

Media Report: World Nuclear Forces and 2025 SIPRI Yearbook

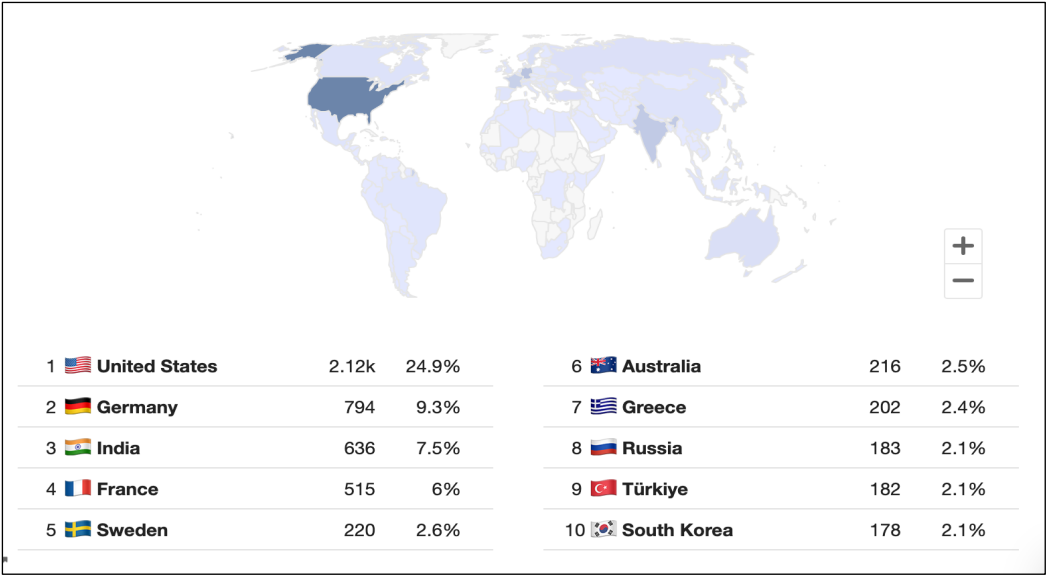
Media

Coverage in **8,520** online news articles or broadcasts during data launch week (16.06.2025 – 20.06.2025).

Selected Top Publishers (Web/Print)	Selected TV/Radio Appearances
Deutsche Welle	Tagesschau (Dan Smith)
SCMP	CNBC (Dan Smith)
SVT	SVT Morgonstudio (Pieter Wezeman)
Euractive	
Al Jazeera	

Total AVE: US\$ 26.1 billion
Highest Single Day AVE: US\$ 12.4 billion

Coverage, by country



MEDIA REPORT: WORLD NUCLEAR FORCES AND SIPRI YEARBOOK (2025)

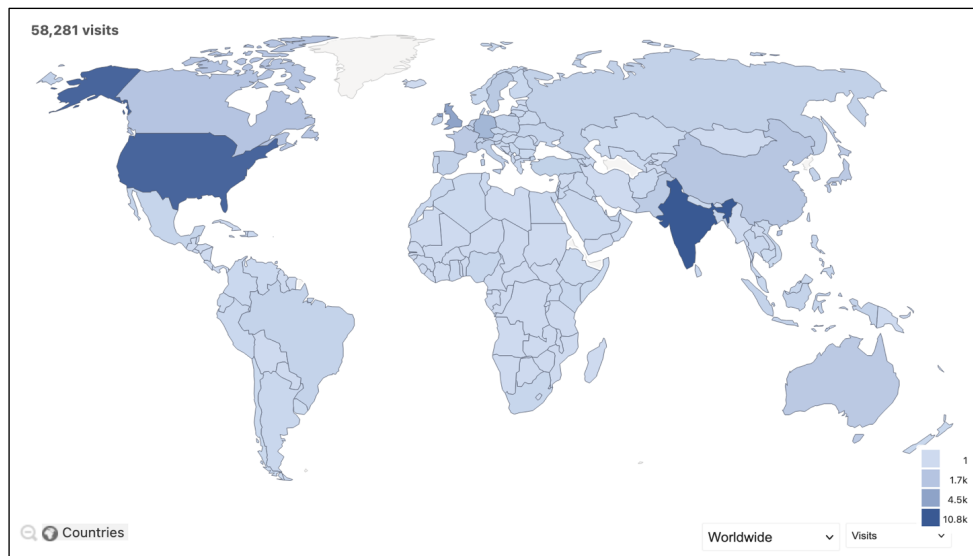
Website

Website analytics during data launch week (16.06.2025 – 20.06.2025)

- **58,281** total website views (compared to 20,694 the week before)
- **29,870** views on the press release page during the launch week (26,923 unique views)

	Downloads	Unique Downloads
YB Summary	10,038	9,050
YB World Nuclear Forces	1,794	1,584
YB Introduction	888	777

Visits by country



Mailing

- Sent to **15,160 subscribers** (down from 17,768 at Milex Launch in April 2025)
- Opening rate: **23.3%**,
- Click-to-open rate: **13.71%**

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Social Media (16.06. - 20. 06.)

X (Twitter) analytics

- Impressions: **107,986**
- Average engagement rate: **4.83%** (up from 3.71% from Milex)
- 479 link clicks
- 339 retweets
- 904 reactions
- New followers: 350

Top 5 X (Twitter) during data launch week (by engagement rate)

Link	Tweet text	Impressions	Engagements	Engagement rate
Post here	The 9 nuclear-armed states —  — together possessed an estimated 12 241 warheads at the start of 2025. Find out more 	6,119	727	11,89%
Post here	 Nuclear risks grow as new arms race looms—new SIPRI Yearbook out now. Read the press release 	14,606	431	2,95%
Post here	 China now has at least 600 nuclear warheads and is growing faster than any other country.	3,937	486	12,34%
Post here	 India and Pakistan expanded their nuclear arsenals and continued to develop new delivery systems in 2024...	2,689	431	16,03%
Post here	Nearly all of the nine nuclear-armed states—  — continued intensive nuclear modernization programmes in 2024...	5,607	499	8,9%

LinkedIn

- Impressions: 55,017
- Average engagement rate: 14.5 % (up from 1.7% from Milex)
- 8,468 clicks
- 1,046 reactions (Likes, comments, and reposts)
- New followers: 276

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Facebook

- Total Reach (est.): ~22,000+ (based on post-by-post reach)
- Highest Reach Post: 3,222 reach, 127 link clicks
- Average Reactions/Shares per post: ~10–20
- Link Clicks (from top posts): Over 150+

Metrics used

- **Engagements:** Total number of times a user interacted with a Tweet. Clicks anywhere on the Tweet, including Retweets, replies, follows, likes, links, cards, hashtags, embedded media, username, profile photo, or Tweet expansion
- **Media engagements:** number of clicks on your media counted across videos, images and gifs
- **Engagement rate:** Number of engagements divided by impressions
- **Impressions:** Times a user is served a Tweet in timeline or search results
- **Likes:** Times a user liked the Tweet
- **Link clicks:** Clicks on a URL or Card in the Tweet
- **Replies:** Times a user replied to the Tweet
- **Retweets:** Times a user retweeted the Tweet
- **User profile clicks:** Clicks on the name, @username, or profile photo of the Tweet author
- **AVE:** Advertising value equivalency AVE is used in PR to measure the dollar value of media coverage of a PR campaign. AVE would measure the size of the media coverage, the space it was put, and calculate the advertising rate for similar ad.