

ASIAN MILITARY REVIEW

ASIA PACIFIC'S LARGEST CIRCULATED DEFENCE MAGAZINE



Audit Bureau of Circulations

mediainformation



2012

www.asianmilitaryreview.com

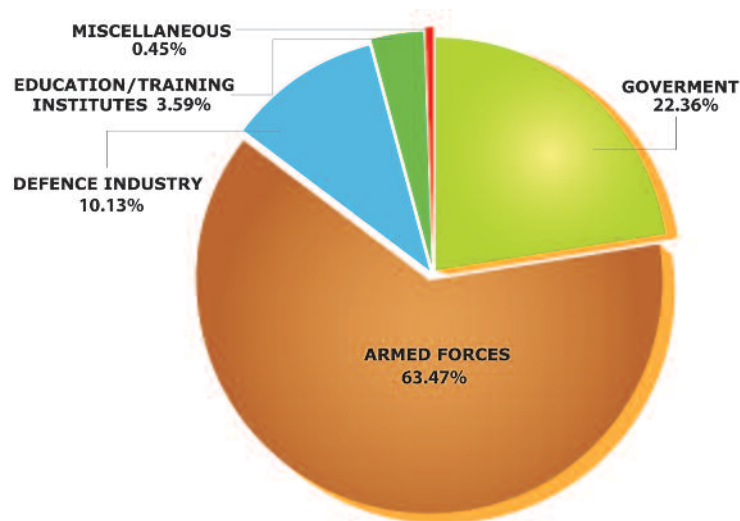
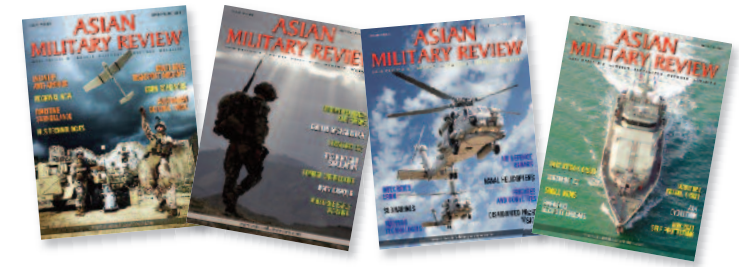
readerprofile

The Largest Circulated Defence Magazine in Asia-Pacific

Asian Military Review is an ABC audited publication that is read and discussed by most of the key decision makers and advisors to militaries in Asia-Pacific. Since 1993, it has become widely recognised as an authoritative provider of unbiased and objective information to its Asian readership comprising of military, government, industry and academia.

Editorial content comprises capability analysis, special reports and relevant news coverage, from the region, making Asian Military Review the preferred professional reading of those working in Asian military and defence organisations. AMR's network of experienced defence journalists and military writers, provide content that is designed to provide insights and opinions not commonly found in other defence journals.

AMR provides more than 180,000 military professionals, via over 20,000 copies every issue, in the region with information, opinion and facts that allow them to track and understand defence developments worldwide, in terms of the equipment, training, organisation and doctrine issues critical to the creation and sustainment of effective military forces. The magazine is a proven source by which Asian military professionals are kept up to date on issues that affect the militaries' ability to effect national and international defence and security issues.



