

MEDIA KIT 2018



ABOUT DEFENCE REVIEW ASIA (DRA)

Established in 2006, **DRA** is published in Singapore by Asian Press Group Pte Ltd. **DRA** is one of Asia's leading defence business publications, providing unbiased quality editorial of defence issues. With its comprehensive coverage of the Asia-Pacific military balance, current and future acquisition programs, new military technologies and warfighting materiel, **DRA** provides **critical marketplace information** essential to defence professionals, and their international partners.

DRA PUBLISHING PLATFORM

- ✓ Print Magazine
- ✓ Digital Magazine
- ✓ Website
- ✓ Digital Magazine Notification Email
- ✓ SMS Mobile Magazine
- ✓ DRA App

Read DRA: anytime, anywhere.



Follow us on Twitter: @DRA_PAC
Follow us on Facebook: Defence Review Asia
Audit as at March 2017

WHY YOU SHOULD ADVERTISE IN DRA

AUDITED CIRCULATION

- ✓ **DRA has a CAB audit of 9,444.**
- ✓ With an estimated three readers per copy, **DRA has a total readership of over 28,300.**
- ✓ **DRA Digital is FREE to everyone.** Current and archive issues are available via website and app.
- ✓ **DRA is highly reputable and widely quoted.** It is essential reading for defence decision makers and industry leaders.

BEST EDITORIAL COVERAGE

- ✓ **DRA** is a leading authority in defence reporting in Asia, the fastest growing defence market in the world.
- ✓ **DRA's editorial team are true experts in their field.** Under the Editorial direction of **Kym Bergmann**, regular writers including Vladimir Karnazov, Geoff Slocombe and Laxman Behera provide unrivalled reporting and analysis and bring great experience, authority and access to senior policy makers in the defence establishment and industries.
- ✓ The result is **current, high quality, original researched editorial** with a proven reputation for **reliability, credibility and integrity** ensuring **high value** for readers and advertisers.

DRA NEW FORMAT

As the defence and national security market in Asia continues its rapid growth the focus of many media stakeholders is switching to the major regional shows, which have become opportunities for dialog, discussions and showcasing leading edge technology. To reflect this new reality, Defence Review Asia is adjusting its format to match the main themes of the largest and most influential regional conferences and exhibitions. The magazines and our online presence will continue to provide the highest quality and relevant coverage of the region available in any publication.

READERSHIP BREAKDOWN

GOVERNMENT	No.	%
MINISTRIES Prime Minister, Cabinet Ministers & Ministries - Trade, Commerce, Finance Industry	965	10
DEFENCE DEPARTMENT Department of Defence, related bodies & Government Departments	1,140	12
EMBASSIES Embassies, Defence Attaches & Trade Commissions	281	3
TOTAL	2,386	25
MILITARY		
DEFENCE FORCE ESTABLISHMENTS Institutes & Academies	334	3
ARMY Chief, Commander & Senior Officers	2,239	24
NAVY Chief, Commander & Senior Officers	1,190	13
AIR FORCE Chief, Commander & Senior Officers	960	10
TOTAL	4,723	50
DEFENCE INDUSTRY		
CEO's, Vice Presidents, Directors, General Managers, Program & Business Development Managers	2,335	25
TOTAL	2,335	25
GRAND TOTAL	9,444	100

READERSHIP
BREAKDOWN %



MILITARY 50%
GOVERNMENT 25%
INDUSTRY 25%

ONLINE &
DIGITAL STATS



Website Monthly Page View 11,682
Website Monthly Visits 7,945
Digital Magazine Readership 8,289
Mobile & Tablet Subscribers 2,317

