

ASIAN DEFENCE JOURNAL

**ADJ**

The Preferred Media Partner Since 1970



# THE OFFICIAL SHOW DAILY.

SEEN AND READ BY DECISION-MAKERS AT THE SHOW.

The essential media to showcase your best technologies and equipment. Book your space now. Don't miss it.

**26-30 March 2019**  
**Langkawi, Malaysia**

**▶▶▶ SHOW DAILY INFORMATION ▶▶▶▶▶**

**BOOKING DEADLINE:**  
**12 March 2019**

**MATERIAL DEADLINE:**  
**19 March 2019**

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

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

# THE OFFICIAL SHOW DAILY

**Asian Defence Journal (ADJ)**, Asia's leading tri-services English language defence monthly, is proud to be associated with Asia's most prestigious maritime and aerospace event which will be held on Langkawi Island, Malaysia from March 26 to 30, 2019.

**ADJ** has been publishing the show dailies since the LIMA series of exhibitions began in 1991. This confirms **ADJ's** standing as the #1 defence and security-related publication in the Asia-Pacific region, and also the confidence of the organisers of LIMA`19. We will publish the LIMA`19 Show Daily, known as **LIMA`19 Today**.

Held every two years, the LIMA series of exhibitions have grown over the past 28 years to be one of the largest professional showcases for both military and security-related hardware and services in Asia. With support from the Malaysian government, LIMA`19 is the most exciting venue for the global defence industry to showcase the various state-of-the-art products and services.

**ADJ** will produce the **LIMA`19 Today** for the first three days of the show, distributing 9,000 copies throughout the duration of the exhibition at the show site and will be made available to all trade visitors, exhibitors, and government and military decision-makers who will be visiting the exhibition. The **LIMA`19 Today** Show Dailies are also available online at: [www.adj.com.my](http://www.adj.com.my).

These decision-makers will turn to **LIMA`19 Today** for an easy source of reference to the key products and companies that are being promoted at the exhibition as well as the key stories that **ADJ** will report each day.

For all advertisements published in **LIMA`19 Today**, the advertiser will be entitled to editorial coverage accompanying the said advertisement. Editorial material can be provided by the advertisers.

Page 8 LIMA'17 Today Thursday, March 23, 2017

## Su-30SM Has Become the Major Fighter of Russian Air Force

By Alan Ford



**Acquisition of Su-30SM multi-role fighters is still the main priority of the Russian military of defence (MoD) even in the current situation of a certain decrease of expenses on the modernisation of its aircraft inventory. Under the estimates of the Centre for the Analysis of Strategies and Technologies (CAST), a Moscow-based think-tank, in 2019 within the state order, the MoD will acquire 17 Su-30SM fighters.**

Prior to this, in 2016 the Russian MoD signed up with the Indian Corp some new contracts on the supply of Su-30SMs. CAST experts say that at the moment, the order book for Su-30SM is 1.8 aircraft. More than half of this number is operational now. Once the current contracts are implemented, the Su-30SM will become the major modern fighter of the Russian Armed Forces. It is to be noted that the aircraft is being currently acquired both by the Russian Aerospace Forces and by the Russian Navy.

Judging by the statistics of 2016, the Russian military has developed order for the Su-30SM and F-50 9th-generation fighter. Experts note that some Su-30SMs are equipped with pylons for hangar-type of perspective missiles, which are called as 'Su-30SM'.

Simultaneously, Russia discusses with India on possible upgrade of the Su-30MKI, its first series will be among dozens of the Su-30 with BrahMos heavy hypersonic missiles, which are manufactured by BrahMos Aerospace, the

Later on, the government was decided to allow its export. But it is only Russia's ally under the regional military-political organisations, who may buy a Su-30SM. Now because the first foreign buyer of the Su-30SM, the military brass of Indonesia also articulated their plans to acquire the Su-30SM.

