

# PERAJURIT

DEFENCE TECHNOLOGY



# 2017 MEDIA KIT

## Introduction

**Perajurit (The Warrior)** has been and remains the only publication covering military, para-military, law enforcement and security affairs, as well as defence technology completely in Bahasa Melayu or the Malay language. Entering its 22nd year of publication, this monthly magazine is published in Malaysia by SHP Media Sdn Bhd, the publisher of Asian Defence Journal, Asia's leading defence magazine.

**Perajurit's** focus is on reporting and analysing defence and security issues involving the ASEAN/Southeast Asian region generally, and Malaysia specifically. These relate to strategic and tactical land, naval and air subjects and include analyses of procurement policies and programmes as well as inventories. Product-specific articles are also regularly featured as are individual armed forces and units. For the year 2016 we will continue to do this with much more fervour.

### Our Reach

**Perajurit** has a circulation of more than 20,000 copies per month and is circulated to the top echelons of the Malaysian government, including the Prime

Minister's Department, the Ministry of Defence, the Malaysian Armed Forces and Police. Similarly the magazine is made available to high-level officials of the ministries of defence/security, armed forces, police and diplomatic missions of Brunei, Indonesia and Singapore. Copies of the magazine are also circulated to companies and other organisations related to the defence industry. Nevertheless, the magazine's core readership is derived from the mass market, as it is widely available at news-stands in Malaysia. In addition, **Perajurit** has a sizeable and growing subscriber base.

Our primary aim is to provide a platform to promote understanding of defence affairs among the Malaysian public. But most importantly, the objective of **Perajurit** is to provide a medium for local and global defence industry players to introduce their products and services to decision-makers responsible for the region's defence and security as well as to potential business partners. The editorial coverage is from an Asian perspective but with the global defence industry in mind.

## Editorial Schedule 2017

### JANUARY

Electronic Warfare  
Jamming  
SIGINT/COMINT  
Remote Weapon Systems  
Trainer Aircraft

### FEBRUARY

Malaysian Maritime Enforcement Agency  
Maritime Security  
Unmanned System in Maritime Environment  
Unmanned Ground Vehicles  
Maritime Patrol Aircraft

### MARCH

84th Anniversary Malaysian Army  
210th Anniversary Royal Malaysia Police  
LIMA'17  
Landing Helicopter Docks  
Ship Protection Systems

### APRIL

83rd Anniversary Royal Malaysian Navy  
MILIPOL'17  
ASEAN & Terrorism Threat  
Counter-UAV Systems  
Non Lethal Weapons

### MAY

IMDEX Asia 2017  
Brunei Armed Forces  
Piracy  
Naval Radar  
Amphibious Vehicles

### JUNE

59th Anniversary Royal Malaysian Air Force  
Stealth Aircraft  
Combat Aircraft Missiles  
Combat & Transport Aircraft Defence Systems

### JULY

Warrior's Day (Malaysia)  
Singapore Armed Forces  
Cyber Security  
Submachineguns and Personal Defence Weapons  
HALE & MALE UAVs

### AUGUST

Malaysian Special Operation Force (GGK)  
Infra Red & Night Vision Equipment  
Special Operations Rifles  
Special Operation Gear  
Tactical Drones

### SEPTEMBER

84th Anniversary Malaysian Armed Forces  
Helicopters  
Military Operations Other Than War (MOOTW)  
Humanitarian Assistance and Disaster Relief (HADR) Operations  
Peacekeeping

### OCTOBER

GPEC Asia 2017  
Counter Terrorism & Internal Security  
Law Enforcement Weapons  
MRAPs  
IED & Counter-IED

### NOVEMBER

Royal Thai Armed Forces  
Artillery Systems  
Tanks  
Armoured Vehicle Protection Systems  
Anti Armour Weapons

### DECEMBER

Armed Forces of the Philippines  
Mortars  
Military Camouflage  
Body Armour  
Machine Guns

## SPECIFICATION

### Magazine specification (Trim Size) : 216mm (W) X 298mm (H)

#### CONTENT

News and information on Malaysian defence, security and related industries.  
Corporate profiles – international and local defence companies; product profiles.  
ASEAN and global defence and security issues.

#### DISTRIBUTION

Complimentary copies to: Selected Government Ministries and various organisations and military personnel throughout the ASEAN countries.

Among these are:

- The Prime Minister's Office.
- Top Officials of ASEAN Armed Forces.
- Ministry of Finance.
- Ministry of Home Affairs.
- Defence Ministers.
- Defence Attaches.
- Relevant local Armed Forces Personnel.
- Exhibitions & Conferences.
- International Companies.