Google Analytics

CIRCULATION

AUSTRALASIA	No.	CENTRAL ASIA	No.	AMERICAS	No.
Australia	577	Kazakhstan	3	USA	566
New Zealand	113	Kyrgystan	1	Canada	145
Papua New Guinea	8	TOTAL	4	Chile	1
TOTAL	698			Brazil	9
ASIA	No.	EUROPE	No.	TOTAL	721
Bangladesh	59	Austria	4		
Brunei	25	Belgium	5	MIDDLE EAST	No.
Cambodia	22	Czech Republic	5	Israel	85
China	673	Denmark	8	Qatar	10
Hong Kong	418	Finland	8	Turkey	62
India	755	France	132	UAE	192
Indonesia	680	Germany	133	TOTAL	349
Japan	232	Greece	1		
Laos	2	Italy	39	AFRICAN UNION	No.
Malaysia	1,130	Luxembourg	1	TOTAL	25
Myanmar	10	Netherlands	26		
Nepal	1	Norway	25	GLOBAL TOTAL	9,444
Pakistan	325	Poland	6		
Philippines	289	Russia	65		
Singapore	1,126	Spain	37		
South Korea	135	Sweden	33		
Sri Lanka	89	Switzerland	37		
Taiwan	297	United Kingdom	134		
Thailand	515	TOTAL	699		
Vietnam	165				
TOTAL	6,948				



Audit as at March 2017

MONTH	FEATURES	DEADLINES
FEBRUARY Special Issue: Singapore Airshow	F16 Modernisation Programs Air Launched Guided Munitions Transport & Utility Helicopter Acquisitions Regional Military Satellite Programs	Booking Deadline: 15 January Material Deadline: 22 January
APRIL Special Issue: Malaysian Armed Forces at DSA	Malaysian Defence Acquisition Programs Russian Armoured Vehicles & Weapons Tactical & Strategic Airlift Asian Regional Artillery Projects	Booking Deadline: 5 March Material Deadline: 12 March
NOVEMBER Special Issue: Indo Defence & China Airshow	Russian Fighter Aircraft Developments Ground Based Air Defence Regional Cruise Missile Programs Offshore Patrol Vessel Programs Choices - Imported v Domestic	Booking Deadline: 8 October Material Deadline: 15 October



DRA will endeavour to publish scheduled features listed in this media kit, however, this can be subject to change.

DRA PRINT SPECS & GROSS RATES 2018 (USD)

Four Colour	1x	2x	3x
DPS	8,900	8,400	8,000
Full Colour Page	5,300	5,000	4,700
Half Page Spread	5,500	5,200	4,900
Half Page	2,700	2,700	2,600
Quarter Page	1,800	1,700	1,600
Covers	1x	2x	3x
Back Cover	6,000	5,700	5,400
Inside Front Cover	6,300	6,000	5,700
Inside Back Cover	5,500	5,200	4,900

DPS Trim Size: 275mm(h)x470mm(w) Bleed Size: 285mm(h)x480mm(w)	FULL PAGE Trim Size: 275mm(h)x235mm(w) Bleed Size: 285mm(h)x245mm(w)	HALF PAGE SPREAD Trim Size: 135(h)x470(w) Bleed Size: 142(h)x 480(w)
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1/2 HORIZ Trim Size: 135mm(h)x235mm(w) Bleed Size: 145mm(h)x245mm(w)	1/2 VERT Trim: 275mm(h) x 112mm Bleed: 285mm(h) x 117mm	1/4 HORIZ Trim: 60mm(h)x205mm(w)	1/4 VERT Trim: 120mm(h)x98mm(w)
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PLEASE NOTE

- ✓ Gatefold, Belly Bands, Special Display pages and covers quoted on request
- ✓ Inserts: quoted on specifications
- ✓ Premium requested position add 10%

ADVERTISING MATERIAL

Raymond Boey
Block 729 #04-4280
Ang Mo Kio Avenue 6
Singapore 560729

Phone +65 6457 2340

Fax +65 6456 2700

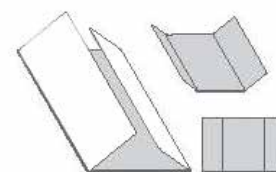
Mobile +65 9666 7048

raymond.boey@asianpressgroup.com.sg

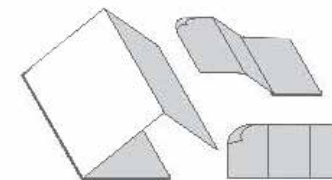
RESOLUTION

- ✓ High resolution PDF files
- ✓ Allow 5mm bleed
- ✓ 300 dpi image resolution
- ✓ URLs embedded
- ✓ Files can be downloaded from your FTP
- ✓ You can upload files to our FTP.
Contact Raymond for our FTP address:
raymond.boey@asianpressgroup.com.sg

