

NDIA



2024 Media Kit

Advertising and Sponsorship Opportunities

Why NDIA?

Transform your sales strategy with the National Defense Industrial Association (NDIA), the premier gateway to a highly influential audience in government and military sectors. As a leading authority in Defense and National Security, NDIA offers unparalleled access to key decision-makers through our dynamic range of events, publications, and initiatives.

With NDIA, you are not just marketing; you are aligning your brand with a prestigious organization that has been at the forefront of national security dialogue for over a century. Our diverse portfolio, including impactful conferences, symposiums, and exhibitions, provide an ideal platform for your message to reach an engaged and specialized audience. This is your opportunity to showcase your products and services to a captive audience of military, government, industry, and academic leaders who are actively seeking solutions in the defense sector.

By choosing NDIA as your trusted partner, you are making a strategic investment with a community that shapes the future of national defense.

Whether through our publications, events, or digital platforms, your message will resonate with a highly engaged audience, driving awareness and action among key stakeholders in the defense industry.

This is your opportunity to elevate your company and influence within the defense community.

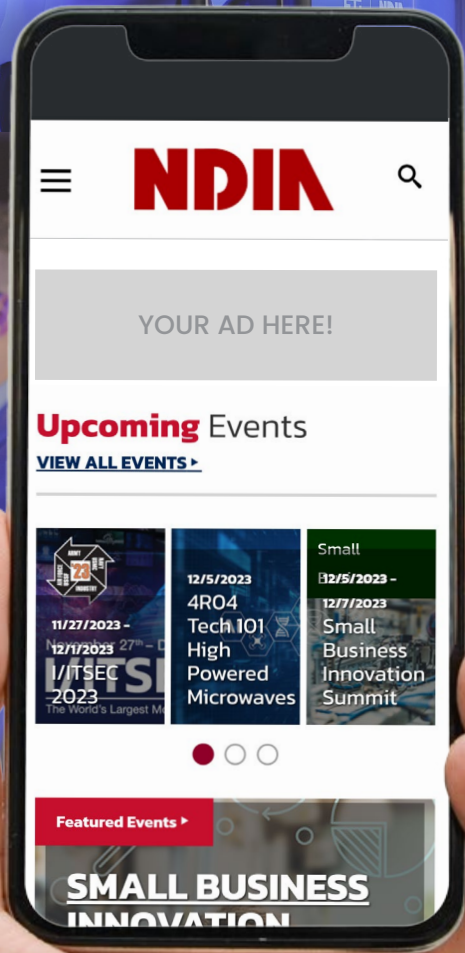
Partner with NDIA today to unlock the potential relationship that transcends traditional marketing. Your message deserves a platform that delivers impact, reach, and results – NDIA is that platform.



NDIA's Diverse Global Network

NDIA is powerful with three affiliates: the Emerging Technologies Institute (ETI), the National Training & Simulation Association (NTSA), and Women in Defense (WID); as well as several Chapters, Divisions, and more than 1,780 corporate and 65,000 individual members. Due to NDIA's unique composition, your message will reach a broad, yet targeted group of professionals.

NDIA's Affiliate Organizations



6,500
of NDIA's individual members
are **Military or Government**



59,000
of NDIA's individual
members are **Industry**

1,780
Corporate
Members

More than half of NDIA's corporate
members are **Small Businesses***
*\$25 million or less in defense revenue annually



48 CHAPTERS
NDIA & WID



27 DIVISIONS
PROVIDE FOCUS



20 INTERNATIONAL
PARTNERSHIPS

NDIA engages all **3** branches of government



Sponsorships

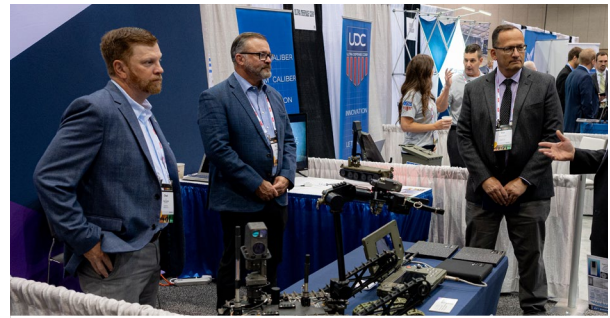
Is your company seeking to boost its presence within a targeted audience? Look no further! NDIA presents an array of sponsorship opportunities across more than 100+ meetings, conferences and events. While each event provides unique opportunities, we also offer customizable packages to suit your specific needs. NDIA events promote brand visibility avenues for increased traffic and opportunities to elevate the overall attendee experience. Join us in making a lasting impact to key decision makers!

