

armada

INTERNATIONAL

Media Kit 2012

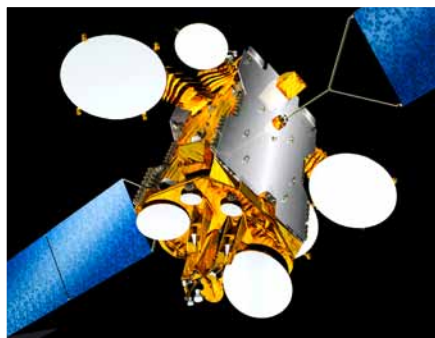


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A WORD FROM THE EDITOR

Over the years – 36 to be precise – Armada International's editorial target has been rather unique, providing as it did the quintessence of modern defence technologies to its readers. In other words, explain how sophisticated systems operate, and why they are necessary. And this not only to the three traditional services, but also to the benefit of decision makers, defence ministers and universities where our reports tend to be quite in demand judging from the requests for reprints that we receive.

Such distinction does not happen by chance. It mostly results from the fact that Armada International's writers and reporters all have strong technological training (some actually are former industry engineers) or in-the-field experience – or both. Another key factor is intelligibility. There is no point in printing articles that can only be fully understood by top English-speaking readers. By producing articles in good, plain English, we also cater to those, around the entire world, for whom this is not their mother tongue. That is why we are truly international.

Armada International is also innovative. Every issue comes with a supplement called Compendium entirely devoted to a specific subject of defence. Some of these have also introduced quite a novelty in the defence media circles in the form of large, fully illustrated fold-out posters.

Defence may not always be a rejoicing subject, but at least we endeavour to make it interesting – or at least useful. It's our mission.

Eric H. Biass
Editor-in-Chief



READ IN 189 COUNTRIES



Afghanistan	43	Dominican Rep.	6	Lithuania	45	Samoa	5
Albania	24	Ecuador	23	Luxembourg	5	San Marino	2
Algeria	101	Egypt	227	Macedonia, FYR	22	Saudi Arabia	579
Andorra	2	El Salvador	12	Madagascar	6	Senegal	8
Angola	35	Equatorial Guinea	4	Malawi	6	Serbia	31
Antigua and Barbuda	5	Eritrea	13	Malaysia	431	Seychelles	8
Argentina	185	Estonia	24	Maldives	3	Sierra Leone	8
Armenia	64	Ethiopia	11	Mali	3	Singapore	317
Australia	491	Fiji	15	Malta	8	Slovakia	56
Austria	104	Finland	135	Marshall Islands	7	Slovenia	45
Azerbaijan	67	France	1498	Mauritania	8	Solomon Islands	4
Bahamas	4	Gabon	9	Mauritius	5	Somalia	16
Bahrain	93	Gambia	9	Mexico	127	South Africa	161
Bangladesh	27	Georgia	97	Micronesia	5	South Korea	281
Belarus	75	Germany	884	Moldova	23	Spain	203
Belgium (incl. Nato HQ)	457	Ghana	12	Mongolia	12	Sri Lanka	81
Belize	3	Greece	158	Montenegro	14	Sudan	28
Benin	6	Grenada	8	Morocco	48	Suriname	5
Bhutan	4	Guatemala	7	Mozambique	25	Swaziland	5
Bolivia	21	Guinea	4	Myanmar	31	Sweden	280
Bosnia and Herzegovina	41	Guinea-Bissau	7	Namibia	10	Switzerland	628
Botswana	8	Guyana	9	Nauru	6	Syria	133
Brazil	198	Haiti	10	Nepal	21	Taiwan	179
Brunei Darussalam	32	Honduras	11	Netherlands	195	Tajikistan	54
Bulgaria	34	Hungary	69	New Zealand	139	Tanzania	9
Burkina Faso	3	Iceland	7	Nicaragua	26	Thailand	367
Burundi	3	India	481	Niger	6	Togo	7
Cambodia	54	Indonesia	225	Nigeria	54	Tonga	8
Cameroon	11	Iran	215	North Korea	52	Trinidad & Tobago	3
Canada	402	Iraq	73	Norway	129	Tunisia	105
Cape Verde	4	Ireland	35	Oman	107	Turkey	502
Central African Rep.	4	Israel	397	Pakistan	303	Turkmenistan	38
Chad	10	Italy	564	Palau	9	Tuvalu	6
Chile	106	Jamaica	8	Panama	18	UAE	273
China, P.R. of	454	Japan	329	Papua New Guinea	22	Uganda	10
Colombia	65	Jordan	147	Paraguay	34	Ukraine	64
Comoros	4	Kazakhstan	88	Peru	104	United Kingdom	1146
Congo	18	Kenya	57	Philippines	194	United States	3914
Congo, Rep. of	16	Kiribati	4	Poland	119	Uruguay	57
Costa Rica	9	Kuwait	165	Portugal	71	Uzbekistan	56
Côte d'Ivoire	9	Kyrgyzstan	33	Qatar	78	Vatican City	2
Croatia	43	Lao	34	Romania	48	Venezuela	98
Cuba	25	Latvia	46	Russian Federation	382	Viet Nam	62
Cyprus	37	Lebanon	63	Rwanda	7	Yemen	28
Czech Republic	61	Lesotho	17	Saint Kitts and Nevis	6	Zambia	16
Denmark	79	Liberia	8	Saint Lucia	3	Zimbabwe	19
Djibouti	8	Libya	35	Saint Vincent and the Grenadines	3		
Dominica	8	Liechtenstein	2			Total	22,739

