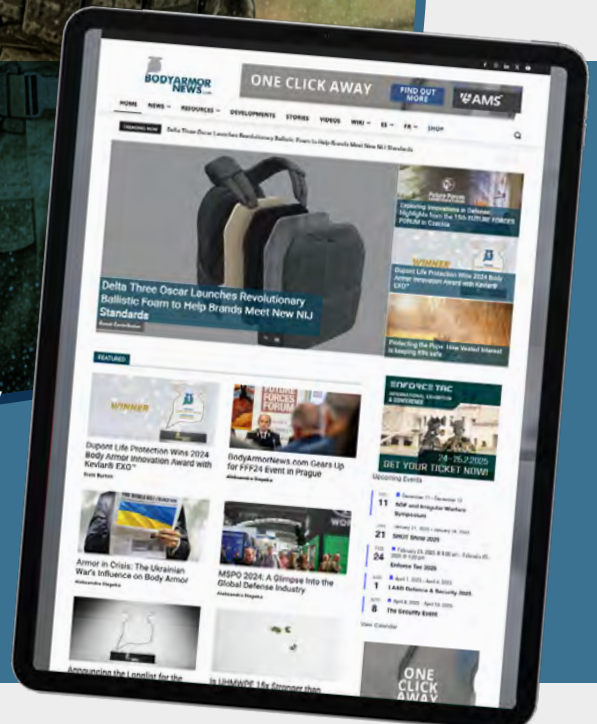


BODYARMORNEWS.COM MEDIA KIT

BUILD YOUR BRAND

- Establish Thought Leadership
- Drive Highly Qualified Traffic
- Accelerate Revenue & Sales Growth
- Maximize SEO Value & Search Visibility
- Generate High-Value Leads



BODYARMORNEWS.COM

The worlds number one online resource for body armor

For more information, please email advertising@bodyarmornews.com

THE ESSENTIAL ONLINE RESOURCE FOR BODY ARMOR PROFESSIONALS

BodyArmorNews.com is your direct pipeline to the most engaged, niche audience in the industry. Whether you are a manufacturer, distributor, reseller, or key stakeholder in the defense, law enforcement, military, or security sectors, our targeted solutions are designed to help you:

- Successfully Launch New Products
- Distribute Press Releases to Key Industry Professionals
- Cultivate Robust Brand Awareness
- Drive High-Quality, Relevant Traffic
- Increase Sales and Market Share

High-Impact Advertising Solutions

Leverage our full suite of premium advertising options, including:

- Sponsored Editorial Content (Native Advertising): Engage our professional readership with tailored articles and expert insights created in collaboration with our team.
- Editorial & Video Product Reviews: Highlight the features and operational benefits of your products through unbiased, in-depth reviews.
- Premium Banner Advertising: Capture attention with visually compelling, high-impact banners in prime, above-the-fold placements.

Our Banners Work

Our premium banner inventory is strategically placed to maximize brand visibility, drive traffic, and convert prospects into high-value customers.

We offer multiple formats, sizes, and prime placements to craft a custom solution perfectly aligned with your branding and marketing goals. All sponsored editorial content is instantly indexed and featured in Google News, ensuring maximum visibility and reach across search platforms.

Ready to Connect? Get in Touch.

Don't miss this opportunity to connect directly with your target market. Contact us today to discuss a strategy tailored to your marketing objectives.

Contact us today at advertising@bodyarmornews.com and let's discuss how we can help you achieve your marketing objectives.



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Visitor profile

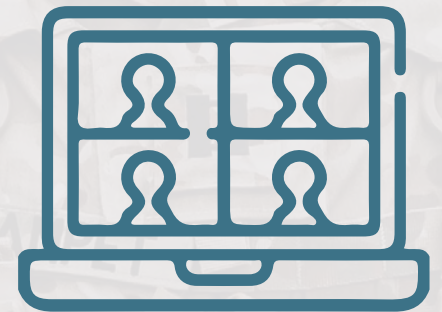
74% Male
50% From United States
50% Age 25-39

Website profile

Over 250.000 unique visitors per year.
Number 1 body armor industry website.
Online since April 2005.

Advertising options

BodyArmorNews.com offers a variety of advertising options such as sponsored articles, reviews and banners.



