

ASIAN DEFENCE JOURNAL

# ADJ

The Preferred Media Partner *Since 1970*



Media Kit 2012



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# More than 42 Years of Defence Industry Affairs Coverage

**A** *Asian Defence Journal (ADJ)* is among the world's leading international magazines specialising in matters concerning defence on land, at sea, and in the air. Its wide readership, comprising the top echelon of military and political decision-makers from the Asia-Pacific, makes **ADJ** the most respected and successful defence periodical in the region for the past four decades.

Founded in 1969 and published monthly since 1970, the concept of this tri-services magazine for Asia and the Asia-Pacific at large is characterised by a mix of articles on political and security issues, defence technology, international defence programmes, industrial and economic matters, interviews with senior executives from the armed forces and the defence industries. Coverage also includes reports and previews of defence and security-related exhibitions and news on developments in the various defence and security forces, governments,

including their procurement authorities, and also the latest news from the defence industry.

An important aspect that separates **ADJ** from any other international defence journals is that its editorial concept aims at publishing fair and dedicated issues and articles from an Asian perspective but with the international defence industry in mind. We also feature exclusive interviews with military top brass and defence/security ministers.

The year 2012 marks 42 years of continued publication of **ADJ**. Contributors include professional defence analysts and editors, specialist writers including serving and retired military and government officials.

Almost all of **ADJ's** contributors are from the region or international personnel based in the region. Coverage of issues includes—socio-economic developments, changes in military, defence industry, national and international latest news and issues of concern in the Asia-Pacific.

For 2012, **ADJ** will continue to provide such intel-

ligence and keep watch on events of military significance throughout the Asia-Pacific. **ADJ** will maintain its Security Issues Section and the regular pages—Top Brass Interviews, Country Reports, Industry News Section and Regional News Section. The year 2012 will maintain the Special Focus pages and the CEO Interviews. Also featured will be the Company, Industry and Product Reports.

**ADJ's** readers include high level government and military leaders, officials of defence and security related civilian government organisations, captains of industry and academicians. It is also widely distributed regionally to the various strategic research institutes, chambers of commerce, professional bodies, representatives and regional offices of the global defence manufacturing and services industries, and the major regional media groups. In short, the advertisements published in **ADJ** will have a constructive impact in your company's promotional campaign.



## Editorial Schedule 2012

### JANUARY-FEBRUARY

### MARCH

### APRIL

### MAY

### JUNE

#### SPECIAL REPORT

Republic of Singapore Air Force

Thai Armed Forces

Asean Armed Forces Update

Brunei Armed Forces

Peacekeeping/Enforcement

#### FOCUS

##### Air Operations/Warfare

- Trainer Aircraft
- Unmanned Aerial Vehicles
- Maritime/Combat SAR Helicopters
- Air-to-Air Missiles

##### Homeland Defence

- Port/Maritime Security
- Airport/Airspace Security
- Counter-terrorism Technology

##### Regional Armed Forces Development

- Light Arms
- Battle Tanks
- Anti-armour Systems
- Armoured Vehicles

##### Air Defence Systems

- Naval-based
- Land-based
- Surveillance Aircraft

##### UN Peacekeeping and Enforcement Operations

- MRAP
- Tactical Transport Helicopters
- Transport Aircraft
- Tactical Communications

