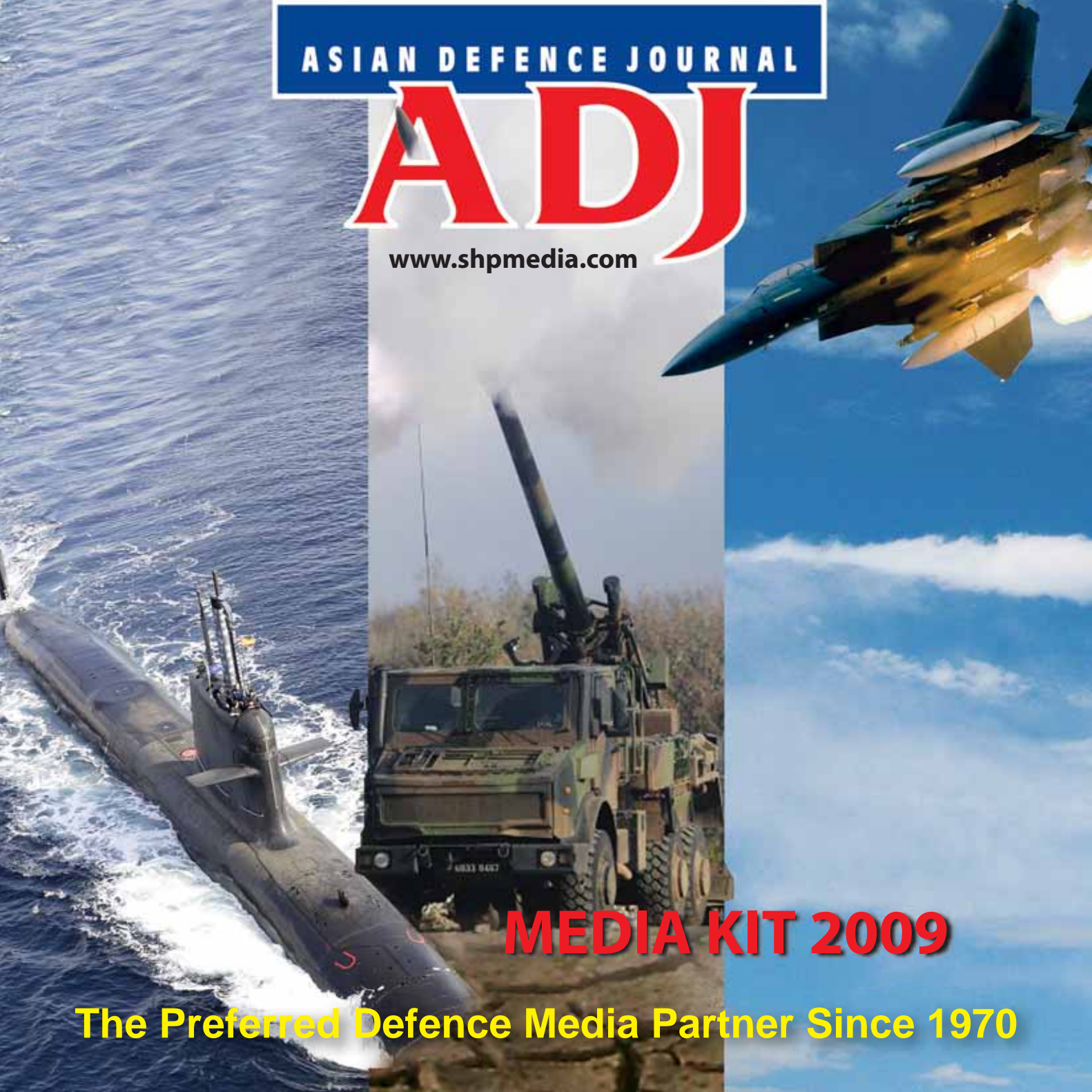


ASIAN DEFENCE JOURNAL

**ADJ**

[www.shpmedia.com](http://www.shpmedia.com)



