

Strategic Intelligence for Info-Centric Operations

Frequency: 10 issues in 2008

The Mission:

Defense Systems provides the most comprehensive coverage of the information-centric transformation that is sweeping the defense and intelligence communities. *Defense Systems* tracks the latest changes in information and communications technology, military doctrines and policies, and management strategies that are reshaping DOD and intelligence operations now and into the future.

Editorial Formula:

- + How technology is changing the way defense and intelligence agencies work
 - + The systems that manage the business of defense, from the back office to the front line
 - + The people, programs and policies that drive intelligence and defense systems
- = "Info-centric" transformation of the defense and intelligence communities

Reach: 40,000

- 19.3% Executive/command
- 19.3% Administration/operations mgt
- 15.4% Program/project mgt
- 17.1% Computer/IT/systems mgt
- 18.3% Engineering/technical mgt
- 3.7% Procurement/contract/purchasing mgt
- 2.1% Personnel/training/education mgt
- 1.2% Congressional/White House staff
- 3.6% Other

Source: December 2007 BPA Initial Audit

Readership:

- *Defense Systems* has an average issue audience of 132,000, with a 2.3 pass-along rate
- Subscribers spend an average of 38 minutes reading an issue
- 88% of readers report that *Defense Systems* offers news and information they can not get from other publications and Web sites

Source: 2007 *Defense Systems* Editorial Readership Survey

Dynamic Platform of Online Marketing Opportunities

DefenseSystems.com: The essential online resource for technology-driven transformation of intelligence and defense

- Top/breaking news, features and columns
- Topical microsites
- Reports on tactical operations, networks/communications, information security, logistics/support systems, modeling/simulation and R&D
- Defense coverage from sister brands *Federal Computer Week*, *Government Computer News*, *Government Health IT and Washington Technology*
- Current and past issues of *Defense Systems*
- Searchable archives of all 1105 Government Information Group media brands
- Aggregated defense-related content from publications and Web sites across the country
- Industry events calendar

E-mail Newsletter: Defense Systems IT Report (weekly, 100,000 subscribers)

- Blends circulation across 1105 Government Information Group's network of targeted decision-makers for greater advertiser reach and impact
- Covers strategic intelligence for info-centric operations across the Department of Defense and intelligence agencies
- Subscribers are IT professionals in the armed forces and defense/ intelligence agencies who plan, specify, acquire, develop, deploy and use mission-critical systems in support of business, homeland security, logistics and military functions

Source: Publisher's Own Data, December 2007

