запрещена в России) приступила к созданию «сил безопасности границы» в Сирии на территориях, подконтрольных «Демократическим силам Сирии» (СДС), заявил пресс-секретарь коалиции полковник Томас Вил. Об этом [сообщает Defense Post](#).

ZeroHedge

countries, after the Trump administration slammed Berlin for not shouldering its fair share of NATO defense spending. As [Defense Post](#) writes, some officials currently favored to be tapped to lead the Pentagon under a new Biden administration have already signaled the Germany draw down would be among the first [policies to fall under scrutiny](#):

Michele Flournoy — former number three at the Pentagon and a favorite to lead the Defense Department under the new administration — nearly predicted as much during a conference in August.

RT

LIVE

US ELECTION

Q

Some 230 new recruits are already undergoing training in the "BSF's inaugural class," the Coalition's Public Affairs Officer Colonel Thomas F. Veale [told the Defense Post](#). The border force

RUDAW

James Jeffrey's [comments to The Defense Post](#) come a day after the regime of Syrian President Bashar al-Assad threatened to remove Kurdish forces from the area.

Q

интерфакс

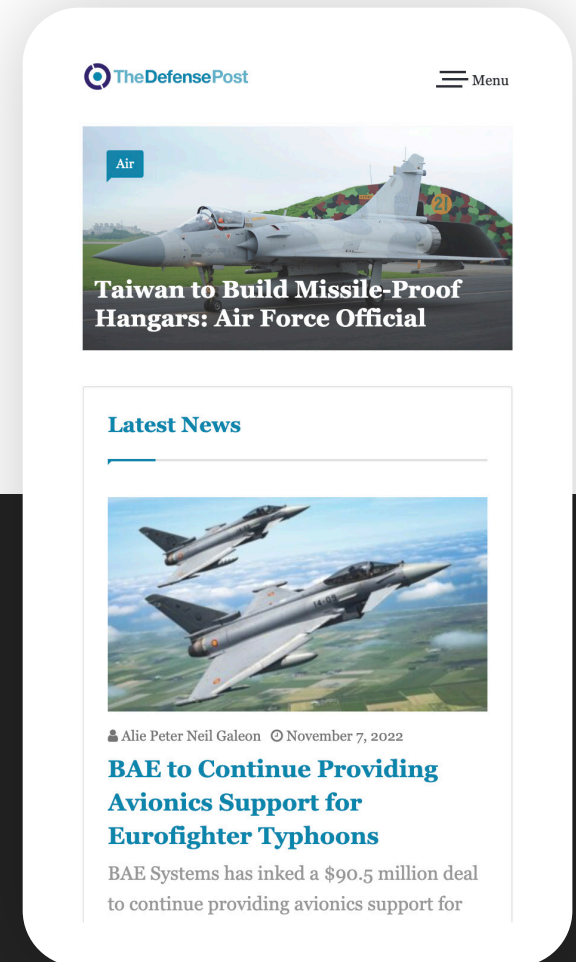
Москва. 14 января. INTERFAX.RU - Международная коалиция под руководством США по борьбе с террористической группировкой "Исламское государство" (запрещена в РФ) планирует создать в Сирии так называемые силы безопасности границы (СБГ), [сообщает](#) издание Defense Post.

DIGITAL ADS

TheDefensePost.com has a host of space available from leaderboards to skins, prestitials, page peels, premium sidebar ads, and more. Get guaranteed impressions by defense industry persuaders and decision makers. Clicks become solid leads.

- **Leaderboard** - 970 x 90 \$3,700
- **Premium Sideboard** - 300 x 600 \$4,200
- **Billboard** - 970 x 250 \$5,500
- **IMU** - 300 x 250 \$3,000
- **Sidebar** - 300 x 600 \$3,200
- **Responsive Reskin** - 1658 x 1058 \$8,900

*These monthly rates are valid for 6 months. It is subject to change.



