

ASIAN DEFENCE JOURNAL



Preamble to Trump's Policy Towards Asia

Asia-Pacific Submarine Programmes - Periscope Up!

FPDA Stays United Amidst Tides Ahead

AEW&C

Sho...ge Naval...to-Air Mis... Developments

dominan

The Gas

Naval Vessels and Systems for the Future

The Preferred Media Partner Since 1970

Security Issues by Adithyan Kishor Pillay
The Asia-Pacific region is a hotbed of security issues, with tensions rising between major powers. The FPDA remains united amidst these challenges, focusing on regional stability and cooperation.

AEW&C developments in the Asia-Pacific region. The focus is on enhancing air and missile capabilities to meet the growing threats in the region.

dominant power in the region. The gas industry is also seeing significant developments, with new technologies and infrastructure being developed.

Naval vessels and systems for the future. The focus is on modernizing the fleet and developing new technologies to ensure dominance in the maritime domain.

Future Systems for Soldiers NOW! The military is investing heavily in new technologies to enhance the capabilities of its soldiers. These systems include advanced communication, navigation, and combat equipment.

The Premier Defence Periodical Read by Military Top Brass and Decision-Makers from the Asia-Pacific Region. ADJ provides the most comprehensive and up-to-date information on defence issues in the region.

Special Report by P. Ching on RMN - Sailing into a New ERA. The Royal Malaysian Navy is undergoing a major transformation, embracing new technologies and strategies to meet the challenges of the 21st century.

Security Boost by Southeast Asian Forces to Prevent Islamic State Terror Base. Southeast Asian nations are strengthening their security cooperation to prevent the resurgence of Islamic State in the region.

Call for Peaceful Resolution of Disputes - Strengthening ASEAN Resolve. The ASEAN member states are committed to resolving disputes peacefully and strengthening their resolve for regional stability.

UK Defence Industry Future Naval Systems Next Generation UAVs Commander UK Maritime Forces. The UK defence industry is developing next-generation naval systems and UAVs to support the UK Maritime Forces.

UK Defence Industry Brexit? It's Business As Usual. Despite Brexit, the UK defence industry remains a global leader and continues to do business as usual.

UAV Programme Updates - Enter the Next Generation Fliers. The next generation of UAVs is being developed, offering enhanced capabilities and performance.

Defense & Security 2017 - Thailand's Mega Asian Tri-services Event. A major defence and security event in Thailand, showcasing the capabilities of the Thai military and its partners.

Royal Brunei Armed Forces - A Royal Legacy. The Royal Brunei Armed Forces continue to uphold a royal legacy of excellence and service.

MEDIA KIT 2018. A comprehensive media kit for the 2018 edition of the journal, providing contact information and promotional materials.

French and Spanish Defence Industry: A New Partnership. A new partnership between the French and Spanish defence industries, focusing on joint development and production.

A *Asian Defence Journal (ADJ)* is among the world's leading international defence magazines. Founded in 1969 with an inaugural issue in the same year and published monthly since 1970, the concept of this tri-services and security magazine for the Asia-Pacific is characterised by a mix of articles on political, economic, security, and defence technology issues. Coverage also includes reports and previews of defence and security-related exhibitions and news on developments in the various defence and security forces.

An important aspect that distinguishes **ADJ** from other international defence journals is that its editorial concept aims at publishing balanced and dedicated articles from an Asian perspective but with the international defence industry in mind.

For 2018, **ADJ** will continue to provide such intelligence and keep watch on events of military significance throughout the Asia-Pacific. **ADJ** will maintain its Top Brass

Interviews, Country Reports, Industry News Section and Regional News Section. The year 2018 will also feature Country Defence Industry Reports and the CEO Interviews. Also featured will be the Company, Industry and Product Reports.

ADJ's readers include high-level government and military leaders, officials of defence and security-related civilian government organisations, captains of industry and academicians. It is also widely distributed regionally to the various strategic research institutes, defence and security industry associations, chambers of commerce, professional bodies, representatives and regional offices of the global defence manufacturing and services industries, and the major regional media groups. In short, the advertisements published in **ADJ** will have a positive and potentially profitable impact in your company's promotional campaign.