#### EXCLUSIVE/TOP BRASS INTERVIEW

Republic of Singapore Air Force Chief/Defence Minister

Thai Military Top Brass

Malaysian Army Chief/Defence Minister

Asean Top Brass

Royal Malaysian Air Force Chief

#### SHOW NEWS/PREVIEW

Defense & Security 2012

DSA 2012

Eurosatory 2012

Farnborough Airshow 2012

#### SHOW REPORT

Singapore Airshow 2012

Defense & Security 2012

DSA 2012

#### EVENT

Singapore Airshow 2012

Defense & Security 2012

DSA 2012

Eurosatory 2012

#### Partnership

Media Partner

Official Publication/Show Daily

Official Publication/Show Daily

Media Partner

#### Bonus Distribution of ADJ at the Event

2,000 Copies

2,000 Copies

2,000 Copies

1,000 Copies

#### Show Daily/Focus

3,000 Show Focus Copies

3,000 Show Dailies x 3 Days

3,000 Show Dailies x 3 Days

**JULY-AUGUST**

**SEPTEMBER**

**OCTOBER**

**NOVEMBER**

**DECEMBER**

**SPECIAL REPORT**

Royal Australian Air Force

United Kingdom Forces  
in Asia/FPDA

Royal Australian Navy

Indonesian Armed Forces  
Pakistan Armed Forces

Vietnam Armed Forces

**FOCUS**

**Future Defence Systems**

- Naval Forces
- Air Forces
- Land Forces
- Space Warfare

**Military Logistics**

- Trucks and Light Vehicles
- Airborne Tankers
- Multi-purpose Support Ship

**Naval Warfare**

- Coastal Defence
- Combat Vessels
- Maritime Patrol Aircraft

**Land Operations/Warfare**

- Combat Boats
- Close Support Aircraft
- Light Support Vehicles
- Sniper/Short Locating System

**Land Warfare and  
Homeland Security**

- Infantry Assault Weapons
- Artillery Systems
- Air Defence Systems

**EXCLUSIVE/TOP BRASS  
INTERVIEW**

Royal Australian Air Force  
Chief/Chief of Defence Force

Senior UK Defence Official/  
Military Top Brass

Senior Asian Navy Chief/  
Australian Navy Chief

Indonesian Armed Forces Chief/  
Defence Minister  
Chairman of Joint Services Commit-  
tee/Chief of the Army Staff, Pakistan

Indian Army Chief  
of the Staff

**SHOW NEWS/PREVIEW**

Euronaval 2012

Indo Defence 2012  
IDEAS 2012

**SHOW REPORT**

Eurosatory 2012

Farnborough Airshow 2012

Euronaval 2012

Indo Defence 2012  
IDEAS 2012

**EVENT**

Euronaval 2012

Indo Defence 2012 & IDEAS 2012

**Partnership**

Media Partner

Official Publication/Show Daily

**Bonus Distribution  
of ADJ at the Event**

1,000 Copies

2,000 Copies

**Show Daily/Focus**

3,000 Show Dailies x 3 Days

**EVENTS 2012**

**DIMDEX 2012**

Doha, Qatar. **March 26-28**

**Eurosatory 2012**

Paris, France. **June 11-15**

**Africa Aerospace and Defence 2012**

Cape Town, South Africa. **September 19-23**

**Indo Defence Expo & Forum 2012**

Jakarta, Indonesia. **November 7-11**

**Singapore Airshow 2012**  
Singapore. **February 14-19**

**DSA 2012**

Kuala Lumpur, Malaysia. **April 16-19**

**Farnborough Airshow 2012**

Farnborough, United Kingdom. **July 9-15**

**Euronaval 2012**

Paris, France. **October 22-26**

**IDEAS 2012**

Karachi, Pakistan. **November 7-11**

**TOP BRASS INTERVIEW**  
**General Tan Sri Rodzali Daud**  
Chief of Air Force, Malaysia



The Royal Malaysian Air Force (RMAF) has a long and distinguished history of service to the nation. General Tan Sri Rodzali Daud, the 15th Chief of Air Force, has led the RMAF through a period of significant modernization and expansion. He has overseen the acquisition of new aircraft, including the F-35, and the development of a more integrated and capable air force. Under his leadership, the RMAF has strengthened its ties with other air forces in the region and beyond, contributing to regional stability and security.

**EXCLUSIVE INTERVIEW**  
**K Shanmugam**, Minister for Home Affairs  
and Minister for Law, Singapore



Minister for Home Affairs and Minister for Law, K Shanmugam, has been instrumental in shaping Singapore's legal and social landscape. He has led the government's efforts to maintain a high standard of living and a strong rule of law. His work has focused on addressing social issues, promoting economic growth, and ensuring the stability and prosperity of the nation. He has also been a key player in Singapore's international relations, particularly in the Asia-Pacific region.

**TOP BRASS INTERVIEW**  
**Admiral Sir Mark Stanhope**  
First Sea Lord and Chief of the Naval Staff  
of the United Kingdom



Admiral Sir Mark Stanhope, the 15th First Sea Lord and Chief of the Naval Staff of the United Kingdom, has a long and distinguished career in the Royal Navy. He has led the Royal Navy through a period of significant modernization and expansion. He has overseen the acquisition of new ships, including the Type 23 frigates, and the development of a more integrated and capable navy. Under his leadership, the Royal Navy has strengthened its ties with other navies in the region and beyond, contributing to regional stability and security.

