

ASIAN DEFENCE JOURNAL

# ADJ

1° NORTH OF THE EQUATOR.  
360° OF OPPORTUNITY

100% **FOCUS**

  
**SINGAPORE**  
**AIRSHOW**  
2-7 February 2010

**SINGAPORE AIRSHOW 2010 FOCUS.**  
**ASIA'S PREFERRED MEDIA PARTNER.**

 **ADVERTISING RATES**

Booking Deadline:  
**JANUARY 21, 2010**

Material Deadline:  
**JANUARY 26, 2010**



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## SINGAPORE AIRSHOW 2010 FOCUS BY **ADJ**.

This Show FOCUS will contain the following:

- A show preview containing special exhibit highlights of the Singapore Airshow 2010.
- Profiles of prominent exhibitors showcasing their products and services.
- Focus on Singapore's indigenous aerospace industry.
- A comprehensive profile of the Republic of Singapore Air Force, and force modernisation plans.

5,000 copies of Singapore Airshow 2010 FOCUS will be distributed throughout the duration of the exhibition at the show site and will be made available to all official delegations, trade visitors and exhibitors. For advertisement opportunities in this special publication, please confirm your advertisement insertion latest by JANUARY 21, 2010.

For a full-page, 4-colour advertisement in the Singapore Airshow 2010 FOCUS, 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**

#### **Full Colour/Black & White**

Double Page Spread	€2,485
Outside Back Cover	€1,900
Inside Front Cover	€1,500
Inside Back Cover	€1,400
Full Page	€1,375
Half Page	€810
Quarter Page	€565

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