#### Printing Specifications

Printing: Offset sheeffed  
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

All advertising materials (digital files, copy instructions, etc) must be sent to the publisher three 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)**

#### BOOKING AND MATERIAL DEADLINE

##### Booking deadline :

6 weeks prior to publication date

##### Material deadline :

4 weeks prior to publication date

#### Double Page Spread

Trim Size  
298mm (H) x 432mm (W)

Bleed Area  
304mm (H) x 438mm (W)

Live Area  
260mm (H) x 410mm (W)

#### Gutter Area for Double Page Spread

Between alphabets–3mm from spine  
Between words–6mm from spine

#### Full Page

Trim Size  
298mm (H) x 216mm (W)

Bleed Area  
304mm (H) x 222mm (W)

Live Area  
260mm (H) x 190mm (W)

#### Half Page

(Vertical)  
260mm (H)  
x 92mm (W)

**Half Page (Horizontal)**  
130mm (H) x 194mm (W)

#### Rates

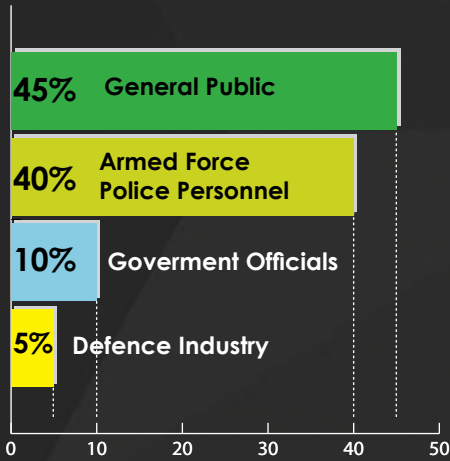
DPS inside front cover	€ 3,240
Double page spread (DPS)	€ 2,700
Outside back cover	€ 2,100
Inside front cover	€ 1,800
Inside back cover	€ 1,650
Full page	€ 1,500
Half-page vertical or or horizontal	€ 900

## Magazine Circulation

PERAJURIT's current circulation is more than 19,000 copies with distribution throughout Malaysia, Brunei, Indonesia and Singapore.

### Readership Profile

Age group : 16+  
 Gender : Male 85%  
 Female 15%



### Media Representatives

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**Malaysia and Rest of the World**

**Syed Mohd Fazilla & Hans Keller**

SHP Media Sdn Bhd

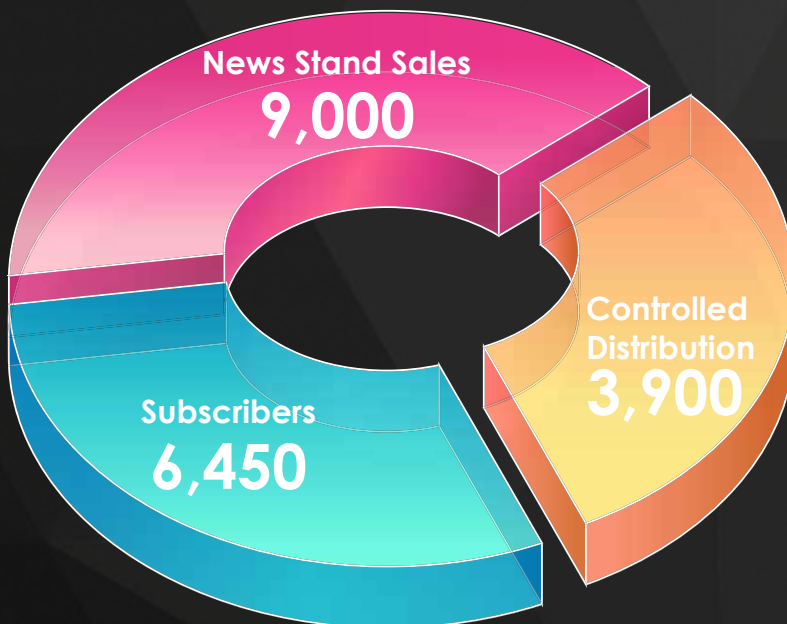
Tel: +60(3)-7960 1148

Fax: +60(3)-7960 1152

Email: keller@shpmedia.com

www.shpmedia.com

### Readership Category



### Controlled Distribution

Malaysia: 8,500

Indonesia: 6,400

Singapore: 3,250

Brunei: 1,200

**Total: 19,350**



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