



ids
Information
Independence
Influence

MEDIAKIT
2023

The world's largest provider of defense and security information.

Rely on IDS for the latest news and professional analysis from the best independent defense and security journalists.

Increase your company's visibility and recognition through the industry's largest and most influential content provider.

Strengthen your brand awareness among customers and prospects through integrated marketing solutions and content strategies.

360° solutions that include digital media, targeted print publications and events, all of which are well recognized among your target audience.

infodefensa.com

infoespacial.com

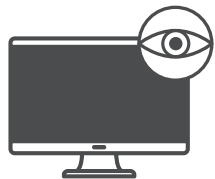
infodron.es

Perfiles ids

Spain 

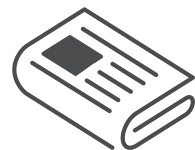
UNVEX 

SYMDEX 



+ 28,000,000

IMPACTS
PER YEAR



+ 25,000

REGISTERED
SUBSCRIBERS



+ 10,000

VISITORS AT
EVENTS

Call us,
we will help you to optimize your investment

+34 915 940 734

infodefensa.com

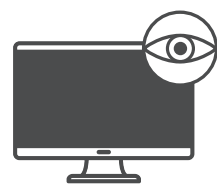
The most widely read defence and security media in the world. Separate editions for Spain and Latin America where we have 12 delegations and local editions.

Daily source of information for ten of thousands professionals, many of them decision makers, who find in infodefensa.com the information they need in their daily work, the opinion of renowned specialists and professional analysis. All of this free to subscribers.

Seven newsletters every week with the most relevant news, segmented geographically. Daily activity in Social Networks.

The only Spanish specialized media integrated in the international platform Factiva of Wall Street Journal.

Definitely, the most profitable advertising media in the market.



VISITS

2,030,000



UNIQUE USERS

847,000

PER MONTH



PAGE VIEWS

3,118,000

NEWSLETTERS



More than
105,000 mailed
weekly to

18,100
SUBSCRIBERS



Followers

121,700

GEOGRAPHICAL DISTRIBUTION

OTHERS
11%

AMERICA
47%

SPAIN
42%



* Audited by Spanish OJD Interactive.

ADVERTISING RATES



DAILY

HOME PAGE. SPAIN AND AMERICA EDITIONS

SPACE	RATE	SIZE (px)	MOBILE PHONE VERSION	MAXIMUM WEIGHT
1 PREMIUM MASTERHEAD	Contact us	970x250	300x100	100 KB
2 MASTERHEAD		728x90	300x50	70 KB
3 DOUBLE COLUM		728x90	300x50	70 KB
4 BANNER		300x250	300x50	70 KB
5 FOOTER		728x90	300x50	70 KB
6 INTERSTITIAL*		970x250	Automatically adapts	70 KB
7 RAIL BANNERS*		120x600	Not visible on mobile phones	80 KB each one

LATIN AMERICAN COUNTRIES AND MARKET SECTIONS

SPACE	RATE	SIZE (px)	MOBILE PHONE VERSION	MAXIMUM WEIGHT
1 PREMIUM MASTERHEAD	Contact us	970x250	300x100	100 KB
2 MASTERHEAD		728x90	300x50	70 KB
3 DOUBLE COLUM		728x90	300x50	70 KB
4 BANNER		300x250	300x50	70 KB
5 FOOTER		728x90	300x50	70 KB

MONTHLY RATES: Accepted formats: static gif, animated gif, HTML5, click tag/click command. Deadline: 48 hours before publication.