**MEDIA KIT 2009**

**The Preferred Defence Media Partner Since 1970**

# The Preferred Defence Magazine from the Region

*Nearly 40 Years of Defence Industry Affairs Coverage*

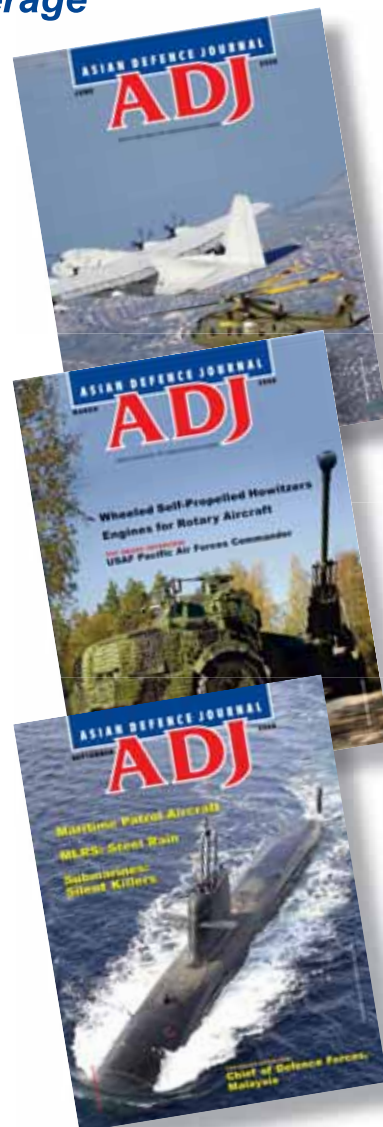
**Asian Defence Journal (ADJ)** is among the world's leading international magazines specialising in matters concerning defence on land, at sea, and in the air. Its wide readership, comprising the top echelon of military and political decision-makers from the Asia-Pacific, makes **ADJ** the most respected and successful defence periodical in the region. It is currently the only internationally audited defence publication out of this dynamic region.

Founded in 1969 and published monthly since 1970, the concept of this tri-services magazine for Asia and the Asia-Pacific 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 industry. Coverage also includes reports and previews of defence 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, especially on defence and security forces' requirements and procurement plans, from an Asian perspective but with the international defence industry in mind.

For 2009, **ADJ** will continue its tradition in covering events of military significance throughout the Asia-Pacific. **ADJ** will maintain its Security Issues Section and the regular pages—Country Reports, Industry News Section and Regional News Section. New for 2009 will be the Special Focus pages and the CEO Interview. Also featured will be the Company and Industry Reports.



# Editorial Schedule 2009

## January-February

Security Issues  
New US-Russian Impasse  
India-Pakistan Relations

Focus:  
Land Forces Operations/Warfare  
- Amphibious Vehicles  
- Battle Tanks  
- Mobile Air Defence Missiles

Top Brass Interviews  
Indian Air Force Chief of Staff  
Pakistan Army Chief

Company Profile/CEO Interview

Defence Industry Report

Special Report  
Indian Air Force

Show Previews  
Aero India 2009  
IDEX 2009

## March

Security Issues  
Counter-terrorism Cooperation

Focus:  
Homeland Defence  
- Port/Maritime Security  
- Airport/Airspace Security  
- Counter-terrorism Equipment

Exclusive Interviews  
Singapore Minister of Home Affairs  
Malaysian Minister of Home Affairs

Top Brass Interview  
Royal Australian Air Force Chief

Special Reports  
Malaysian Army  
Vietnam Armed Forces

Company Profile/CEO Interview

Defence Industry Report

Show Previews  
Australian International Airshow (Avalon)  
2009  
Global Security Asia 2009

Show Reports  
Aero India 2009  
IDEX 2009

## April

Security Issues  
US Forward Presence Asia-Pacific

Focus:  
Disaster Relief and Humanitarian  
Operations  
- Multi Purpose Ships for Naval Forces  
- Tactical Transport Helicopters  
- Transport Aircraft

Top Brass Interviews  
Royal Malaysian Navy Chief  
Royal Brunei Armed Forces Commander

Special Reports  
Royal Malaysian Navy  
Royal Brunei Armed Forces

Company Profile/CEO Interview

Defence Industry Report

Show Reports  
Australian International Airshow 2009  
Global Security Asia 2009



# Editorial Schedule 2009

## May

Security Issues  
Maritime Security Cooperation

Focus:

Littoral Warfare  
- Naval Guns  
- Submarines  
- Naval Helicopters

Top Brass Interview  
Republic of Singapore Navy Chief

Special Report  
Singapore Armed Forces

Company Profile/CEO Interview

Defence Industry Report

Show Preview  
IMDEX ASIA 2009

## June

Security Issues  
French Interests and Strategic Presence

Focus:

Surveillance  
- Airborne Early Warning Aircraft  
- Naval Radars  
- Border Surveillance

Top Brass Interview  
Chief of Air Force, Malaysia

Special Reports  
Royal Malaysian Air Force  
Armed Forces of the Philippines

Company Profile/CEO Interview

Defence Industry Report

Show Preview  
Paris Air Show 2009

Show Report  
IMDEX ASIA 2009

## July-August

Security Issues  
China's Economic Strengths and Defence Industry

Focus:

Transport/Logistics  
- Logistical Systems  
- Trucks and Light Vehicles  
- Protected Transport Vehicles

Top Brass Interview  
Taiwan Minister of National Defence/  
ROCAF Chief of Staff

Special Report  
Republic of China Armed Forces (ROCAF)

Company Profile/CEO Interview

Defence Industry Report

Show Previews  
Taipei Aerospace and Defence Technology  
(TADTE 2009)  
MAKS 2009

Show Report  
Paris Air Show 2009



# Editorial Schedule 2009

## September

Security Issues  
ASEAN Regional Forum  
UK Interest and Strategic Presence

Focus:  
Future Defence Systems  
- Naval Forces  
- Air Forces  
- Land Forces  
- Space Warfare

Top Brass Interview  
Senior UK Official/Top Brass

Special Report  
Indonesian Armed Forces

Company Profile/CEO Interview

Defence Industry Report

Show Previews  
Defence Systems & Equipment  
International (DSEi 2009)  
Asian Aerospace 2009

Show Reports  
Taipei Aerospace and Defence Technology  
(TADTE 2009)  
MAKS 2009



## October

Security Issues  
Korean Peninsula Impasse

Focus:  
Air Power/Air Warfare  
- Ground Attack Missiles/Munitions  
- Naval Air Defence Missiles  
- Multi Role Fighter Aircraft

Top Brass Interview  
Republic of Korea Air Force Chief/  
Republic of Korea Joint Chiefs of Staff

Special Report  
Republic of Korea Air Force/Republic of  
Korea Armed Forces

Company Profile/CEO Interview

Defence Industry Report

Show Previews  
Seoul Air Show 2009  
Naval & Defence 2009

Show Reports  
Defence Systems & Equipment  
International (DSEi 2009)  
Asian Aerospace 2009



## November

Security Issues  
Thai Political Situation

Focus:  
Counter-terrorism/Insurgency  
- Special Forces Assault Weapons/  
Equipment  
- Attack Helicopters  
- Special Forces Vessels

Top Brass Interview  
Thai Defence Minister/Chief of Army

Special Report  
Royal Thai Armed Forces

Company Profile/CEO Interview

Defence Industry Report

Show Preview  
Defense & Security 2009

Show Reports  
Seoul Air Show 2009  
Naval & Defence 2009

## December

Security Issues  
ASEAN's Peacekeeping/Enforcement  
Operations

Focus:  
Naval Warfare and Maritime Security  
- Coast Guard/Patrol Vessels  
- Maritime Patrol Aircraft  
- LHDs and LPDs

Exclusive Interview  
Malaysia's Defence Minister/Chief of  
Defence Forces

Special Report  
Malaysian Armed Forces

Company Profile/CEO Interview

Defence Industry Report

Show Preview  
LIMA 2009

Show Report  
Defense & Security 2009

# Events 2009

## FEBRUARY

February 11-15  
**Aero India 2009**

Air Force Station, Yelahanka, Bangalore, India.  
Organisers: Ministry of Defence & CIL  
Tel: +91 (11) 2337 1987  
Fax: +91 (11) 2337 1623  
E-mail: defexhorg@vsnl.net  
[www.deo.org.in/aeroindia](http://www.deo.org.in/aeroindia)

February 22-26  
**9th International Defence Exhibition & Conference (IDEX 2009)**

Abu Dhabi National Exhibition Centre, Abu Dhabi, United Arab Emirates.  
Organisers: Abu Dhabi National Exhibitions Company (ADNEC)  
Tel: +971 (2) 4446900  
Fax: +971 (2) 4446135  
E-mail: info@idx2009.com  
[www.idx2009.com](http://www.idx2009.com)