**TOP BRASS INTERVIEW**  
**Admiral Nirmal Verma**  
Chief of the Naval Staff, Indian Navy



Admiral Nirmal Verma, the 15th Chief of the Naval Staff of the Indian Navy, has a long and distinguished career in the Indian Navy. He has led the Indian Navy through a period of significant modernization and expansion. He has overseen the acquisition of new ships, including the Kolkata-class destroyers, and the development of a more integrated and capable navy. Under his leadership, the Indian Navy has strengthened its ties with other navies in the region and beyond, contributing to regional stability and security.

**EXCLUSIVE INTERVIEW**  
**Dr Purnomo Yusgiantoro**  
Minister of Defence, Indonesia



Dr Purnomo Yusgiantoro, the 15th Minister of Defence of Indonesia, has a long and distinguished career in the Indonesian military. He has led the Indonesian military through a period of significant modernization and expansion. He has overseen the acquisition of new weapons and equipment, and the development of a more integrated and capable military. Under his leadership, the Indonesian military has strengthened its ties with other militaries in the region and beyond, contributing to regional stability and security.

**TOP BRASS INTERVIEW**  
**Admiral Noman Bashir**  
Chief of the Naval Staff, Pakistan Navy



Admiral Noman Bashir, the 15th Chief of the Naval Staff of the Pakistan Navy, has a long and distinguished career in the Pakistan Navy. He has led the Pakistan Navy through a period of significant modernization and expansion. He has overseen the acquisition of new ships, including the Gwadar-class frigates, and the development of a more integrated and capable navy. Under his leadership, the Pakistan Navy has strengthened its ties with other navies in the region and beyond, contributing to regional stability and security.

## Readership Profile

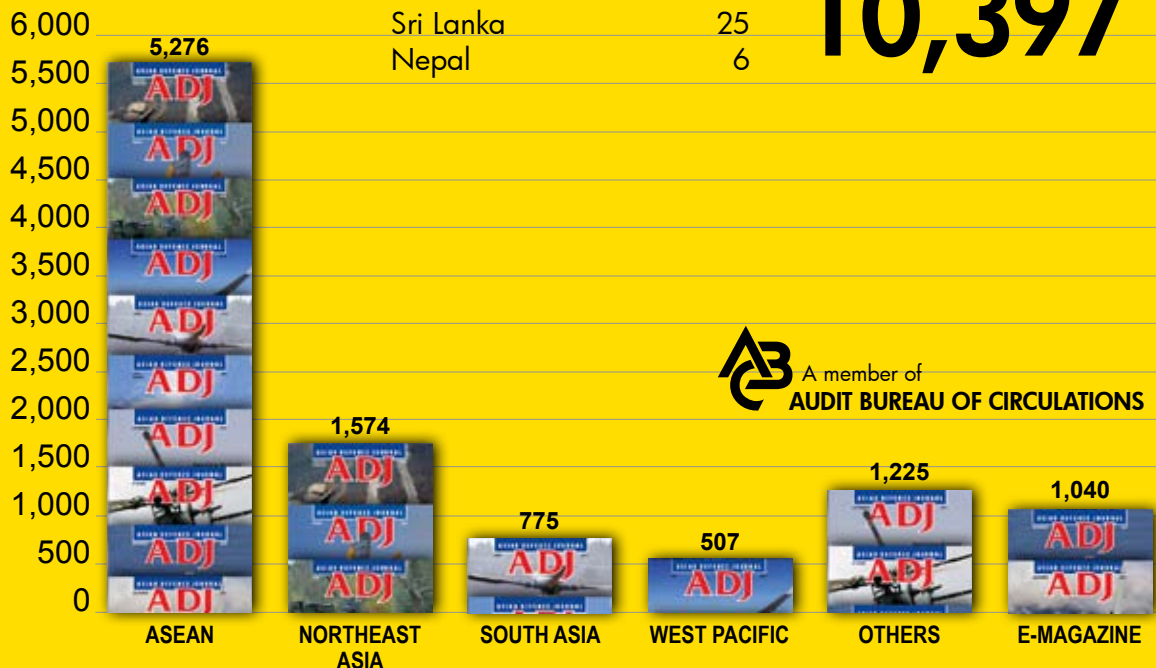
<b>Armed Forces:</b> Service Chiefs, Senior Staff Officers, Formation and Operational Commanders and Defence Attaches— <b>20.0%</b>
<b>Senior Civil Servants</b> in the Ministry of Defence and others from Foreign Affairs, Internal/Home Affairs, Finance and Industry— <b>15.0%</b>
<b>Key Appointment Holders:</b> in the Armed Forces Involved in R & D, Procurement Operational Planning, Evaluation, Training, Doctrine, Intelligence and Logistics (full Colonel and below)— <b>41.0%</b>
<b>Executive and Legislative:</b> Government Ministers and Elected Representatives— <b>9.0%</b>
<b>Institute of Higher Learning:</b> including Command and Staff Colleges, Universities and Foreign Local Based Research Agencies— <b>5.0%</b>
<b>Top Corporate Officials</b> in defence related industries (including Head of Departments, Project and Programme Manager, Marketing Manager, etc)— <b>9.0%</b>
<b>Others Non Defence Related</b> — <b>1.0%</b>