Sponsored Content & Reviews

- | | |
|---|---------|
| • Sponsored article written by our editorial team (500-600 words) | \$ 1600 |
| • Publication of your press release | \$ 600 |
| • Posting on social media (e.g. LinkedIn) | \$ 225 |

Product Reviews

- | | |
|------------------------------------|---------|
| • Video review | \$ 1150 |
| • Editorial review (350-400 words) | \$ 1200 |

Banner options

Homepage banners

- | | |
|---|-------------------|
| • Leaderboard banner (728x90 pixels) | \$ 1250 per month |
| • Wide skyscraper banner (300x600 pixels) | \$ 1100 per month |
| • Background banner (1920x1080 pixels) | \$ 600 per month |

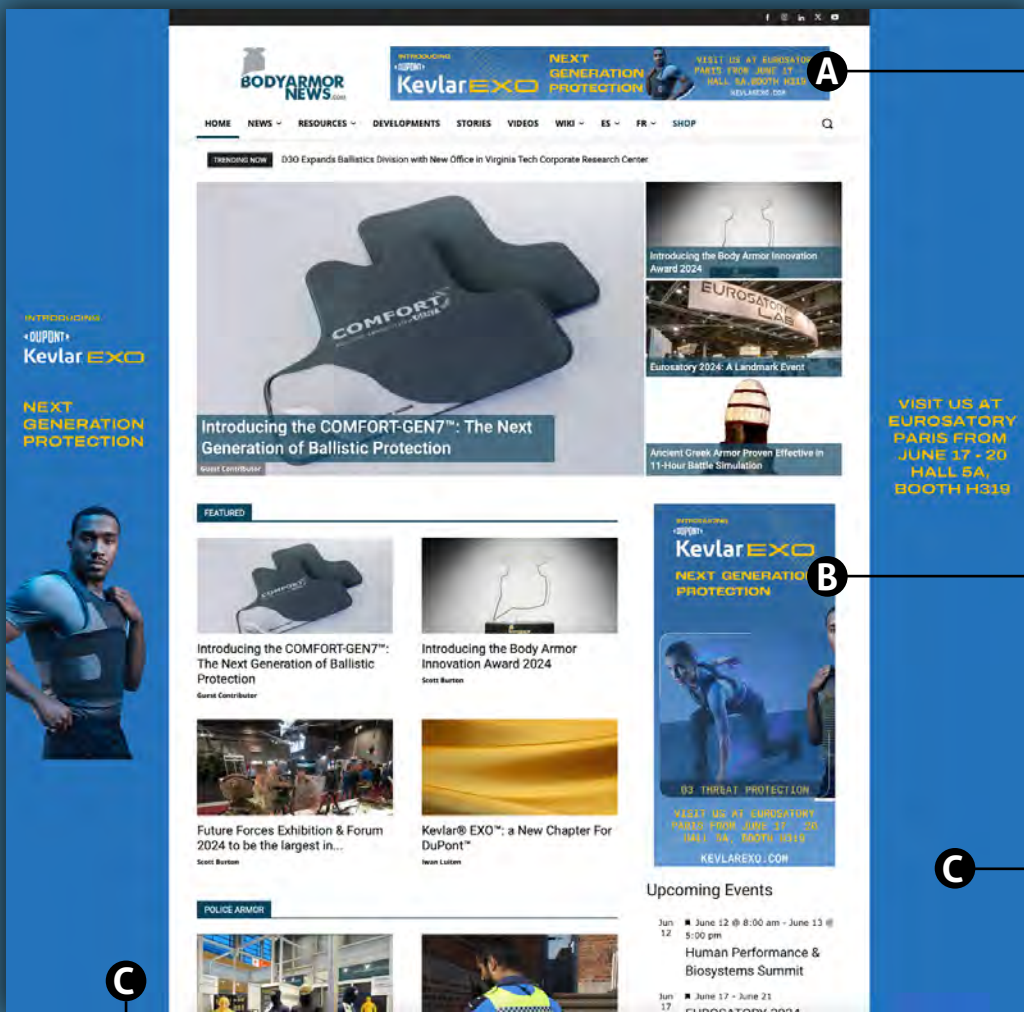
Article banners

- | | |
|---|------------------|
| • Top article banner (728x90 pixels) | \$ 725 per month |
| • Mid article banner (728x90 pixels) | \$ 650 per month |
| • Bottom article banner (728x90 pixels) | \$ 650 per month |
| • Text link at resource category | \$ 475 per year |

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Leaderboard banner

Wide skyscraper banner

Background banner

Case Study DuPont™ Life Protection - Kevlar® EXO™ Launch at Eurosatory

To support the introduction of DuPont™ Life Protection’s revolutionary Kevlar® EXO™ at Eurosatory in Paris, we executed a high-impact, multi-channel digital campaign across our platform leading up to the event.

The strategy maximized exposure through diverse ad inventory, featuring a Leaderboard banner **A**, a Wide Skyscraper banner **B**, and a premium Background banner **C**.

Crucially, we published an in-depth, authoritative article highlighting the core innovations of Kevlar® EXO™, enriched by unique insights gathered from our visit to DuPont’s European Technical Center in Meyrin, Switzerland.

The combination of visually striking rich media assets and exclusive editorial content created a standout online presence, delivering exceptional brand visibility and campaign results.

Let us help elevate your brand.

We design tailored, high-impact solutions to ensure your key product launches make a lasting impact. Reach out today to discuss how we can partner to achieve your marketing objectives.



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