

Strategic Information Source

Media Kit 2009

PERAJURIT

Penjana Pemikiran Pertahanan

Your Partner For Southeast Asia

Introduction

Perajurit has been and remains the only publication covering military and security affairs, as well as Defence Technology completely in Bahasa Melayu or the Malay Language. In its second decade of publication, this monthly is published in Malaysia by Inai Damai Sdn Bhd, a subsidiary of SHP Media Sdn Bhd, the publisher of Asian Defence Journal, Asia's leading defence magazine.

Perajurit focuses on reporting and analysing defence and security issues involving the ASEAN/Southeast Asian region generally and Malaysia specifically. These relate to strategic and tactical land, naval and air subjects and includes analyses of procurement policies and programmes as well as inventories. Product-specific articles are also regularly featured as are individual armed forces and units.

Our Reach

Perajurit has a circulation approaching 20,000 copies per month and is circulated to the top echelons of the Malaysian government, including the Prime Minister's Department and the Ministry of Defence, the Malaysian Armed Forces and Police. Similarly the magazine is made available to high-level officials of the ministries of

defence/security, armed forces, police and diplomatic missions of Brunei Darussalam, Indonesia and Singapore. Copies of the magazine are also circulated to companies and other organisations related to the defence industry. Nevertheless the magazine's core readership is derived from the mass market, the magazine being widely available on newstands in Malaysia. In addition Perajurit has a sizeable and growing subscriber base.

While our primary aim is to provide a platform to promote understanding of defence affairs among the Malaysian public, thus enabling them to support and contribute to efforts at building an effective national defence, an important objective of **Perajurit** is to provide a medium for local and global defence industry players to introduce their products and services to decision-makers responsible for the region's defence and security as well as to potential business partners. The editorial coverage is from an Asian perspective but with the global defence industry in mind. Our contributors include academics, government and military officials as well as industry professionals from all over the world.

Our Capabilities

Perajurit provides our readers with the opportunity to be regularly informed and

updated on developments, on-going force modernisation efforts involving countries of the ASEAN/Southeast Asian region. It focuses on defence procurement programmes, defence Research & Development as well as other local and regional military and security activities.

We offer to our clients our services as media partners and will support their business efforts by publicising their products and services through analytical write-ups be it equipment, training methods, exhibitions, conferences, etc.

Perajurit has the honour of being appointed the supporting defence publication/media partner for such world-class defence exhibitions and conferences in Malaysia as LIMA, DSA, APDE, Heli-Asia, Indo Defence, Singapore Air Show and Electronic Warfare Conference & Exhibition. We are capable of providing effective event-support publications such as show focus, dailies, newsletters, previews, reports and supplements. We strongly believe **Perajurit** is the right platform by which you can extend and enhance your own marketing efforts in this region. In any event, **Perajurit** is widely distributed at all exhibitions and conferences we attend.

Magazine Circulation

PERAJURIT's current circulation is more than 20,000 with distribution throughout Malaysia, Brunei, Indonesia and Singapore.

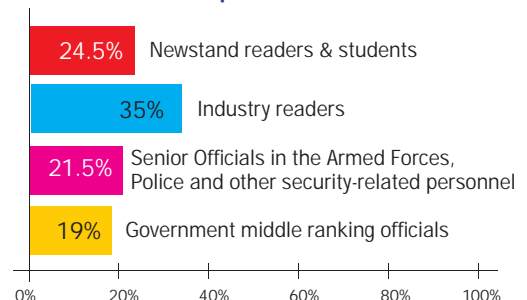
Readership Profile

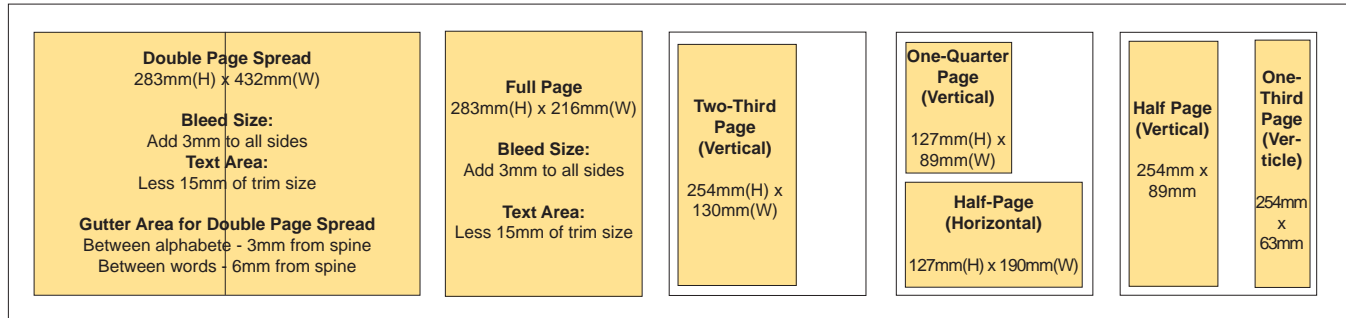
Age group	
16 - 60+ and above	
Sex	
Male	Female
85%	15%