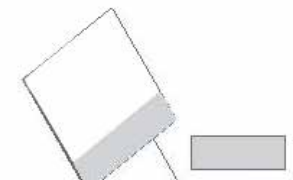
FRENCH DOOR
116.5x233x116.5mm



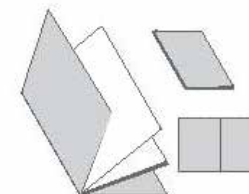
GATEFOLD COVER (4 PAGES)
231x233x235mm



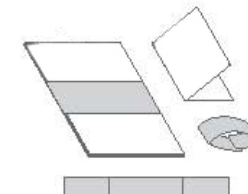
COVER BORDER
235x70mm



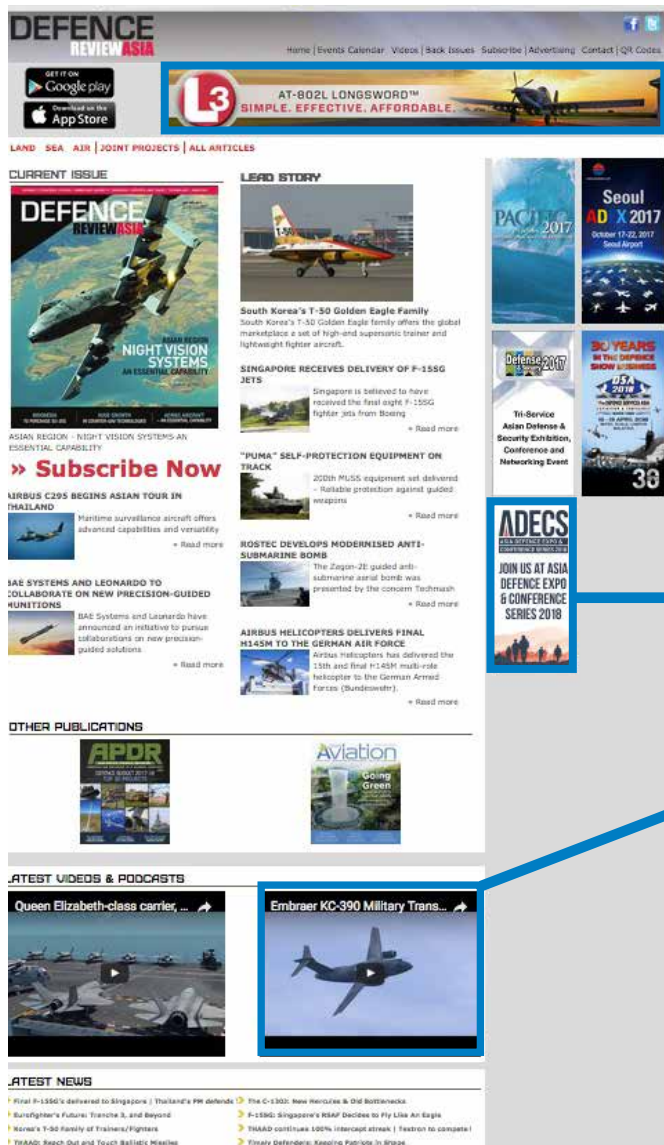
WRAP AROUND COVER
235x235x275mm



BELLY BAND
145x235x145mm



DRA WEBSITE SPECS & GROSS RATES 2018 (USD)



Leaderboard
728(w) x 90(h)pixels
\$1500 per month

Square Button
250(w) x 250(h)pixels
\$1000 per month

Vertical Banner
120(w) x 240(h)pixels
\$900 per month

Video Hosting
via YouTube link
\$800 per month

Please note for banners:

- Max file size 1MB
- We only accept static or animated gifs or jpegs files.

