

## Custom Publishing: Reach the world with a world of options

### Business Profiles

We will work with you to write and publish a Business Profile of your choice of subject matter as a magazine-style insert. With our name on its masthead, your Business Profile will be an exceptional opportunity to have a dramatic impact on our exclusive audience.



### Inserts

Inserts of your material that are bound or blown into our publication go beyond a normal ad and impart more weight to your message. These can be anything from a one-page "slip sheet" to a multi-page brochure.



### Wraps

With a Cover Wrap, your message will gain high visibility, with a heavier stock that enfold the publication and gives your company four pages of premium placement, including the back cover of the publication. (Trade show or hand-delivered copies only)



### Belly Band

Belly Bands wrap the width of the publication, carrying your message in your choice of creative. It will be the first thing that readers see and will make your message stand out. (Trade show or hand-delivered copies only)



### Pressure-Sensitive Labels

With a Pressure-Sensitive Label, you can have your company's high-impact graphics applied directly to our covers. It will communicate a brief but compelling message that receives immediate notice.



### Gatefolds

Gatefolds are extensions of a front or back cover that provide additional ad space, allowing your company to display more comprehensive, bold graphics. The curiosity about what is inside a Gatefold never fails to prompt a reader to open it. (Magazines only)



For information on specific issue availability, rate structure and special marketing options, please contact your **Defense News Media Group** Account Manager or go to [www.defensenews.com](http://www.defensenews.com).