*PRICES PER WEEK

NEWSLETTERS

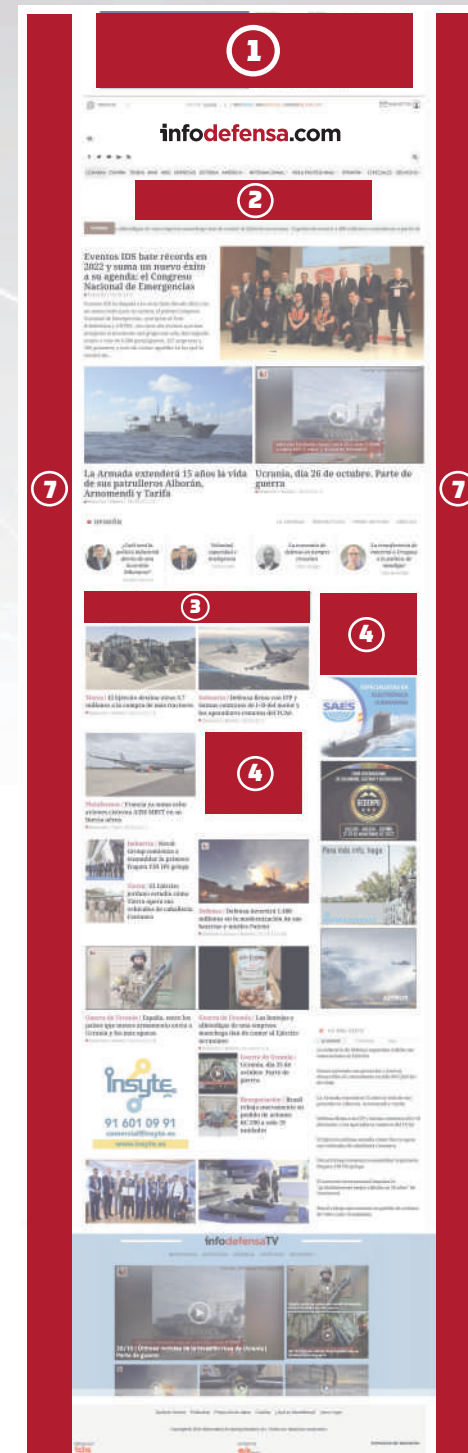
SPACE	RATE	SIZE (px)
MASTERHEAD	Contact us	468x90
SKYSCRAPER		150x300
BOTTOM		150x150

18,100

registered subscribers to the 7 weekly newsletters.

Accepted format: static gif only.

SPONSOR CONTENT. Check on us



5

Space always at the bottom of the screen

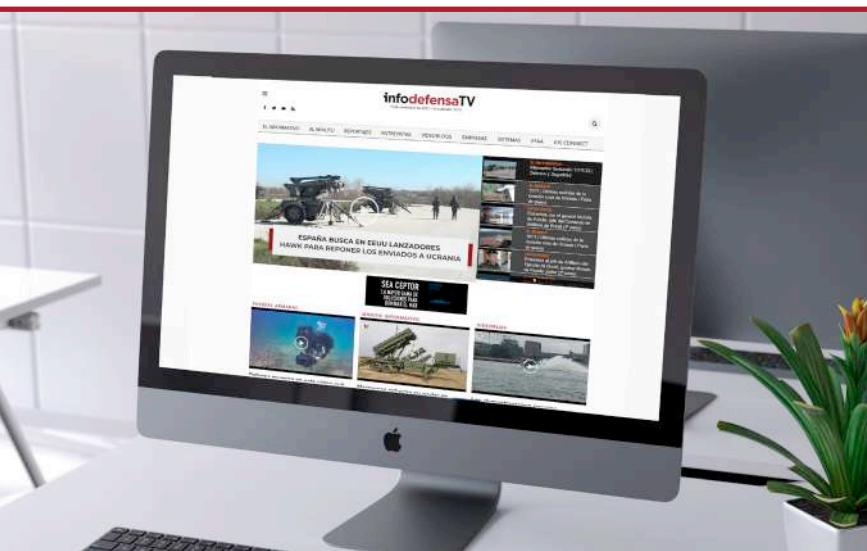
infodefensaTV

Infodefensa.com is the first Spanish defense and security media to incorporate its own audiovisual content through **infodefensaTV** channel.

In three formats: Weekly News every Friday; Minute News for current news and Special Reports on the occasion of exhibitions, events or professional meetings.

It is also our channel for streaming events.

Audiovisual is the fastest growing format on the Internet.



PER MONTH



IEWS

1,304,000



SUBSCRIBERS
ON YOUTUBE

+77,000

ADVERTISING PRICES

AVAILABLE SPACES

WEEKLY INFORMATIVE

MINUTE NEWS

VIDEO BLOGS

COMPANY PRODUCT OR SYSTEM VIDEOS

PRICE PER WEEK

Contact us

MONTHLY SPONSORSHIP

Sponsor company logo for one month.

Exclusive sponsorship of the weekly news summary.
4 summaries per month.

Product videos. 1 weekly video. In total 4.

Monthly price.