NOTE: We do not track web advertising. Please include your own tracking code in your URL to monitor your campaign.

DIGITAL MAGAZINE DELIVERY EMAIL



Leaderboard (per ea. distribution mail out)
\$1500 per issue

Eblasts:
We accept HTML format with self hosted images embedded.
Speak to your rep for all spec details – POA

Social Media Alerts:
via Twitter and Facebook – POA

For further details of all available tailored options speak to your advertising representative.

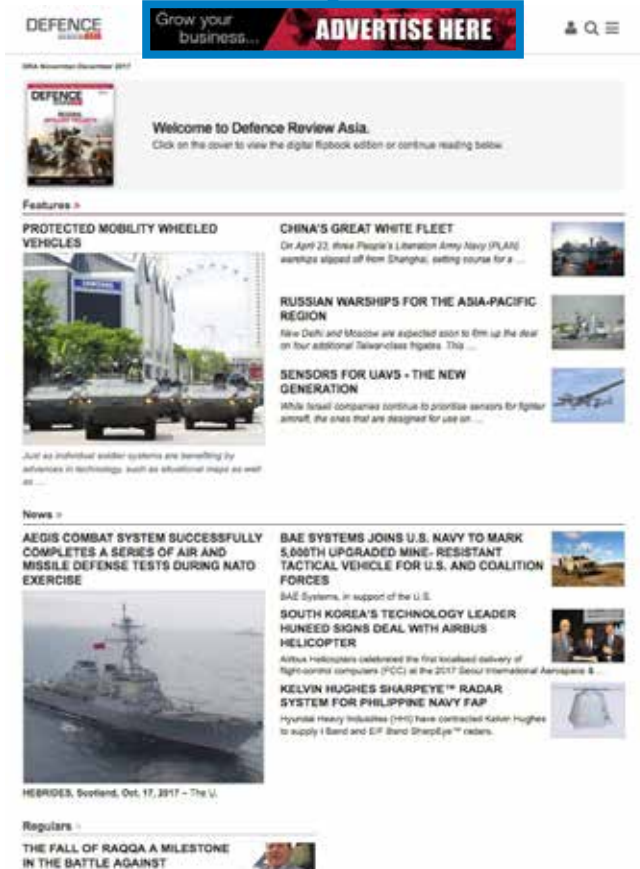
DIGITAL MAGAZINE SPECS & RATES 2018 (USD)

Banners can be static or animated jpeg or gif.

NOTE: We do not track web advertising. Please include your own tracking code in your URL to monitor your campaign.

OPTION 1. TOP LEADERBOARD BANNER

728(w) x 90 (h) px \$1800



OPTION 2. SELECTED ARTICLE BANNER

728(w) x 90 (h) px \$1400





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DRA TERMS & CONDITIONS

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 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) Payments received within 30 days from date of invoice, will be entitled to a Discount of 3% off the Net value of the Insertion Order. Please contact accounts@asianpressgroup.com.sg to set up account discounts.

(vi) Late fees of 3% may apply for payments over 60 days from date of invoice, unless otherwise agreed with the publisher. The fees will be added to the following invoice.

(vii) International payments are to be made by way of Electronic Wire Transfer to the nominated bank account on the invoices. Paper cheques are no longer accepted. Credit Card payments via Visa and Mastercard will be accepted

but will incur a bank service fee, for further details please contact our office.

(viii) All online orders will be invoiced in total at the commencement of the campaign.

(ix) Print and online orders running in the same month will be invoiced in total on the same invoice.

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; any print or online

(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) All requested advertising placements will be considered but the Publishers decision is final.

(vii) Is not responsible to collect or collate client's online campaign statistics.

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 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 from the failure of whatever reason of any particular advertisement to appear on any specified date, deadline or at all.

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. The year's line-up will feature regular one-on-one interviews with senior industry figures.

Publisher

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Company number: 200611219N

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