Exhibits

Numerous NDIA flagship events feature expansive exhibit areas that complement the conference experience. Attendees engage with prominent figures in the defense sector who play a pivotal role in advancing our defense capabilities. These exhibitions serve as powerful tools for expanding reach and exposure, offering insights into the latest trends and developments within the market.

Beyond broadening awareness, exhibitions prove instrumental in generating leads, filling pipelines, and facilitating valuable face-to-face interactions with key clients, prospective customers, and esteemed partners. Exhibitors consistently express the invaluable nature of these NDIA exhibition opportunities, as they not only enhance visibility but also create networking platforms with government and industry leaders in their respective fields.

NDIA exhibitions are pivotal events where companies unveil new products, establish connections, and elevate brand exposure. Our conferences with exhibitions, go beyond education and information dissemination—they serve as forums to engage with the market, stay aware of competition, and leverage promotional media opportunities. Participate with us in these dynamic platforms to propel your company toward success!



Email Newsletters

The National Defense Industrial Association’s four e-newsletters—Defense Watch, Weekly Insider, Policy Weekly Digest, and NTSA Newsletter (see page 10) — reaches 63,000 unique recipients, all of whom have either personal or professional connections to the defense industrial base. **All NDIA E-Newsletters are exclusive to one advertiser.**

Defense Watch

Subscribers: 35,000
Open Rates: 21%

YOUR AD HERE!
650 x 250



November 2023



NDIA Study Warns of \$110 bn Inflation Hit To National Defense
In a white paper published on Tuesday, "How Inflation Hurts America's National Defense - And What We Can Do About It," NDIA said that the total inflation loss for Fiscal Year (FY) 2021 to FY 2023 is over \$110 billion. The study analyzes the lengthy DoD budget and acquisition process, and shows how inflation has had an outsized, destructive effect on America's national defense. The report includes multiple recommendations on how to mitigate the disruption.

[Read More](#)



Ukrainian President Volodymyr Zelenskyy stated to speak to defense industrial base at NDIA event
Ukrainian President Volodymyr Zelenskyy is set to virtually deliver an address at the National Defense Industrial Association (NDIA)'s Future Force Capabilities Conference and Exhibition on Wednesday, September 21 as he rallies international support for his country's fight against the Russian invasion. He will be joined by H.E. Oleksii Reznikov, Ukraine's Minister of Defense, who will also virtually speak at the event.

[Read More](#)

NDIA in the News

September 12, 2022
[Defense Associations in Letter to Congress Ask That CIA Includes Inflation](#)

The National Defense Industrial Association (NDIA), along with the Aerospace Industries Association (AIA) and the Professional Services Council (PSC)—a group of defense associations known as the "Tri-association"—sent a letter today to Appropriations Committees' leadership requesting expedited completion of the FY23 defense appropriations bill.

[Jim Stewart named NDIA's Executive Vice President](#)

YOUR AD HERE!
300 x 250

Monthly

NDIA’s monthly membership e-newsletter. Top stories from the award winning journalists at *National Defense Magazine*, key event dates, links to digital editions of the Magazine and Podcast, Career Center, MegaDirectory, and more.

Weekly Insider

Subscribers: 35,000
Open Rates: 23%

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650 x 250



NDIA National Defense
WEEKLY INSIDER
News and Analysis for Industry and Government Professionals



NAVY NEWS
Navy on Cusp of Awarding Contract for New Torpedo
The Navy is poised to award the contract for its first new torpedo — the Compact Rapid Attack Weapon — in more than two decades.



ADVANCED TECHNOLOGIES
Hicks Voices Concern About Pace of Hypersonic Tests
The approach to testing hypersonic weapons is one of Deputy Secretary Kathleen Hicks' biggest concerns about the military's myriad programs.



SPECIAL OPS NEWS
Special Operations Command Operations Vehicle Upgrades
SOCOM's fleets of tactical wheeled vehicles are in line for several new features.



