



ADJ's Training & Simulation

2018

Your Key to the
Training & Simulation
Market in the Asia-Pacific Region

MEDIAKIT

11 Years of Military Training & Simulation Coverage

ADJ's Training & Simulation covers all aspects of Training and Simulation matters with articles from specialist writers including the latest news of new programmes, products and services, and related issues. This coverage includes the various market segments—air, land and sea training and associated systems, live, virtual, and constructive (LVC) training and simulation, live training and also military education. Education is vital for military transformation as it can enable military personnel to leverage the latest advances in civil and military knowledge and technologies.

This quarterly magazine is a Southeast Asian-based publication with an Asia-Pacific regional outlook. **ADJ's Training & Simulation** is published by SHP Media Sdn Bhd, which publishes the internationally known **Asian Defence Journal**, better known as **ADJ**. For the latest information on training initiatives, technology and latest simulation and technology news, **ADJ's Training & Simulation** is the authoritative source for the Asia-Pacific market. Each issue contains a broad spread of features including a national focus, systems insights, in-service reports, and defence training policies. The editorial content of **ADJ's Training & Simulation** changes to keep up with operational need, changing training requirements, and the demands of maximising the benefits of training technology.

Regular features cover how the global military are using simulation in their training; interviews with key political, military and industrial leaders; overviews of training and simulation technology, comprehensive news pages and detailed reports and assessments of the markets for simulation and training. **ADJ's Training & Simulation** aims to be Asia's cutting edge military training publication and bring a truly regional perspective in reporting military training and simulation activities in the Asia-Pacific. That's why **ADJ's Training & Simulation** is the ideal media partner for delivering the essential edge in readiness and preparedness to military forces around the Asia-Pacific region.

Editorial Schedule 2018

Regular Sections

- Exercise and Training Manoeuvres
- Exclusive Interviews
- Show Report
- Show Preview
- Industry News

Issue 1: January-March – MilSim Asia/Singapore Airshow

- General Training and Simulation News Updates
- Land Forces: Infantry Training/Gunnery, Marksmanship Training Devices
- Naval and Maritime: Surface Fleet Operational Training and Simulation
- Air Force: Trainer Aircraft and Simulation Systems/ Training Schools/Facilities

Issue 2: April-June Defence Services Asia (DSA)-Malaysia/Eurosatory-France/ITEC-Germany

- General Training and Simulation News Updates
- Land Forces: Training and Simulation Complexes

- Naval and Maritime: Submarine/ASW Training
- Air Force: Full Flight Simulator Systems/UAV Training

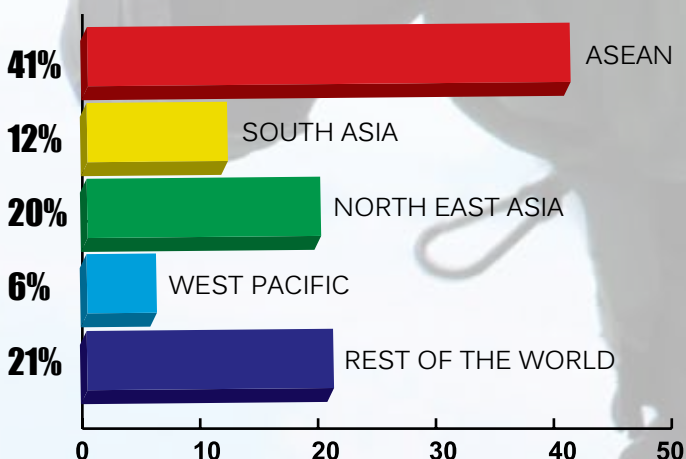
Issue 3: July-September Farnborough Airshow – UK/ ADAS – Philippines

- General Training and Simulation News Updates
- Land Forces: Peacekeeping/Enforcement and Humanitarian and Disaster Relief (HADR)
- Naval and Maritime: Naval Composite Training System/Shore Training Establishments
- Air Force: Mission Planning Simulation/Maintenance and Readiness Training

Issue 4: Oct-Dec Euronaval-France /Indo Defence-Indonesia/ International Defence Exhibition and Seminar (IDEAS)-Pakistan

- General Training and Simulation News Updates
- Land Forces: Infantry/Special Forces Training
- Naval and Maritime: Gunnery/Missile Training and Simulation
- Air Force: Combat Range/ACMI Training

Distribution



Circulation



ASEAN	
Brunei	185
Cambodia	80
Indonesia	255
Laos	85
Malaysia	320
Myanmar	95
Philippines	170
Singapore	295
Thailand	200
Vietnam	185
Total:	1870

SOUTH ASIA	
Bangladesh	45
India	175
Pakistan	285
Sri Lanka	50
Total:	555

NORTH EAST ASIA	
China & Hong Kong	225
Japan	225
South Korea	295
Taiwan	165
Total:	910

WEST PACIFIC	
Australia	175
New Zealand	85
Total:	260

Rest of the World	930
BONUS DISTRIBUTION	1000
E-MAGAZINE	1000

WORLDWIDE TOTAL: 6525

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Printing Specifications

- Printing: Offset sheetfed
- Binding: Perfect binding

Important Points

- Colour files must be in CMYK (No RGB or Pantone colours).
- Use only listed file formats and ensure all components of the advert are supplied i.e. any graphics and fonts.

Closing Dates

There will be 6 bi-monthly issues starting with the January-February issue. All advertising materials must be sent to the publisher two weeks before printing.

Accepted Digital Files

We accept final artwork in JPEG, TIFF and EPS files with a resolution of 300dpi in actual size. If fonts are not being supplied then embedded fonts within the file will print successfully.

Acceptable Media

We accept CD, compress files as necessary or a self-extracting file. We also accept high-resolution actual size PDF files with a colour proof, but not without prior liaison/ approval of the Production Manager.

Transmission Methods

E-mail: before sending please contact the Production Department. Prior notification would be appreciated on large files exceeding 6mb.

Cancellation & Late Materials

Notification of cancellation must be made at least three weeks before publication date. The publisher reserves the right to use previous material if copy is not received by copy deadline and to charge for space booked if not cancelled before deadline.

MAGAZINE SPECIFICATIONS

**Double Page Spread
Trim Size
283mm (H) x 432mm (W)**

**Bleed Area
289mm (H) x 438mm (W)**

**Live Area
254mm (H) x 410mm (W)**

**Gutter Area for Double Page Spread
Between alphabets—3mm from spine
Between words—6mm from spine**

**Full Page
Trim Size
283mm (H) x 216mm (W)**

**Bleed Area
289mm (H) x 222mm (W)**

**Live Area
254mm (H) x 190mm (W)**

**Half Page
(Vertical)
254mm (H)
Quarter
x
92mm (W)**

**Quarter x
92mm (W)
Page
(Vertical)
127mm (H)
x
92mm (W)**

**Quarter Page (Horizontal)
63mm (H) x 194mm (W)**

**Half Page (Horizontal)
127mm (H)
x
194mm (W)**

**Half Page Spread
127mm (H) x 400mm (W)**

**Gutter Area for Half Page Spread
Between alphabets—3mm from spine
Between words—6mm from spine**

RATES	
Double Page Spread	€ 4,725
Outside Back Cover	€ 3,675
Inside Front Cover	€ 3,150
Inside Back Cover	€ 2,890
Full Page	€ 2,625
Half page	€ 1,575
Quarter Page	€ 945

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.

Bound & Loose Inserts

Printing materials & colour proof are to be supplied by clients. Inserts are printed on 128gsm glossy artpaper.

Storage Digital file is stored for 2 years and then destroyed.