

# SPECIAL PERIODICAL PUBLICATIONS

FOR DEFENCE, SPECIAL OPERATION FORCES AND MILITARY HISTORY

**HELLENIC**  
**Defense**  
& TECHNOLOGY

**ARMY**  
& SECURITY

**BATTLES**  
& SOLDIERS

*Ahead  
of developments!!!*

**DYROS**  
ADVERTISING PUBLICATIONS LTD

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[www.hellenicdefence.gr](http://www.hellenicdefence.gr)

# Media Kit

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## PUBLISHING HOUSE

### DYROS ADVERTISING-PUBLICATIONS LTD

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## Company Profile

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The **Dyros Ltd**, publishing-advertising company, with its dynamic presence in periodical publications, promotional leaflet, brochure and web design, follows the new flow of our age, by creating and offering complete solutions to your company, within the whole spectrum of printed and network communication.

### Creative Department

With the long-time experience of its associates, fresh ideas, new proposals and use of advanced technology, **Dyros Ltd** is offering you the best ideas to promote your company.

### Services

#### Idea – Creation - Production

Corporate identity, business card, notepaper, promotional leaflet, brochure, catalogue and web design.

### Publications

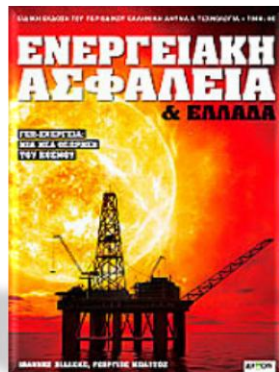
In the publications field, **Dyros Ltd** undertakes the complete creation, production and printing of magazines – in exclusive cooperation with the printing house **Ilianthos S.A** ([www.ilianthospress.com.gr](http://www.ilianthospress.com.gr)) - creating with gusto and respect the most personalized forms its graphics experience and new technology can demonstrate.

The company has been active in the field of specialized periodical publications on defence and aerospace, geopolitics, foreign policy, special operations forces and war history, by publishing the:

- ✓ **Hellenic Defence & Technology**
- ✓ **Air Power & Technology**
- ✓ **Raid & Security**
- ✓ **Battles & Soldiers**



✓ **Special Editions**



*Always based on the principle of its editors' independence, the magazines of Dyros Ltd offer their readers the best possible information update, and create a deservedly competitive and modern promotional platform, capable of offering you the benefits you desire.*



# AIRPOWER & TECHNOLOGY

## PUBLISHED MONTHLY IN GREEK

- AP&T:** Air Power & Technology
- Frequency:** Monthly-12 issues per year
- Date :** 3<sup>rd</sup> week of each month
- Subject:** Airline profiles & interviews, Civil aircraft & Industry, Military airpower
- Circulation:** 15.000 per issue
- Website:** [www.hellenicdefence.gr](http://www.hellenicdefence.gr)

**Content-Structure** Main subjects covered by the “AP&T” magazine are:

- ✓ Military aviation news.
- ✓ Civil aviation news
- ✓ Current issues of military and civil aviation
- ✓ Main feature articles cover military and civil aviation



# HELLENIC Defence & TECHNOLOGY

## PUBLISHED MONTHLY IN GREEK

- HD&T:** Hellenic Defence & Technology
- Frequency:** Monthly-12 issues per year
- Date :** 1<sup>st</sup> week of each month
- Subject:** Hellenic defence procurement, defence technology, aerospace, defence economics and policies, homeland defence.
- Circulation:** 15.000 per issue
- Website:** [www.hellenicdefence.gr](http://www.hellenicdefence.gr)

**Content-Structure** Main subjects covered by the “HD&T” magazine are:

- ✓ the Hellenic defense and security policy, as well as foreign policy,
- ✓ the home and international activities of the Hellenic armed forces,
- ✓ the procurement programs of the Hellenic Ministry of National Defense,
- ✓ the European and international defense and security problems,
- ✓ the evolution of defense technology and procurement programs of armed forces in the Eastern Mediterranean, Europe and the world.