■ Government 
 ■ Academic/Training Institutes 
 ■ Private Sector 
 ■ Others Non Defence Related

## Country by Country Breakdown

<b>ASEAN</b>	<b>5,276</b>	<b>NORTHEAST ASIA</b>	<b>1,574</b>	<b>WEST PACIFIC</b>	<b>507</b>
Brunei	197	China	529	Australia	309
Cambodia	89	Hong Kong	22	New Zealand	198
Indonesia	619	Japan	429	<b>OTHERS</b>	<b>1,225</b>
Malaysia	2,114	South Korea	349	<b>E-MAGAZINE</b>	<b>1,040</b>
Myanmar	49	Taiwan	245		
Philippines	465	<b>SOUTH ASIA</b>	<b>775</b>		
Singapore	1,052	Bangladesh	49		
Thailand	615	India	376		
Vietnam	76	Pakistan	319		
		Sri Lanka	25		
		Nepal	6		

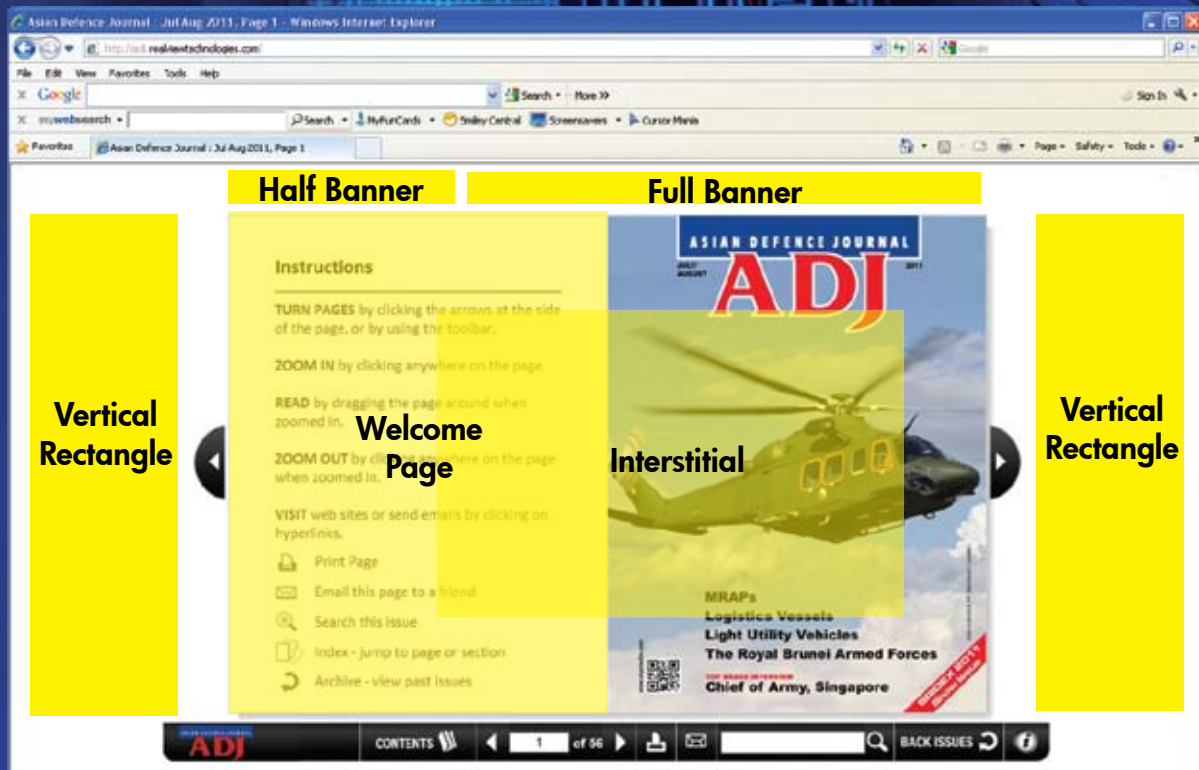
**WORLDWIDE TOTAL**  
**10,397**



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# ADJ's E-Magazine Online Advertising

The quick, cost-effective medium to reach the top defence decision-makers in Asia-Pacific.



	Size in Pixels	Rate
Full Banner	468 (W) x 60 (H)	€850
Half Banner	234 (W) x 60 (H)	€500
Vertical Rectangle	240 (W) x 400 (H)	€1,500
Welcome Page	340 (W) x 450 (H)	€1,000
Interstitial	170 (W) x 225 (H)	€1,800
Insertion Ad	340 (W) x 450 (H)	€1,000
Replacement Ad	340 (W) x 450 (H)	€500

**Rich Media—additional 15% Loading.**

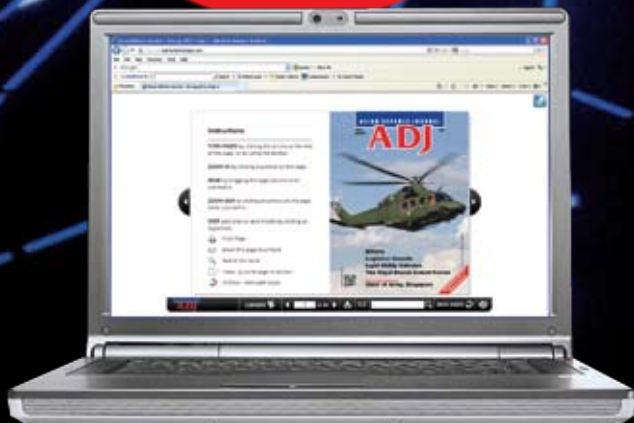
