

Singapore Airshow 2012

SHOW FOCUS



5,000 copies of Singapore Airshow 2012 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 a full-page, 4-colour advertisement in the Singapore Airshow 2012 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.



This Show FOCUS Features

- ▲ A show preview containing special exhibit highlights of the Singapore Airshow 2012.
- ▲ 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.

Book Your Prime Advertisement Space Early!

Booking Deadline: **JANUARY 30, 2012** Material Deadline: **FEBRUARY 6, 2012**

For more information on SHOW FOCUS, please contact:
Syed Fazilla, Executive Publisher (fazilla@shpmedia.com)
Hans Keller, Associate Publisher (keller@shpmedia.com)
T: +60-3-2166-0852/5175. F: +60-3-2161-0541. W: www.shpmedia.com

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Advertising Rates

ADVERTISEMENT SIZE

Trim Size	283mm (h) x 216mm (w)
Double Page Spread (bleed)	289mm x 438mm
Full Page (bleed)	289mm x 222mm
Half Page (horizontal)	127mm x 194mm
Half Page (vertical)	254mm x 92mm

ADVERTISING RATES

Double Page Spread	€2,880
Outside Back Cover	€2,240
Inside Front Cover	€1,920
Inside Back Cover	€1,760
Full Page	€1,600
Half Page	€960