BREAKDOWN BY ORGANISATION

Army	16.9%
Air Force	14.4%
Navy	10.4%
Armed Forces Total	41.7%
Government	30.4%
Industry	20.1%
Multinational Organisation	2.2%
National Organisation	1.0%
Private Subscriber	2.7%
Other	1.9%
<hr/>	
Total	100%

BREAKDOWN BY SENIORITY

Senior Military	35.5%
Middle Rank	6.8%
Other Military	2.6%
Top Government	24.5%
Senior Government	4.2%
Other Government	1.7%
Senior Management	13.7%
Middle Management	4.8%
Other Industry	1.6%
Other	4.6%
<hr/>	
Total	100%

BREAKDOWN BY SPECIFIC FIELD

Aircraft	11.4%
Ammunition, Pyrotechnics	5.9%
Artillery	6.9%
Control, Communications	13.8%
Engines, Propulsion	2.1%
Infantry	11.2%
Military Vehicles	13.8%
Missiles, Guided Weapons	9.8%
Naval Vessels	6.4%
Sensors	13.5%
Simulation	3.2%
Other	2.0%
<hr/>	
Total	100%

CIRCULATION AUDIT INFORMATION

armada INTERNATIONAL'S circulation is audited annually by WEMF (AG für Werbemedienforschung), the Swiss member of IFABC (International Federation of Audit Bureaus of Circulations).

Audit certificate	Autumn 2011
Controlled circulation	22'739
Promotional copies	2'530
Average print run	25'269

Armada International's Compendium series widens one's view of specific sectors of the defence industry via its longer, in-depth-survey format.

Throughout the years these supplements have established themselves as 'must have' reference tools for defence experts, to the extent that reprints are quite frequently requested, more often than not for the purpose of conferences, symposia and university studies.

Now regarded as publications in their own right, Armada International's Compendia provide a comprehensive survey of all the technical and marketing developments that have recently taken place in any given subject – and include future developments. Some of the titles carry large three- or four-page fully illustrated quick-reference data charts that are often displayed on readers' office walls.

For the advertisers, they offer a unique long-exposure platform as they are indeed picked up again and again for reference.

Armada International's Compendia simply have no equivalent around the world. They are written by experts for the experts, but in easy-to-read English, which explains their popularity in non-English speaking nations worldwide.

armada *INTERNATIONALS* **COMPENDIA 2012**

- Issue 1 **Medium Armoured Vehicles**
- Issue 2 **Special Ops and Soldiers Small Arms, Ammo, Sights & Accessories**
- Issue 3 **Drones**
- Issue 4 **Tactical Radios**
- Issue 5 **Light Armoured Vehicles**
- Issue 6 **Special Ops Equipment for Urban, Desert, Jungle, Arctic warfare**
- Issue 1/2013 **Mine-protected Troops Transports**

<u>Advertising</u>	6 Jan
<u>Material</u>	11 Jan
<u>Issue</u>	3 Feb

FAST PATROL BOATS AND THEIR EQUIPMENT

Fast patrol boats are generally used to patrol coastal waters and rivers. Their role is to observe and eventually dash to intercept. They are thus equipped with all manner of observation systems and weapons, but now increasingly are incorporated in a C3I network.

