

ASIAN DEFENCE JOURNAL

# ADJ

The Preferred Media Partner Since 1970

MILITARY  
COOPERATION

WORD  
PASS  
CYBER  
SECURITY

BORDER  
CONTROL

Defense  
& Security 2017

DRUG  
TRAFFICKING

TERRORISM  
HUMAN  
TRAFFICKING

# The Official Show Daily

6 - 9 November 2017

IMPACT Exhibition and Convention Center,  
Bangkok Thailand

## SHOW DAILY INFORMATION

Booking Deadline: **October 25, 2017**  
Material Deadline: **November 1, 2017**

To advertise, please contact:  
**Hans Keller** [keller@shpmedia.com](mailto:keller@shpmedia.com)

**BOOK YOUR  
ADVERTISEMENT SPACE  
TODAY!**

[www.shpmedia.com](http://www.shpmedia.com)

# The Official Show Daily

Seen and Read by Decision-Makers at the Show

**Asian Defence Journal (ADJ)**, Asia's leading tri-services English language defence monthly, is proud to be associated with Defense & Security 2017. **ADJ** has been appointed as the Official Publication for Defense & Security 2017 to be held at IMPACT Exhibition Centre, Bangkok, Thailand from November 6 to 9, 2017.

**ADJ** has been publishing the show dailies since the Defense & Security series of exhibitions began in 2003. This confirms **ADJ's** standing as the #1 defence and security-related publication in the Asia-Pacific region, and also the confidence of the organisers of Defense & Security 2017. We will publish the Defense & Security 2017 Show Daily, known as **Defense & Security 2017 Today**.

Defense & Security 2017 is the main professional showcase for state-of-the-art military hardware and services in Thailand and in the Asia-Pacific region. With support from the host government, Defense & Security 2017 is an important venue for the global defence industry to showcase their various products and services.

**ADJ** will produce the **Defense & Security 2017 Today** for all four days of the show, distributing 12,000 copies throughout the duration of the exhibition at the show site and will be made available to all trade visitors, exhibitors, and government and military decision-makers who will be visiting the exhibition. The **Defense & Security 2017 Today** Show Dailies are also available online at: [www.adj.com.my](http://www.adj.com.my).

These decision-makers will turn to **Defense & Security 2017 Today** for an easy source of reference to the key products and companies that are being promoted at the exhibition as well as key stories that **ADJ** will report each day.

For a full-page advertisement in **Defense & Security 2017 Today**, advertisers will be entitled to editorial coverage accompanying the said advertisement. Editorial material can be provided by the clients or written and edited in-house.



## Power of Partnership

### Advertising Rates

4 Colour	1x	2x	3x	4x
Double Page Spread	€3,150	€2,835	€2,520	€2,360
Outside Back Cover	€2,450	€2,200	€1,960	€1,835
Inside Front Cover	€2,100	€1,890	€1,680	€1,575
Inside Back Cover	€1,925	€1,730	€1,540	€1,445
Full Page	€1,750	€1,575	€1,400	€1,315
Half Page Spread	€1,890	€1,700	€1,510	€1,420
Half Page	€1,050	€ 945	€ 840	€ 790

### Terms & Conditions

#### 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

The **Defense & Security 2017 Today** Show Daily will be published for exhibitors and visitors during all four days of the show. All advertising materials for the **Defense & Security 2017 Today** Show Daily must be sent before **November 1, 2017**.

#### 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 booking deadline.

#### 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:

**Production Department**, 1203, 12th Floor, Block E, Phileo Damansara 1, No. 9, Jalan 16/11, 46350 Petaling Jaya, Malaysia.  
Tel: +60-3-7960-1148. Fax: +60-3-7960-1152.  
Email: [william@shpmedia.com](mailto:william@shpmedia.com)

### Advertisement Specification

Double Page Spread	
Trim Size	283mm (H) x 432mm (W)
Bleed Size	289mm (H) x 438mm (W)
Live Area	254mm (H) x 410mm (W)
Gutter Area for Double Page Spread Between words—6mm from spine	

Full Page		Half Page (Vertical) 254mm (H) x 92mm (W)
Trim Size	283mm (H) x 216mm (W)	
Bleed Size	289mm (H) x 222mm (W)	
Live Area	254mm (H) x 190mm (W)	

Half Page (Horizontal)		Half Page Spread 127mm (H) x 400mm (W)
127mm (H) x 194mm (W)		
Gutter Area for Half Page Spread Between words—6mm from spine		