AVIATION NEWS
Navy, Marine Corps Modernize Aviation amid Fiscal Pressures
Facing high-end threats abroad and fiscal pressures at home, Navy and Marine Corps aviation forces are preparing for the next generation of warfare.



R&D NEWS
Purdue Funds New \$73 Million Hypersonic Propulsion Lab
Purdue University has approved a plan to build a second propulsion lab on its West Lafayette, Indiana, campus to expand testing capabilities for hypersonic.




COMMENTARY
'Unentangling' the Quantum Security Executive Order
A White House executive order pushes nation-state quantum needs to the forefront, with action due dates coming in the very near-term.
By Pete Ford

Weekly

Weekly Insider, an e-newsletter, provides news and analysis for industry and government professionals. Advertising is Exclusive.

Policy Weekly Digest

Subscribers: 22,500
Open Rates: 17%




Tuesday, September 13, 2024

S&P Overview

- On June 26, NDIA signed onto a letter CODSIA submitted to DPC as a comment on [DFARS Case 2021-D016, Restriction on Certain Metal Products](#).
- DoD and OMB are [now](#) stating the release of a proposed CMMC rule for September.

YOUR AD HERE!
650 x 250



China controls the market for most processed rare earth minerals, which are critical in manufacturing and developing key military and commercial technologies and systems, but the United States will not be able to end reliance on China through domestic production, experts and former officials said.

A new strategy being crafted by DLA will become the agency's roadmap for addressing such vulnerabilities and protecting the security of the Defense Department supply chain that serves troops and federal partners around the world.

Read more:

- [Breaking Defense: Better, but still 'whack-a-mole': IT industry adapts to supply chain problems, for now](#)
- [Brookings: America can't afford to ignore the logistics triad](#)

Get Involved:
NDIA's Logistics Management (Manufacturing or International?) Division often discusses topics

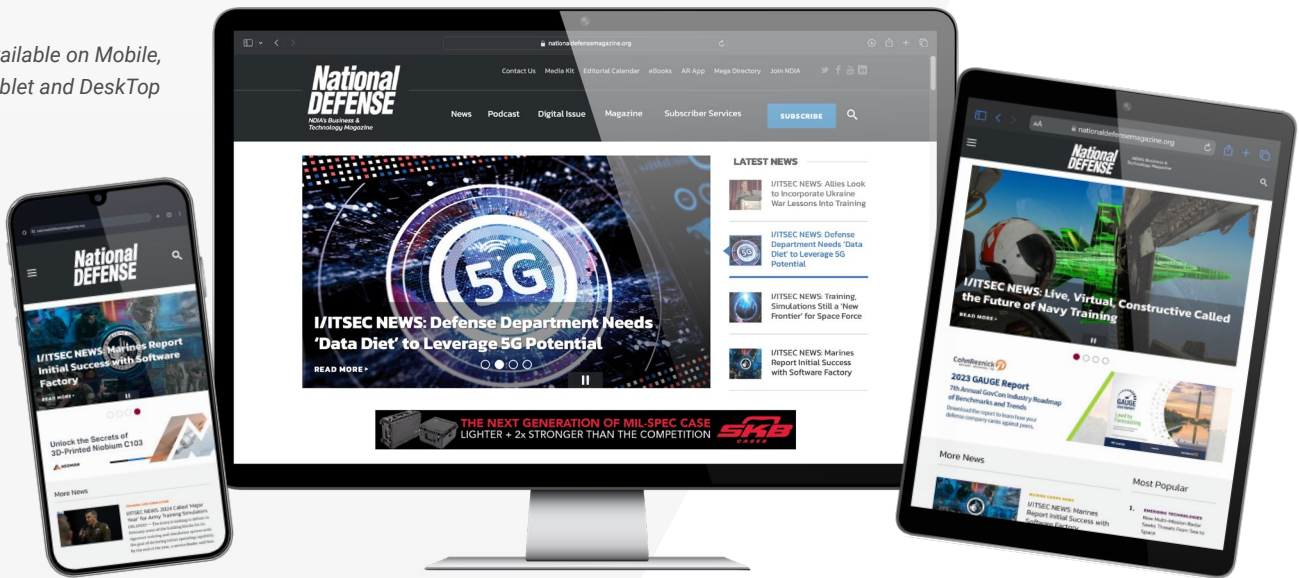
Weekly

Policy Weekly Digest contains news relating to government acquisition policy, business intelligence, DIB related reports and updates every week.

