

DEFENCE *and* SECURITY  
of INDIA

**DSI**



**2012**

**mediainformation**

[www.defencesecurityindia.com](http://www.defencesecurityindia.com)



## scope

DEFENCE AND SECURITY OF INDIA (DSI) is a high-quality publication that focuses on national security issues through insightful and analytical writing by top experts in all the fields that feed into national strategy, which include defence and security, diplomacy, foreign policy, economics, energy security and nuclear deterrence.

It is this in-depth analytical writing that separates the DSI from existing magazines that deal with the purely military-technical aspect of defence but do not address the larger issues that impact national security. Currently, there is definitely a vacuum for a high-quality publication that focuses on and explains national security issues through insightful and analytical writing. DSI aims to fill this gap.

The magazine incorporates matters of defence procurement, new technologies and products, because we believe they are indeed key issues for the defence industry but they are only one aspect in a debate on the larger security situation. For instance, defence procurement and production is incorporated into a security dialogue as part of an analysis, on which security threats mandate which defence purchases instead of mere lists of products. There are, larger issues of defence policy and management that are inter-linked with security threats that would definitely enhance the debate on national security.

## targetmarket

DSI's target readership is among those who frame and influence strategy in India, in the government, among the think tank community in India and abroad and even among other intellectual and business elite. As also among the defence forces where there is a deeply felt need for raising awareness on security issues.

*DSI is brought to you by the publishers of Asian Military Review, the largest circulated defence magazine in Asia & Pacific and the market leader for the last 20 years. The experience, expertise and pedigree brought to the publication of DSI has ensured quality - in content, distribution and readership, not to mention a very modern and contemporary look.*

Manufacturing of defence equipment has been traditionally under the control of Government of India since independence. As a consequence of the then industrial policy, a large infrastructure for Defence Production consisting of 39 Ordnance Factories, 8 Defence PSUs and 50 Research & Development laboratories was created in the country.

In May 2001, the Government decided to open Defence industry for private sector participation up to 100 per cent and with Foreign Direct Investment permissible up to 26 per cent - both subject to licensing. All defence related items have been transferred to the licensed category, as a result of which private sector can manufacture all types of defence equipment after getting a licence. The involvement of private sector with its world-class expertise and high technology would not only augment India's indigenous defence production capability but also lead to employment generation and improvement in infrastructure in the country, all of which will boost economic growth. Still in its early days, the private sector industry in India is beginning to realise its role as a significant partner in production and development of defence items.

The defence sector in India is marching along rapidly towards self reliance. Increasing security concerns of a rapidly growing economy along with India's strategic geographical and political positioning have driven industry towards giant strides in indigenous manufacture of weaponry, machinery and sophisticated equipments. The market for export of India's defence technology and products is expanding every year, as are the requirements of its own armed forces making India an attractive market as well as an investment destination for joint ventures.

**indian defence industry**

# defence and security of India

DSI is a magazine that deals with issues of national security in India. A commitment to ensure that this is a quality product that will set new standards of analytical writing in strategic affairs in India makes it a must-read for any professional in this field.

DSI is a high quality strategic affairs magazine that has a South Asian perspective and explores the region's linkages with China, the Indian Ocean region, the near Middle East and South Central Asia through the prism of their impact on the security situation. The security scenario in India has over the last few years become increasingly influenced by events in the region and so a holistic view of India cannot be isolated from the wider region.

DSI incorporates matters of defence procurement, new technologies and products, as they are indeed key issues for the defence industry and also they are part of a larger discourse on security. Apart from this there are larger issues of defence policy and management that are linked closely with security threats and would enhance the debate on national security. A discussion on defence procurement and production is an integral part of a security dialogue. For instance, an analysis on security threats mandates a study of defence procurement options and challenges.

The aim is to create a forum of choice for the most important new ideas, analysis, and debate on the most significant issues.

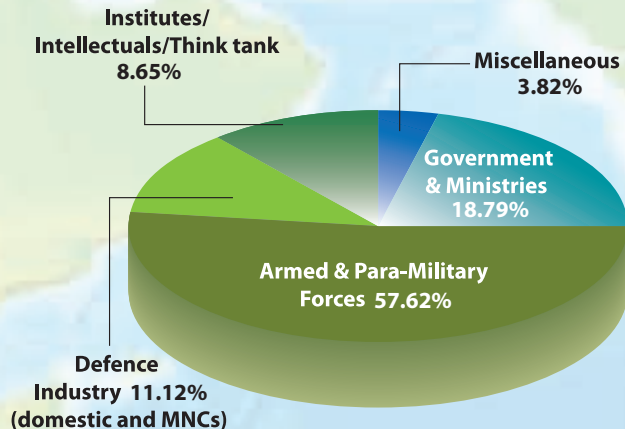
To tap a broader bank of people who are called upon to analyse rather than merely recount and forecast events. Whether it is on terrorism, insurgency, border management, defence policy and procurement, energy security or environment there is hardly any writing from India that rises far above mere reportage and provides insights into all these issues in one journal. DSI has regular features done by renowned experts in that field.