OUR ADVERTISING SOLUTIONS

- Thought Leadership
- Partner Content
- Custom Reports
- Display Advertising
- Sponsored Reports
- Press Releases
- Newsletter Advertising
- Native Ads
- Social Media Ads
- Recommended Content
- Non-disruptive Ads
- In-Feed Ads
- Podcast Ads
- Video Ads
- Print Magazine Ads



BENEFITS FROM THE DEFENSE POST PARTNERSHIP:

- Advertise value to a targeted, global audience of defense industry change-makers and gain exposure to new users
- Increase exposure to your technologies and products, events, and leadership
- Produce quality shareable branded content generating additional lead sources
- Position your company as an industry expert, raising trust and credibility among defense leaders, academics and end users
- Tap into TDP's global audience and readership in Africa, Europe, and the Middle East and build your online reach boosting overall global marketing and advertising campaigns.



THE DEFENSE POST BRANDED CONTENT & NATIVE ADVERTISING

Seamlessly place your message within editorial content on thedefensepost.com. Our native ads are designed to match the look, feel and function of our site's content, without looking like a traditional ad, but declared as "Partner Content" on-page.

GUIDELINES

Advertiser provides partner content. These can be point-of-view pieces that also offer learning in such areas as best practices, trends, takes a stand on a current issue, or present a solution to a common defense challenge.

The Content Should Be:

- Non-commercial, focused on thought leadership
- Companion display banners 970x90 and 300x250 will run alongside Partner Content
- All submissions are subject to TDP's editorial approval
- TDP can be commissioned to create partner content as well.

PROGRAM

- Ad runs in two different ad sizes and locations on our home page
- Both sizes are labeled as "Partner Content"
- Ad click-through link to an article or partner content on thedefensepost.com or your own corporate URL off-site

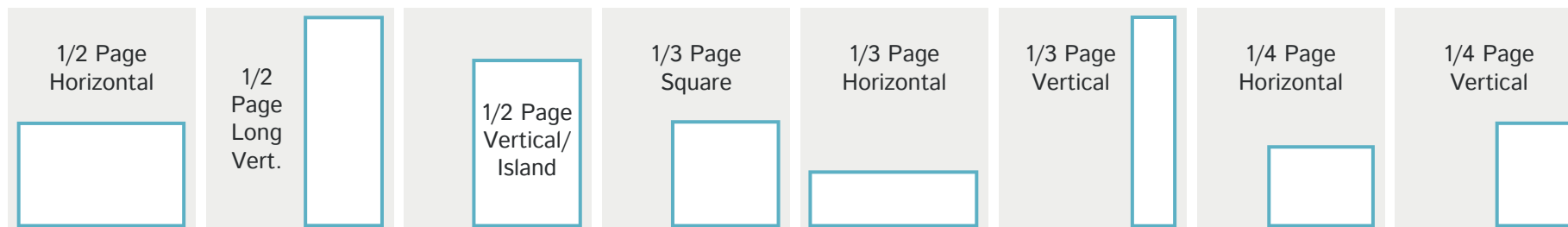
THE DEFENSE POST BRANDED CONTENT & NATIVE ADVERTISING

Additional Promotion:

- Partner Content will be promoted via all TDP channels
- Story included on two newsletters
- Story tagged under keyword reflective of topic
- Companion display banners 970x90 and 300x250 running along advertiser's sponsored content

RATE	3 ARTICLES	1 ARTICLE
Partner Content by Advertiser	\$49,000	\$18,500
Partner Content by TDP	\$55,000	\$21,500

PRINT SPECIFICATIONS



PREMIUM PLACEMENTS

Ad Layout	Size in Inches	Price
Front Cover	7" x 9.5"	\$12,395
Back Cover	7" x 9.5"	\$11,480
Front Inside Cover	7" x 9.5"	\$8,870
First Page	8.625" x 11.125"	\$7,540
Back Inside Cover	7" x 9.5"	\$7,905
Full Centerfold Spread	17" x 11.125"	\$10,860