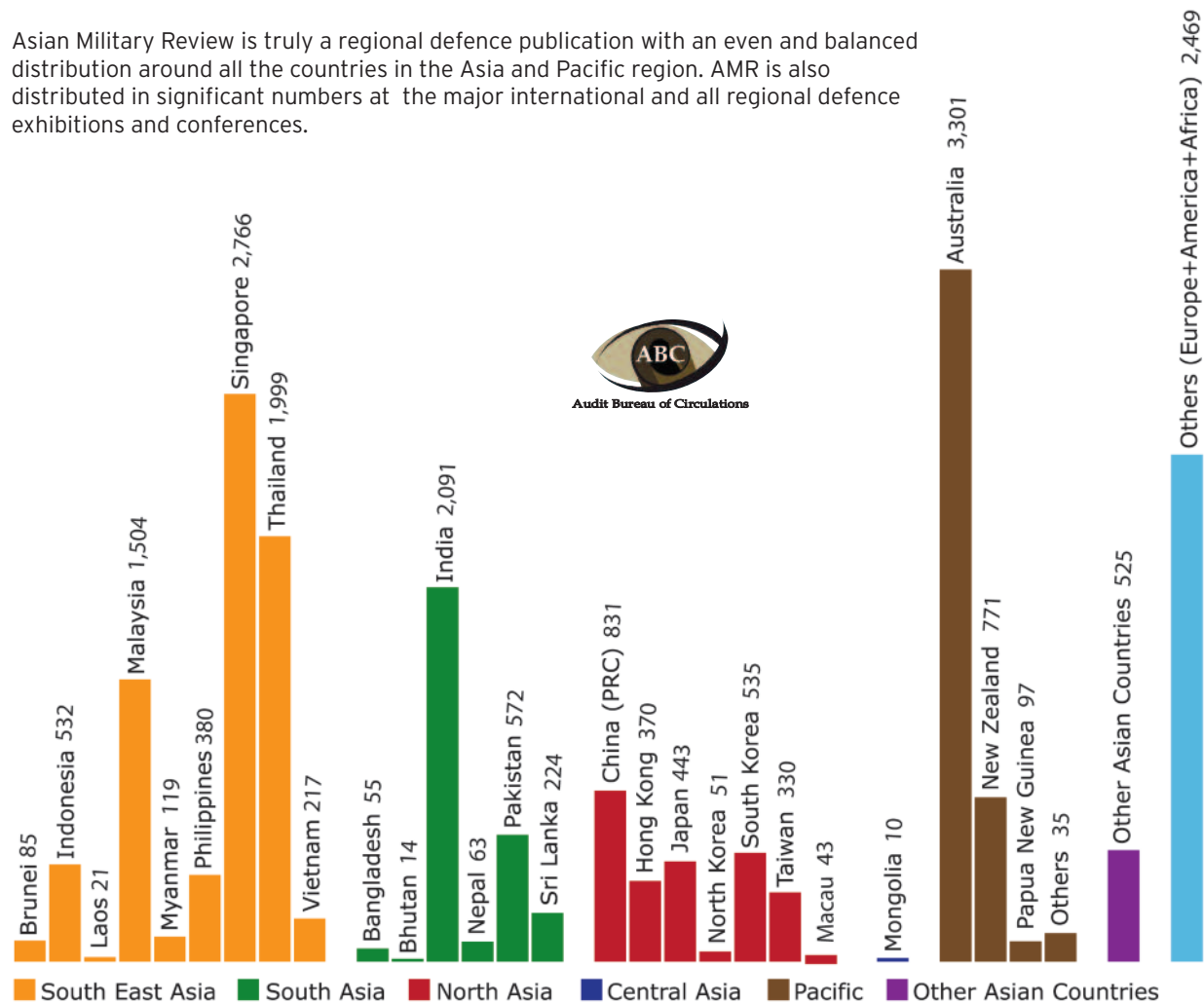
| CATEGORY OF READERS | NUMBERS | PERCENTAGE |
|---|--------------|-----------------|
| GOVERNMENT | 4573 | 22.36 % |
| Ministry of Defence | 3372 | 73.74 % |
| Others | 1201 | 26.26 % |
| (includes Cabinet Secretariat, National Defence Advisory, Other ministries like Finance, Industry, Home Affairs, Prime Minister's / President's Office, Senators, Civil Servants and others...) | | |
| ARMED FORCES | 12982 | 63.47 % |
| Army | 5658 | 43.58 % |
| Airforce | 3627 | 27.94 % |
| Navy | 2865 | 22.07 % |
| Others | 832 | 6.41 % |
| (includes National Guard/Reserves, Military and Police Intelligence, Border Forces, Operational Planning and Logistics, Procurement & Evaluation, R & D, etc..) | | |
| DEFENCE INDUSTRY | 2071 | 10.13 % |
| Top Executives | 1155 | 55.77 % |
| Managers | 916 | 44.23 % |
| (includes Project & Programme Managers, Marketing Managers and Heads of Departments) | | |
| EDUCATION/TRAINING INSTITUTES | 734 | 3.59 % |
| Command and Staff Colleges, Strategic Studies, Research Agencies and Training Colleges | | |
| MISCELLANEOUS | 93 | 0.45 % |
| TOTAL | 20453 | 100.00 % |

readershipbreakdown



distribution

Asian Military Review is truly a regional defence publication with an even and balanced distribution around all the countries in the Asia and Pacific region. AMR is also distributed in significant numbers at the major international and all regional defence exhibitions and conferences.



