

Send news to Nordic Defence Sector

We read everything that reaches news@. Something has to have happened for it to be news to us, and the better the material is packaged, the faster we can verify and publish it.

Email news@nordicdefencesector.com

One story per email Several stories in one email take longer to assess

Language English or Swedish

Embargo Respected. Give the date, time and time zone

01 What we cover as news

Something has happened. We write about events, not intentions.

Contract or order from a government agency

Tender won or contract award decision

Acquisition, merger or change of ownership

Export decision, export ban or sanction

Political decision or defence budget

Collaboration between companies that is already under way and matters to the sector, including across the Nordics or with an ally

Technology or innovation that gives the region a new capability

Capital raise that changes capability

Exercise or equipment trial of significance

Accident, disruption or breach

Top-level appointment: management of a company with revenue above SEK 250 million, general officer rank or a key position

Declaration of intent, LOI or MoU where a state, government or government agency is a party

We also cover major NATO decisions, government inquiries and criticism of agencies, but these usually come from sources other than companies' own releases.

02 What we do not publish as news

Intentions and self-reporting.

Product launch without a customer or order

Trade fair stand, exhibition, demo or showcase

Declaration of intent, LOI or MoU between companies

Cooperation agreement without value or delivery

New factory or expanded capacity

Certification or quality mark

Company's own report or white paper

Anniversary, prize or award

Quarterly report without change in the sector

If your company has a press room with us, your press releases are published there in full, whether or not they become news.

03 How to package the email

This is what we need to check the story against its source.

Subject line	What happened, in one sentence. Not the company name or the words press release.
What and when	The event and the date it happened, not the date of sending.
Parties	Who is buying, who is supplying, and in which country.
Value and scope	Amount with currency, quantity and delivery time. If the amount is confidential, say so.
Primary source	A public link to the press release or the agency's decision, so that we can read the original.
Contact person	Someone who can answer questions the same day, with name, role and phone.
Image	High resolution, with the photographer's name and the right for us to publish it.

Template to copy into your email

To: news@nordicdefencesector.com · Subject:
News: [what happened]

What happened (one sentence):

Date (and any embargo, with time and time zone):

Parties (buyer, supplier, country):

Value and scope (amount with currency, quantity, delivery time):

Link to the primary source:

Contact person (name, role, phone):

Image (photographer and right to publish):

Full press release pasted below:

Paste the text into the email itself. A PDF or Word attachment with no text in the email takes longer to read and verify.

Keep it factual. We remove superlatives and quotes about how proud the parties are in any case.

04 What happens next

The newsroom assesses the news value and checks the facts against the primary source. We write the article in our own words and decide for ourselves what is published and when.

Not every submission becomes an article, and we cannot reply to every email. If we need more, we contact the person named.

Paid content is never published as news. Sponsored articles are always labelled and are booked via info@nordicdefencesector.com.