NAVAL VERTILIFT DRONES

Once upon a time very much disliked onboard a ship, helicopter drones have matured in a dramatic way thanks to autopilot technology, and are now about to become part and parcel of any modern ship the size of a frigate.

SDR EVOLUTION

Software-defined radios have all but taken over the modern communication equipment arena. They are easily updated and upgraded with new waveforms due to their open architecture design. Which gives rise to the question of just what these waveforms are and how they are developed. Many companies/countries have their proprietary waveforms, so from where comes the obvious standardisation?

FORCE PROJECTION SHIPS

As the name implies, this new generation of ship is designed to rapidly carry men, helicopters, vehicles and equipment from A to B. However, they also double as disaster-relief ships as they can bring vital supplies and support to an area devastated by natural causes or civil unrest. They can act as floating hospitals complete with surgery wards and as emergency electric power plants for small cities.

LOITER ATTACK DRONES

These drones can stay aloft for hours either watching the ground below, listening for air-defence radars or waiting for an attack order from the ground, upon which they take a final dive onto their prey. Yes, they are one-way ticket drones. A new operating mode is now developing whereby they may operate in conjunction with surveillance drones. They also now have the advantage of a man-in-the-loop facility that enables their mission to be aborted in case of high, last-second, collateral risk, which may well render them more 'diplomatically correct' assets and thereby see their use more generalised.

SHOW REPORT: AUSA

The Association of the US Army exhibition is covered by Armada's team to bring you the latest news from this US-based defence exhibition.

DRONE UPDATE

Just 550 identified drone types in 2005, but over 1500 by mid 2011. This regular column enables the reader to keep abreast with this ever-growing segment of the defence industry.

COMPENDIUM

MEDIUM ARMoured VEHICLES

This worldwide-recognised title covers the latest developments achieved in a range of vehicles that, for a number of reasons (technical and political), has partly replaced the main battle tank on current fields of operations. This yet unmatched study examines all the challenges these vehicles have to meet, from the pure automotive standpoint through their active and passive protection solutions to their C4I networking capabilities.

Trade Show Distribution

Main issue & Compendium

AUSA Winter, USA - 22 to 24 February

DIMDEX, Qatar - 26 to 28 March

Compendium only

International Armoured Vehicles, UK - 20 to 23 February

DSA, Malaysia - 16 to 19 April

Eurosatory, France - 11 to 15 June

AUSA, USA - 22 to 24 October

IDEX, UAE - 17 to 21 February 2013

Advertising	2 Mar
Material	7 Mar
Issue	30 Mar

AMPHIBIOUS VEHICLES

Whatever their size, the now sought-after assault craft and LHDs inevitably require some means of transportation not only for their troops to reach the shore but also for them to reach their deep in-land destination.

MRAP ARMOUR TECHNOLOGY

One tends to forget that this acronym applies not to a type of vehicle but to a type of vehicle protection – Mine Resistant Ambush Protected – which is now being applied to a wider range of transports. This article studies the latest developments achieved.

AIR-TO-GROUND: MATCHING WEAPONS TO SPECIFIC CONFLICTS

Recent conflicts – Libya in particular – have demonstrated that though current air-to-ground weapons generally had the required accuracy, they were found to be slightly over-powered for certain targets.

PERSONNEL AND VEHICLE CAMOUFLAGE SOLUTIONS

As the art of detection has moved into highly sophisticated electronic solutions, so has the art of deception, which has stepped out of the simple boundaries of shape and colour cheating.

SHOW REPORT: DUBAI AIR SHOW

This report will keep you abreast of the latest developments in the air warfare discipline, from a particularly demanding part of the world in terms of new aircraft technologies.

DRONE UPDATE

Just 550 identified drone types in 2005, but over 1500 by mid 2011. This regular column enables the reader to keep abreast with this ever-growing segment of the defence industry.

