

ASIAN DEFENCE JOURNAL

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26-30 March 2019
Langkawi, Malaysia

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12 March 2019

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19 March 2019

To advertise, please contact:
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THE OFFICIAL SHOW DAILY

Asian Defence Journal (ADJ), Asia's leading tri-services English language defence monthly, is proud to be associated with Asia's most prestigious maritime and aerospace event which will be held on Langkawi Island, Malaysia from March 26 to 30, 2019.

ADJ has been publishing the show dailies since the LIMA series of exhibitions began in 1991. 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 LIMA '19. We will publish the LIMA '19 Show Daily, known as **LIMA '19 Today**.

Held every two years, the LIMA series of exhibitions have grown over the past 28 years to be one of the largest professional showcases for both military and security-related hardware and services in Asia. With support from the Malaysian government, LIMA '19 is the most exciting venue for the global defence industry to showcase the various state-of-the-art products and services.

ADJ will produce the **LIMA '19 Today** for the first three days of the show, distributing 9,000 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 **LIMA '19 Today** Show Dailies are also available online at: www.adj.com.my.

These decision-makers will turn to **LIMA '19 Today** for an easy source of reference to the key products and companies that are being promoted at the exhibition as well as the key stories that **ADJ** will report each day.

For all advertisements published in **LIMA '19 Today**, the advertiser will be entitled to editorial coverage accompanying the said advertisement. Editorial material can be provided by the advertisers.

Page 8 LIMA'17 Today Thursday, March 23, 2017

Su-30SM Has Become the Major Fighter of Russian Air Force

Artem Mord



Acquisition of Su-30SM multi-role fighters is still the main priority of the Russian Ministry of Defence (MoD) even in the current situation of a certain decrease of expenses on the modernisation of its aircraft inventory. Under the estimates of the Centre for the Analysis of Strategies and Technologies (CAST), a Moscow-based think-tank, in 2018 within the state order, the MoD will acquire 17 Su-30SM fighters.

Prior to this, in 2016 the Russian MoD signed up with the Russian Corp some new contracts on the supply of Su-30SMs. CAST experts say that at the moment, the order book for Su-30SM is 1.8 aircraft. More than half of this number is operational now. Once the current contracts are implemented, the Su-30SM will become the major modern fighter of the Russian Armed Forces. It is to be noted that the aircraft is being currently acquired both by the Russian Aerospace Forces and the Russian Navy.

Judging by the supplies of 2016, the Russian Ministry of Defence is also planning to acquire 17 Su-30SMs for the Russian Navy in 2017.

Later on, the government was decided to allow its export. But it is only Russia's ally under the regional military-political organisations, who may buy a Su-30SM, now because the first foreign buyer of the fighter, the military base of Azerbaijan also articulated their plans to acquire the Su-30SM.

Despite the fact that the first supplies of the Su-30SM happened only few years back, there are discussions in Russia about the upgrade of the aircraft. "Su-30SM fighter has got a huge potential for its development", stated

but the Institute has developed order for the Su-26 and F-56 4th-generation fighter. Experts note that some Su-26s are equipped with pylons for hanging up of perspective missiles, which are called as "Su-26P".

Simultaneously, Russia discusses with India on possible upgrade of the Su-26R1. In the past, it had been announced by the MoD with BrahMos heavy supersonic missiles, which are manufactured by BrahMos Aerospace, the

Page 14 LIMA'17 Today Thursday, March 23, 2017

Full Spectrum: Five Ways Leonardo Is Ahead of the Pack When It Comes to Electronic Warfare



1. **It's the only one of its kind.** The world's only dedicated EW aircraft is also the only one of its kind. Our products aren't just at the forefront of the market in terms of technology, they're also ahead in terms of innovation. You need to be able to keep your equipment up to date. That's why at Leonardo, we provide what is called electronic warfare operational support (EWOS).

2. **We let you inside the box.** The data inside your electronic warfare kit is just as important as the equipment itself. Eagle Applied. When threats change, you need to be able to keep your equipment up to date. That's why at Leonardo, we provide what is called electronic warfare operational support (EWOS).

3. **We're the only one of our kind.** We mean that we help you get the most out of your system. Keep it updated and keep it secure. We already do that with the Royal Malaysian Air Force for their jets, helicopters, which carry our EW systems. As well as training operators to re-programme the equipment we provide.

4. **We partner with the UK Ministry of Defence for export.** To make sure that our international partners are getting the most out of their electronic warfare equipment, Leonardo is leading a collection of European industry and the UK government to manage the export of EW services. The initiative is called Partnered Electronic Warfare Operational Support (PEWOS) and it means international partners are able to benefit from UK EW

ADJ Today 1

Tuesday, March 21, 2017

Great Expectations, Bigger Players at LIMA'17!

The Langkawi International Maritime and Aerospace 2017 (LIMA'17) will be the best thing you will see for the defence stakeholders and military top brass to see the latest state-of-the-art weapons and equipment to meet the needs of their forces. The rise of...



Airbus Highlights Wide Product Line and Partnerships at Langkawi Show



Visit Airbus booth H01A2 (Bombardier) and H01B1 (Airbus). For LIMA'17 Today online, visit www.adj.com.my

Page 30 LIMA'17 Today Wednesday, March 22, 2017

Interview with Stale Mortenson, Kongsberg Defence



Stale: We are still at the competition for the US missile programme. We have created job opportunities for the citizens. The programme is still ongoing and we expect the US government to make their decision in early 2016.

Stale: We are still at the competition for the US missile programme. We have created job opportunities for the citizens. The programme is still ongoing and we expect the US government to make their decision in early 2016.

Stale: The German Air Force is appreciating the possibility of engaging the JSF, but we do not know if they will do so. We see that all the air forces in the world that are looking for long-range precision strikes really will go for the JSF because of its capacity.

Stale: We have been discussing about the possibility with S&E Systems and they have the experience for the precision strike assets. Also, this is the first time that the JSF is being used in the way of weaponry for the Typhoon MRCA at the show.

Advertising Rates

Four Colour/B&W	1x	2x	3x
Double Page Spread	€3,150	€2,835	€2,520
Outside Back Cover	€2,450	€2,200	€1,960
Inside Front Cover	€2,100	€1,890	€1,680
Inside Back Cover	€1,925	€1,730	€1,540
Full Page	€1,750	€1,575	€1,400
Half Page Spread	€1,890	€1,700	€1,510
Half Page	€1,050	€ 945	€ 840

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 **LIMA`19 Today** Show Daily will be published for exhibitors and visitors during the first three days of the show. All advertising materials for the **LIMA`19 Today** Show Daily must be sent before **March 19, 2019**.

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.

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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	

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