

PERAJURIT

DEFENCE TECHNOLOGY

2018

MEDIAKIT



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 2018

January

Attack Helicopter
Maritime Aircraft

February

Malaysian Maritime Enforcement Agency (MMEA)
Unmanned Vehicles – Air, Ground and Sea
ASEAN Air Power

March

Royal Malaysia Police
Rifles and Small Arms
ASEAN & Counter Terrorism

April

Malaysian Army
Regional Defence Spending
Coastal And Air Defence

May

Royal Malaysian Navy
ASEAN Submarines
Torpedoes

June

Royal Malaysian Air Force
Air-to-Air Missiles
DSA 2018 Report

July

Cyber Warfare
Network Centric Warfare

August

Special Forces Rifles
Sniper Rifles
Tactical Drones

September

Artillery
Peacekeeping
Anti Drone Warfare

October

Indonesia Armed Forces
Indonesia Defence Industry
Tanks

November

AEW&C

December

Air Defence Systems
Radar Systems
Electronic Warfare

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 sheetfed
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

BOOKING AND MATERIAL DEADLINE

Booking deadline :
6 weeks prior to publication date
Material deadline :
4 weeks prior to publication date

MAGAZINE SPECIFICATIONS

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)

One-
Third
Page

250 (H)
x
60 (W)

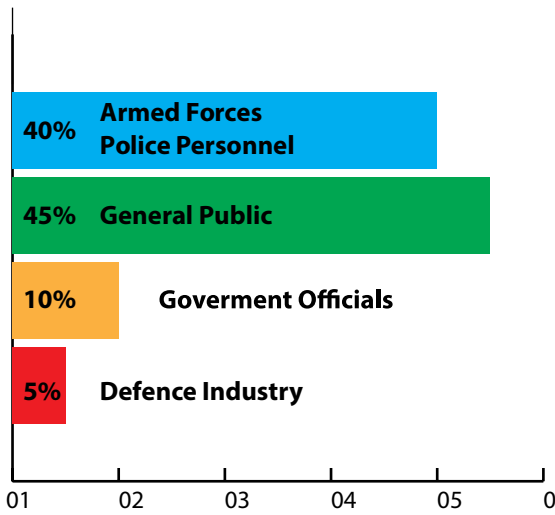
Two-Third
Page

250 (H)
x
125 (W)

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

RATES

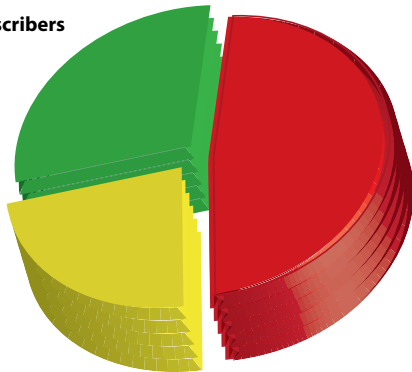
DPS inside front cover	€ 3,240
Double page spread (DPS)	€ 2,700
Outside back cover	€ 2,100
Inside front cover	€ 1,800
Inside back cover	€ 1,650
Full page	€ 1,500



Readership Category

5,000

Subscribers



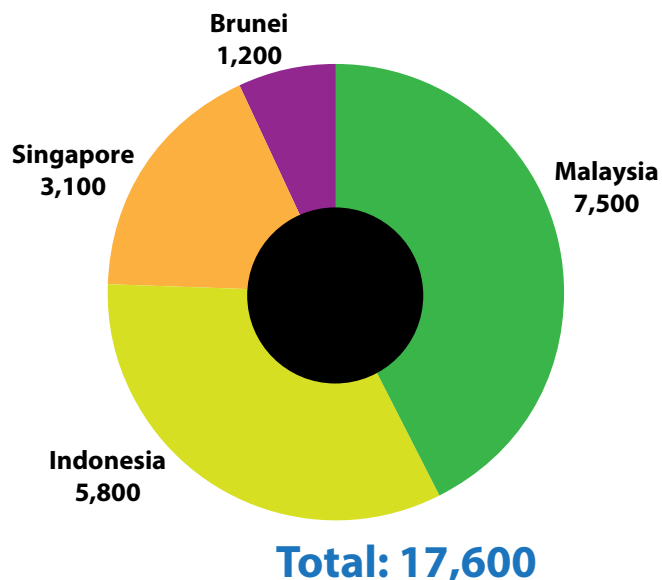
8,500

News Stand Sales

4,100

Controlled Distribution

Geographical Distribution



Media Representatives

France/Germany

Fabio Lancellotti

Emmanuel Archambeaud

Defense & Communication,

Phone : +33-1-47307180

Fax : +33-1-47300189

E-Mail : flancellotti@defcommunication.com

earchambeaud@defcommunication.com

Russia

Yuri Laskin

Phone : +7-495-9112762 +7-495-9121346

Fax : + 7-495-9121260

E-mail: ylarm-lml@mtu-net.ru

United States

Scott Chase, Chase Media LLC,

Tel: +1-301-8791613

Fax: +1-301-8790312

Email: scottchase@verizon.net

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