Asian Military Review circulation is certified annually by Auditing Bureau of Circulation (ABC). The above distribution figures are as per latest Jan-Dec 2010 reports available.

| SOUTH EAST ASIA | | 7623 |
|-----------------|--|------|
| Brunei | | 85 |
| Indonesia | | 532 |
| Laos | | 21 |
| Malaysia | | 1504 |
| Myanmar | | 119 |
| Philippines | | 380 |
| Singapore | | 2766 |
| Thailand | | 1999 |
| Vietnam | | 217 |

| SOUTH ASIA | | 3019 |
|------------|--|------|
| Bangladesh | | 55 |
| Bhutan | | 14 |
| India | | 2091 |
| Nepal | | 63 |
| Pakistan | | 572 |
| Sri Lanka | | 224 |

| NORTH ASIA | | 2603 |
|-------------|--|------|
| China (PRC) | | 831 |
| Hong Kong | | 370 |
| Japan | | 443 |
| North Korea | | 51 |
| South Korea | | 535 |
| Taiwan | | 330 |
| Macau | | 43 |

| CENTRAL ASIA | | 10 |
|--------------|--|----|
| Mongolia | | 10 |

| PACIFIC | | 4204 |
|------------------|--|------|
| Australia | | 3301 |
| New Zealand | | 771 |
| Papua New Guinea | | 97 |
| Others | | 35 |

| Other Asian Countries (including Middle-East) | | 525 |
|---|--|-----|
| Other Asian Countries | | 525 |

| Others (Europe + America) | | 2469 |
|---------------------------|--|------|
| Others (Europe + America) | | 2469 |

| | | |
|--------------------|--|-------|
| Total Distribution | | 20453 |
|--------------------|--|-------|

distribution breakdown

editorialcalendar

issue 1

FEBRUARY/MAR 2012

TACTICAL & PROTECTED MOBILITY
in Asia-Pacific

PORT AND COASTAL SECURITY:
Securing Against Pirates and Terrorists

ASIA-PACIFIC AIR FORCES Directory

URBAN ISTAR

ASIAN MILITARY HELICOPTER
MODERNISATION: Future Plans &
Requirements

TACTICAL UAVs Over The Asia Pacific

SINGAPORE'S Military Capabilities

exhibition distribution

Pacific 2012, Sydney Australia
(31 January - 3 February 2012)

Singapore Airshow
(14-19 February, 2012)

Defence & Security, Bangkok, Thailand
(5-8 March, 2012)

DIMDEX, Doha, Qatar
(26-28 March 2012)

FIDAE, Santiago, Chile.
(27 March-01 Apr 2012)

issue release date

31st January

Advertisement Booking Deadline:
Jan 16th

Advertisement Material Deadline:
Jan 23rd

issue 2

APRIL/MAY 2012

INDIRECT FIRE OPTIONS: Mobile or Towed

AMPHIBIOUS OPERATIONS:
Regional capabilities

COMBAT JETS: Regional Multi Role
Capabilities

MARITIME COMMUNICATION: Networks
All at Sea

INDIA'S ARMED FORCES: Expanding
Horizons

SOLDIER SURVIVABILITY & Personal
protection

MALAYSIAN Armed Forces

exhibition distribution

DefExpo India, New Delhi
(29 March - 1 April 2012)

DSA, Kuala Lumpur, Malaysia
(16-19 April 2012)

SOFEX, Amman, Jordan
(8-10 May 2012)

CIDEX 2012, Beijing China
(9-11 May 2012)

