

ASIAN DEFENCE JOURNAL

# ADJ

The Preferred Media Partner *Since 1970*

The Premier Defence  
Periodical Read by  
Military Top Brass and  
Decision-Makers from  
the Asia-Pacific Region.

MEDIA KIT  
**2019**

# 49 YEARS OF DEFENCE AFFAIRS COVERAGE

**A** *Asian Defence Journal (ADJ)* is one of 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 2019, **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 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.

## Editorial Schedule 2019

	EXCLUSIVE/TOP BRASS INTERVIEWS	SPECIAL REPORT	FOCUS	COUNTRY REPORT	EVENT	Status	Bonus Distribution of ADJ at the Event	Show Daily/ Show Focus
<b>JAN-FEB</b>	Malaysia Coast Guard Director General	ASEAN Cyber Security	<b>Homeland Defence/Internal Security</b> ▶ Counter-terrorism Equipment ▶ Port Security/Defences ▶ Airport/Airspace Security/Air Defence Radar	US and Canadian Defence Industry	IDEX 2019			
<b>MAR</b>	Defence Minister/ Services Chief, Malaysia (Defence Minister, Navy Chief)	ASEAN Defence Industry	<b>Littoral Warfare and Maritime Security</b> ▶ Maritime Aircraft ▶ Patrol Vessels/LHD/Multipurpose Vessels ▶ Naval/Maritime Helicopters	Spanish Defence Industry	LIMA'19	Official Publication and Official Show Daily	3,000 copies	3x 3,000 copies Show Dailies
<b>APR</b>	Asia-Pacific Top Brass/ Ministers	Royal Malaysian Navy	<b>Amphibious Operations</b> ▶ Naval Surface to Air Missiles ▶ RHIB/Small Amphibious Vessels ▶ Amphibious Vehicles	ASEAN Counter Terrorism Cooperation	Milipol Asia-Pacific 2019	Media Partner	1,000 copies	
<b>MAY-JUN</b>	Chief of Navy, Singapore/ Chief of Air Force, Malaysia	Republic of Singapore Navy/ Royal Malaysian Air Force	<b>Naval Operations</b> ▶ Littoral Combat Vessels Updates ▶ Submarines Updates ▶ Airborne Early Warning Aircraft	French Aerospace Industry	IMDEX Asia 2019	Media Partner and Show Focus Publisher	1,000 copies	3,000 copies Show Focus
<b>JUL-AUG</b>	ASEAN Top Brass/ Ministers, Brunei Armed Forces Commander	Royal Brunei Armed Forces	<b>Transport/Logistics</b> ▶ Large Transport Aircraft Updates ▶ Logistics/Replenished/Rescue Vessels ▶ Armoured Infantry Vehicles	Scandinavian Defence Industry	Paris Air Show 2019			
<b>SEP-OCT</b>	Senior UK/West Pacific Official/Top Brass/ASEAN Security Chief/Home Minister	Commonwealth Forces/FPDA/ Republic of Korea Air Force/Navy	<b>Future Defence Systems &amp; Air Operations</b> ▶ Naval Forces ▶ Land Forces ▶ Air Forces	United Kingdom Defence Industry	DSEI 2019			
<b>NOV</b>	Defence Minister/ Services Chief, Thailand	Royal Thai Armed Forces	<b>Counter Terror/Insurgency</b> ▶ Special Forces Weapons/Equipment ▶ Special Operations Vehicles ▶ Personnel Protection Gear	Russia/China Defence Industry	Defense & Security 2019	Official Publication and Official Show Daily	3,000 copies	4x 3,000 copies Show Dailies
<b>DEC</b>	Asia-Pacific Top Brass/ Ministers	UN/Peacekeeping Operations	<b>Peacekeeping/Disaster Operations</b> ▶ Peacekeeping/Peace Enforcement Vehicles ▶ Utility Helicopters ▶ Main Battle Tanks	Italy/Austria/ Switzerland Defence Industry				

## Events 2019

IMDEX Asia 2019 ▶ Singapore ▶ May 16-18

IDEX 2019 ▶ United Arab Emirates ▶ February 17-21

Paris Air Show 2019 ▶ France ▶ June 17-23

LIMA'19 ▶ Malaysia ▶ March 26-30

DSEI 2019 ▶ United Kingdom ▶ September 10-13

Milipol Asia-Pacific 2019 ▶ Singapore ▶ April 2-4

Defense & Security 2019 ▶ Thailand ▶ November 18-21

## Readership Profile Breakdown

### GOVERNMENT

**Armed Forces:** Service Chiefs, Senior Staff Officers, Formation and Operational Commanders and Defence Attaches **25%**

**Senior Civil Servants:** In the Ministry of Defence and others from Foreign Affairs, Internal/Home Affairs, Finance and Industry **27%**

**Key Appointment Holders:** in the Armed Forces Involved in R & D, Procurement Operational Planning, Evaluation, Training, Doctrine, Intelligence and Logistics (Colonel and below) **30%**

**Executive and Legislative:** Government Ministers and Elected Representatives **4%**

**ACADEMIC/TRAINING INSTITUTES**  
**Institute of Higher Learning:** Including Command and Staff Colleges, Universities and Foreign Local-Based Research Agencies **3%**

**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

<b>ASEAN</b>	<b>4,845</b>
Brunei	185
Cambodia	125
Indonesia	990
Malaysia	1,050
Myanmar	195
Philippines	595
Singapore	745
Thailand	615
Vietnam	345

<b>SOUTH ASIA</b>	<b>870</b>
Bangladesh	45
India	490
Pakistan	285
Sri Lanka	50

<b>NORTHEAST ASIA</b>	<b>1,090</b>
China & Hong Kong	425
Japan	225
South Korea	275
Taiwan	165

<b>WEST PACIFIC</b>	<b>445</b>
Australia	320
New Zealand	125

**Others** **750**

**Bonus Distribution at Exhibitions** **1,150**

**TOTAL PRINTED COPIES** **9,150**

**E-Magazine** **2,210**

**WORLDWIDE TOTAL** **11,360**

## Our Exclusive/Top Brass Interviews Coverage

## 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

<b>Double Page Spread</b>	
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.	

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

<b>Half Page Spread</b> 127mm (H) x 416mm (W)	
Gutter Area for Half Page Spread Between words-6mm from spine	

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

## Advertising Sales Offices

### FRANCE/GERMANY

**Fabio Lancellotti & Emmanuel Archambeaud**  
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Tel: +33-1-47307180.  
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### UNITED STATES/CANADA/BRAZIL

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### MALAYSIA/REST OF THE WORLD

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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:  
[william@shpmedia.com](mailto:william@shpmedia.com)