COMPENDIUM

SPECIAL OPS AND SOLDIERS SMALL ARMS, AMMO, SIGHTS & ACCESSORIES

Special operations and soldier equipment are a regular feature of Armada, especially through its Compendium series. For the first time this supplement will provide a wide description of the latest weapons, munitions, sights and accessories being fielded or under development.

Trade Show Distribution Main issue & Compendium

Navy League, USA - 15 to 18 April
 DSA, Malaysia - 16 to 19 April
 Sofex, Jordan - 7 to 10 May
 SOFIC, USA - 22 to 24 May
 Cansec, Canada - 30 to 31 May

Compendium only

Eurosatory, France - 11 to 15 June
 AUSA, USA - 22 to 24 October
 IDEX, UAE - 17 to 21 February



Advertising	27 Apr
Material	2 May
Issue	25 May

AEW&C AIRCRAFT

Initially intended to provide an early warning of air traffic activities, these surveillance and command aircraft have not only seen their capacities increased to see what's happening downwards but have also become more affordable to operate due to their relatively smaller sizes.

MODERN SOLDIER PROGRAMMES – THE LATEST

Modern Soldier Programmes are now well established in a number of countries, but their components, especially for what regards electronics and assistance devices, and just like anyone's personal computer, have to be kept in tune with their times.

UTILITY HELICOPTER ARMAMENT

Once upon a time relegated back to their pure original role – utility – by the dedicated attack helicopter, the type is now increasingly being exposed to the forward edge of battlefield activities to carry out their utility function, but also ground attack operations which commands ad-hoc barrelled and propelled weapons, whether guided or not.

ENVIRONMENTAL AWARENESS FOR VEHICLE CREWS

In the current world of asymmetrical warfare, crews locked up in a windowless vehicle need to know what to expect from the outside world before debussing. A number of devices – not only roof-mounted cameras, but also shot detection and shot direction devices, together with fresh data on their personal displays plugged into the vehicle's data bus, help them evaluate a tactical situation before opening the rear doors.

RADIO ACCESSORIES

The wide variety of radios available or under development is covered in specific Armada articles or Compendia, however few of these devices could be of any use without certain peripherals – just think of your computer without a mouse. These amenities range from osteoheadsets and microphone, safe connectors, recharging devices and so forth.

FIGHTER AIRCRAFT MARKET

While the number of fighter aircraft being purchased worldwide has dramatically decreased, their unit cost and capabilities have gone the opposite way – reason why manufacturers are more aggressively then ever pursuing niche markets.

COMPENDIUM

DRONES

This extremely popular title, complete with its now legendary illustrated fold out table, once again reviews all the major developments that have taken place since the last issue was printed.

Trade Show Distribution Main issue & Compendium

Eurosatory, France - 11 to 15 June
Balt Military Expo, Poland - 27 to 29 June
Farnborough, UK - 9 to 15 July

Compendium only

UAS, France - 11 to 15 June
AUVSI NA, USA - 7 to 10 August
AUSA, USA - 22 to 24 October
IDEX, UAE - 17 to 21 February



Advertising	6 July
Material	11 July
Issue	3 Aug

MARITIME PATROL AIRCRAFT

The naval forces patrol aircraft has always been a sort of Jack of all trades, including that of finding capsized leisure sailing boats. Its tasks now include a whole variety of side activities, including the detection of pirates, smugglers and sensitive island intruders. The wider type of airframes now available enables them to suit many a pocket.

BASELINE AIRCRAFT ON STEROIDS

More than ever, flexibility is the word of the day and many operators or potential operators are eyeing the possibility of equipping standard aircraft – small or large – to enable to perform missions other than the ones they were originally designed for. This goes from turning light (and even agricultural) and trainer aeroplanes into ground attack/support aircraft and even otherwise pedestrian transports into awesome gunships.

LATEST ELECTRONIC RIFLE SIGHTS

This new generation of sights can in fact be real fire control systems – particularly when applied to rifles carrying an under-slung grenade launcher, but can also provide remote aiming to fire ‘round a corner, or even relay a target to a fellow soldier.

SHOW REPORT: SOFEX

A vivid report on the latest wares exhibited at this special operations equipment exhibition in Amman.

