



ADJ's Training & Simulation



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

2017 MEDIA KIT

10 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 simulation, training systems, live, virtual, and constructive 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.

ADJ's Training & Simulation Editorial Schedule 2017

Regular Sections

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

Issue 1: January-March

MilSim Asia – Singapore

LIMA – Langkawi, Malaysia

- 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

Issue 2: April-June

ITEC - Rotterdam

Milpol Asia-Pacific – Singapore

IMDEX Asia – Singapore

- 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

DSEI – London, United Kingdom

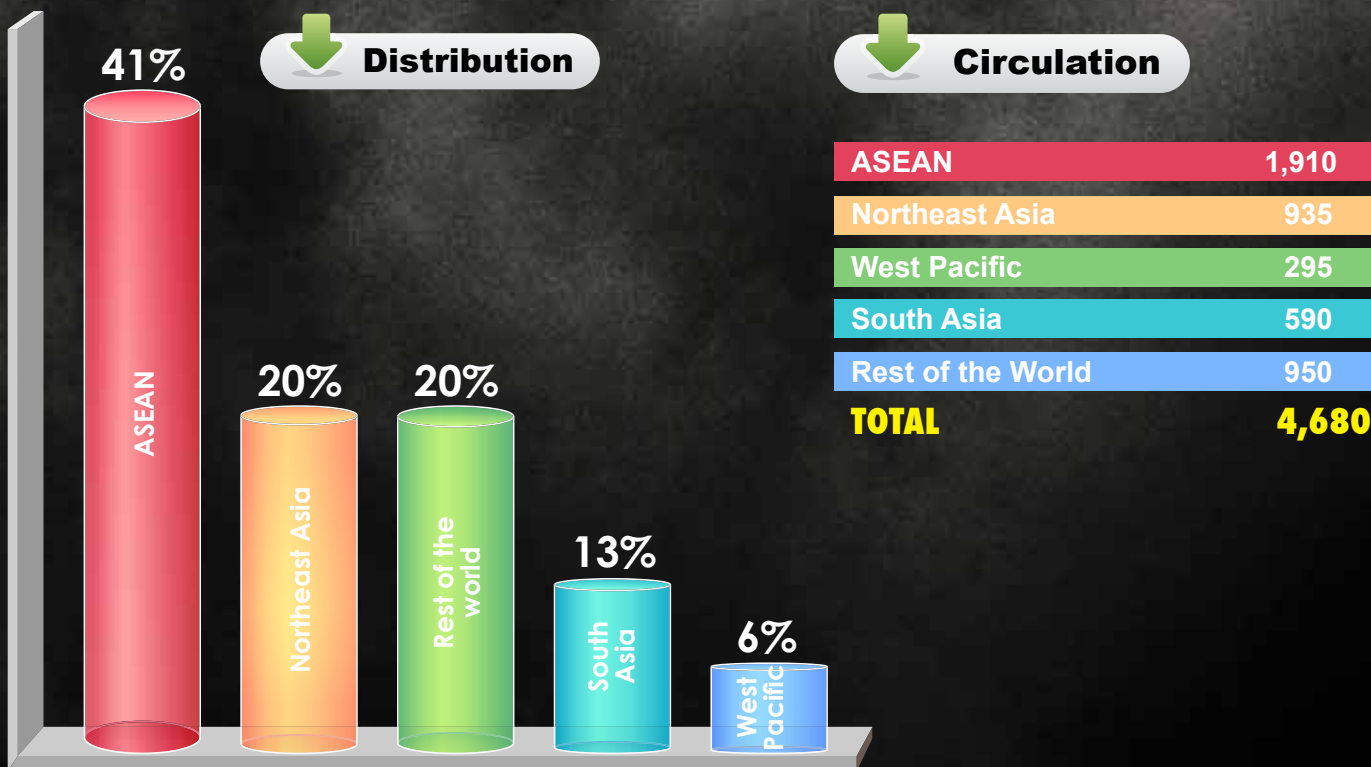
- General Training and Simulation News Updates
- Land Forces: Peacekeeping/Enforcement and Humanitarian and Disaster Relief (HADR)
- Naval and Maritime: Naval Composite Training
- Air Force: Mission Planning Simulation/Maintenance and Readiness Training

Issue 4: Oct-Dec

GPEC – Malaysia

Defense & Security – Bangkok, Thailand

- 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



ASEAN		NORTHEAST ASIA		WEST PACIFIC		SOUTH ASIA		REST OF THE WORLD	
BRUNEI	190	PHILIPPINES	175	CHINA	230	AUSTRALIA	200	BANGLADESH	50
CAMBODIA	95	SINGAPORE	300	JAPAN	220	NEW ZEALAND	95	PAKISTAN	280
INDONESIA	275	THAILAND	195	KOREA	310	TOTAL	295	SRI LANKA	60
LAOS	100	VIETNAM	180	TAIWAN	175			INDIA	200
MALAYSIA	345	TOTAL	1910	TOTAL	935			TOTAL	950
MYANMAR	105								4,180

Mechanical Requirements

<p>Double Page Spread Trim Size 283mm (H) x 432mm (W)</p> <p>Bleed Area 289mm (H) x 438mm (W)</p> <p>Live Area 254mm (H) x 410mm (W)</p> <p>Gutter Area for Double Page Spread Between alphabets—3mm from spine Between words—6mm from spine</p>
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<p>Full Page Trim Size 283mm (H) x 216mm (W)</p> <p>Bleed Area 289mm (H) x 222mm (W)</p> <p>Live Area 254mm (H) x 190mm (W)</p>	<p>Half Page (Vertical) 254mm (H) x 92mm (W)</p>	<p>Quarter Page (Vertical) 127mm (H) x 92mm (W)</p>
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<p>Quarter Page (Horizontal) 63mm (H) x 194mm (W)</p>	<p>Half Page (Horizontal) 127mm (H) x 194mm (W)</p>
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<p>Half Page Spread 127mm (H) x 400mm (W)</p> <p>Gutter Area for Half Page Spread Between alphabets—3mm from spine Between words—6mm from spine</p>

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

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Terms & Conditions

Printing Specifications

Printing: Offset sheetfed
Binding: Saddle stitch

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

We accept Illustrator, In-Design, Photoshop files only. Graphic files should be supplied as PDF, JPEG, TIFF and 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. Please ensure all adverts are supplied with a print matched colour proof otherwise colour reproduction cannot be guaranteed.

Transmission Methods

E-mail—before sending, please contact the Production Department. Please ensure all files are in CMYK format and in actual size (eg. No embedded RGB images and Pantone colours). Please send in compressed format.

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

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