Contact us



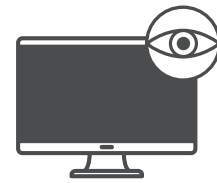
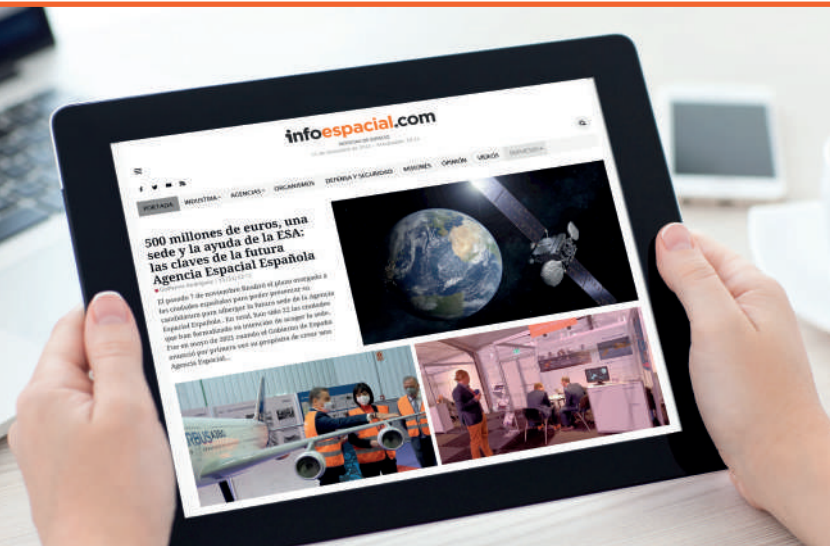
infoespacial.com

The only independent Spanish language newspaper dedicated to the space industry.

Written by specialized journalists, it has daily news, two weekly newsletters and special editions on the occasion of satellites launches or important events in the sector.

Your company's presence on infoespacial.com will enhance your brand in the sector.

With infoespacial.com you will increase traffic to your website and social networks.



VISITS

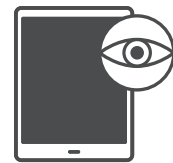
26,676



UNIQUE USERS

20,784

PER MONTH



PAGE VIEWS

37,097

2 WEEKLY NEWSLETTERS MAILED TO

+4,000 SUBSCRIBERS



DISTRIBUTION

CONSULTANTS AND OTHERS

10%

ADMINISTRATION

42%

INDUSTRY

48%



Followers

7,200



ADVERTISING RATES

infoespacial.com

DAILY

SPACE	RATE	SIZE (px)	MOBILE PHONE VERSION	MAXIMUM WEIGHT
1 MASTERHEAD 1	Contact us	950x120	300x100	80 KB
2 MASTERHEAD 2		784x60	300x80	70 KB
3 BANNER		468x60	150x150	70 KB
4 DOUBLE COLUM		300x250	300x80	70 KB
5 FOOTER		784x90	300x80	70 KB
6 RAIL BANNERS*		120x600	No visible	80 KB each one

MONTHLY RATES: Accepted formats: static gif, animated gif, HTML5, click tag/click command. Deadline: 48 hours before publication.

*PRICES PER WEEK

NEWSLETTER

SPACE	RATE	SIZE (px)
MASTERHEAD	Contact us	468x90
SKYSCRAPER		150x300
BOTTOM		150x150

SPONSOR CONTENT. Check on us

More than 4,000

registered subscribers to the 2 weekly newsletters.

Accepted format: static gif only.



Space always at the bottom of the screen

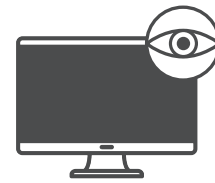
infodron.es

A digital daily for a fast growing market, drones or remotely piloted systems, in all its dimensions: technology, new applications, investments and, of course, legislation.

Daily news and reports written by specialized journalists and opinion by professionals specialized in the field. Weekly newsletter with the most important news.

Aimed at professionals, technologists, manufacturers and users in the market with the highest added value, such as drones for defence (UAV, UGV, USV), security, public services, new Urban Air Mobility and counter-drone systems.

Increase brand awareness in the market of drones.



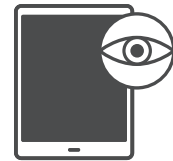
VISITS

35,412



UNIQUE USERS

31,460



PAGE VIEWS

45,580

PER MONTH

NEWSLETTERS
MAILED WEEKLY TO

+1,500
SUBSCRIBERS



Followers

7,000

DISTRIBUTION

CONSULTANTS

8%

USERS

48%

INDUSTRY

44%



ADVERTISING RATES

infodron.es

DAILY

SPACE	RATE	SIZE (px)	MOBILE PHONE VERSION	MAXIMUM WEIGHT
1 MASTERHEAD 1	Contact us	950x120	300x100	80 KB
2 MASTERHEAD 2		784x60	300x80	70 KB
3 DOUBLE COLUM		468x60	150x150	70 KB
4 BANNER		300x250	300x80	70 KB
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6 RAIL BANNERS*		120x600	No visible	80 KB

MONTHLY PRICES: Accepted formats: static gif, animated gif, HTML5, click tag/click command. Deadline: 48 hours before publication.