## **An analytical view on subject matters covering**

- Defence & Security Issues
- Foreign Policy
- External Relations
- Strategic Thinking
- Defence Procurement
- Defence Policy
- Budget Analysis
- New Products & Technologies
- Nuclear Deterrence
- Energy Security
- Insurgency
- Terrorism
- Border Infrastructure
- Indian Defence Industry

# distribution

**Print Order - 33,159 copies per month. Circulation is primarily on controlled distribution to ensure no wastage. The magazine is also available on paid subscriptions.**



*Additional significant number of copies of the magazine are distributed through our participation in all leading local, regional and international exhibitions and conferences.*

# readership

**Armed & Para-Military Forces** - The rank of Colonel (or equivalent) and above.

**Government & Ministries** - Policy makers at Secretarial levels in all relevant Ministries and related Departments.

**Institutes/Think-tank** - Directors/Professors at various institutes of strategic studies, defence studies, foreign policy/diplomacy, training colleges, research agencies and independent think-tanks.

**Defence Industry** - Senior Management, Programme Managers, Business Development Directors within the Indian defence manufacturers and foreign companies actively pursuing the Indian market.

**Others** - Various Security agencies including police and homeland security.



# editorialcalendar

## issue 1

**FEBRUARY/MARCH 2012**

Force Protection Measures and Requirements  
Offshore Patrol Vessels  
New Boundary Management Systems  
(Surveillance of Land Sea & Air)  
Emerging Trends in Indian Aerospace Industry  
Advanced NCW Solutions  
Nuclear CBMS and Risk Reduction  
Women in the IAF

### 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 23st

## issue 2

**APRIL/MAY 2012**

Infantry Modernisation: On track or off track  
Tactical Communications and Surveillance  
Naval Combat Systems  
Helicopters: Expanding Capabilities &  
Emerging Missions  
Warships: Development & Future Plans  
Indian Defence Research Organisations: Challenges  
and Opportunities  
Analysis of Defence Budget  
Indo-Israeli Defence Relations

### 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

March 29th  
**Advertisement Booking Deadline:**  
March 15th  
**Advertisement Material Deadline:**  
March 22nd

## issue 3

**JUNE/JULY 2012**

Overview of India's Firepower  
Battle Management Systems  
Air Defence Solutions  
Modernisation of Paramilitary  
Air Defence Radars  
Environmental Challenges before the Military  
Withdrawal of the US from Afghanistan

### exhibition distribution

EUROSATORY, Paris, France (11-15 June 2012)  
FARNBOROUGH, UK (9-15 July 2012)

### issue release date

June 1st  
**Advertisement Booking Deadline:**  
May 16th  
**Advertisement Material Deadline:**  
May 23rd

## issue 4

**AUGUST/SEPTEMBER 2012**

Emerging Ballistic Protection  
UAV's and Future Battlespace  
Army's Aviation: Revitalisation and Optimisation  
Coastal Security  
Military Satellite Communications  
Defeating Insurgency in 21st Century  
India's Quest for Energy Security

### exhibition distribution

ILA, Berlin, Germany (11-16 September 2012)  
AFRICA AEROSPACE & DEFENCE, Cape Town,  
South Africa (19-23 Sept 2012)

### issue release date

August 1st  
**Advertisement Booking Deadline:**  
July 16th  
**Advertisement Material Deadline:**  
July 23rd

## issue 5

**OCTOBER/NOVEMBER 2012**

IAF: FGFA & beyond  
Airborne Surveillance  
Specialised Vehicles for Indian Armed and  
Paramilitary Forces  
Submarine Capabilities  
Indian Aerospace: Growing Indigenous Requirement  
Interceptor Missiles  
New Defence Offset Policy

### exhibition distribution

EURONAVAL, Paris, France (22-26 Oct 2012)  
AUSA, Washington DC, USA (22-24 Oct 2012)  
INDO DEFENCE, Jakarta, Indonesia (7-10 Nov 2012)  
AIRSHOW CHINA, Zhuhai, China (13-18 Nov 2012)