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YEARS OF DEFENCE AFFAIRS COVERAGE

Editorial Schedule 2018

	EXCLUSIVE/TOP BRASS INTERVIEW	SPECIAL REPORT	FOCUS	COUNTRY REPORT	EVENT	Status	Bonus Distribution of ADJ at the Event	Show Daily/ Show Focus
JAN-FEB	Republic of Singapore Air Force Chief/Defence Minister	Republic of Singapore Air Force	Air Operation/Warfare ▶ Trainer/Support Aircraft ▶ Gun /Missile Defence System ▶ Electronic Warfare/Radar Systems	United States and Canadian Defence Industry	Singapore Airshow 2018 ADECS 2018	Media Partner Media Partner	1,000 copies 1,000 copies	3,000 copies Show Focus
MAR	ASEAN Top Brass	Southeast Asia Terror/ Insurgency Update	Homeland Defence ▶ Port/Maritime Security ▶ Airport/Airspace Security ▶ Counter-terrorism Technology	Germany Defence Industry				
APR	Malaysian Army Chief/ Defence Minister	ASEAN Defence Cooperation	Regional Armed Forces ▶ Light/Heavy Assault Arms/Weapons ▶ Anti-armour Weapons ▶ Combat Boats	ASEAN Defence Industry	DSA 2018	Official Publication and Official Show Daily	3,000 copies	4x 3,000 copies Show Dailies
MAY-JUN	ASEAN Top Brass/Royal Brunei Armed Forces Commander	ASEAN Armed Forces/UN Operations	Asian Armed Forces ▶ Howitzers/Self-Propelled Howitzers ▶ IFVs ▶ Attack Helicopters	French Defence Industry	Eurosatory 2018	Media Partner	1,000 copies	
JUL-AUG	Senior Commonwealth Defence Official/Top Brass	Commonwealth Forces in Southeast Asia/FPDA	Future Defence Systems ▶ Land Forces ▶ Naval Forces ▶ Air/Space Warfare	Scandinavian Defence Industry	Farnborough Airshow 2018			
SEP-OCT	Senior ASEAN Defence Official/Top Brass	Armed Forces of the Philippines	Military Logistics/Naval Warfare ▶ Trucks and Light Vehicles ▶ Small Tactical Utility Aircraft ▶ Naval Guns	Korea/Japan Defence/ Aerospace Industry	Euronaval 2018	Media Partner	1,000 copies	
NOV	Indonesian Armed Forces Chief/Defence Minister	Indonesian Armed Forces	Land Operations/Warfare ▶ Respiratory Protection ▶ Personal Protection Gear/Military Body Armour ▶ Special Forces Equipment/Weapons	Netherlands/Belgium Defence Industry	Indo Defence 2018 IDEAS 2018	Media Partner Media Partner	3,000 copies 1,000 copies	3x 3,000 copies Show Dailies
DEC	India/Pakistan Armed Forces Top Brass	India /Pakistan Armed Forces	Land Warfare and Internal Security ▶ Reconnaissance Vehicles ▶ MLRS Systems ▶ MANPADS	India/Pakistan Defence Industry				

Events 2018

ADECS 2018 • Singapore • Jan 30-31	Eurosatory 2018 • France • Jun 11-15	Euronaval 2018 • France • Oct 23-26
Singapore Airshow 2018 • Singapore • Feb 6-11	Farnborough Airshow 2018 • United Kingdom • Jul 16-22	Indo Defence 2018 • Indonesia • Nov 7-10
DSA 2018 • Malaysia • Apr 16-19	ADAS 2018 • The Philippines • Sep 26-28	IDEAS 2018 • Pakistan • Nov 27-30

Readership Profile Breakdown

GOVERNMENT

Armed Forces: Service Chiefs, Senior Staff Officers, Formation and Operational Commanders and Defence Attaches

