

PRINT MEDIA KIT 2019



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 on 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** ✓ **Show Special Print Magazine**

✓ **Show Special Digital Magazine** ✓ **Website**

✓ **DRA Show Special Notification email** ✓ **DRA App**

Read DRA: anytime, anywhere.



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Follow us on Facebook: [Defence Review Asia](https://www.facebook.com/Defence-Review-Asia)
Audit as at March 2018

WHY YOU SHOULD ADVERTISE IN DRA

AUDITED CIRCULATION

- ✓ **DRA has a CAB audit of 9,450.**
- ✓ 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.
- ✓ **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 dialogue, 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.

DRA READERSHIP

READERSHIP BREAKDOWN

GOVERNMENT	No.	%
MINISTRIES Prime Minister, Cabinet Ministers & Ministries - Trade, Commerce, Finance Industry	963	10
DEFENCE DEPARTMENT Department of Defence, related bodies & Government Departments	1,142	12
EMBASSIES Embassies, Defence Attaches & Trade Commissions	281	3
TOTAL	2,386	25
MILITARY		
DEFENCE FORCE ESTABLISHMENTS Institutes & Academies	335	3
ARMY Chief, Commander & Senior Officers	2,237	24
NAVY Chief, Commander & Senior Officers	1,195	13
AIR FORCE Chief, Commander & Senior Officers	977	10
TOTAL	4,744	50
DEFENCE INDUSTRY		
CEO's, Vice Presidents, Directors, General Managers, Program & Business Development Managers	2,320	25
TOTAL	2,320	25
GRAND TOTAL	9,450	100

CIRCULATION

AUSTRALASIA	No.	CENTRAL ASIA	No.	AMERICAS	No.
Australia	571	Kazakhstan	3	USA	569
New Zealand	107	Kyrgystan	1	Canada	140
Papua New Guinea	4	TOTAL	4	Chile	1
TOTAL	682			Brazil	8
ASIA	No.	EUROPE	No.	TOTAL	718
Bangladesh	60	Austria	3		
Brunei	23	Belgium	5	MIDDLE EAST	No.
Cambodia	20	Czech Republic	5	Israel	86
China	677	Denmark	8	Qatar	12
Hong Kong	415	Finland	10	Turkey	66
India	750	France	133	UAE	195
Indonesia	688	Germany	135	TOTAL	359
Japan	230	Greece	1		
Laos	2	Italy	40	AFRICAN UNION	No.
Malaysia	1,133	Luxembourg	1	TOTAL	22
Myanmar	9	Netherlands	25		
Nepal	1	Norway	25	GLOBAL TOTAL	9,450
Pakistan	327	Poland	5		
Philippines	290	Russia	66		
Singapore	1,130	Spain	35		
South Korea	136	Sweden	35		
Sri Lanka	85	Switzerland	37		
Taiwan	296	United Kingdom	142		
Thailand	516	TOTAL	711		
Vietnam	166				
TOTAL	6,954				



Audit as at March 2018

DRA SPECIAL SHOW ISSUES 2019

MONTH	BONUS DISTRIBUTION	FEATURES	DEADLINES
MARCH Special Show Issue: LIMA	LIMA Langkawi, 26-30 March	<ul style="list-style-type: none"> • Malaysian Defence Procurement Update • Russian Military Aircraft • Regional Submarine Programs • Regional Military Aircraft Programs 	Booking 4 March Material 11 March Published 21 March
MAY Special Show Issue: IMDEX	IMDEX Singapore, 14-16 May	<ul style="list-style-type: none"> • Singapore's Naval Modernisation Programs • Maritime Patrol Aircraft Programs • Uninhabited Surface Vessels & Mine Countermeasures • Naval Anti-Airwarfare Missiles and Sensors 	Booking 8 April Material 15 April Published 26 April
OCT-NOV Special Show Issue: Seoul Airshow Defence & Security	Seoul Airshow Korea, 15-20 Oct Defence & Security Bangkok, 18-21 Nov	<ul style="list-style-type: none"> • ROK Airforce Programs • Ballistic Missile Defence • Trainer & Light Attack Aircraft • Thailand's Defence Acquisition Programs 	Booking 9 Sept Material 16 Sept Published 26 Sept



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

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 Ang Mo Kio Avenue 6
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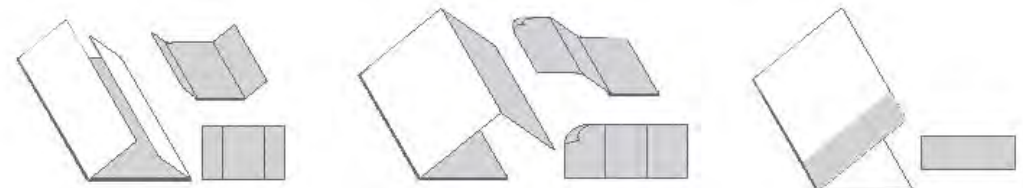
RESOLUTION

- ✓ 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

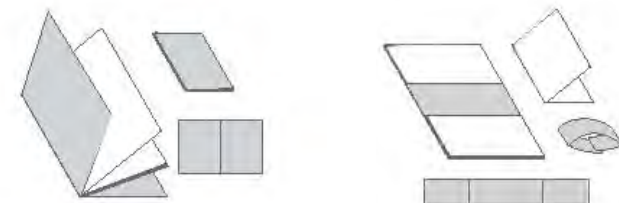
GATEFOLD COVER (4 PAGES)
 231x233x235mm

COVER BORDER
 235x70mm



WRAP AROUND COVER
 235x235x275mm

BELLY BAND
 145x235x145mm



DRA WEBSITE SPECS & GROSS RATES 2019 (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 SPECS & RATES 2019 (USD)

Option 1. Top leaderboard banner

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

DEFENCE REVIEW ASIA

DRM November-December 2017

Welcome to Defence Review Asia.
Click on the cover to view the digital flipbook edition or continue reading below.

