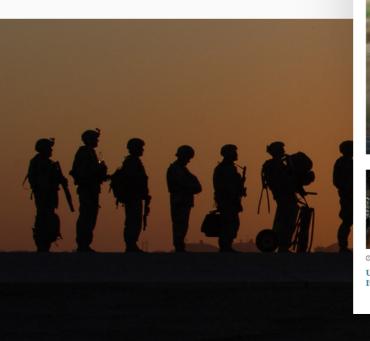


# TDP = GLOBAL DEFENSE, ANALYSIS, AND OPINION

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.







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



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



O 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

#### **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









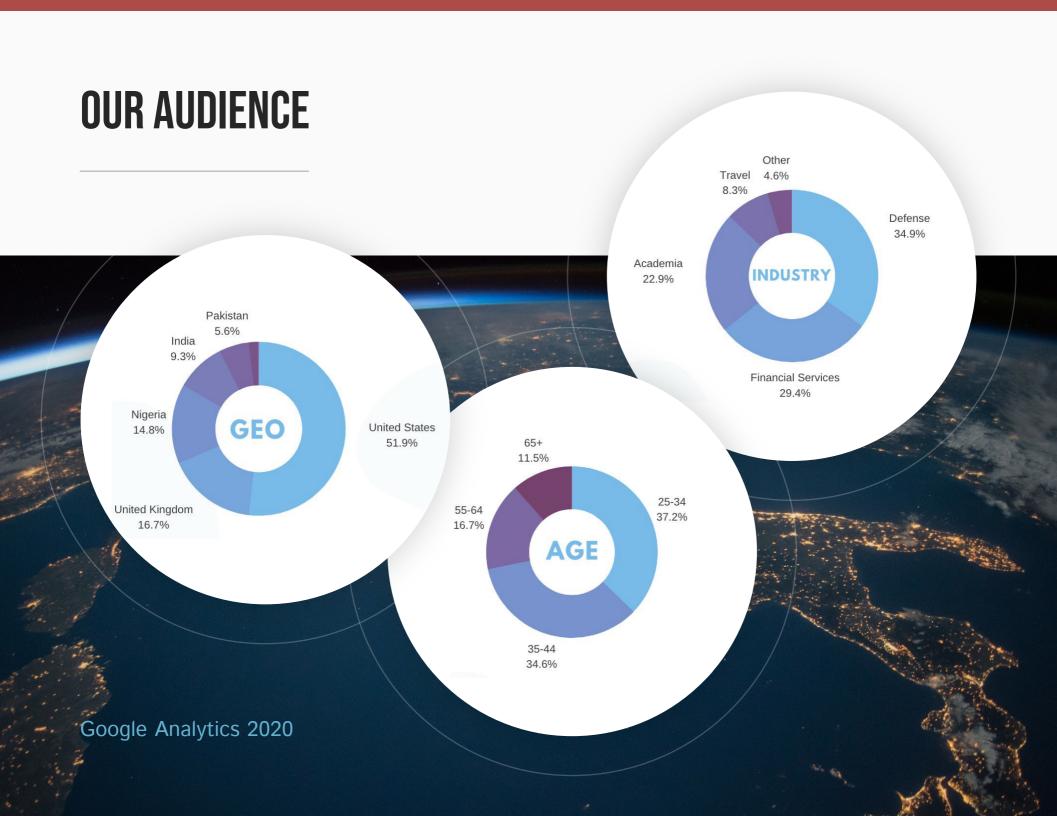
The U.S.-led Coalition military campaign against Islamic State in Iraq and Syria is winding down: on November 26, the Coalition conducted no air, ground or artillery strikes against ISIS for the first time since Operation Inherent Resolve began in 2014, and both Iraqi Prime Minister Haider al-Abadi and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

victory against the terrorist group.