28%

Senior Civil Servants: In the Ministry of Defence and others from Foreign Affairs, Internal/Home Affairs, Finance and Industry

18%

Key Appointment Holders: in the Armed Forces Involved in R & D, Procurement Operational Planning, Evaluation, Training, Doctrine, Intelligence and Logistics (Colonel and below)

34%

Executive and Legislative: Government Ministers and Elected Representatives

5%

ACADEMIC/TRAINING INSTITUTES

Institute of Higher Learning: Including Command and Staff Colleges, Universities and Foreign Local Based Research Agencies

4%

PRIVATE SECTOR

Top Corporate Officials: In Defence Related Industries (including Head of Departments, Project and Programme Manager, Marketing Manager, etc)

10%

OTHERS NON DEFENCE RELATED

1%

READERSHIP TOTAL

100%

Country by Country Breakdown

ASEAN	4,862
Brunei	175
Cambodia	150
Indonesia	985
Malaysia	1,056
Myanmar	210
Philippines	625
Singapore	742
Thailand	563
Vietnam	356

SOUTH ASIA

India	890
Pakistan	545
Rest of South Asia	295
	50

NORTHEAST ASIA

China & Hong Kong	1,182
Japan	458
South Korea	284
Taiwan	260
	180

WEST PACIFIC

Australia	520
New Zealand	375
	145

Others

425

Bonus Distribution at Exhibitions

1,200

TOTAL PRINTED COPIES

9,079

E-Magazine

2,150

WORLDWIDE TOTAL

11,229

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AUDIT BUREAU OF CIRCULATIONS



Our Exclusive/Top Brass Interviews Coverage

TOP BRASS INTERVIEW Admiral Muhammad Zakaulah, Chief of the Naval Staff, Pakistan Navy



Admiral Muhammad Zakaulah, Chief of the Naval Staff, Pakistan Navy, is a highly decorated officer with over 40 years of service. He has held various command and staff positions throughout his career. In his current role, he oversees the operations of the Pakistan Navy and is responsible for the development and modernization of the fleet. He has also played a significant role in international maritime security and has participated in numerous international exercises and conferences. His leadership and strategic vision have been instrumental in the growth and professionalism of the Pakistan Navy.

EXCLUSIVE INTERVIEW K Shanmugam, Minister for Home Affairs and Minister for Law, Singapore



K Shanmugam, Minister for Home Affairs and Minister for Law, Singapore, is a prominent political figure in Singapore. He has served in various government positions, including Minister for Home Affairs and Minister for Law. He is known for his expertise in law and his commitment to maintaining the rule of law and the stability of Singapore. He has played a key role in the development of Singapore's legal system and has been instrumental in the implementation of various laws and policies. His leadership and vision have been instrumental in the success of Singapore as a global leader in law and governance.

EXCLUSIVE INTERVIEW Datuk Seri Hishammuddin Hussein Minister of Defence, Malaysia



Datuk Seri Hishammuddin Hussein, Minister of Defence, Malaysia, is a highly respected military leader and politician. He has served in various military and political positions throughout his career. He is known for his leadership and strategic vision in the Malaysian military and his commitment to the development and modernization of the Malaysian Defence Force. He has played a significant role in international military cooperation and has participated in numerous international exercises and conferences. His leadership and vision have been instrumental in the growth and professionalism of the Malaysian Defence Force.

TOP BRASS INTERVIEW General Datuk Seri Zulkiple Kassim, Chief of Army, Malaysia



General Datuk Seri Zulkiple Kassim, Chief of Army, Malaysia, is a highly decorated military leader and politician. He has served in various military and political positions throughout his career. He is known for his leadership and strategic vision in the Malaysian military and his commitment to the development and modernization of the Malaysian Army. He has played a significant role in international military cooperation and has participated in numerous international exercises and conferences. His leadership and vision have been instrumental in the growth and professionalism of the Malaysian Army.

