

ASIAN DEFENCE JOURNAL

# ADJ

The Preferred Media Partner Since 1970



## 18 - 21 November 2019

IMPACT Exhibition and Convention Center  
Bangkok, Thailand

Seen and Read by Decision-Makers  
at the Show.

# The Official Publication The Official Show Daily



Booking Deadline:  
**November 4, 2019**

Material Deadline:  
**November 11, 2019**

To advertise, please contact:  
**Syed Mohd Fazilla**  
[fazilla@shpmedia.com](mailto:fazilla@shpmedia.com)



# [www.shpmedia.com](http://www.shpmedia.com)

# The Power of Partnership

Power of Partnership



**A** *Asian Defence Journal (ADJ)*, Asia's leading tri-services English-language defence publication, is proud to be associated with Defense & Security 2019. *ADJ* has been appointed the Official Publication and Official Show Daily for **Defense & Security 2019** to be held at IMPACT Exhibition Centre, Bangkok, Thailand from November 18 to 21, 2019.

*ADJ* has been publishing the show daily since the Defense & Security series of exhibitions began in 2003. This confirms *ADJ's* standing as the #1 defence and security publication in the Asia-Pacific region, and has also gained the confidence of the organisers of **Defense & Security 2019**. We will publish the **Defense & Security 2019** Show Daily, known as **Defense & Security 2019-ADJ Today**.

**Defense & Security 2019** is the main professional showcase for state-of-the-art military hardware and services in Thailand and in the Asia-Pacific region. With support from the host government, **Defense & Security 2019** is an important venue for the global defence industry to showcase their various products and services.

We will produce the event's official show daily known as **Defense & Security 2019-ADJ Today** for all four days of the show, distributing 16,000 copies throughout the duration of the exhibition at the show site. The show daily will be made available to all trade visitors, exhibitors, and government and military decision-makers visiting the exhibition. **Defense & Security 2019-ADJ Today** will also be available online at: [www.adj.com.my](http://www.adj.com.my)

These decision-makers will turn to **Defense & Security 2019-ADJ Today** 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 we will report each day.

For all advertisements in **Defense & Security 2019-ADJ Today**, the advertiser will be entitled to editorial coverage accompanying the said advertisement. Editorial materials can be provided by the advertisers.



## Advertising Rates

4 Colours/B&W	1x	2x	3x	4x
Double Page Spread	€3,150	€2,835	€2,520	€2,360
Outside Back Cover	€2,450	€2,200	€1,960	€1,835
Inside Front Cover	€2,100	€1,890	€1,680	€1,575
Inside Back Cover	€1,925	€1,730	€1,540	€1,445
Full Page	€1,750	€1,575	€1,400	€1,315
Half Page Spread	€1,890	€1,700	€1,510	€1,420
Half Page	€1,050	€ 945	€ 840	€ 790

# f Partnership

Defense & Security 2017

The Power of Partner

Defense & Security 2017



## 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 eg any graphics and fonts.

### Closing Dates

The **Defense & Security 2019-ADJ Today** will be published for exhibitors and visitors during all four days of the show. All advertising materials for the **Defense & Security 2019-ADJ Today** must be sent before November 11, 2019.

### Accepted Digital Files

Files should be supplied as PDF, JPEG, TIFF or 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.

### Transmission Methods

E-mail—Please ensure all files are in CMYK format and in actual size (eg no embedded RGB images and Pantone colours). FTP site—Material can be uploaded to our FTP site, please contact for details.

### Cancellations

The publisher will not accept any cancellations after the booking 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.

### Please send your media materials to:

Production Department, 1203, 12th Floor, Block E,  
Phileo Damansara 1, No. 9, Jalan 16/11,  
46350 Petaling Jaya. Malaysia.  
Tel: +60-3-7960-1148. Fax: +60-3-7960-1152.  
Email: william@shpmedia.com

# BIGGER FORMAT, BIGGER IMPACT!

## Advertisement Specification

<b>Double Page Spread</b>	
Trim Size 305mm (H) x 464mm (W)	
Bleed Size 311mm (H) x 470mm (W)	
Live Area 280mm (H) x 438mm (W)	
Gutter Area for Double Page Spread Between words—10mm from spine	

<b>Full Page</b>	<b>Half Page (Vertical)</b> 275mm (H) x 96mm (W)
Trim Size 305mm (H) x 229mm (W)	
Bleed Size 311mm (H) x 235mm (W)	
Live Area 280mm (H) x 203mm (W)	

<b>Half Page (Horizontal)</b> 136mm (H) x 203mm (W)		
<b>Half Page Spread</b> 136mm (H) x 438mm (W)		
Gutter Area for Half Page Spread Between words—10mm from spine		