DRONE UPDATE

Just 550 identified drone types in 2005, but over 1500 by mid 2011. This regular column enables the reader to keep abreast with this ever-growing segment of the defence industry.

COMPENDIUM

TACTICAL RADIOS

The much awaited Tactical Radios title returns with more focus on SDR and Cognitive Radios and Networks as well as coalition interoperability in the communications operational sphere. Ad hoc connectivity on and about the digital battlefield has for years been considered a networking panacea, but much that is obvious to some is never considered. Waveforms do come to the rescue in many applications but obviously hardware is still, even in a slower economic atmosphere, a major consideration. Many innovative ideas are being placed onto the table - some are being embraced, with new radios beginning to offer unmatched capabilities.

**Trade Show Distribution
Main issue & Compendium**

- ILA, Germany - 11 to 16 September
- AAD, South Africa - 19 to 23 September
- Modern Day Marine, USA - 25 to 27 September

Compendium only

- AUSA, USA - 22 to 24 October
- IDEX, UAE - 17 to 21 February



Advertising	31 Aug
Material	5 Sept
Issue	28 Sept

SUB-LAUNCHED TACTICAL MISSILES

They can be anti-ship, deep land attack or anti-aircraft, these missiles can strike from totally unknown places. They can be turbine, rocket or even ramjet-powered.

CYBER WARFARE

Initially conceived as an afterthought, cyber warfare is one of today's most active battlefields. Cyber commands have grown in complexity and strength in a very short time, with portable field systems already down range. Threats and assets are often interchangeable, but it is the combination of computing power and human intel that can often determine the outcome of an operation. The list of equipment is long and very involved.

VERTILIFT HAULER DRONES

Basically, these are ordinary helicopters turned into remotely controlled aircraft whose new intended roles include delivering supplies to advanced posts and even carry out search and rescue operations in enemy fire-infested areas.

SPACE-BASED C4ISR

Satellites not only provide a platform for communications relay, but also carry a host of sensors that are exploited for command and control, surveillance, reconnaissance and intelligence applications. Such orbiting equipment must be hardened to survive in temperature and radiation extremes. Some very interesting systems are flying overhead. Here, embedded components to weapons are discussed.

SHOW REPORT: EUROSATORY

The Armada team of journalists joins forces to provide their usual vivid illustrated account on the world's largest land defence warfare equipment exhibition held north of Paris.

DRONE UPDATE

Just 550 identified drone types in 2005, but over 1500 by mid 2011. This regular column enables the reader to keep abreast with this ever-growing segment of the defence industry.

COMPENDIUM

LIGHT ARMoured VEHICLES

This compendium broadens the scope of the previous Light Armoured Vehicles to examine what the world has brought us in recent years in terms of vehicles able to take over the role played by the Jeep many years ago, although they have grown both in weight and size to step into the lower end of medium armoured vehicles.

Trade Show Distribution Main issue & Compendium

AUSA, USA - 22 to 24 October
Euronaval, France - 22 to 26 October
Defensys, Greece - 25 to 28 October

Compendium only

IDEX, UAE - 17 to 21 February
DSEi, UK - 10 to 13 September



Advertising	2 Nov
Material	7 Nov
Issue	30 Nov

WHEELED HOWITZERS

Very much like every large weapon system since the Berlin wall was brought down to its foundations, howitzers had to adapt to the new warfare demands in terms of firepower and mobility. Generally mounted on modified lorries, some are even able to drive through a motorway toll gate.

MEDIUM-CALIBRE REMOTELY CONTROLLED TURRETS

Their raison d'être is twofold: decrease their size and particularly their height to reduce the overall visual signature and exposure of its occupants (gunner or gunner cum commander) by placing these under the protection of the vehicle itself. This way of doing is gaining momentum amongst armed forces.

ELECTRONIC TABLETS

Very much like your smart 'phone or pocket computer, these devices are now becoming popular with soldiers to enable them to stay abreast of developments affecting their immediate surroundings.

DRONES BUILT TO BOMB

Although initially intended to carry out surveillance missions, certain larger types have been adapted to carry out ground suppression missions. However, smaller and even larger types are now being devised for the sole purpose of redesigning ground targets.

