

# ASIAN DEFENCE JOURNAL



## Preamble to Trump's Policy Towards Asia

### Asia-Pacific Submarine Programmes - Periscope Up!

### SECURITY ISSUES

by Andrew Kishor

### FPDA Stays United Amidst Tides Ahead

by Andrew Kishor

### Special Report by P. Ching

### RMN - Sailing into a New ERA

by Andrew Kishor

### Security Boost by Southeast Asian Forces to Prevent Islamic State Terror Base

by Andrew Kishor

### Call for Peaceful Resolution of Disputes - Strengthening ASEAN Resolve

by Andrew Kishor

### UK Defence Industry Future Naval Systems Next Generation UAVs

by Andrew Kishor

### Defense & Security 2017 - Thailand's Mega Asian Tri-services Event

by Andrew Kishor

### Royal Brunei Armed Forces - A Royal Legacy

by Andrew Kishor

### French and Spanish Defence Industry: The Thailand

by Andrew Kishor

# ADJ

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### Special Report by P. Ching

### RMN - Sailing into a New ERA

RMN - Sailing into a New ERA



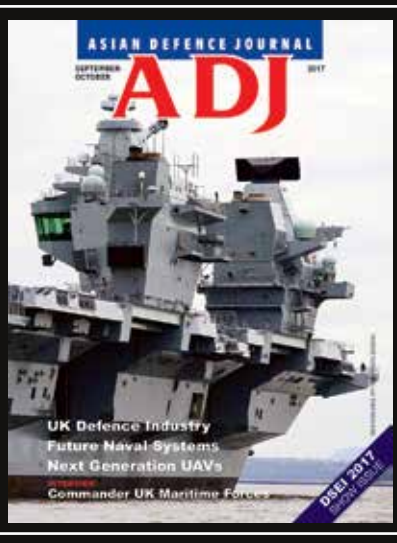
### Security Boost by Southeast Asian Forces to Prevent Islamic State Terror Base

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### ASIAN DEFENCE JOURNAL

UK Defence Industry Future Naval Systems Next Generation UAVs



### UK Defence Industry Brexit? It's Business As Usual

UK Defence Industry Brexit? It's Business As Usual



### UAV Programme Updates - Enter the Next Generation Fliers

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### Defense & Security 2017 - Thailand's Mega Asian Tri-services Event

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# MEDIA KIT 2018



### French and Spanish Defence Industry: The Thailand

French and Spanish Defence Industry: The Thailand



**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
<b>JAN-FEB</b>	Republic of Singapore Air Force Chief/Defence Minister	Republic of Singapore Air Force	<b>Air Operation/Warfare</b> ▶ 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
<b>MAR</b>	ASEAN Top Brass	Southeast Asia Terror/ Insurgency Update	<b>Homeland Defence</b> ▶ Port/Maritime Security ▶ Airport/Airspace Security ▶ Counter-terrorism Technology	Germany Defence Industry				
<b>APR</b>	Malaysian Army Chief/ Defence Minister	ASEAN Defence Cooperation	<b>Regional Armed Forces</b> ▶ 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
<b>MAY-JUN</b>	ASEAN Top Brass/Royal Brunei Armed Forces Commander	ASEAN Armed Forces/UN Operations	<b>Asian Armed Forces</b> ▶ Howitzers/Self-Propelled Howitzers ▶ IFVs ▶ Attack Helicopters	French Defence Industry	Eurosatory 2018	Media Partner	1,000 copies	
<b>JUL-AUG</b>	Senior Commonwealth Defence Official/Top Brass	Commonwealth Forces in Southeast Asia/FPDA	<b>Future Defence Systems</b> ▶ Land Forces ▶ Naval Forces ▶ Air/Space Warfare	Scandinavian Defence Industry	Farnborough Airshow 2018			
<b>SEP-OCT</b>	Senior ASEAN Defence Official/Top Brass	Armed Forces of the Philippines	<b>Military Logistics/Naval Warfare</b> ▶ Trucks and Light Vehicles ▶ Small Tactical Utility Aircraft ▶ Naval Guns	Korea/Japan Defence/ Aerospace Industry	Euronaval 2018	Media Partner	1,000 copies	
<b>NOV</b>	Indonesian Armed Forces Chief/Defence Minister	Indonesian Armed Forces	<b>Land Operations/Warfare</b> ▶ 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	
<b>DEC</b>	India/Pakistan Armed Forces Top Brass	India /Pakistan Armed Forces	<b>Land Warfare and Internal Security</b> ▶ Reconnaissance Vehicles ▶ MLRS Systems ▶ MANPADS	India/Pakistan Defence Industry				

## Events 2018

**ADECS 2018** • Singapore • Jan 30-31

**Singapore Airshow 2018** • Singapore • Feb 6-11

**DSA 2018** • Malaysia • Apr 16-19

**Eurosatory 2018** • France • Jun 11-15

**Farnborough Airshow 2018** • United Kingdom • Jul 16-22

**ADAS 2018** • The Philippines • Sep 26-28

**Euronaval 2018** • France • Oct 23-26

**Indo Defence 2018** • Indonesia • Nov 7-10

**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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## 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 30 years of service. He has held several key positions, including Commander of the Naval Air Command and Chief of the Naval Staff. He is currently leading the Pakistan Navy through a period of modernization and expansion.

**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. He has served in various government roles, including Minister for Home Affairs and Minister for Law. He is known for his expertise in legal and security matters.

**EXCLUSIVE INTERVIEW**  
**Datuk Seri Hishammuddin Hussein**  
Minister of Defence, Malaysia



Datuk Seri Hishammuddin Hussein, Minister of Defence, Malaysia, is a senior military officer and politician. He has served in several key positions, including Chief of the Defence Force and Minister of Defence. He is currently leading the Malaysian Defence Force through a period of modernization.

**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 officer. He has served in several key positions, including Chief of the Army and Chief of the Army. He is currently leading the Malaysian Army through a period of modernization.

**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 decorated officer. He has served in several key positions, including Commander of the United Kingdom Maritime Forces. He is currently leading the UK Maritime Forces through a period of modernization.

**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 officer. He has served in several key positions, including Chief of the Royal Malaysian Navy. He is currently leading the Royal Malaysian Navy through a period of modernization.

**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 officer. He has served in several key positions, including Chief of the Air Force and Chief of the Air Force. He is currently leading the Malaysian Air Force through a period of modernization.

**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 decorated officer. He has served in several key positions, including Director of the Defence Materiel Organisation. He is currently leading the Netherlands Armed Forces through a period of modernization.

## Advertising Rates

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

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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*Fabio Lancellotti & Emmanuel Archambeaud,*  
**Defense & Communication,**  
 Tel: +33-1-47307180.  
 Fax: +33-1-47300189.  
 Email: flancellotti@defcommunication.com  
 earchambeaud@defcommunication.com

### ITALY/SWITZERLAND

**Ediconsult Internazionale Srl,**  
 Tel: +39-010-583684.  
 Fax: +39-010-566578.  
 Email: genova@ediconsult.com

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 Emagazine: [www.adj.com.my](http://www.adj.com.my)

## 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:  
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