OTHERS

Ad Layout	Size in Inches	Price
1/4 Page 1/4 horizontal 1/4 vertical	4.583" x 3.333" 3.333" x 4.583"	\$3,500 \$3,500
1/3 Page 1/3 horizontal 1/3 vertical 1/3 square	7" x 3" 2.166" x 9.5" 4.583" x 4.583"	\$4,430 \$4,430 \$4,430
1/2 Page 1/2 horizontal 1/2 vertical 1/2 long vertical	7" x 4.583" 4.583" x 7" 3.333" x 9.5"	\$4,960 \$4,960 \$4,960
Full Page Two Page Spread	8.625" x 11.125" 17" x 11.125"	\$6,050 \$8,600

SPONSORED COVERAGE

Guidelines:

Advertiser sponsors editorial coverage of specific and thematic topics, editorially managed briefings, and case studies, as chosen by our editorial staff in accordance with TDP editorial calendar. Sponsorship would appear as a boiler-plate at the top of the page, with optional sidebar or responsive reskin, subject to digital ad rates*.

All options will include independent, original reporting by TDP and may also incorporate content from experts in the field. These can be published as one-off's or sections that are updated over an extended period of time, as appropriate for the issues covered and sponsorship budget.

RATE: MP based on package requested



EDITORIAL CALENDAR

2024

Month	Topic	Coverage
January	Maritime and Naval Technology	Intensive news coverage of maritime affairs and naval technology, ships, submarines, aircraft carriers, latest technology and trends in naval warfare, profiling of naval technology used in conflict hotspots.
February	Drone and Counter-Drone Technology	Drone and counter-drone technology news coverage, interviews with industry leaders, new products reporting, new loitering technology coverage, AI integration and success stories.
March	Communications Technology	News reporting of tactical military communications networks, new trends and developments, including airborne, naval, vehicular, and stationary communication technology. Heavy emphasis on man-portable communications technology developments and its use in conflict zones.
April	Armored Vehicles	Military-grade armored vehicle news coverage, their success and usage in conflict zones and distressed areas, new trends, products and developments, their use in reconnaissance, escort, and in the battlefield, interviews with industry reps, company profiling and interviews.
May	Military AI	News coverage of artificial intelligence solutions for the US military and competing armies, profiling AI for readiness, assessment of current trends and new developments, AI integration to various military products and services.

Month	Topic	Coverage
June	Military Helicopters	Reporting on the recent deployment of helicopters to conflict zones, their performance as well as the role in combat and support, transportation and supplies. Interviews with industry leaders and company profiles, interactive assessment of new trends in the industry
July	Fighter Jet Technology	New trends and developments in fighter jet technology, industry reporting and expo coverage, visual and infographic production regarding airforce technology, tenders, sales and their deployment in combat zones, AI and cyber integration into fighter jets, competition among states and predictions on trends.
August	Next-Generation Combat	Coverage of next-generation combat, readiness and development of new advanced technological capability, application of airborne, ground, and naval next-gen combat, interviews with industry leaders, reps, and defense officials and application of next-generation combat in battlefields, thought leadership and video content.
September	Electronic Warfare	Reporting on new trends and developments in electronic warfare, including coverage of decoys, EW products, radar warning receivers, signals intelligence and jammers, coverage of nextgeneration innovations to counter airborne threats. Latest technology covering infrared, radio, and radar to attack or disrupt, thought leadership, product reviews, and company profiling.
October	Military Cyber Security	Interviews with industry leaders, assessment of new threats against military information systems and networks, communications, white papers, reporting on military cyber security development and application across different armies.
November	Munitions	Weapons and munitions development, research, white papers, news coverage on application, trends, and developments in battlefield, coverage of areas that consume munitions the most, technological capabilities and developments, interviews with industry leaders, thought leadership, reviews by security experts.
December	Missile Technology	New trends and developments in missile technology, development and application in battlefield, latest news coverage about sales, company profiling, industry news, and thought leadership.