SHOW REPORT: ILA

A report on this air show held near Berlin that is gaining more and more importance on the defence scene.

DRONE UPDATE

Just 550 identified drone types in 2005, but over 1500 by mid 2011. This regular column enables the reader to keep abreast with this ever-growing segment of the defence industry.

COMPENDIUM

SPECIAL OPS EQUIPMENT FOR URBAN, DESERT, JUNGLE, ARCTIC WARFARE

This new Compendium looks into the equipment specifically required by special operations teams to carry out their missions in very specific environments.

Trade Show Distribution Main issue & Compendium

Shot Show, USA - 15 to 18 January
IDEX, UAE - 17 to 21 February

Compendium only

DSEi, UK - 10 to 13 September
AUSA, USA - 22 to 24 October



Advertising	11 Jan
Material	16 Jan
Issue	8 Feb

ON-THE-MOVE SATCOMS

A relatively recent technological achievement, this new method of communicating via satellites now enable the upwards and downwards transfer of voice, data and imagery from a vehicle without needing the driver to pull the handbrake thanks to stabilised and autotracking roof-mounted aerials.

ADVENT OF ALL-INDEPENDENT SUSPENSIONS

Once upon a time regarded as a luxury, the technology has ripened to the extent of becoming of the active type, affordable and adaptable to relatively heavy vehicles to allow them to move much faster on difficult terrain.

LIGHT REMOTELY CONTROLLED WEAPON SYSTEMS

Statistics have unfortunately proved that the gunner operating a machine-gun from the roof of an armoured vehicle is a prime target for the enemy. With stabilisation and electro-optical devices, the gunner can now fire under the protection of his vehicle.

ACTIVE VEHICLE SELF-PROTECTION

As opposed to passive protections that help a vehicle to withstand a hit, the active devices now coming on the market for medium and lighter vehicles enable the equipped vehicle to intercept and neutralise the weapon before it reaches its body. There are many challenges in their development, not the least being the reduction of collateral damages.

SHOW REPORT: EURONAVAL

Held near Paris, this biennial exhibition reveals new trends in naval architectures and weapon systems. Armada's editors will be there to report.

DRONE UPDATE

Just 550 identified drone types in 2005, but over 1500 by mid 2011. This regular column enables the reader to keep abreast with this ever-growing segment of the defence industry.

COMPENDIUM

MINE-PROTECTED TROOP TRANSPORTS

Massively armoured, these were originally based on heavy truck chassis, but recent operations have highlighted a number of their shortcomings in the field. A whole new generation of vehicles – some with proprietary chassis or frames – have been developed over the recent years.

Trade Show Distribution Main issue & Compendium

AUSA Winter, USA - 20 to 22 February

Compendium only

DSEi, UK - 10 to 13 September

AUSA, USA - 22 to 24 October



USD

Armada International

Frequency		1 x	2 x	3 x	4 x	5 x	6 x	9 x	12 x
Volume Discount			6%	8%	11%	14%	17%	21%	25%
Double page	4-colour		16,520		15,640		14,600	13,880	13,180
	B&W		11,500		10,900		10,160	9,660	9,180
Full Page	4-colour	8,790	8,260	8,090	7,820	7,560	7,300	6,940	6,590
	B&W	6,120	5,750	5,630	5,450	5,260	5,080	4,830	4,590
1/2 Page	4-colour	5,670	5,330	5,220	5,050	4,880	4,710	4,480	4,250
	B&W	3,180	2,990	2,930	2,830	2,730	2,640	2,510	2,390
1/4 Page	4-colour	3,800	3,570	3,500	3,380	3,270	3,150	3,000	2,850
	B&W	1,730	1,630	1,590	1,540	1,490	1,440	1,370	1,300
Cover 2	4-colour	9,610	9,030	8,840	8,550	8,260	7,980	7,590	7,210
Cover 3	4-colour	9,200	8,650	8,460	8,190	7,910	7,640	7,270	6,900
Cover 4	4-colour	9,950	9,350	9,150	8,860	8,560	8,260	7,860	7,460



SPECIFICATIONS

- Printed in accordance with standard specifications UGRA/FOGRA.
- Total four-colour density not to exceed 290%.