*PRICES PER WEEK

NEWSLETTER

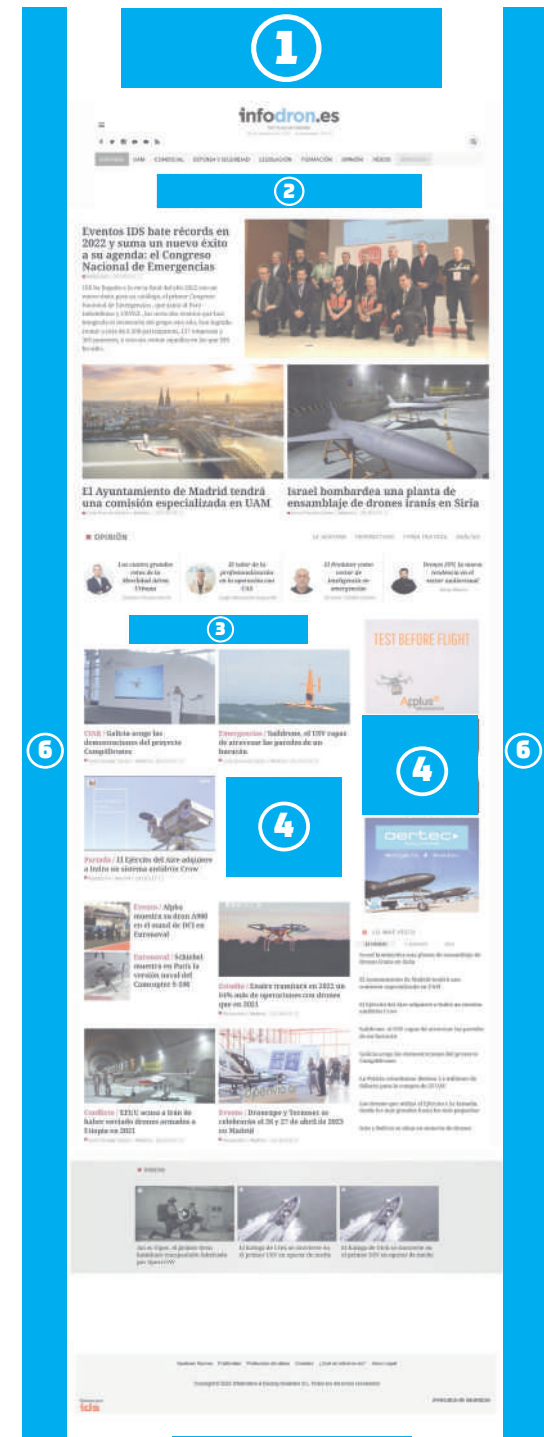
SPACE	RATE	SIZE (px)
MASTERHEAD	Contact us	468x90
SKYSCRAPER		150x300
BOTTOM		150x150

SPONSOR CONTENT. Check on us

More than 1,500

registered subscribers to the weekly newsletter.

Accepted format: static gif only.



Space always at the bottom of the screen

Branded content

Our digital media offer **unique opportunities to generate sponsored content** that, associated with the brand, **increases its reputation** and **allows you to promote products** or services in an attractive and highly effective informative environment.

Our digital dailies also allow you to **generate engaging story telling** associated with your company and products. The key is to write texts that are attractive to readers, written by specialists to achieve maximum impact.

We can design an **agreement tailored** for your company that **guarantees information coverage in a variety of formats**.

CONTACT US, WE WILL STUDY THE BEST FORMULA FOR YOUR COMPANY.



Printed publications

Because there are topics that require analysis and their content is timeless, IDS has a line of printed publications.



SPAIN Defence & Security Industry is the yearbook dedicated to the Spanish Defence industry that we publish with the support of Spanish and European institutions.

An annual analysis of the situation from the perspective of the highest authorities in the sector. It includes articles on strategic issues, statistics with graphics and an extensive description of the Spanish defence industry, as well as lists of companies by market segment.

Separate editions in Spanish and English, in paper format for personalized distribution* and at International Exhibitions. Downloadable as PDF free of charge at www.infodefensa.com.