## MARCH

March 10-15  
**Avalon 2009**

Avalon Airport, Geelong, Victoria, Australia.  
Organisers: Aerospace Australia Ltd & Aviation Development Australia Ltd  
Tel: +61 (3) 5282 0500  
Fax: +61 (3) 5282 4455  
E-mail: airshow@amda.com.au  
[www.airshow.com.au](http://www.airshow.com.au)

March 17-19  
**Global Security Asia 2009**

Singapore Expo, Singapore.  
Organisers: GSA Exhibitions Ltd  
Tel: +65 6392 5328  
Fax: +65 6392 3098  
E-mail: andrewmarriott@globalsecasia.com  
[www.globalsecasia.com](http://www.globalsecasia.com)

## MAY

May 12-14  
**IMDEX Asia 2009**

Singapore Expo Hall 2, Singapore.  
Organisers: IMDEX Asia Ltd  
Tel: +65 6403 2110  
Fax: +65 6822 2614  
E-mail: carolyn@singex.com.sg  
[www.imdexasia.com](http://www.imdexasia.com)

## JUNE

June 15-21  
**Paris Air Show 2009**  
Le Bourget, Paris, France.  
Organisers: Gifas  
Tel: +33 (1) 4443 1752  
Fax: +33 (1) 4070 5736  
E-mail: patrick.guerin@gifas.asso.fr  
[www.paris-air-show.com](http://www.paris-air-show.com)

June 24-26

**GPEC Asia 2009**  
Putra World Trade Centre (PWTC), Kuala Lumpur.  
Organisers: F & R Exhibition and Conference Sdn Bhd  
Tel: +6 (03) 2161 0951/1051  
Fax: +6 (03) 2161 1106  
E-mail: info@fr-exhibitions.com.my  
[www.fr-exhibitions.com.my](http://www.fr-exhibitions.com.my)

## AUGUST

August 11-14  
**BRIDEX 2009**  
Bandar Seri Begawan, Negara Brunei Darussalam  
Organisers: Royal Brunei Technical Services  
Tel: +673 224 2700  
Fax: +673 224 4797  
E-mail: info@bridex2009.com  
[www.bridex2009.com](http://www.bridex2009.com)

August 13-16  
**Taipei Aerospace and Defence Technology (TADTE 2009)**  
TWTC Exhibition Hall, Taipei, Taiwan.  
Organisers: Taiwan External Trade Development Council (TAITRA)  
Tel: +886 (2) 2725 5200  
Fax: +886 (2) 2757 6245  
E-mail: tadt@taitra.org.tw  
[www.tadt.com.tw](http://www.tadt.com.tw)

August 18-23  
**MAKS 2009 International Aviation and Space Salon**  
ROSSIYA Transport and Exhibition Complex, Zhukovskiy, Moscow, Russia.  
Organisers: Aviasalon JSC  
Tel: +7 (495) 787 6651  
Fax: +7 (495) 787 6652  
E-mail: maks@aviasalon.com  
[www.aviasalon.com](http://www.aviasalon.com)

## SEPTEMBER

September 7-10  
**Asian Aerospace 2009**  
AsiaWorld-Expo, Hong Kong.  
Organisers: Reed Exhibitions  
Tel: +852 2824 0330  
Fax: +852 2824 0246  
E-mail: ask@reedexpo.com.hk  
[www.asianaerospace.com](http://www.asianaerospace.com)

September 8-11

**DSEi 2009**  
ExCel, London, United Kingdom.  
Organisers: Clarion Events  
Tel: +44 (208) 439 8888  
Fax: +44 (208) 439 8899  
E-mail: enquiries@dsei.co.uk  
[www.dsei.co.uk](http://www.dsei.co.uk)

## OCTOBER

October 20-25  
**Seoul International Aerospace & Defense Exhibition 2009**  
Seoul Airport, Seoul, Korea.  
Organisers: KAIA  
Tel: +82 (2) 761 7105  
Fax: +82 (2) 761 1544  
E-mail: promotion@seoulairshow.com  
[www.seoulairshow.com](http://www.seoulairshow.com)

