

MEDIA KIT 2010

Defence Review Asia (DRA) is a regional defence magazine published by Asian Press Group Pte Ltd in Singapore. Its objective is to meet the requirements of regional defence professionals with unbiased quality coverage of defence issues in the Asia-Pacific region.

The Asian defence and security environment is highly complex and constantly changing, a reflection of the growing economic and political power of the Asian nations.

Asia has become one of the largest and most demanding defence markets in the world and with the region undergoing continual development the need for state-of-the-art defence equipment is foremost in the strategic plans of many countries.

Unlike existing titles, DRA does not take a national perspective but a regional view, covering both events within the region and external events that will have an impact on the regional defence scene.

PUBLISHING SCHEDULE

Eight issues of Defence Review Asia are published each year. With the premiere issue launched in February 2007, DRA has quickly become a respected publication for its expert standard of writing and research, and has achieved a high percentage of advertising market share of the defence publications in the region.

EDITORIAL EXPERTISE

Defence Review Asia provides unrivalled reporting and analysis by respected regional and worldwide experts in their field of knowledge. The editorial team, with many years experience reporting in the Asia-Pacific region, will continue to take DRA to a new level in defence publishing, with every article originally sourced and tailored to the needs of a true regional defence publication.

EDITORIAL CONTENT

Defence Review Asia (DRA) will provide a mix of regular features and specialised news in each issue, including:

- India Outlook – news and events in the Indian defence market.
- Indonesian Outlook – news and analysis on Indonesian defence market and politics.
- Australia Outlook – news and events in Australasian and the Pacific region.
- Asian Outlook – news and events in the region as a whole.

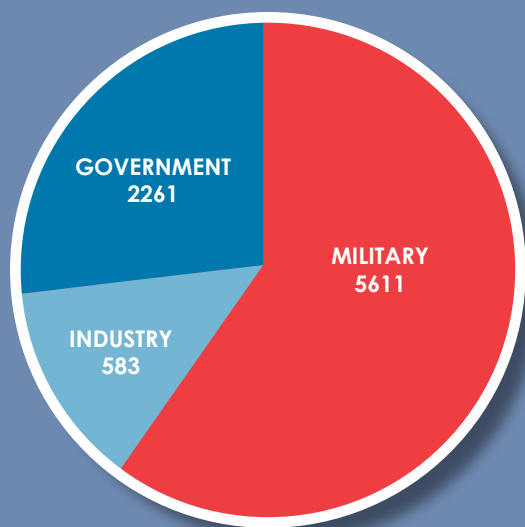
- China Watch – a regular feature article dealing with developments in the Chinese defence forces.
- Singapore's defence force country review
- French industry profile in Asia
- Israeli defence industry review
- Russian defence Industry
- Scandinavian defence industry profile
- German defence industry

www.defencereviewasia.com



READERSHIP

READERSHIP BREAKDOWN	
GOVERNMENT	
Ministries <i>Ministries - Trade, Commerce, Finance, Industries etc.</i>	888
Defence Department <i>Department of Defence, related bodies</i>	1176
Embassies <i>Embassies, Defence Attaches & Trade Commissions</i>	197
Total	2261
MILITARY	
Army <i>Chiefs, Commanders & Senior officers</i>	2545
Navy <i>Chiefs, Commanders & Senior officers</i>	1476
Air Force <i>Chiefs, Commanders & Senior officers</i>	1257
Defence Force Establishments	333
Total	5611
INDUSTRY	
Defence Industry <i>Program and business development managers, directors, VP'S</i>	402
Directors & General Manager	181
Total	583
GRAND TOTAL	8455



CIRCULATION BREAKDOWN	
ASEAN REGION	
Brunei	82
Cambodia	65
Indonesia	462
Laos	15
Malaysia	999
Myanmar	60
Philippines	235
Singapore	943
Thailand	444
Vietnam	79
Total	3384
NORTH ASIA	
China and Hong Kong	566
Japan	260
Korea	242
North Korea	23
Taiwan	248
Total	1339
AUSTRALASIA	
Australia	782
New Zealand	93
Total	875
SOUTH ASIA	
Bangladesh	77
India	1123
Nepal	65
Pakistan	327
Sri Lanka	81
Total	1673
REST OF WORLD	
Central Asia	5
America	512
Europe	477
Middle East	171
Africa	19
Total	1184
GLOBAL TOTAL	8455

As per March 2009
CAB Audit



**CIRCULATIONS
AUDIT BOARD**

2010 FEATURES LIST



FEBRUARY

- India's multi role combat aircraft competition
- Singapore's air force and capability
- India's Helicopter acquisition programs
- Pacific 2010 Show Report

Show dates

Singapore Airshow 2-7 February 2010

Defexpo 15-18 February 2010

Booking Deadline 31 December 2010

Material Deadline 5 January 2010



March/April

- Border Security
- Anti Piracy technologies
- Middle East and Asian navies underwater and surface capability
- Anti-tank weapons and capabilities
- Infantry fighting vehicles
- Malaysian defence force update – army, navy and air force procurements
- Training and Simulation technology
- Singapore Airshow report
- Defexpo show report