#### STORY HIGHLIGHTS

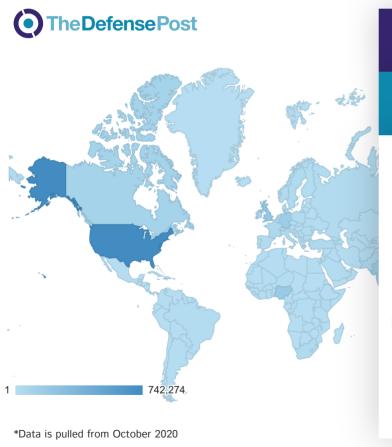
- Tens of thousands of Iraqi police will be trained to take over security from the military
- O Coalition plans for Kurdish Peshmerga to be absorbed into Iraqi federal forces
- Iraqis search for ISIS leaders who escaped by blending in with the civilian population
- O IEDs remain a threat to civilians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

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



# **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

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2,571,187

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1.25

5,327,200

Pages / Session 1.66

# **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.





# OPERATION INHERENT RESOLVE

AND OTHER OVERSEAS CONTINGENCY OPERATIONS

LEAD INSPECTOR GENERAL REPORT TO THE UNITED STATES CONGRESS







OCTOBER 1, 2018-DECEMBER 31, 2018

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

### **INDUSTRY MENTIONS**

#### CHRISTOPHER GHIKA

UK MAJOR GEBERAL

#### DR. MICHAEL CARPENTER

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





**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



**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.



thedefensepost.com

5:17 AM - 26 Jan 2019

### **INDUSTRY MENTIONS**



Follow

.@DCGuard1802 to guide the Armed Forces of Burkina Faso through 'significant' securit 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



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



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.





Nasimi Aghayev 
@NasimiAghayev

#Azerbaijan increases number of troops deployed to #Afghanistan mission

Follow

@ResoluteSupport thedefensepost.com/2018/01/09/aze ...

1:12 AM - 10 Jan 2018

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

8:09 AM · Mar 18, 2019 · Twitter Web Client



## **MEDIA MENTIONS**





(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

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 Ragga au groupe jihadiste État islamique.

**FOX NEWS** 

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.



**BBCNEWS** 

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.

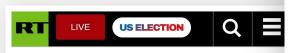
■ BUSINESS INSIDER

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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, <u>The</u>
Defense Post

## **MEDIA MENTIONS**



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

#### 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



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.





countries, after the Trump administration slammed Berlin for not shouldering its fair share of NATO defense spending. As <u>Defense Post</u> 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.





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.

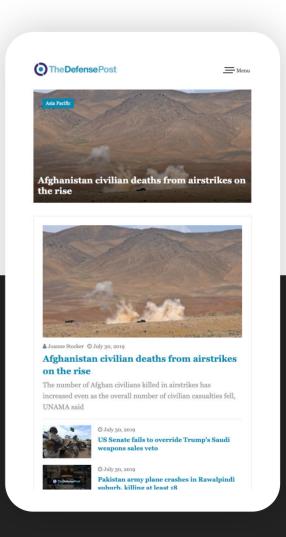


Москва. 14 января. INTERFAX.RU - Международная коалиция под руководством США по борьбе с террористической группировкой "Исламское государство" (запрещена в РФ) планирует создать в Сирии так называемые силы безопасности границы (СБГ), сообщает издание Defense Post.

## **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



<sup>\*</sup>These monthly rates are valid for 6 months. It is subject to change.

## BENEFITS FROM THE DEFENSE POST PARTNERSHIP:

- Advertise value to a targeted, global audience of defense industry changemakers 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.

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Advertiser provides partner content. These can be point-ofview 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

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- Story included on two newsletters
- Story tagged under keyword reflective of topic
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RATE	3 ARTICLES	1 ARTICLE
Partner Content by Advertiser Partner Content by TDP	\$8,999 \$21,599	\$3,999 \$7,499

## SPONSORED COVERAGE

#### **Guidelines:**

Advertiser sponsors editorial coverage of specific and thematic topics, editorially managed briefings, and case studies, as chosen by our editorial staffin 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