*New design launching late 2024

National DEFENSE

Available on Mobile,
Tablet and Desktop



Digital Readership

Digital advertising reaches approximately 195,000 monthly visitors (178,000 unique) to our NDIA and *National Defense* websites, plus the 63,000 unique recipients of our four e-newsletters, who aim to either register for our annual events or access our cutting-edge industry insights. These individuals hail from the markets of high technology and security that are comprised of decision-makers and thought leaders of diverse backgrounds within the defense community.

In addition to website and e-newsletter content, NDIA produces numerous e-books and webinars throughout the year that dive deep into a specific topic and provide readers and participants with detailed information and exclusive insights. Through these e-books and webinars, our subject-matter-expert journalists and presenters deliver one-of-a-kind material to their varied audience, resulting in a great level of popularity for these digital offerings.



178K
Unique Visitors



63K
Unique E-Newsletter
Recipients



65%
Website/Digital
Satisfaction



30%
Readers that follow
up on Ads they see

National DEFENSE

Print Readership

National Defense Magazine delivers authoritative, non-partisan insights on defense and national security through its monthly print issues. With 56,099 BPA-audited subscribers as of June 2023, our publication boasts an impressive pass-along rate of 2.8, reaching over 157,000 readers monthly. Beyond traditional advertising, we offer innovative options like belly bands, inserts, and much more. Committed to quality information, National Defense provides advertisers access to a powerful audience of defense industry decision-makers with significant purchasing power.



53K

Subscribers



53%

of readers note ads in *National Defense* have influenced their purchases



94%

of readers are college graduates +65% hold advance degrees



41%

of readers pass their issues of *National Defense* on to someone else



88%

of readers work in the defense business/industry, DoD and Military



19,403

readers have taken action in response to advertisement



2024 Editorial Calendar *(Subject To Change)*

JANUARY

- Contested Logistics

FEBRUARY

- Tactical Wheeled Vehicles*

MARCH

- Tech for the Indo-Pacific
- 2024 Pacific Operational Science & Technology (POST) Conference*
- AUSA Global Forces*

APRIL

- Maritime Technologies
- Sea, Air and Space (Navy League)*
- DLA Supply Chain Alliance Conference & Exhibition*

MAY

- Special Ops Programs

JUNE

- 2024 CBRN Defense Conference and Exhibition*

JULY

- Special Report: NATO at 75 Years

AUGUST

- Emerging Technologies for Defense Conference & Exhibition*

SEPTEMBER

- 2024 Future Force Conference & Exhibition*
- Air Power
- AFA (Air Force Association)*

OCTOBER

- Soldier Systems
- Fighting Vehicles
- AUSA Annual*

NOVEMBER

- Training & Simulation Programs
- 35th Annual SO/LIC Symposium*
- I/ITSEC 2024

DECEMBER

- Counter-Drone Technology

National DEFENSE

Podcast

Sponsor *National Defense Magazine's* monthly podcast. This includes a 15-second sponsor slot at the beginning of each episode announced by *National Defense Magazine's* podcast narrator. The podcast is released the first week of every month and is available on Spotify, iTunes, the magazine website, and is linked each month in the e-newsletter blast to NDIA members and *National Defense* readers. Pricing for a one month ad placement with the podcast is \$2,500.



NDIA

Webinars

NDIA produces frequent webinars that provide an excellent opportunity for your company to gain exposure in front of a new audience. The content of these webinars ranges from CMMC updates, member value briefings, and exclusive member-only episodes that cover a range of topics within the DoD. Sponsorships include advertising in webinar promotions, a company introduction, attendee information for lead generation, and more. Range of cost is from \$7,500 to \$10,000.



[Learn More about NDIA's Webinars](#)



EmergingTechnologiesInstitute.org

The Emerging Technologies Institute performs research, hosts events, and bolsters public awareness through educational products and events focused on defense technology modernization and innovation. ETI also works to create a policy environment most conducive to the efficient development and delivery of new systems and technologies for the defense enterprise. ETI events and products cover areas including future supply chains, microelectronics, AI, quantum computing, hypersonics, STEM workforce, digital engineering, and others.