Show dates

Dimdex 23-25 March 2010

DSA 21-24 April 2010

Anti Piracy Summit 9 April 2010

Booking Deadline 18 February 2010

Material Deadline 24 February 2010



May

- Key Technologies for the Future Battlefield – Command, control and ISTAR
- Regional submarine programmes
- Cruise missiles in regional navies
- Israeli Defence Industry update
- DSA show report
- Dimdex show report

Show dates

No Show

Booking Deadline 22 April 2010

Material Deadline 27 April 2010

June

- Soldier of the future programs
- Asian Artillery acquisition programs
- India's main battle tank aspirations
- The French Defence Industry country review

Show dates

ILA 8-13 June 2010

Eurosatory 14-18 June 2010

Booking Deadline 5 May 2010

Material Deadline 10 May 2010

July/Aug

- Regional Air force upgrade program
- The Russian defence industry review
- Airborne early warning & control program's in Asia
- Night Vision Systems
- ILA show report
- Eurosatory show report

Show dates

Farnborough 19-25 July 2010

Booking Deadline 15 June 2010

Material Deadline 22 June 2010

Sept/Oct

- Network Centric Warfare – technology catch up for regional countries
- Scandinavian defence industry profile in the Asia-Pacific
- Regional Submarine Programs
- US communications systems in Asia
- Asian attack helicopter programs
- Farnborough Airshow report

Show dates

Euronaval 25-29 October 2010

AUSA 25-27 October 2010

Booking Deadline 9 September 2010

Material Deadline 15 September 2010

Nov

- Main battle tank options for regional armies
- Indonesian defence market and strategic issues
- Regional naval missile programmes
- Trainer aircraft – basic turbo props to jets
- Indonesian Defence Industry Survey
- Euronaval show report
- AUSA show report

Show dates

Indo Defence 10-13 November 2010

China Airshow 16-21 November 2010

Booking Deadline 5 October 2010

Material Deadline 10 October 2010

Dec/Jan 2011

- The German defence industry
- UAV developments for Asian defence forces
- Regional surface ship programmes
- Pakistan Armored Vehicles programs
- Pakistani Army Update
- Indo Defence show report
- China Airshow report

Show dates

IDEAS 6-10 December 2010

Booking Deadline 24 November 2010

Material Deadline 1 December 2010

RATES & SPECS



DRA ADVERTISING RATES (USD)

FOUR COLOUR	1x	3x	6x	10x
DPS	8705	8270	7835	7400
Full page	5135	4880	4625	4370
Junior page	4370	4155	3935	3685
Half page	2835	2635	2555	2415
Quarter page	1815	1725	1635	1545
Mono (2nd colour add 20%)	1x	3x	6x	10x
DPS	6105	5880	5500	5195
Full page	3605	3425	3245	3070
Junior page	3065	2910	2760	2610
Half page	1995	1895	1800	1700
Quarter page	1280	1215	1155	1090
COVERS	1x	3x	6x	10x
Back Cover	5900	5605	5310	5020
Inside Front Cover	6165	5850	5540	5235
Inside Back Cover	5390	5120	4855	4585

- Special request positions may attract a 10% premium
- Second colour please add 20%
- Rates in USD
- Inserts, gatefolds quoted on request
- Web Banners quoted on request
- Bleed advertisements allow 5mm over trim size

Advertising Material

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 Block 729 #04-4280
 And Mo Kio Avenue 6 Singapore 560729
 Phone: +65 6457 2340 • Fax: +65 6456 2700
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HALF VERTICAL
Trim Size:
 275mm(h) x 112mm(w)
Bleed Size:
 285mm(h) x 117mm(w)

QUARTER SQUARE
 120mm(h) x 98mm(w)

DOUBLE PAGE SPREAD
Trim Size:
 275mm(h) x 470mm(w)
Bleed Size:
 285mm(h) x 480mm(w)

FULL PAGE
Trim Size:
 275mm(h) x 235mm(w)
Bleed Size:
 285mm(h) x 245mm(w)

JUNIOR
Type Area:
 156mm(h) x 129mm(w)

HALF HORIZONTAL
Trim Size:
 135mm(h) x 235mm(w)
Bleed Size:
 145mm(h) x 245mm(w)

QUARTER HORIZONTAL
 60mm(h) x 205mm(w)

SPECIFICATIONS

- We accept high resolution PDF files.
- Allow 5mm for bleed advertisements.
- Image resolution of 300dpi and the page centred.
- Quality and content files sent electronically is the responsibility of the sender.
- We can download your advertising files from your FTP website if required or we can provide you with a FTP address to upload, email for details to: raymond.boey@asianpressgroup.com.sg

CONTACT US

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raymond.boey@asianpressgroup.com.sg

TERMS & CONDITIONS

OF ADVERTISING ORDER

TERMS AND CONDITIONS

1. These terms and conditions shall apply to, and form part of, each Order for advertising placed with the Publisher. No person may vary these terms and conditions without the approval in writing from the Publisher or his/her duly authorised officer.