TOP BRASS INTERVIEW Rear Admiral Alex J Burton, Royal Navy, Commander United Kingdom Maritime Forces (COMUKMARFOR)



Rear Admiral Alex J Burton, Royal Navy, Commander United Kingdom Maritime Forces (COMUKMARFOR), is a highly experienced naval officer. He has served in various command and staff positions throughout his career. He is known for his leadership and strategic vision in the Royal Navy and his commitment to the development and modernization of the United Kingdom Maritime Forces. He has played a significant role in international maritime security and has participated in numerous international exercises and conferences. His leadership and vision have been instrumental in the growth and professionalism of the United Kingdom Maritime Forces.

EXCLUSIVE INTERVIEW Admiral Tan Sri Ahmad Kamarulzaman Ahmad Badaruddin, Chief of the Royal Malaysian Navy



Admiral Tan Sri Ahmad Kamarulzaman Ahmad Badaruddin, Chief of the Royal Malaysian Navy, is a highly decorated military leader and politician. He has served in various military and political positions throughout his career. He is known for his leadership and strategic vision in the Malaysian military and his commitment to the development and modernization of the Malaysian Navy. He has played a significant role in international military cooperation and has participated in numerous international exercises and conferences. His leadership and vision have been instrumental in the growth and professionalism of the Malaysian Navy.

TOP BRASS INTERVIEW General Dato' Sri Affendi Buang, Chief of Air Force, Malaysia



General Dato' Sri Affendi Buang, Chief of Air Force, Malaysia, is a highly decorated military leader and politician. He has served in various military and political positions throughout his career. He is known for his leadership and strategic vision in the Malaysian military and his commitment to the development and modernization of the Malaysian Air Force. He has played a significant role in international military cooperation and has participated in numerous international exercises and conferences. His leadership and vision have been instrumental in the growth and professionalism of the Malaysian Air Force.

TOP BRASS INTERVIEW Vice Admiral (E) Dr A J de Waard, Director Defence Materiel Organisation, Netherlands Armed Forces



Vice Admiral (E) Dr A J de Waard, Director Defence Materiel Organisation, Netherlands Armed Forces, is a highly experienced military leader and politician. He has served in various military and political positions throughout his career. He is known for his leadership and strategic vision in the Netherlands Armed Forces and his commitment to the development and modernization of the Defence Materiel Organisation. He has played a significant role in international military cooperation and has participated in numerous international exercises and conferences. His leadership and vision have been instrumental in the growth and professionalism of the Defence Materiel Organisation.

Advertising Rates

Double Page Spread	€7,560
Outside Back Cover	€5,880
Inside Front Cover	€5,040
Inside Back Cover	€4,620
Full Page	€4,200
Half Page Spread	€4,600
Half Page	€2,520
Quarter Page	€1,680

For frequency discounts please contact the publisher.
Additional Reprints: Available upon request.

Mechanical Requirements

Double Page Spread	
Trim Size 283mm (H) x 432mm (W)	
Bleed Size 289mm (H) x 438mm (W)	
Live Area 254mm (H) x 416mm (W)	
Gutter Area for Double Page Spread. Between words—6mm from spine.	

Full Page Bleed Size 289mm (H) x 222mm (W) Live Area 254mm (H) x 190mm (W)	Full Page Trim Size 283mm (H) x 216mm (W) Live Area 254mm (H) x 190mm (W)
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Half Page Spread 127mm (H) x 416mm (W)	
Gutter Area for Half Page Spread Between words—6mm from spine	

Quarter Page (Horizontal) 63mm (H) x 194mm (W)	Half Page (Vertical) 254mm (H) x 92mm (W)
Half Page (Horizontal) 127mm (H) x 194mm (W)	Quarter Page (Vertical) 127mm (H) x 92mm (W)

Advertising Sales Offices

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Terms and Conditions

Printing Specifications

Printing: Offset sheetfed
 Binding: Perfect Bind

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

All advertising materials (digital files, copy instructions, etc) must be sent to the publisher two weeks prior to the month of publication.

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 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

Digital file is stored for 2 years and then destroyed.

Please send your media materials to:
william@shpmedia.com