**Hyperlink to Client's Website—Free.**

**Hyperlink to Client's Email—Free.**

**Advertisement Appearance—Concurrent with ADJ issue.**

**Advertisement Space—Subject to Availability.**

**Online Advertising  
Now Available on  
ADJ's E-Magazine  
Website.**



### FREQUENCY DISCOUNT

- 2 Issues—Less 10%
- 3 Issues—Less 15%
- 4 Issues—Less 20%
- 5 Issues—Less 25%
- 6 Issues—Less 30%
- 7 Issues—Less 35%
- 8 Issues—Less 40%
- 9 Issues—Less 45%
- 10 Issues—Less 50%



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## Advertising Sales Offices

### FRANCE/GERMANY

**Fabio Lancellotti & Emmanuel Archambeaud**, Defense & Communication, 48, Boulevard Jean-Jaures, 92110 Clichy, FRANCE. Tel: +33-1-47307180. Fax: +33-1-47300189. Email: flancellotti@defcommunication.com earchambeaud@defcommunication.com

### ITALY/SWITZERLAND

Ediconsult Internazionale Srl, Piazza Fontane Marose 3, 16123 Genova, ITALY. Tel: +39-010-583684. Fax: +39-010-566578. Email: genova@ediconsult.com

### SCANDINAVIA

**Ian Thompson**, The Falsten Partnership, 23, Walsingham Road, Hove, BN3 4FE, ENGLAND. Tel: +44 (0) 1273-771020. Fax: +44 (0) 1273-770070. Email: sales@falsten.com

### UNITED STATES/CANADA/BRAZIL

**Scott Chase**, Chase Media LLC, 13605 Sherwood Forest Drive, Silver Spring, Maryland 20904-1134, USA. Tel: +1 301 879 1613. Fax: +1 301 879 0312. Email: scottchase@verizon.net

