

ASIAN DEFENCE JOURNAL

**ADJ**

www.shpmedia.com



*SEOUL AIR SHOW 2009*

October 20-25, 2009

Seoul Airport

Book Your  
Advertisement  
Space Now!

# The Official Publication

Seoul Air Show 2009 TODAY  
Booking Deadline: **October 12, 2009**  
Material Deadline: **October 15, 2009**



ADVERTISING RATES

# During Seoul Air Show 2009, ADJ will Publish the Seoul Air Show 2009 Show Daily

*Asian Defence Journal (ADJ)*, Asia's leading tri-services English language defence monthly, is proud to be associated with Seoul Air Show 2009. *ADJ* has been appointed as the Official Publication for Seoul Air Show 2009 to be held at Seoul Airport, Korea from October 20 to 25, 2009.

This confirms *ADJ's* standing as the No 1 defence and security-related publication in the Asia-Pacific region, and also the confidence of the organisers of Seoul Air Show 2009.

Seoul Air Show 2009 promises to become the main professional showcase for state-of-the-art military aerospace hardware and services in Korea and in the Asia-Pacific region. With total support from the host government, Seoul Air Show 2009 is poised to become an important venue for the global defence aerospace industry to showcase their various products and services.

*ADJ* will issue the **Official Show Daily** during the first four days of the show, distributing 6,000 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. It will also be distributed to Korea's Ministry of National Defence. These decision makers will turn to *ADJ's* **Official 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* **Official 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.



## Advertisement Rates in EURO

*Seoul Air Show 2009 TODAY Show Daily*

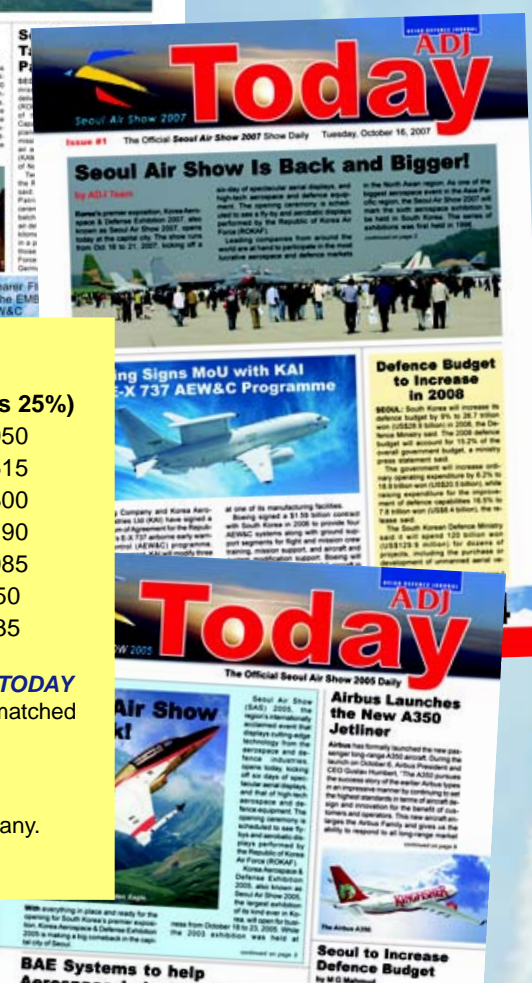
	1x	2x (less 15%)	3x (less 20%)	4x (less 25%)
Full Colour				
Double Page Spread	2,600	2,210	2,080	1,950
Outside Back Cover	2,025	1,720	1,620	1,515
Inside Front Cover	1,735	1,475	1,385	1,300
Inside Back Cover	1,590	1,350	1,270	1,190
Full Page	1,445	1,230	1,155	1,085
Half Page	865	735	695	650
Quarter Page	580	490	460	435

**SPOT COLOUR:** For all placements of advertisement in *Seoul Air Show 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.



## Advertising Sales Offices

### FRANCE

*Fabio Lancellotti & Emmanuel Archambeaud,*  
**Defense & Communication**  
48, Boulevard Jean-Jaures, 92110 Clichy,  
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Email: fabio.l@wanadoo.fr &  
earchambeaud@wanadoo.fr

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

*Dr Uwe H Wehrstedt*

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www.wehrstedt.org

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**Ediconsult Internazionale Srl**  
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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*

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06680 Ankara, TURKEY.

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### UNITED KINGDOM/IRELAND/SPAIN/ PORTUGAL

*Michael Elmes*

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### UNITED STATES/CANADA/BRAZIL

*Scott Chase*

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Drive, Silver Spring, Maryland 20904-1134,  
USA.

Tel: +1 301 879 1613.  
Fax: +1 301 879 0312.  
Email: scottchase@verizon.net

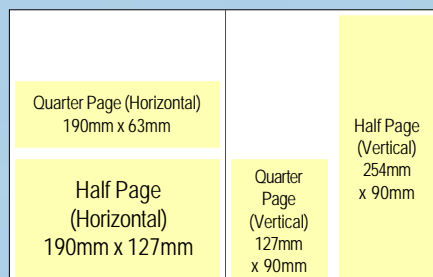
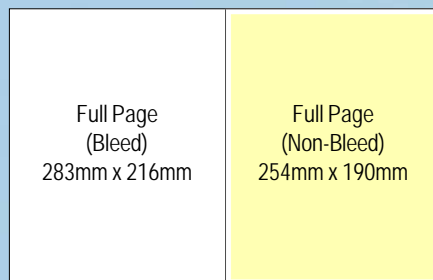
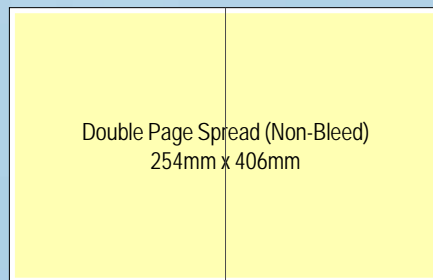
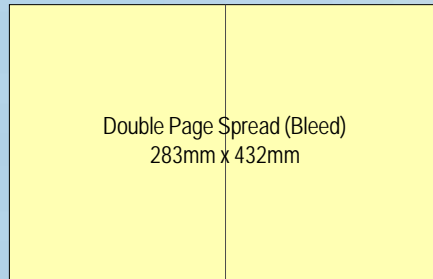
### MALAYSIA/REST OF THE WORLD

*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,  
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MALAYSIA.

Tel: +60-3-2166-0852/5175.  
Fax: +60-3-2161-0541.  
Email: keller@shpmedia.com  
www.shpmedia.com

## 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.

## 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 **Seoul Air Show 2009 Show Daily** will be published for exhibitors and visitors during the first four days of the show. All advertising materials for the **Seoul Air Show 2009 Show Daily** must be sent to the publisher before **October 15, 2009**.

### Accepted Digital Files

We accept Illustrator, InDesign, Pagemaker, Photoshop 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 adverts are supplied with a print matched colour proof, otherwise colour reproduction cannot be guaranteed.

### Acceptable Media

We accept CD, 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

A 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