### issue release date

October 1st  
**Advertisement Booking Deadline:**  
September 14th  
**Advertisement Material Deadline:**  
September 21st

## issue 6

**DECEMBER 2012 / JANUARY 2013**

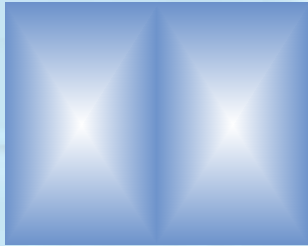
Indian Navy and Anti-Piracy Devices  
Cyber Warfare  
Development of Ports & Coastal Security  
Advanced Simulators for training  
and Development  
Growth of Undersea Warfare  
Growth of Private Indian Defence Shipyards  
The Officer Gap in the Indian Armed Forces

### exhibition distribution

### issue release date

December 1st  
**Advertisement Booking Deadline:**  
November 15th  
**Advertisement Material Deadline:**  
November 22nd

# advertisementsizes



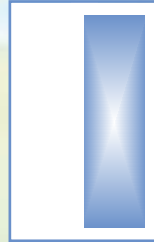
**Two page spread**  
Trimmed Size  
276mm(height) x  
432mm(width)  
  
Bleed Size  
282mm(height) x  
438mm(width)



**Full page**  
Trimmed Size  
276mm(height) x 216mm (width)  
  
Bleed Size  
282mm(height) x 222mm (width)



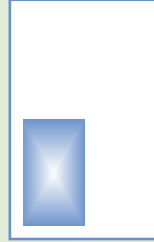
**Full page**  
Non Bleed Size  
260mm (height) x  
185mm (width)



**Half page**  
(Vertical)  
250mm (height) x  
85mm (width)



**Half page**  
(Horizontal)  
130 mm (height) x  
185mm(width)



**One-third page**  
(Horizontal)  
127mm(height) x  
120mm(width)

## printing requirements

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

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



## contact information

*Corporate Office:*

### **MTC Publishing Limited**

(a subsidiary of Media Transasia Group)

323, Udyog Vihar, Phase-IV, Gurgaon, Haryana 122016, India.

Tel: + 91 124 475 9500/625 Fax: +91 124 475 9550

Email: [vishal@mediatransasia.com](mailto:vishal@mediatransasia.com), [vishalmehta@mtil.biz](mailto:vishalmehta@mtil.biz)

## printing by offset

**Bleed and Trimmed sizes :** The publisher reserves the right to trim up to 3mm on each edge of each trimmed page dimension. Type matter and illustrated material not intended to bleed must be kept to this tolerance. Bleed insertions accepted only for half-page units or larger.



| Colour | DPS  | FP   | HP   | 1/3Pg |
|--------|------|------|------|-------|
| 1-2 x  | 9900 | 4950 | 2550 | 1850  |
| 3-5 x  | 8950 | 4450 | 2300 | 1675  |
| > 6 x  | 8425 | 4200 | 2150 | 1575  |

## special positions (US \$)

| Outside Back Cover | Inside Front Cover | Inside Back Cover |
|--------------------|--------------------|-------------------|
| 7000               | 6350               | 6000              |

## note:

**Requested positions:** 10% extra and subject to availability

**Frequency discounts :** Applicable on multiple insertions within one year of the first insertion.

**Special advertising :** Quotes available upon request

## general terms & conditions

**Agency commission:** 10% of gross amount

**Payments:** Accounts are due 30 days from the date of invoice. All payments must be made in U.S. Dollars by crossed cheque or draft.

**Overdue bills:** A delinquency charge of 1.5% per month will be made on any bill outstanding for more than 30 days from the date of invoice.

**Tax/VAT:** Will be billed additionally where applicable.



# advertisement rates (US\$)

# head office, editorial office & global representatives

Please direct all communication to:

## **MTC Publishing Limited**

### **Defence and Security of India**

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

### **Subscription:**

Tel: (91 124) 475 9610 / 500  
Fax: (91 124) 475 9550  
E-mail: atul@mtil.biz

### **Editor:** Ms. Mannika Chopra

E-mail: mannikachopra@mtil.biz,  
dsidelhi09@gmail.com

## worldwide representatives

### **France/Spain**

Stephane de Remusat  
REM Europe Media Service  
Tel: (33) 53427 0130  
Fax: (33) 53427 0134  
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

### **Scandinavia/ Benelux /South Africa**

Tony Kingham  
KNM Media  
Tel: +44 (0) 20 8144 5934  
Fax: +44 (0) 78 2729 7465  
E-Mail: tony.kingham@  
worldsecurity-index.com,  
skype:tkingham

### **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

### **Russia**

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

### **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

