

ASIAN DEFENCE JOURNAL

**ADJ**

The Preferred Media Partner *Since 1970*

  
**LIMA '09**  
LANGKAWI

December 01-05, 2009  
Langkawi, Malaysia

# THE OFFICIAL PUBLICATION



BOTH MARITIME & AEROSPACE OFFICIALS  
WILL SEE YOUR ADVERTISEMENT  
IN THIS OFFICIAL PUBLICATION.

**BOOK YOUR  
ADVERTISEMENT  
SPACE TODAY!**

Booking Deadline: **November 18, 2009**

Material Deadline: **November 25, 2009**

advertising rates

# The Official Publication and Official Show Daily for LIMA 09

*Asian Defence Journal (ADJ)*, Asia's leading tri-services English language defence monthly, is proud to be associated with the Langkawi International Maritime and Aerospace (LIMA) series of exhibitions. *ADJ* has been appointed as the Official Publication for LIMA 09 to be held in Langkawi, Malaysia from December 01 to 05, 2009. *ADJ* will be present at this exhibition to provide wide coverage on the equipment and services exhibited. Show events and other highlights will also be extensively reported.

This confirms *ADJ's* standing as the Number 1 defence and security-related publication in the Asia-Pacific region, and also the confidence of the organisers of LIMA 2009.

LIMA 2009 is one of the main professional showcases for state-of-the-art military aerospace hardware and services in Malaysia and in the Asia-Pacific region. With total support from



the host government, LIMA 2009 has become an important venue for the global defence aerospace industry to showcase their various products and services.

*ADJ* will issue the Show Daily during the first three days for both shows, distributing 8,000 copies throughout the duration of the exhibition on-site and will be made available to all trade visitors, exhibitors, and government and military decision makers who will be visiting the exhibition. These decision makers will turn to *ADJ's* Show Daily for an easy source of reference to the key products and companies that are being promoted at the exhibition as well as key stories that *ADJ* will report each day.

For a full-page, 4-colour advertisement in *ADJ's* Show Daily, advertisers will be entitled to editorial coverage accompanying the said advertisement. Editorial material can be provided by the clients or written and edited in-house.

## Advertising Rates (in euro)

	1x	2x (less 10%)	3x (less 20%)
Full Colour			
Double Page Spread	2,600	2,340	2,080
Outside Back Cover	2,025	1,820	1,620
Inside Front Cover	1,735	1,560	1,385
Inside Back Cover	1,590	1,430	1,270
Full Page	1,445	1,300	1,155
Half Page	865	780	695
Quarter Page	580	520	460

**Spot Colour:** For all placements of advertisement in *LIMA 2009 TODAY Show Daily*, please add **euro125** for process colour/per page; **euro200** for matched colour/per page and **euro340** for metallic colour/per page or fraction thereof.

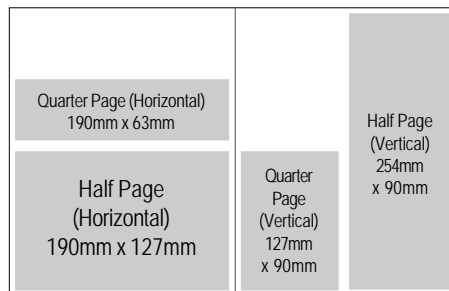
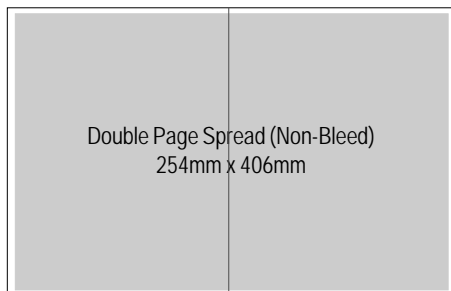
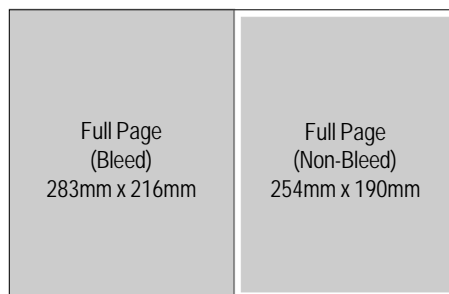
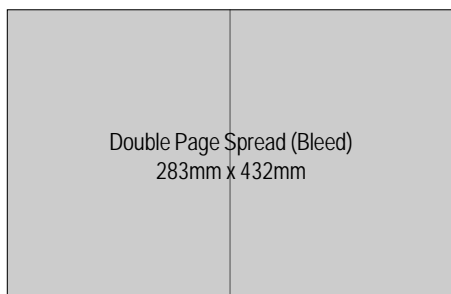
**ADDITIONAL REPRINTS:** Available upon request.

**CONTENT:** Interviews, product profile and service information about your company.

**COPY DATE:** Final approved copy and images 10 days prior to publication date.



## Mechanical Requirements



**IMPORTANT NOTICE**—For bleed Advertisement, please add 3mm to each live edge. Live area should be at least 9mm from edge of material.

## 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  
www.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.  
UNITED KINGDOM.  
Tel: +44 (0) 1273-771020. Fax: +44 (0) 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 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

## Terms & Conditions

### Printing Specifications

Printing: Offset sheetfed  
Binding: Saddle Stitch

### Important Points

- Colour files must be in CMYK.
- 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

The **LIMA 2009 TODAY Show Daily** will be published for exhibitors and visitors during the first three days of the show. All advertising materials for the **LIMA 2009 TODAY Show Daily** before **November 25, 2009**.

### Accepted Digital Files

We accept Illustrator, In-Design, Pagemaker, Photoshop, QuarkXPress files only. Graphic files should be supplied as PDF, JPEG, TIFF and EPS files with a (resolution of 300dpi in actual size). If fonts are not being supplied then only embedded fonts within the file will print successfully. Please ensure all advertisements are supplied with a print matched colour proof otherwise colour reproduction cannot be guaranteed.

### Acceptable Media

We accept CD with compress files as necessary or a self-extracting file.

### Transmission Methods

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

### Cancellations

The publisher will not accept any cancellations after the closing date.

### 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 2 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, PO Box 10836, 50726 Kuala Lumpur, Malaysia.  
Tel: +6-03-2166-0852/5175.  
Fax: +6-03-2161-0541.  
Email: william@shpmedia.com