October 21-24

**Naval & Defence 2009**  
Busan Exhibition & Convention Centre (BEXCO), Korea.  
Organisers: Korea International Trade Association (KITA)  
Tel: +82 (2) 6000 1478  
Fax: +82 (2) 6000 5823  
[www.marineweek.org](http://www.marineweek.org)

## NOVEMBER

November 4-7  
**Defense & Security 2009**  
IMPACT Exhibition Centre, Bangkok, Thailand.  
Organisers: CMP Media (Thailand) Co Ltd  
Tel: +66 (2) 642 6911  
Fax: +66 (2) 642 6919/20  
E-mail: defense@cmpthailand.com  
[www.cmpthailand.com](http://www.cmpthailand.com)

## DECEMBER

December 1-5  
**LIMA 2009**  
Mahsuri International Exhibition Centre.  
Organisers: HW LIMA Sdn Bhd  
Tel: +6 (03) 4142 1699  
Fax: +6 (03) 4142 2699  
E-mail: hw5@hwlima.org  
[www.lima2009.com.my](http://www.lima2009.com.my)



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## Mechanical Requirements

<p><b>Double Page Spread (Bleed)</b> 288mm x 444mm (11.37" x 17.5")</p> <p><b>Live Area</b> 254mm x 410mm (10" x 16.125")</p> <p><b>Gutter Area for Double Page Spread</b> Between alphabets-3mm (0.125") from spine Between words-6mm (0.25") from spine</p>	
<p><b>Double Page Spread (Non-Bleed)</b> 282mm x 432mm (11.125" x 17")</p> <p><b>Live Area</b> 254mm x 410mm (10" x 16.125")</p> <p><b>Gutter Area for Double Page Spread</b> Between alphabets-3mm (0.125") from spine Between words-6mm (0.25") from spine</p>	
<p><b>Full Page (Bleed)</b> 288mm x 222mm (11.37" x 8.75")</p> <p><b>Live Area</b> 254mm x 190mm (10" x 7.5")</p>	<p><b>Full Page (Non-Bleed)</b> 282mm x 216mm (11.125" x 8.5")</p> <p><b>Live Area</b> 254mm x 190mm (10" x 7.5")</p>
<p><b>Quarter Page (Horizontal)</b> 63mm x 190mm (2.5" X 7.5")</p>	<p><b>Half Page (Vertical)</b> 254mm x 89mm (10" x 3.5")</p>
<p><b>Half Page (Horizontal)</b> 127mm x 190mm (5" x 7.5")</p>	<p><b>Quarter Page (Vertical)</b> 127mm x 89mm (5" X 3.5")</p>



**SHP Media Sdn Bhd (767620D)**

Please send your media materials to:

**Production Department, ADJ**

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 [www.shpmedia.com](http://www.shpmedia.com)

## Advertising Rates

### FULL COLOUR

Double Page Spread	€ 6,660	Full Page	€ 3,700
Outside Back Cover	€ 5,180	Half Page	€ 2,220
Inside Front Cover	€ 4,440	Quarter Page	€ 1,480
Inside Back Cover	€ 4,070	1/8 Page	€ 740

**Additional Reprints:** Available upon request.

► For frequency discounts please contact the publisher.

## Terms and Conditions

### Printing Specifications

Printing: Offset sheetfed

Binding: Perfect binding

without prior liaison/ approval of the Production Manager.

### 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.

### 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.

### Closing Dates

All advertising materials (digital files, copy instructions, etc) must be sent to the publisher two weeks before printing.

### 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.

### Accepted Digital Files

We accept Illustrator, In-Design, Pagemaker, Photoshop, QuarkXPress 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.