Professional/ Occupation

News stand sales - 11,315
Subscribers - 5,996
Ministries of Defence Foreign Affairs, Home Affairs, Finance; Embassy Officials and Military Attaches - 3,579

Professional/ Occupation





Mechanical Requirements

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.

Accepted Digital Applications

We accept Illustrator, In-Design, Pagemaker, Photoshop files only. Graphic files should be supplied as TIFF and 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 accepts CD compress files as necessary or a self-extracting file. We also accept actual size high-resolution PDF files with a

colour proof, but not without prior approval of the Production Manager.

Transmission Methods

Please contact the Production Department before sending e-mail. 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.

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 2 years and then destroyed.

Content

News and information on Malaysian defence, security and related industries. Corporate profiles – international and local defence companies; product profiles. ASEAN and global defence and security issues.

Distribution

Complimentary copies to: Selected Government Ministries and various organisations and military personnel throughout the ASEAN countries.

Among these are:

The Prime Minister's Office.
Top Officials of ASEAN Armed Forces.
Ministry of Finance.
Ministry of Home Affairs.
Defence Ministers.
Defence Attaches.
Relevant local Armed Forces Personnel.
Exhibitions & Conferences.
International Companies.

Editorial Schedule 2009

JANUARY

ASEAN ARMED FORCES DEVELOPMENT
SMALL ARMS

FEBRUARY

NEW GENERATION PATROL VESSEL
DEFENCE INDUSTRIES

MARCH

76th MALAYSIAN ARMY ANNIVERSARY
GLOBAL SECURITY ASIA 2009

APRIL

75th ROYAL MALAYSIAN NAVY ANNIVERSARY
NEW FRIGATE DEVELOPMENT

MAY

MALAYSIAN MARITIME
NAVAL AVIATION

JUNE

51st ROYAL MALAYSIAN AIR FORCE
ANNIVERSARY
GPEC ASIA 2009

JULY

AIR DEFENCE
ARMoured VEHICLES

AUGUST

SELF PROPELLED HOWITZERS
SPECIAL FORCES

SEPTEMBER

76th MALAYSIAN ARMED FORCES
ANNIVERSARY
RMN SUBMARINES

OCTOBER

ROYAL MALAYSIAN POLICE
ATTACK HELICOPTERS

NOVEMBER

ASEAN AIR AND NAVAL POWER
AEW&C

DECEMBER

LIMA 2009
ARMY AVIATION

Advertising Rates (EURO)

	One	Three	Six	Twelve
Rebate	One	Three	Six	Twelve
	Insertion	Insertion	Insertion	Insertion
	Less 10%	Less 15%	Less 25%	
<i>Full colour</i>				
Outside back cover	2,095	1,890	1,785	1,575
Inside front cover	1,715	1,545	1,460	1,290
Inside back cover	1,600	1,440	1,360	1,200
Double page spread	2,365	2,130	2,010	1,775
Dps inside front cover	2,515	2,265	2,140	1,890
Full page	1,335	1,200	1,135	1,000
2/3 page	1,165	960	910	800
1/2 page horizontal	800	720	680	600
1/3 page vertical or horizontal	535	480	455	400
1/4 page	267	240	227	200
<i>Black & white</i>				
Full page	955	860	810	715
2/3 page	765	690	650	575
1/2 page horizontal	570	515	490	430
1/3 page vertical or horizontal	385	345	325	290
1/4 page	191	172	162	143

BOOKING AND MATERIAL DEADLINE

Booking deadline 6 weeks prior to publication date

Material deadline 4 weeks prior to publication date

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