Marketing Opportunities

Emerging Technologies for Defense Conference & Exhibition



ETI's Emerging Technologies Conference provides unique opportunities for attendees to interact with technology and commercial industry leaders to explore game changing emerging technologies and how they are shaping the future of national defense. The ETI Conference is the premier venue for DOD to share its technology roadmaps and business opportunities with innovative companies and to connect industry and academic leaders to the government.

Webinars and Podcasts

Advertising opportunities are available for all of ETI's webinars and its bi-weekly Emerging Tech Horizons podcast. Sponsorship options include 6-month and 12-month options that offer company spots, digital house ads in episode promotions across marketing emails and e-newsletters, and more. Contact Kathleen Keeney for more information.



Contact ETI | Kathleen Kenney | Sales Director | kkenney@NDIA.org | (703) 247-2576



The National Training & Simulation Association brings government, academia, and industry together through several forums and events to develop the world’s most advanced training and simulation solutions for our warfighters and beyond. NTSA’s flagship event, I/ITSEC, is the world’s largest conference and exhibition focused on modeling, simulation, training, and education. I/ITSEC 2023 saw the M&S world converge in one place at one time, hosting over 18,000 attendees including 2,040 attendees from 60 Countries and 300 volunteers in Orlando, FL.

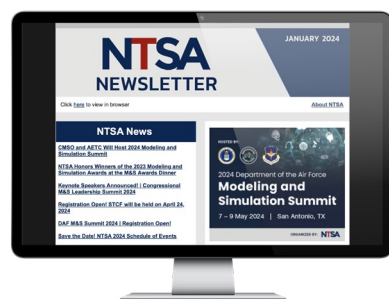
Marketing Opportunities

I/ITSEC, The World’s Largest Modeling, Simulation & Training Event

Several valuable opportunities are available at I/ITSEC to give your company exposure to thousands of program managers, engineers, educators, researchers, trainers, system developers, and government and business acquisition customers. There are over two dozen different options for sponsorship, from branding on conference materials to video walls, charity events, and much more. Generate sales leads, build an industry presence, meet new customers and industry-wide experts with a sponsorship at this year’s conference in November. Advertising opportunities include, print/digital show dailies, and event emails.



Contact NTSA | Shannon Burch | Senior Director | sburch@NTSA.org | (703) 247-9473



NTSA Newsletter

The NSTA Newsletter is a prime resource for members of the Modeling, Simulation, and Training community, members of the armed services, and more. It provides updates on NTSA news, highlights upcoming NTSA events, shares I/ITSEC updates, and includes current STEM and International news. The newsletter also serves as a platform for our corporate members to share news related articles.

Contact NTSA | Carol Dwyer | Associate Director | cdwyer@NTSA.org | (703) 247-9471



[WomenInDefense.net](https://www.WomenInDefense.net)

Women In Defense (WID) strengthens the defense industrial base and workforce by promoting programming that creates, expands and enhances opportunities for women, increasing diversity within the national security community. WID's twofold mission focuses on empowering women currently working in defense and on encouraging talented young women to pursue careers in national security.

Marketing Opportunities

Become a WID Strategic Partner

Enhance your brand and receive maximum exposure by becoming a WID Strategic Partner. WID Strategic Partners benefit from a range of exclusive, high visibility sponsorship and professional development opportunities. Alignment with WID, a national leader in diversity and inclusion will benefit your company's profile and expand its reach.



Donate to WID Scholar Fund

The WID Scholarship Program is a 501(c)3 Tax Deductible program. Pay it forward and help your company by donating! 100% of donations go directly to recipients. The WID Scholar program has awarded more than \$1,000,000 to more than 200 recipients pursuing degrees ranging from law to engineering to math to public policy.

Flagship Event: WID National Conference

Held annually, WID's National Conference regularly hosts between 400 and 500 attendees from across government, industry, and academia. The nation's leading women and men in defense gather to share ideas on how to maximize professional opportunities and collaborate to deliver our warfighters decisive competitive advantage across the spectrum of conflict in all domains.

Contact WID | Ann Lewis | Associate Director | alewis@NDIA.org | (703) 247-2563

Contact Us

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