DISTRIBUTION

2,000
printed copies

+10,000
digital version downloads

2 editions

Distribution 7 international exhibitions

*Personalized delivery to procurement officers worldwide: Ministries of Defense, Embassies, Attaché Offices, Chambers of Commerce, analysts, consultants, business associations and media.

COMPANY SHEETS

FORMAT	DESCRIPTION	RATE	SPECIAL RATE*
1/2 PAGE	1/2 page with information and photos provided by the company.	Contact us	Contact us
1 PAGE	1 page with information and photos provided by the company.		
2 PAGES	2 pages with information and photos provided by the company.		
ADVERTORIAL**	4 pages with information and photos provided by the company.		

* Special price for bookings received before December 20th.

** Companies that contract a 4 page sheet or advertorial will receive one page of advertising free of charge.

ADVERTISING

FORMAT	DESCRIPTION	RATE
1 PAGE	1 page 210 mm wide x 297 mm high + 3 mm bleed on each side. Two originals: one in Spanish and one in English in pdf or jpg at 300 dpi.	Contact us
DOUBLE PAGE	Double page 420 mm wide x 297 mm high + 3 mm bleed on each side. Two originals: one in Spanish and one in English in pdf or jpg at 300 dpi.	

Deadline: January 10th, 2023.

Invoicing with voucher: February 2023.



Printed publications

Because there are topics that require analysis and their content is timeless, IDS has a line of printed publications.

Perfiles ids

IDS Perfiles are monographic publications that analyze in depth programs, technologies, systems or projects of interest to the defence market, from the analysis of the new Logistics Base of the Spanish Army to the space industry.

Written by experts, specialists in each subject, they also include the opinion of top managers through articles or interviews, as well as infographic support.

They have a carefully selected personalized distribution, depending on the subject. They can be downloaded in digital format at www.infodefensa.com.

2023 RATES

ADVERTISING SPACE

BACK COVER

FULL COLOR PAGE

HALF PAGE FULL COLOR

DOUBLE-PAGE FULL COLOR REPORT

(Layout by the company with information and photos)

SPECIAL ADVERTORIAL

Four page report with information and photos provided by the company.

SPONSORSHIP

Four page report + company file + logo on the cover of the publication and 100 copies of the publication for the sponsoring company.

RATE

Contact us

DISCOUNTS FOR ANNUAL BOOKINGS OF TWO OR MORE EDITIONS.

Informes ids

Publications in printed and digital format.

Only and exclusively sponsorships. Prices on request.



eDossier ids

Whitepaper-type publications.

Sponsorships only and exclusively.



IDS channel for non face-to-face events, includes all the formats that technology allows.

WEBINARS dedicated to monographic topics with the participation of specialists, technologists and users. With one hour duration, they address the topics in the form of a dynamic dialogue.

PODCAST for companies that want to send their messages in audiovisual form it is a unique commercial tool for its format and audience.

RADIO. Weekly 30' program dedicated to the defence and security industry on a radio station with a large audience among companies and financial institutions. Monthly sponsorship including company participation.



RATES

WEBINAR	IDS Contact us	MONOGRAPHIC Contact us	COMPANY/PRODUCT Contact us
PODCAST		OPINION Contact us	COMPANY/PRODUCT Contact us
RADIO		MONTHLY SPONSORSHIP Contact us	

Companies podcast

- Exclusive company podcasts for internal and external communication

Events

As part of the 360° communication concept, IDS completes its offer with the organization of events.













Own professional meetings highly recognized as UNVEX dedicated to UAV or drones; SYMDEX focused on sustainability and modernization in Defence; LIMEX specializing in border protection, the Infodefensa Forum in the Spanish Parliament and the recent incorporation of the National Congress of Emergencies. All of them have the support of the Public Administrations involved, universities, technology centers and industry.

All include a Conference Program and in some cases exhibition areas that allow companies to present their solutions to a professional audience mainly decision makers.

Ask for our 2023 Events calendar and participation opportunities. They offer you the opportunity to increase your company's visibility and meet with current or potential customers.



