

Tecnologia 18. peresa

Tradition Competence **Credibility**

1983-2016

Products

Tecnologia & Defesa Tecnologia & Defesa Security **Tecnologia & Defesa Special Suplements LAAD Official Show Daily**

www.tecnodefesa.com.br redacao@tecnodefesa.com.br

MediaKit 2016

The oldest and most important publication about defense, aerospace, military technology and public security sectors edited in Brazil and in circulation in South America





ounded in 1983, Tecnologia & Defesa, thanks to its position in the market, credibility and range is since 2003 the official publication of the LAAD Defence & Security and LAAD Security, both organized by the British group Clarion Events. In addition, for the same reasons, Tecnologia & Defesa is the only specialized publication that interviewed two Brazilian presidents. Since 2011, Tecnodefesa Editorial, publisher of Tecnologia & Defesa, is also in charge of marketing and producing

the LAAD Defence & Security's official show daily.

Tecnologia & Defesa is published every three months and counts on 10,000-12,000 copies per issue. Around 1,200 copies of each issue are sent free of charge to the most complete and exclusive mailing list in South America which includes, in Brazil, military officials (generals, brigadiers and admirals) in charge of command, support and technical roles at the three Armed Forces, politicians, journalists, defense and aerospace executives, diplomats, military attachés, ministries, government agencies, research institutes and universities, public security authorities, etc.

In a reduced scale, **Tecnologia & Defesa** is also sent to military officials and police authorities in Argentina, Chile, Colombia, Ecuador, Peru, Uruguay and Venezuela.

Supplements and special issues are often produced focusing on specific specific matters in an average of two or three a year. Thus, considering the supplements and special issues, a new issue of Tecnologia & Defesa is published each two months.

In October 2010, it was launched a new publication, Tecnologia & Defesa Segurança, focused on security issues aiming to the growing of these market in Brazil.

Tecnologia & Defesa is also the only Brazilian publication that often focuses on space

matters, locally and regionally, producing special issues, news article, interviews and analysis about the space activities in Brazil and South America.

Tecnologia & Defesa's editorial team is considered the most extensive in Brazil, with recognized experts in many fields. Its editors and reporters often attend the main trade shows in South America and Europe, such as the LAAD Defence & Security, FIDAE, Paris Air Show, Eurosatory and Euronaval. Our editorial team also assists important media vehicles like radio and TV channels, as well as newspapers regarding defense and aerospace matters.

In 2000, the Commissariat Général des Expositions et Salons du Gicat (COGES), a French governmental entity,

included the magazine in the list of the ten most important defense and aerospace publications around the world.

















For more information, please contact us through the e-mail; redacao@tecnodefesa.com.br