ITEC, London, UK
(22-24 May 2012)

UDT Europe 2012, Spain
(29-31 May 2012)

issue release date

29th March

Advertisement Booking Deadline:
March 15th

Advertisement Material Deadline:
March 22nd

issue 3

JUNE 2012

ASIA-PACIFIC SOLDIER MODERNISATION:
Programmes Evolve

FAST ATTACK & SPECIAL OPERATIONS
CRAFT: Next Generation Vessels

AIRBORNE ISR PLATFORMS: Regional
Demands

AREA COMMUNICATIONS: Securing
High Capacity Links

JOINT TRAINING & SIMULATION: Virtual
and Constructive Training for Regional
Armed Forces

PRECISION GUIDED WEAPONS in the
Region

CBRN DETECTION: Personal & Force
Protection

exhibition distribution

Eurosatory, Paris, France
(11-15 June 2012)

IDELF, Moscow, Russia
(June 2012)

issue release date

June 1st

Advertisement Booking Deadline:
May 16th

Advertisement Material Deadline:
May 23rd

issue 4

JULY/AUGUST 2012

INFANTRY WEAPONS & SIGHTS:
Empowering the Soldier

COMBAT SUBMARINES: Operations &
Requirements in the Asia Pacific

INTEGRATED AIR AND MISSILE DEFENCE:
Regional Appetites

AIRBORNE COMMUNICATIONS:
Datalinks and Radios

MARITIME PATROL AIRCRAFTS: Airborne
Watchtowers Over the Waves

TRAINER AIRCRAFT: Turboprops
versus Jets

ANNUAL UAV Directory

exhibition distribution

Farnborough, UK (9-15 July 2012)

issue release date

July 2nd

Advertisement Booking Deadline:
June 15th

Advertisement Material Deadline:
June 22nd



issue 5

SEPT 2012

MBT WEAPONS SYSTEMS: Main guns, munitions and Remote Weapon Stations

NAVAL Helicopters

AWACS & SPECIAL MISSION AIRCRAFT: Current and Future Regional Deployments

NAVAL RADAR & Sonar

HOMELAND PROTECTION: Border Protection & Coast Guard

ANTI ARMOUR WEAPONS: Manportable to Vehicle Mounted

TACTICAL VEHICLES: Supporting & Protecting Convoys

exhibition distribution

ILA, Berlin, Germany
(11-16 September 2012)

Africa Aerospace & Defence, Cape Town, South Africa (19-23 Sept 2012)

issue release date

September 1st

Advertisement Booking Deadline:
August 16th

Advertisement Material Deadline:
August 23rd



issue 6

OCT 2012

NIGHT VISION IN ASIA: Image Intensification to Thermal Imaging

FRIGATES & Destroyers

TACTICAL TRANSPORT & Tankers

ASIAN C4I AND TACTICAL Communication Solutions

REGIONAL NAVAL Directory

JOINT SPECIAL OPERATIONS in Modern Warfare

MILITARY CBRN: Countermeasures and Capabilities

exhibition distribution

Euronaval, Paris, France
(22-26 Oct 2012)

AUSA (22-24 Oct 2012)

issue release date

October 1st

Advertisement Booking Deadline:
September 14th

Advertisement Material Deadline:
September 21st



issue 7

NOV 2012

RECONNAISSANCE VEHICLES & Light AFVs

ANTI SUBMARINE Warfare

INFANTRY SUPPORT WEAPONS: Dismounted Firepower

BEYOND LINE OF SIGHT COMMUNICATION: Satcom to High Frequency

ROTARY WING STRIKE & Multi-role Attack

INDONESIA'S: Defence Developments

CHINA: The Dragon's Teeth Sharpen

exhibition distribution

Indo Defence (7-10 Nov 2012)

IDEAS 2012, Karachi, Pakistan
(7-11 November, 2012)