Despite the fact that the first supply of the Su-30SM happened only a few years back, there are discussions in Russia on future upgrade of the aircraft. "Su-30SM fighter has got a huge potential for its development," stated

Page 14 LIMA'17 Today Thursday, March 23, 2017

## Full Spectrum: Five Ways Leonardo Is Ahead of the Pack When It Comes to Electronic Warfare



**1. In the electronic world of electronic warfare, air-to-air operations can be as critical as air-to-ground operations. It is all down to the margin of electronic warfare, the electronic warfare is a key element of the electro-magnetic spectrum to detect, identify and track aircraft from the air.**

**2. We let you inside the box.** The data made your electronic warfare kit is just as important as the equipment itself. Leonardo's electronic warfare kit is just as important as the equipment itself. Leonardo's electronic warfare kit is just as important as the equipment itself.

**3. Our equipment is advanced and ready now.** One of our most advanced and our ElectroCloud away to the world's only integrated active defence in the market in terms of technology. You're also ready right now. When things change, you need to be able to keep your equipment up to date. That's why in addition to hardware, we provide what is called electronic warfare operational support (EWOS).

**4. We partner with the UK Ministry of Defence for export.** To make sure that our international partners are getting the most out of their electronic warfare equipment, Leonardo is leading a collection of international partners are getting the most out of their electronic warfare equipment, Leonardo is leading a collection of international partners are getting the most out of their electronic warfare equipment.

ASIAN DEFENCE JOURNAL

# ADJ Today 1

LIMA'17 LANGKAWI

Tuesday, March 21, 2017 The Official Show Daily

## Great Expectations, Bigger Players at LIMA'17!

By ADJ Team

**Airbus highlights wide product line and partnerships at Langkawi Show**



At the Langkawi International Maritime and Aerospace Show (LIMA'17), the Airbus Group is showcasing its wide range of aircraft and military solutions to the defence stakeholders and military decision-makers. The Airbus Group is showcasing its wide range of aircraft and military solutions to the defence stakeholders and military decision-makers.

**Kongsberg Defence: Stale Mortenson leads the way on the prospects of the Naval Strike Missile (NSM) and Joint Strike Missile (JSM) in the region.**

Stale Mortenson, CEO of Kongsberg Defence, is leading the way on the prospects of the Naval Strike Missile (NSM) and Joint Strike Missile (JSM) in the region. He is leading the way on the prospects of the Naval Strike Missile (NSM) and Joint Strike Missile (JSM) in the region.

Page 30 LIMA'17 Today Wednesday, March 22, 2017

## Interview with Stale Mortenson, Kongsberg Defence



**ADJ Today: How do you see the potential of the NSM in the region?**

Stale Mortenson: We are looking for the NSM to be integrated into the fighters of the Chinese Air Force fleet. The NSM has been successfully tested onboard the J-16 fighter. How soon do you see the NSM to be tested on the J-16, is it the aircraft that the missile is designed to be integrated into?

**ADJ Today: Will the NSM be used to support the sales of the Panguan missile?**

Stale Mortenson: We are a market leader in the helicopter market with the Panguan. We are working closely with Boeing, offering the Panguan for many nations. The sales of the Panguan are going strong. But the NSM is a much different system. The NSM is in the region market, the JSM is the fighter and maritime patrol aircraft market. We are very happy that we have won OVD and Succeeded Naval Impulsing.

## Advertising Rates

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

## 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 **LIMA`19 Today** Show Daily will be published for exhibitors and visitors during the first three days of the show. All advertising materials for the **LIMA`19 Today** Show Daily must be sent before **March 19, 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

## Advertisement Specification

Double Page Spread	
Trim Size	283mm (H) x 432mm (W)
Bleed Size	289mm (H) x 438mm (W)
Live Area	254mm (H) x 410mm (W)
Gutter Area for Double Page Spread Between words—6mm from spine	

<p><b>Full Page</b></p> <p>Trim Size 283mm (H) x 216mm (W)</p> <p>Bleed Size 289mm (H) x 222mm (W)</p> <p>Live Area 254mm (H) x 190mm (W)</p>	<p><b>Half Page (Vertical)</b></p> <p>254mm (H) x 92mm (W)</p>
---	--

<p><b>Half Page (Horizontal)</b></p> <p>127mm (H) x 194mm (W)</p>	<p><b>Half Page Spread</b></p> <p>127mm (H) x 400mm (W)</p> <p>Gutter Area for Half Page Spread Between words—6mm from spine</p>
---	--