Features >

PROTECTED MOBILITY WHEELED VEHICLES
CHINA'S GREAT WHITE FLEET
RUSSIAN WARSHIPS FOR THE ASIA-PACIFIC REGION
SENSORS FOR UAVS - THE NEW GENERATION

News >

AEGIS COMBAT SYSTEM SUCCESSFULLY COMPLETES A SERIES OF AIR AND MISSILE DEFENSE TESTS DURING NATO EXERCISE
BAE SYSTEMS JOINS U.S. NAVY TO MARK 5,000TH UPGRADED MINE-RESISTANT TACTICAL VEHICLE FOR U.S. AND COALITION FORCES
SOUTH KOREA'S TECHNOLOGY LEADER HUNDEED SIGNS DEAL WITH AIRBUS HELICOPTER
KELVIN HUGHES SHARPEYE™ RADAR SYSTEM FOR PHILIPPINE NAVY FAP

Option 2. Selected article banner

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

DEFENCE REVIEW ASIA

Grow your business... ADVERTISE HERE

DRM November-December 2017

SENSORS FOR UAVS - THE NEW GENERATION

BY ANA LEE@TELAVIV

While Israeli companies continue to prioritise sensors for fighter aircraft, the ones that are designed for use on UAVs are not far behind. This trend enables UAVs to undertake many more missions than in the not so distant past were exclusively performed by manned fighter aircraft.

The Israeli Air Force (IAF) uses a large variety of sensors and pods on its manned platforms. These sensors are combat-proven and are being continuously upgraded. Most of these are carried in external pods as they are big and cannot be internally carried by an average sized fighter aircraft.

While photography is still the main way of collecting data, synthetic aperture radar is starting to push them aside for obvious reasons. This is occurring not only on any satellite but also on aircraft. The IAF wants continue, undisturbed observation capabilities that are not weather dependent and SAR is the solution. E.I.s, a subsidiary of Israel Aerospace Industries (IAI), is manufacturing some of the more advanced SAR pods for fighter aircraft. In a recent development, the company has managed to pack very impressive capabilities into a 100 kg pod.

The ELM-2060 HTP is a SAR system that provides high quality radar images of ground targets and terrain from standoff ranges. According to Elta, the system has a number of operational modes. Strip SAR is used for fast imaging of a wide ground area. Spot SAR is used for high resolution imaging of targets - and the GMTI (ground moving target indicator) mode is very capable in detecting moving targets and other modes can be used for the accurate tracking of stationary and moving targets. The ELM-2060 is only one example amongst many that is used by the Israeli Air Force and also approved for export.

As many missions are now performed by UAVs, Elta has developed a smaller version of the radar. The ELM-2054 is a lightweight SAR/GMTI sensor for Small Tactical UAVs (STUAV) and similar applications. It provides a state-of-the-art solution for all-weather, air to surface intelligence, and Surveillance, Targeting and Reconnaissance (STAR) applications for manned or unmanned airborne platforms. The ELM-2054 system features modular open architecture software. It can be easily configured for a broad range of applications, including for small tactical UAVs and tactical VTOL UAVs.

Rafael, another leading Israeli defence company, has developed a podded sensor system that has become in recent years a main radar among many air forces. The LITENING system combines in a single pod all the targeting capabilities needed for a combat aircraft to carry out a successful attack.

Digital magazine delivery email

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

Social Media Alerts:
via Twitter and Facebook – POA

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

DEFENCE REVIEW ASIA

Dear Reader,

Welcome to the NEW Mobile version of November-December Defence Review Asia.

Our new improved format will allow you to read all articles on any device or desktop. You can switch between the original flipbook or the article version. All copies will be stored in an archive for convenience and future access. The many improved features will allow you to print, email, share and post articles to social media.

Click on the cover below and your issue will be quick to load, easy to navigate and fully searchable.

Register to Defence Review Asia Today!
Simply sign-up on Gmail, Facebook, or LinkedIn to view the full issue.

Don't have a social media account? Sign-up instead by entering the email address of your choice and creating a password for your account.

Please note that you will need to use the same login method as the method you used to sign-up.

You can add our publication to your device's home screen to easily keep up to date with our latest editions.

On iOS Devices: Tap the icon on your browser and then tap add to home screen

On Android Devices: Tap the icon on your browser and then tap add to home screen

Happy reading
Martyn Tange Butler
Publisher

DEFENCE REVIEW ASIA
REGIONAL ARTILLERY PROJECTS

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.

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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.

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