# RAID & SECURITY

**PUBLISHED BIMONTHLY IN GREEK**

**R&S:** Raid & Security  
**Frequency:** Bimonthly – 6 issues per year  
**Date :** Every 2 months  
**Subject:** Special Operations Forces (SOF)  
**Circulation:** 10.000 per issue  
**Website:** [www.hellenicdefence.gr](http://www.hellenicdefence.gr)

**Content-Structure** Main subjects covered by the “R&S” magazine are:

- ✓the Hellenic and international special operations concepts,
- ✓the activities and capabilities of the Hellenic and international SOFs,
- ✓the evolution of SOF equipment technology,
- ✓the procurement programs of SOF equipment by the Hellenic armed forces,
- ✓the relevant international operational experience



# BATTLES & SOLDIERS

**PUBLISHED BIMONTHLY IN GREEK**

**B&S:** Battles & Soldiers  
**Frequency:** Bimonthly – 6 issues per year  
**Date :** Every 2 months  
**Subject:** War history  
**Circulation:** 10.000 per issue  
**Website:** [www.hellenicdefence.gr](http://www.hellenicdefence.gr)

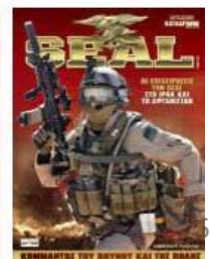
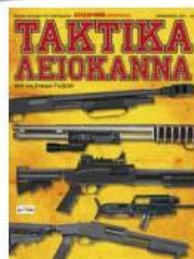
**Content-Structure** Main subjects covered by the “B&S” magazine are:

Utilizing the most advanced graphics techniques, represents and recreates battlefield, uniforms, weapons, warriors and battle scenes, with maps and paintings created exclusively for their respective articles.

**PUBLISHED EVERY 6 MONTHS IN GREEK**

**S.E:** Special Editions  
**Subject:** Geopolitics, military equipment and history.  
**Date :** Every 6 months  
**Language:** Greek  
**Circulation:** 10.000 per issue  
**Website:** [www.hellenicdefence.gr](http://www.hellenicdefence.gr)

## SPECIAL EDITIONS



## CIRCULATION - DISTRIBUTION

**Hellenic Defence & Technology is printed in 15.000 copies** per month, and been sold in various sales points in Greece and Cyprus. Additional copies are distributed to various government, military and private organizations and industries in Greece and abroad.

**The Air Power & Technology is printed in 15.000 copies** per month, which are distributed in all sales points in Greece and Cyprus. Additional copies are distributed to various government, military and private organizations and industries in Greece and abroad.

**Raid & Security magazine is printed in 10.000 copies bimonthly**, and been sold in various sales points in Greece and Cyprus. In addition, copies are been distributed to the armed forces, police, as well as in private and public organizations active in the field.

**Battles & Soldiers is printed in 10.000 copies bimonthly**, and been sold in various sales points in Greece and Cyprus. Additional copies are distributed in military schools.

## READER'S PROFIL

**Dyros Publications, offer one of the best cost effectiveness** ratios in the periodical press area, while its readership profile places them among the most reliable and efficient advertising means.

The magazines appeal to a very dynamic audience, with an emphasis on ages of 25-50 years, with particular qualitative and consumer characteristics.

The readers of **Dyros Publications** magazines, are mostly men of higher education, mid- and high-income, with particularly expensive consumer habits, belonging to the target-group of trading cars, beverages, cigarettes and high-tech products (i.e. mobile telephony, electronic devices etc).

Moreover the readers mainly are high-level executives in the wider field of defence industry, officers of the armed and security forces, while scientifically documented articles on geopolitics, foreign policy and history appeal to readers from the academic community.

It is also worth mentioning that the content of the magazines, while being current, also includes significant articles of geostrategic analysis and history research, making them collectible items by their readers.

**During their presence in periodical press, the magazines of Dyros Publications have been entrusted by a large number of Greek and international companies, which use them with indisputable success as a potent communication and promotion platform to promote their products and services to the Greek market**



# www.hellenicdefence.gr

✓ Greece's leading website, carrying defence & technology news published daily during the working week.

✓ Renewed and vibrant, our site provides full presentation of our publications and other company activities, as well as upto- date information on Greek and international procurement programs.

✓ Averaging 40.000 visits per month guarantee high visibility of advertising insertions.

## CONTACT INFORMATIONS

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