

# Audience Extension Across the Defense Industry

## Extend Your Reach with Audience Based Targeting

### Stay in front of your most valuable prospects online

Choose the defense, space & security audience that you want to reach and serve your ads almost anywhere your prospect goes across the web!

#### How it works:

1)

Your ad appears on  
AviationWeek.com  
(or any other  
Informa brand site)

OR

A defense professional  
receives an email from the  
Aviation Week Network (or  
any other Informa brand)  
on behalf of you - the  
advertiser

OR

An audience pool is  
developed based on  
demographics,  
firmographics, or  
pre-packaged segments

2)

Once identified: The prospects within the pool are served your ads across 98% of the web (up to 15x per person, per month!) piquing their interest.

When coupled with an email or other marketing initiatives, Audience Extension really lifts response.