



DEFENCE
Industries



Ochre Media Pvt. Ltd.

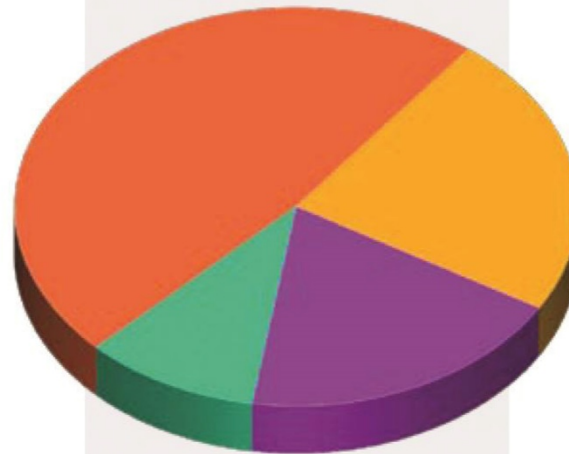
VISITORS ATTRACTIONS

Target Audience

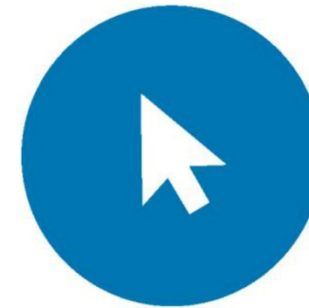


- Chief, Commander & Senior Officers12%
- Directors/Managing Directors15%
- Business Development Managers12%
- Commercial Director15%
- Executive Officer, Director8%
- Chief Commercial Officer... 10%
- Technical Director 10%
- Project Manager 10%
- Senior Systems Engineer8%

Target Market



- Geographical Reach
- Europe48%
 - Asia 23%
 - America19%
 - ROW 10%



Average Page Visits
185,000+



Unique Page Visits
13,000+



Average Visitor Time
8+ mnts

OUR SOCIAL REACH



>10K

of Genuine C - Level
& Mid Management Professionals
in Defence Industry Globally.

EVENT PROMOTION SERVICES

Features	Standard	Basic
Profile	✓	✓
Brochure	✓	✓
Speaker Details	✓	✓
Exhibitors	✓	✓
Gallery	✓	✓
Event Listing	✓	✓
Press Releases	✓	✓
Partners	✓	✓
Articles	✗	✓
Interview	✗	✓
Upcoming Events	✗	✓
e-Newsletter Event Listing	✗	✓
Home Page Banner	✗	✓ 25% SOV**
e-Newsletter Banner	✗	✓ 1 Time
e-Newsletter - Article/Interview	✗	✓
SMM	✗	✓ 13,500+Followers
SEO	✗	✓
Guaranteed Registrations	✗	✓
Dedicated Accounts Manager	✗	✓
Peel Banner*	✗	✓ 3 Days
Pop up Banner*	✗	✓ 3 Days
Skin Banner*	✗	✓ 7 Days
Square Banner*	✗	✓ 1 Month

RATE CARD

*Availability of the space

**Share of voice

Free

US\$1,500

E-MAIL MARKETING

Client E-Mail Blast

Defence Industries Client Email Blast drive businesses to stay relevant in this contemporary era. Our emails bring together insightful digital strategy, elegant experiences strategy and design, deep industry knowledge, and foundational technology expertise to help our clients design, build, reimagine and run new customer experiences and business processes. It helps to target new customers, retaining and informing existing customers, drive web traffic and so on.

We help our clients to build stronger, more agile and more innovative businesses through our email marketing solutions. You can get a better response from your targeted audience and our emails would bring a prompt response from your potential clients. We will send bulk of e-mails to your targeted customers to instantly known about all your company's updates.

Receive a Better Response from your Potential Clients!

Pricing Structure

Direct Marketing campaigns are charged per e-mail address and the cost is (US \$0.20) per address, for mail shots above 15,000 units. For mail shots below 15,000 units, the charge is (US\$0.25).

Booking Example:

10,000 Direct Marketing messages cost:
 $10,000 \times \text{US\$}0.25 = \text{US \$}2,500$

Raise your Product's Voice through Our Email Campaigns!



ADVERTISING

E-NEWS LETTER

Our E-Newsletters help to enhance customer acquisition by delivering tangible results. At Defence Industries, we always strive to digitally empower customers by sending personalized newsletters. We help our clients to accelerate the effectiveness of their marketing strategies, maximize ROI and stay ahead of the competition. Our eye-grabbing e-newsletters deliver data-driven solutions and also improve marketing impact through campaign analytics.

Our e-newsletters help to:

- Improve the returns on your marketing investment
- Drive better business outcomes by making more effective decisions based on our analytics and reports
- Anticipate consumer behaviour and forecast demand and costs with the predictive analytics capabilities
- Stay competitive in today's multi-channel advertising space
- Push your brand to the top position

Our e-newsletters help to leverage various analytical models and evaluate marketing initiatives, measure business performance across channels.

Banner Type	Dimensions (px)	Max File Size	File Format	Rate (US \$)
Leader Board Banner	728x90	40kb	GIF & JPEG	1200*
Top / Full Banner	468x60	30kb	GIF & JPEG	800*
Article / Interview	800 words	--	--	700*
Product Launch	--	--	--	500*
Press releases	--	--	--	300*



ADVERTISING BANNER

BANNER DEFINITIONS →

Placing Banners on Defence Industries assist to accomplish marketing success!

	Banner Type	Dimensions (px)	Max File Size	Rate (USD)
1	Leader Board Banner	728x90	40kb	2500
2	Slider Banner	150x300	50kb	1000
3	Prime Banner	800x220	50kb	2500
4	Square Banner	300x250	30kb	1000
5	Top / Full Banner	468x60	30kb	1500
6	Base Banner	468x60	30kb	1000

NOTE: Above mentioned prices are for 30 days

File Formats: GIF & JPEG

The screenshot shows the Defence Industries website with various banner placements highlighted by numbered circles 1 through 6. The website layout includes a top navigation bar, a search bar, and several content sections: 'AIRFORCE', 'ARMY', and 'NAVY' categories; a 'Products' section with images of various equipment; a 'Latest Partnered Companies' section with logos for companies like SIGMA, heathcoat, and BRESSNER; a 'Projects' section featuring a Lockheed Martin contract; and a 'Tenders' section with details for an ammunition tender. On the right side, there is a 'Square Banner (300x250)' for 'ARMOUR Mobility'. At the bottom, there is a 'Top/Full Banner (468x60)' and a 'Base Banner (468x60)'. The website also features a 'Leader Board Banner (728x90)' at the top and a 'Slider Banner (1500x300)' below it.

RATE CARD

EVENT ORGANIZERS



KNOWLEDGE PARTNERS



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