### MALAYSIA/REST OF THE WORLD

**Syed Mohd Fazilla & Hans Keller**, SHP Media Sdn Bhd, C-17-1, 17th Floor, Tower C, Megan Avenue II, 12, Jalan Yap Kwan Seng, PO Box 10836, 50726 Kuala Lumpur, MALAYSIA. Tel: +60-3-2166-0852/5175. Fax: +60-3-2161-0541. Email: keller@shpmedia.com [www.shpmedia.com](http://www.shpmedia.com)  
Emagazine: [www.adj.com.my](http://www.adj.com.my)

## Advertising Rates

### Full Colour/Black & White

Double Page Spread	€7,200
Outside Back Cover	€5,600
Inside Front Cover	€4,800
Inside Back Cover	€4,400
Full Page	€4,000
Half Page	€2,400
Quarter Page	€1,600

▶▶▶ For frequency discounts please contact the publisher.

**Additional Reprints:** Available upon request.

## Terms and Conditions

### Printing Specifications

Printing: Offset sheetfed; Binding: Perfect binding

### Important Points

- Colour files must be in CMYK (No Pantone colours).
- Use only listed file formats and ensure all components of the advert are supplied i.e. any graphics and fonts.
- Supply a hard copy of colour proof to assist in production.

### Closing Dates

All advertising materials (digital files, copy instructions, etc) must be sent to the publisher two weeks prior to the month of publication.

### Accepted Digital Files

We accept Illustrator, In-Design, Photoshop files only. Graphic files should be supplied as JPEG, TIFF or EPS files with a resolution

of 300dpi in actual size. If fonts are not being supplied then embedded fonts within the file will print successfully. Please ensure all adverts are supplied with a print matched colour proof otherwise colour reproduction cannot be guaranteed.

### Acceptable Media

We accept actual size high-resolution PDF files with a colour proof, but not without prior liaison/approval of the Production Manager.

### Transmission Methods

By e-mail—before sending please contact the Production Department. Please ensure all files are in CMYK format (eg. No embedded RGB images and Pantone colours). Please send in compressed format. Prior notification would be appreciated on files exceeding 6MB.

### Cancellation & Late Materials

Notification of cancellation must be made at least three weeks before publication date. The publisher reserves the right to use previous material if copy is not received by copy deadline and to charge for space booked if not cancelled before deadline.

### Publisher's Right

The publisher reserves the right to refuse advertisements submitted for publication and/or to hold over any advertisements for later publication. Advertisers shall not be entitled to refunds or to invalidate any existing contract or contracts in the event of printer's errors unless such errors distort the meaning of the advertisement.

### Storage

Digital file is stored for two years and then destroyed.

Please send your media materials to:

**Production Department**, C-17-1, 17th Floor, Tower C, Megan Avenue II, 12, Jalan Yap Kwan Seng, 50450 Kuala Lumpur, MALAYSIA.  
Tel: +6-03-2166-0852/5175. Fax: +6-03-2161-0541.  
E-mail: [william@shpmedia.com](mailto:william@shpmedia.com)

## Mechanical Requirements

<p><b>Full Page Trim Size</b> 283mm (H) x 216mm (W)</p>		
<p><b>Bleed Size</b> 289mm (H) x 222mm (W)</p>		
<p><b>Live Area</b> 254mm (H) x 190mm (W)</p>	<p><b>Quarter Page (Vertical)</b> 127mm (H) x 92mm (W)</p>	<p><b>Half Page (Vertical)</b> 254mm (H) x 92mm (W)</p>

<p><b>Half Page (Horizontal)</b> 127mm (H) x 194mm (W)</p>	<p><b>Quarter Page (Horizontal)</b> 63mm (H) x 194mm (W)</p>
<p><b>Half Page Spread</b> 127mm (H) x 400mm (W)</p>	
<p><b>Gutter Area for Half Page Spread</b> Between words—6mm from spine</p>	

<p><b>Double Page Spread Trim Size</b> 283mm (H) x 432mm (W)</p>
<p><b>Bleed Size</b> 289mm (H) x 438mm (W)</p>
<p><b>Live Area</b> 254mm (H) x 410mm (W)</p>
<p><b>Gutter Area for Double Page Spread</b> Between words—6mm from spine</p>