Airshow China, Zhuhai, China
(13-18 Nov 2012)

issue release date

November 1st

Advertisement Booking Deadline:
October 15th

Advertisement Material Deadline:
October 22nd



issue 8

DEC 2012 / JAN 2013

AFV & VEHICLE PROTECTION Upgrades

CORVETTES AND OPVs: Regional Requirements

COUNTER INSURGENCY AIR POWER: Asia-Pacific Solutions in Operation

GROUND SURVEILLANCE: 24/7 All Weather Demands

MILITARY FLIGHT TRAINING Capabilities

NAVAL WEAPON Systems

CYBER WARFARE: Stopping Hackers, Deterring States

issue release date

December 1st

Advertisement Booking Deadline:
November 15th

Advertisement Material Deadline:
November 22nd

advertisementsizes



Two page spread
Trimmed Size
11 1/4" x 16 1/2"
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(291 mm Height x
426mm Width)



Full page
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Bleed Size
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(291mm Height x 216mm Width)



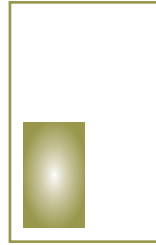
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Half page
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One-third page
(Horizontal)
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120mm Width)

printing requirements

Digital file with EPS/PDF format along with color reference proof. All high resolution images should be in minimum 300 DPI printable size.

All links should be in CMYK mode and font should be embedded with the file.



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Tel: (662) 2042370. Fax: (662) 2042391.

Email: vishal@mediatransasia.com

Website: www.asianmilitaryreview.com

printing by offset

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| 6-8x | 10850 | 5525 | 3275 | 2125 |
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• Thailand

Media Transasia Thailand Limited
14 Floor, Ocean Tower II, 75/8,
Soi Sukhumvit 19, Bangkok 10110, Thailand
Tel : (662) 204 2370
Fax: (662) 204 2391
Email: vishal@mediatransasia.com
www.asianmilitaryreview.com/ContactUs/

