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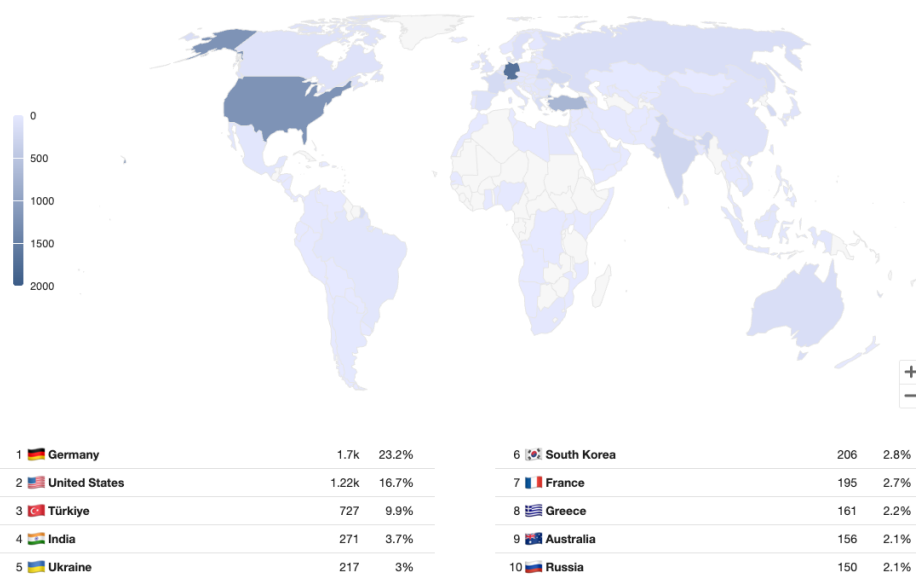
Media Report SIRPI Top 100 (1–5 December 2025)

1. Total coverage

Coverage in **7315** online news articles or broadcasts during launch week (**up from 3549 in 2024**).

2. Media coverage by location

Coverage in over **120 countries or territories**, with 122 Swedish news stories.



3. AVE

During the data launch week, SIPRI's total Advertising Value Equivalency (AVE) reached approximately **\$175 million**. This metric estimates the value of media coverage by comparing it to paid advertising costs.



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4. Website and targeted mailing

- Sent to **17 756 subscribers**
- 3834 (21.59%) opened the mail
- 1939 (10.92%) clicked, resulting in a **click-per-view rate of 15.91%** (for comparison, SIPRI publication mailings in 2025 received an average click-per-view rate of **12%**.)

More than **15 000 views** of the press release on the SIPRI website and over **2168 unique downloads** of the Top 100 Fact Sheet during the data launch week (for comparison, a standard SIPRI publication in 2025 was downloaded on average **600** times).

5. Social media

LinkedIn

- Impressions: **43 136**
- Click-through rate: **14%** (Average CTR in November: 6.7%)
- Engagement rate: **15.5%** (Average engagement in November: 7.9%)

X

- Impressions: **36 642**
- Click-through rate: **1.5%** (Average CTR in November: 0.4%)
- Engagement rate: **6.4%** (Average engagement in November: 3.1%)

Facebook

- Impressions: **10 000**
- Click-through rate: **0.4%**
- Engagement rate: **1.5%** (Average engagement in November: 0.8%)



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Instagram

- Impressions: 6579
- Engagement rate: 2.7%

6. Examples of outlets that mentioned SIPRI

- CNN: [China's military firms struggle as corruption purge bites, report says](#)
- Politico, Brussels: [World's biggest arms producers increased revenue last year to record level, report says](#)
- DEUTSCHE WELLE: [SIPRI: War in Ukraine boosts arms manufacturers' profits](#)
- Swedish Radio: [Rekordintäkter för världens vapenproducenter](#)
- JAPAN TIMES: [Japan defense firms saw sales boom in '24 as Tokyo eyes end of more export curbs](#)
- The Edge Malaysia: [China's military firms struggle as corruption purge bites, reports Sipri](#)
- Sri Lanka Guardian: [China's Military Firms See Revenue Drop Amid Corruption Crackdown](#)
- Aftonbladet: [Rekordintäkter för världens vapentillverkare](#)
- Les Actualites: [LES VENTES D'ARMES ATTEIGNENT UN NIVEAU RECORD DE 679 MILLIARDS DE DOLLARS](#)
- Suddeutsche: [Sipri: Weltweite Rüstungsumsätze erreichen neuen Höchststand](#)
- Tagesschau: [Weltweite Rüstungsumsätze auf Rekordhoch](#)
- Noticias Telemundo: [Más dinero para empresas fabricantes de armas: tuvieron ganancias récord en 2024](#)