Editorial programme 2023

DATE	SUBJECT		DESCRIPTION	HOW TO PARTICIPATE
JANUARY	FORO INFODEFENSA Madrid		Roundtable discussion on Defense Policy issues with Members of the Parliament.	Sponsorship
FEBRUARY	SPAIN Defence & Security Industry 2023		The annual reference publication on the Spanish defense and security industry. Bilingual Spanish/English. Printed and digital version.	Company information, advertising and sponsorship
	Special Report: Armoured Vehicles in Latin America		Special Microsite and Newsletter of Infodefensa.com	Advertising and content
	IDEX/NAVDEX Abu Dhabi 19-23 February		Special coverage - newsletter of infodefensa.com on the largest Defense Exhibition in the Middle East	Advertising and content
MARCH	Perfiles IDS Spanish Army		Printed monographic edition on Spanish Army.	Advertising
	COLOMBIAMAR Cartagena de Indias 8-10 March		Special coverage and newsletter of infodefensa.com on the largest Marine Exhibition in Latam.	Advertising and content
	SYMDEX Madrid. España 21-23 March (TBC)		Sixth edition of the Spanish Conference on Maintenance, Logistics and Modernization. Special coverage and newsletter of infodefensa.com	Sponsorship and advertising
	Special Report: The new space ship of ESA		Special microsite and newsletter of infoespacial.com	Advertising and content
APRIL	LAAD Rio de Janeiro (Brazil) 11-14 April		Special coverage and newsletter of infodefensa.com on the largest Defense Exhibition in Latam	Advertising and content
	TECNOSEC and DRONEXPO Madrid, Spain 26-27 April		Special coverage and newsletter of infodron.es	Advertising and content
	Special Report: Military drones		Special microsite and newsletter of infodron.es	Advertising and content
MAY	AUVSI XPONENTIAL Orlando, Florida. USA 8-11 May		Special coverage and newsletter of infodron.es on the world largest UAV event.	Advertising and content



Printed publications



Special Report















IDS Events



Exhibition coverage

Editorial programme 2023

FECHA	PUBLICACIÓN		DESCRIPCIÓN	COMO PARTICIPAR
MAY	FEINDEF Madrid 17-19 May		Special coverage, microsite and newsletters of infodefensa.com plus TV set and onsite reports on the largest Defense Exhibition in Spain.	Promotional packs for exhibitors
	SITDEF Lima(Perú) 18-21 May		Special coverage and newsletter of infodefensa.com on the Peru Defense exhibition.	Advertising and content
JUNE	INTERNATIONAL PARIS AIRSHOW 23 Le Bourget 19-25 June		Special coverage and newsletter of infodefensa.com on the world largest Airshow.	Advertising and content
	Perfiles IDS Spanish Navy		Printed monographic Edition on the Armada Española.	Advertising
	Special Report: Lift & Training Aircraft in Latin America		Special microsite and newsletter of infodefensa.com	Advertising and content
SEPTEMBER	Special Report: Urban Air Mobility		Special microsite and newsletter of infodron.es	Advertising and content
	Special Report: Submarines in Latin America		Special microsite and newsletter of infodefensa.com	Advertising and content
OCTOBER	National Emergency and First Reponders Congress 22-24 October (TBC)		Microsite, newsletters and special TV coverage of infodefensa.com	Sponsorship and promotional packs for exhibitors
	Foro Ejército-Empresas 2022. Toledo Dates TBC		Special microsite and newsletter of infodefensa.com	Advertising and content
NOVEMBER	Perfiles IDS Space		Printed monographic Edition on the Spanish Space industry.	Advertising
	EXPODEFENSA Bogotá (Colombia) 28 Nov – 2 Dec		Special coverage and newsletter of infodefensa.com on the largest Defense exhibition in Latam.	Advertising and content
DECEMBER	eDossier		Whitepaper in digital format, Spanish and English editions. Downloadable at infodefensa.com	Company sponsorship

* Important note: this editorial program as of 30.10.2022 may be subject to changes in dates and topics. For updates contact gabad@idsolutions.biz



Printed publications



Special Report



IDS Events



Exhibition coverage

The logo for 'ids' is written in a bold, red, lowercase sans-serif font. A vertical red line is positioned to the right of the logo.

ids

We create new experiences
for your communication

infodefensa.com **infoespacial.com** **infodron.es**

Spain 

Perfiles **ids**

ids
connect

 **UNVEX**

 **SYMDEX**

 **LIMEX**

 Congreso
Nacional de
EMERGENCIAS

An aerial photograph of a complex highway interchange with multiple overpasses and ramps. The image is overlaid with a semi-transparent network of white lines and nodes, suggesting a data or communication network. Several circular icons, including a Wi-Fi symbol and a globe, are scattered across the scene, further emphasizing a technological or digital theme.

ids

www.idsolutions.biz

FOR MORE INFORMATION
gabad@idsolutions.biz