COLOUR DEFINITION

The rates for colour advertisements on page 14 refer to the number of standard process colours (cyan, magenta, yellow, black) required to print the colour specified by the client. If this colour is mixed from standard process colours, these will be charged. If the colour specified cannot be composed from standard process colours special rates will apply.

ELECTRONIC FORMAT SUBMISSIONS

As our printing workflow is exclusively CTP (computer-to-plate), artwork – designed in either Quark Xpress, Page-maker, InDesign or as a press-ready PDF – must be submitted either on disk, transmitted via ISDN, or uploaded to an FTP site. For FTP transfer information please contact your representative, or mail to: mail@armada.ch. To ensure proper colour match, at least one four-colour hard-copy proof or a colour-proof PDF of each file provided electronically must be forwarded to the publishers.

ADVERTISEMENT SIZES

Armada International's trim size is 216 x 276 mm (8.5 x 10.87 in). Bleed is offered for double-page spreads and for full-page ads. For other formats, the availability of bleed must be checked with the publisher.

Listed below are the available ad dimensions, with **B** referring to the bleed and **S** to the size of the ad as it will be seen.

A) Double page spread	B	438 x 282 mm (17.24 x 11.1 in)
	S	432 x 276 mm (17.01 x 10.87 in)
B) Full page	B	222 x 282 mm (8.74 x 11.1 in)
	S	216 x 276 mm (8.5 x 10.87 in)
C) 1/2-page horizontal	S	191 x 125 mm (7.52 x 4.92 in)
D) 1/2-page vertical	S	93 x 256 mm (3.66 x 10.08 in)
E) 1/4-page vertical	S	93 x 125 mm (3.66 x 4.92 in)
F) 1/4-page horizontal	S	191 x 60 mm (7.52 x 2.36 in)

Please pay attention to our new specifications.



LIABILITY

Armada International accepts no liability for text submitted by the advertiser or the advertiser's agent. The publishers cannot accept responsibility for the loss or damage of the advertiser's material, or for mismatched colour of printed advertisements if no colour proof was received at least 15 working days prior to the date of issue.

Armada International will retain advertising material for twelve months. Place of jurisdiction and performance is Zurich, Switzerland.

LATE ARTWORK

If printing material is received after the deadline (see pages 7 to 13) Armada International reserves the right to reprint an advertisement from the same advertiser published in an earlier issue of Armada International.

ORDER CONFIRMATIONS / INVOICING

Armada International will confirm advertisement orders in writing. The advertiser or the advertiser's agent will be billed after publication of each advertisement.

FILE COPIES

Armada International will provide the advertiser or the advertiser's agent with one copy of the issue concerned plus a tear sheet with the invoice.

ADDRESS FOR ISDN TRANSMISSION (LEONARDO PRO)

ISDN No.: (+41 44) 308 84 89, Attn.: Armada International, Re: [advertiser's name]

ADDRESS FOR DISPATCH BY MAIL OR COURIER

Armada International, Hagenholzstrasse 65, CH-8050 Zurich, Switzerland
Attn.: Advertising Dept.

SPECIAL CONSIDERATIONS

- No surcharge for bleed advertisements.
- Rates and discounts apply for regular issues of Armada International and Compendia.
- Volume discounts can be accumulated for all advertisements placed by a client within 12 months.
- In the event a client places more advertisements than reflected in the initial contractual calculation, volume discounts are refundable in retrospect for all advertisements placed during that contractual period.
- Requests for the placement of advertisements within specified articles will be considered and, if possible, fulfilled at no extra charge.
- Cancellation of advertisements will be honoured if request is received prior to the advertisement deadline for the respective issue as mentioned on pages 7 to 13 of this media kit.
- Agency discount is equal to 15 per cent on the net advertising amount.

QUOTES RECEIVED FROM OUR READERS

Very informative! Indispensable for these keen on keeping abreast and updated on development in military technology.

Colonel, Commander Armoured Brigade, African country

I really enjoy reading Armada International, the articles give me a real and trusted way to stay informed; thanks for making a very good and helpful publication.

Rear Admiral, Navy, South American country

Excellent journal, highlighting new & proven technologies.

Officer Commanding, Naval Service, European country

Very up to date and very informative for decision makers.

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