OBLIGATIONS OF PUBLISHER

2. Subject to the terms and conditions hereinafter contained, the Publisher shall publish all advertising in accordance with the Order received from the Advertiser.

ORDER REQUIREMENTS

3. The Advertiser or Advertising Agency is solely responsible to submit to the Publisher requested material by the Due Date.

(i). A signed and dated facsimile transmission; email attachment of the proof of advertisement from the Advertiser or its Agent will be sufficient acknowledgement that the Advertiser has approved the final artwork.

PAYMENTS

4. The Advertiser or Advertising Agency shall pay to the Publisher the total invoiced amount for all advertising that shall comprise the total amount shown in the Advertising Insertion Order and all other costs or expenses that may be incurred by the Publisher.

(i) Payment in full of the total amounts shall be made to the Publisher within 30 days of the date of invoice whether directly from the Advertiser or Advertising Agency;

(ii) Advertisers or Advertising Agencies with whom an Advertising Insertion Order is received by the publisher accept the Publishers payment terms and cannot be altered in anyway without written approval;

(iii) The Publisher cannot accept or will not under any circumstances be liable for paying Advertisers or Advertising Agencies remitter bank fees on electronic transfers;

(iv) Where an Advertising Agency is in default of the credit terms of 30 days, the Publisher will be entitled to approach the Advertiser directly in writing for payment without notice;

(v) A credit card services fee of 1.8% applies to Visa and Mastercard, and 2.4% applies to AMEX payments.

(vi) Payments received within our 30 days credit terms will be entitled to a Discount of 3% off the nett value of the Insertion Order. Please contact accounts@asianpressgroup.com.sg to set up this arrangement.

AGENT'S COMMISSION

5. Where the advertisement is booked by an accredited Advertising Agency and provided that payment is made in accordance with clause 4, the Publisher shall pay the advertising agency a commission calculated at an agreed rate of the invoiced total space charged.

RIGHTS OF PUBLISHER

6. The Advertiser acknowledges that the Publisher at his/her discretion shall be entitled to do any of the following:

(i) Decline or cancel any advertisement or series of advertisements to which the Order relates without stating any reason;

(ii) Postpone the publication of any advertisement at any time or times and from time to time;

(iii) Not be responsible for any advertising material which remains in its or its printers possession 12 months from the last month of publication of the advertisement to which that material relates, without being required to give notice to any person or agency and without in any way being responsible for loss;

(iv) Cut or alter any print or artwork or other materials supplied by the Advertiser or Advertising Agency in order to conform to mechanical requirements, without being responsible for any loss;

(v) Place the word advertisement on any copy, which in the Publishers opinion too closely resembles editorial matter.

(vi) The Publisher has the right to cancel or postpone the printing of any issue due to unforeseen circumstances. The Advertiser will be advised if these events occur and will be offered a placement in another issue.

LEGAL COMPLIANCE

7. Advertisements are accepted for publication on the understanding that they comply with current Acts and Regulations and common law obligations concerning advertising in newspapers and magazines applicable in Singapore;

(i) However, the publication of any advertisement pursuant to the Order is strictly subject to the Publishers approval;

(ii) Without limiting the generality for clause 6, the Publisher shall not be required to accept any advertising material for the publication of which may in its opinion contravene any provision of the Trade Practices Act, Singapore.

PUBLISHER'S LIMITED LIABILITY

8. The Publisher shall not be liable for any loss or damage of any particular advertisement or failure to appear on any specified date, deadline or at all for whatever reason.

SUBSTITUTED ORDERS

9. The Publisher will not accept a cancellation of the Insertion Order whether in whole or in part after the booking deadline date or dates shown on the publishing schedule.

(i) Where, in respect of any advertising copy for any issue is not received by the Publisher by the published deadline date, then the Publisher shall be entitled to insert in that issue in its place copy previously used for the purposes of fulfilling the Insertion Order and will apply the rate applicable to that advertising;

(ii) If copy is not received by the published deadline date the advertiser will be fully responsible for the total payment of the cost of the Insertion Order.

CONTRACTED ADVERTISING RATES

10. Contracted rates shall apply in respect of Insertion Orders placed for completion within a term of 12 months of the publication of the next issue to go to print after the Booking Deadline Date. If the Advertiser for any reason shall use less space than that contracted for in the Insertion Order, then the Publisher shall be entitled to increase the applicable rate according to the amount of space actually used.

ADVERTISER ACTING AS PRINCIPAL

11. The Advertiser or Advertising Agency warrants that he, she or it places the Insertion Order as principal and that he, she or it shall be liable to observe these terms and conditions.

INDEMNITY TO PUBLISHER BY ADVERTISER

12. The Advertiser and Advertising Agency hereby indemnifies and agrees to hold indemnified the Publisher, its servants and agents and each of them against all liability, claims or proceedings and legal costs on an indemnity basis whatsoever which may arise from the publication of any advertisement or material pursuant to the Insertion Order, and in particular but without limiting the generality of the foregoing, to indemnify and hold indemnified each and all of them against any action for defamation, slander of title, breach of copyright, or infringement of any trade marks, name or logo.

PUBLISHER

Asian Press Group Pte Ltd
Company number: 200611219N
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