



COMPANY PROFILE

The Dyros Ltd, publishing-advertising company, with its dynamic presence in periodical publications, promotional leaflet and brochure, 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.

Services

Creation and production of: corporate identity, business card, notepaper, promotional leaflet, brochure, catalogues, magazines, books, webpages, banners, digital photo processing, offset printing

Publication of magazines

The company is active in the field of periodical press and publishes the following magazines:

- Hellenic Defence & Technology
- Annual Edition of HD&T
- Raid & Security
- Battles & Soldiers

Special Editions

- Special Operations Series
- Combat Handguns
- Tactical Shotguns
- Switchbaldes & Multi-tools
- Seal
- Russian Special Weapons
- Special Forces Encyclopedia
- AOZ: Exclusive Economic Zone (EEZ)
- Energy Security
- Royal Hellenic Air Force - Middle East & Italy 1941-1944

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.

Advertising Department

Maria Gavrielatou
Email: dyros@dyros.com.gr
Tel: +30 2105736513

PERIODICAL PUBLICATIONS



HD&T: Hellenic Defence & Technology

Frequency: **Monthly**-12 issues per year

Date : 1st week of each month

Subject: Hellenic defence procurement, defence technology, aerospace, defence economics and policies, homeland defence.

Circulation: 8.500 per issue

Website: www.hellenicdefence.gr



ANNUAL HD&T: Annual Edition of Hellenic Defence & Technology

Frequency: Annual

Date : Every June

Subject: The reference work on the balance of military power between Greece, Turkey and Cyprus, including their procurement programs and plans.

Circulation: 8.500

Website: www.hellenicdefence.gr



R&S: Raid & Security

Frequency: **Bimonthly** – 6 issues per year

Date : Every 2 months

Subject: Special Operations Forces (SOF)

Circulation: 8.500 per issue

Website: www.hellenicdefence.gr



B&S: Battles & Soldiers

Frequency: **Bimonthly** – 6 issues per year

Date : Every 2 months

Subject: War history

Circulation: 8.500 per issue

Website: www.hellenicdefence.gr



CIRCULATION – DISTRIBUTION OF MAGAZINES

The periodical editions of Dyros, are been distributed by Argos S. A press agency and are been sold in various sales points all over Greece. Additionally, they are available through subscription and are also been distributed to the key decision makers within the government sector, the military, the defence and aerospace industries in Greece and to select industry conferences and exhibitions, including airshows.

PRINT AND ON-LINE PROMOTION

The magazines of Dyros Publications, as well as their webpage, offer one of the best cost effectiveness ratios in press area, while its readership profile places them among the most reliable and efficient advertising means. It's not a coincidence that during their long term presence in the specific sector, 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.

BEEN ADVERTISED IN THE MAGAZINES

AD INSERTIONS	
INTERNAL INSERTIONS	
FP4C	22cm x 29cm
HP4C	22cm x 14,5cm
SPECIAL POSITIONS	
DOUBLE PAGE SPREAD	43cm x 29cm
INSIDE FRONT COVER	22cm x 29cm
INSIDE BACKCOVER	22cm x 29cm
OUTSIDE BACK COVER	22cm x 29cm

Computer files to supply:

- Pdf format, (in Press Quality - CMYK - with bleed and crop marks)
- Tiff format (300dpi - CMYK - with bleed and crop marks)

Special Notes

- Other kind of promotion upon request
- The advertisers are responsible for the material delivery

BEEN ADVERTISED ON-LINE www.hellenicdefence.gr

Renewed and vibrant, the site publishes daily news – in the military, defence, aerospace industry, technology and foreign policy, and at the same time is a potent communication and promotion platform.

AD INSERTIONS	
WITH BANNERS	
FIRST PAGE	728 x 90pixel / 250 x 300pixel
IN NEWS – PRESENTATIONS	300 x 600pixel / 300 x 300pixel
WITH PRESENTATION	
COMPANY'S PRESENTATION	Text + photos
NEW PRODUCT PRESENTATION	Text + photos
NEWS	Text + photos

Computer files to supply:

- The banner is a combination of text and photos and leads to a link
- Format in jpg – Quality 96 dpi
- Text in word

Special Notes :

- Other kind of promotion upon request
- The advertisers are responsible for the material delivery

Contact the advertising department and we will send you the best possible promotional package tailored to your needs.