

The 2025 advertising and promotional opportunities for DEFEA are highly strategic, especially for companies targeting the Hellenic Armed Forces and broader defense stakeholders. Here's a detailed look at the two main promotional options:

1. GREEK DEFENCE NEWS – March-April 2025 Issue

- **Distribution:** In print across all three days of DEFEA 2025.
- **Focus:** A comprehensive issue centered on Greece's defense profile, addressing:
 - Hellenic Armed and Security Forces
 - Current and future weapon systems
 - Training programs and major procurements
 - Upgrades and developments in both international and Hellenic defense industries

2. GREEK DEFENCE NEWS / DEFEA 2025 Show Daily

- **Production:** Managed by DBDC International Defence Publications & Events, this daily print edition will feature targeted advertising options tailored for the DEFEA 2025 audience.
- **Distribution:** 5,000 copies will be printed and distributed each day, reaching VIPs, international delegations, attendees, and exhibitors.
- **Daily Themes:**
 - **Day 1** (6 May 2025) - Focus on the Hellenic Army:
 - Exclusive interviews with political and military leaders
 - Comprehensive reports on the Hellenic Army's structure, weapon systems, training, and upcoming procurement programs
 - Hellenic Police
 - Coverage of key suppliers and exhibitors
 - **Day 2** (7 May 2025) - Focus on the Hellenic Navy:
 - Exclusive interviews with political and military leaders
 - In-depth look at the Hellenic Navy's structure, equipment, procurement, and training
 - Hellenic Coast Guard
 - Coverage of key suppliers and exhibitors

- **Day 3** (8 May 2025) - Focus on the Hellenic Air Force:
 - Exclusive interviews with political and military leaders
 - Special feature on the Hellenic Air Force's structure, weapon systems, training, and upcoming procurement programs
 - Hellenic Fire Service and Firefighting procurement projects
 - Coverage of key suppliers and exhibitors

Ad Benefits: Daily exposure in a publication distributed to the highest-level participants ensures that advertisers reach decision-makers, industry leaders, and buyers.

These options provide ideal platforms for brands to maximize their visibility within Greece's defense sector and connect directly with an influential audience.

Deadline for receiving ad and editorial material: 20 April 2025

2025 DEFEA SHOW DAILY AD RATE CARD

1 PAGE 4C	3000
½ PAGE 4C	1950
2ND COVER PAGE	3400
4TH COVER PAGE	3900
2/1 PAGE 4C	4500

*** Rates in Euro**

"Specials" like Profiles (4, 6 or 8 pages) Ditto Jackets, Marketing Reports / Advertorials are available upon request