### 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.

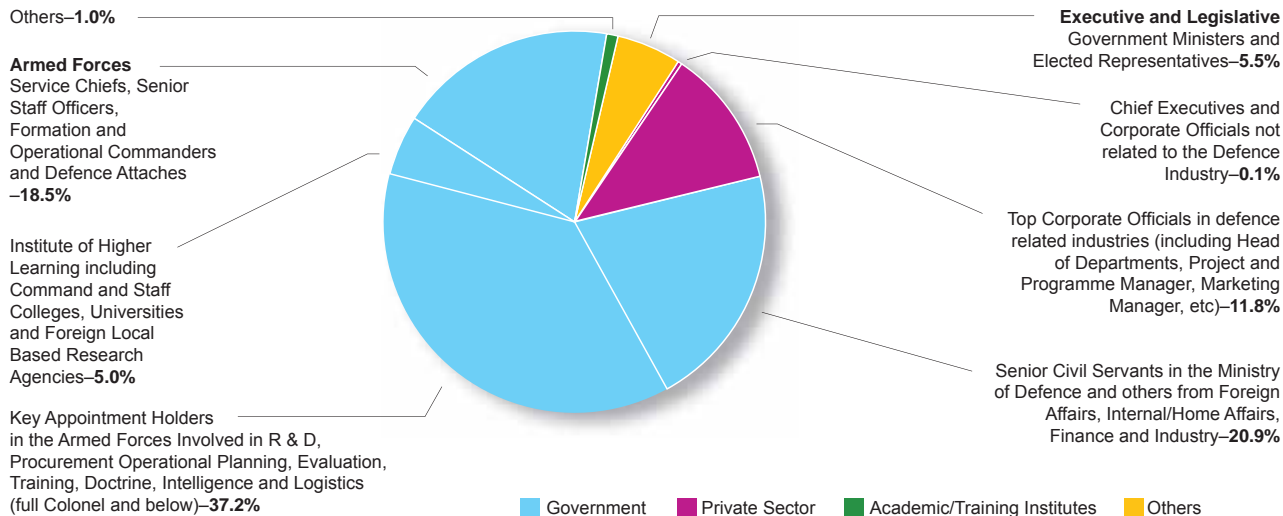
### Acceptable Media

We accept actual size high-resolution PDF files with a colour proof, but not

### Storage

Digital file is stored for two years and then destroyed.

# Readership Profile & Advertising Sales Office



## Country by Country Breakdown

<b>ASEAN</b>	<b>5769</b>
Brunei	223
Cambodia	212
Indonesia	678
Malaysia	2048
Myanmar	62
Philippines	521
Singapore	1025
Thailand	722
Vietnam	78

<b>NORTHEAST ASIA</b>	<b>1630</b>
China	578
Hong Kong	27
Japan	422
South Korea	362
Taiwan	241

<b>WEST PACIFIC</b>	<b>529</b>
Australia	317
New Zealand	212

<b>SOUTH ASIA</b>	<b>794</b>
Bangladesh	41
India	407
Pakistan	315
Sri Lanka	26
Nepal	5

<b>Others</b>	<b>1876</b>
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**WORLDWIDE**  
**Total – 10,598**

## ADVERTISING SALES OFFICES

### FRANCE

Fabio Lancellotti & Emmanuel Archambeaud  
 Defense & Communication  
 48, Boulevard Jean-Jaures, 92110 Clichy,  
 FRANCE.  
 Tel: +33-(1)-47300189.  
 Fax: +33-(1)-47300189.  
 Email: fabio.l@wanadoo.fr  
 earchambeaud@wanadoo.fr

### GERMANY/AUSTRIA/CZECH REPUBLIC/ POLAND/SLOVAKIA

Dr Uwe H Wehrstedt  
 MCW Media & Consulting Wehrstedt  
 Hagenbreite 9, D-06463 Ermsleben,  
 GERMANY.  
 Tel: +49-(34743)-62090.  
 Fax: +49-(34743)-62091.  
 Email: info@wehrstedt.org

### 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/BENELUX/ISRAEL

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

### TURKEY

Umit Ozkefeli  
 CNN Elektronik Ltd  
 Mahmut Yesari Sokak, 8-2, Cankaya, 06680 Ankara,  
 TURKEY.  
 Tel: +90-(312)-439 7565.  
 Fax: +90-(312)-438 6572.  
 Email: uozkefeli@cnn-trade.com

### UNITED KINGDOM/IRELAND/SPAIN/PORTUGAL

Michael Elmes  
 Aerospace Media  
 Five Oaks, Cansey Lane, Bradfield, Manningtree,  
 Essex CO11 2XE,  
 UNITED KINGDOM.  
 Tel: +44-(1255)-871070.  
 Fax: +44-(1255)-871071.  
 Email: mike.elmes@aerospacemedia.co.uk

### 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 1613.  
 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