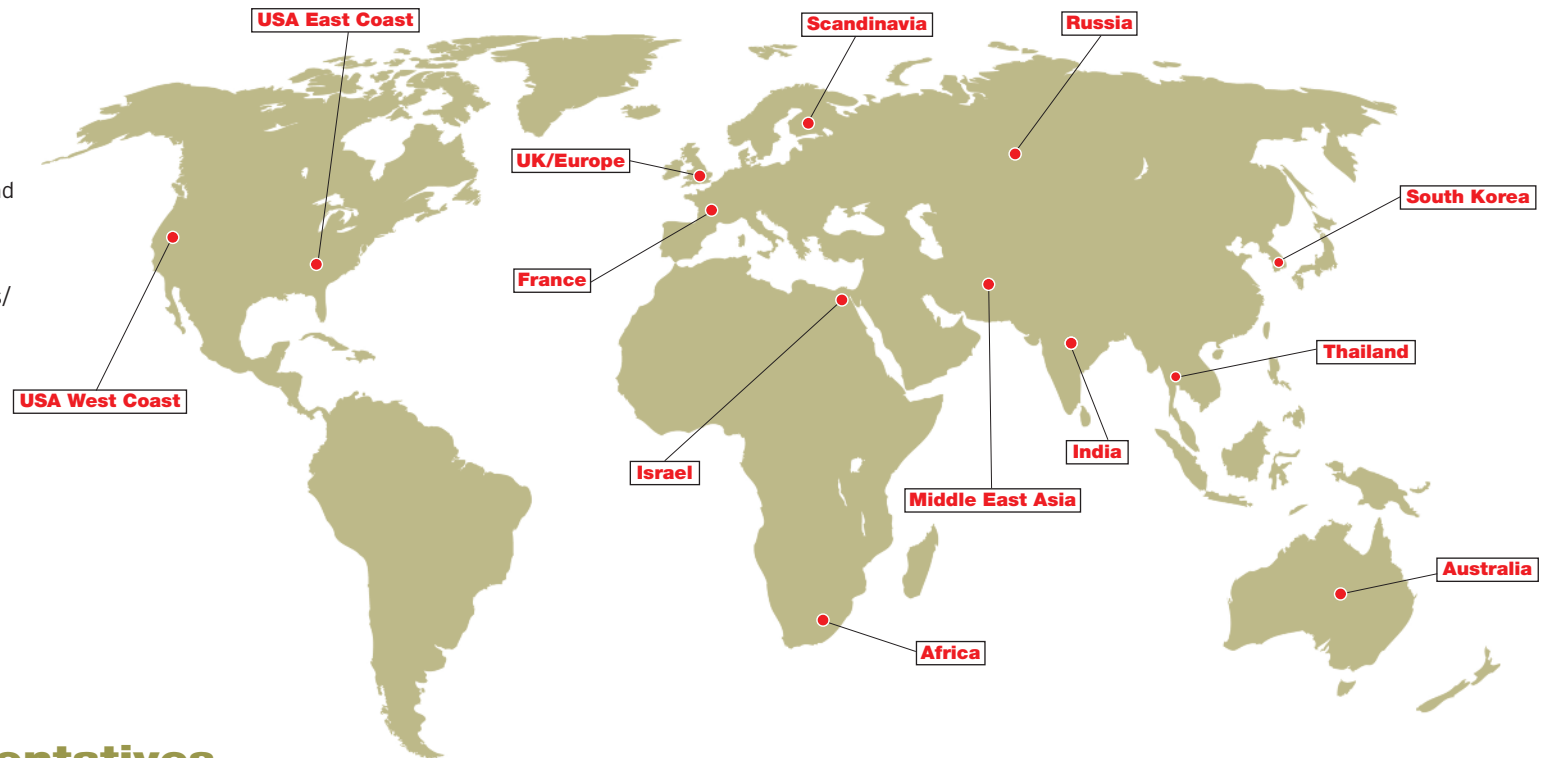
• India

Media Transasia India Limited
323, Udyog Vihar, Phase-IV,
Gurgaon-122 016 Haryana, India
Tel: (91 124) 475 9625 / 609 / 500
Fax: (91 124) 475 9550
E-Mail: vishalmehta@mtil.biz,
tarunmalviya@mtil.biz

Editor: Adam Baddeley

Tel: (44) 1945 430 184

E-mail: adam@baddeley.net



worldwide representatives

• Australia

Charlton D'Silva

Mass Media Publicitas,
Tel: (61 2) 9252 3476,
Fax: (61 2) 9252 8456
E-Mail: cdsilva@publicitas.com

• France/Spain

Stephane de Remusat

REM Europe Media Service
Tel: (33 5) 3427 0130
Fax: (33 5) 3427 0131
E-Mail: sremusat@aol.com

• Germany/Austria/ Switzerland/UK/Italy

Sam Baird

Whitehill Media
Tel/Fax: (44 1883) 715 697
Mobile: (44 7770) 237 646
E-Mail: sam@whitehillmedia.com

• Israel

Liat Heiblum

Oreet - International Media
Tel: (972 3) 570 6527
Fax: (972 3) 570 6526
E-Mail: liat@oreet-marcom.com

• Russia

Alla Butova

NOVO-Media Ltd,
Tel/Fax: (7 3832) 180 885
Mobile: (7 960) 783 6653
Email: alla@mediatransasia.com

• South Korea

Young Seoh Chinn

Jes Media International
Tel: (82 2) 481 3411/12/13
Fax: (82 2) 481 3414
E-Mail: jesmedia@unitel.co.kr

• Scandinavia/ Benelux /South Africa

Tony Kingham

TK Associates
Tel: (44) 20 8144 5934
Fax: (44) 78 2729 7465
E-Mail: tony.kingham@
worldsecurity-index.com

• Turkey/Pakistan/ Middle East Asia

Kamran Saeed

Solution Inc.
Tel/Fax: (92-21) 3439 5105
Mobile: (92) 300 823 8200
E-Mail: kamran.saeed@solutionsinc.info

• USA (West/South West)/Brazil

Diane Obright

Blackrock Media Inc.
Tel: (1 858) 759 3557
Fax: (1 866) 263 2527
E-Mail: blackrockmedia@cox.net

• USA (East/South East)/Canada

Margie Brown

Margie Brown & Associates.
Tel: (1 540) 341 7581
Fax: (1 540) 341 7582
Email :margiespub@rcn.com