

ASIAN MILITARY REVIEW

ASIA PACIFIC'S LARGEST CIRCULATED DEFENCE MAGAZINE



2010 MEDIA INFORMATION



Audit Bureau of Circulations



www.asianmilitaryreview.com

READER PROFILE

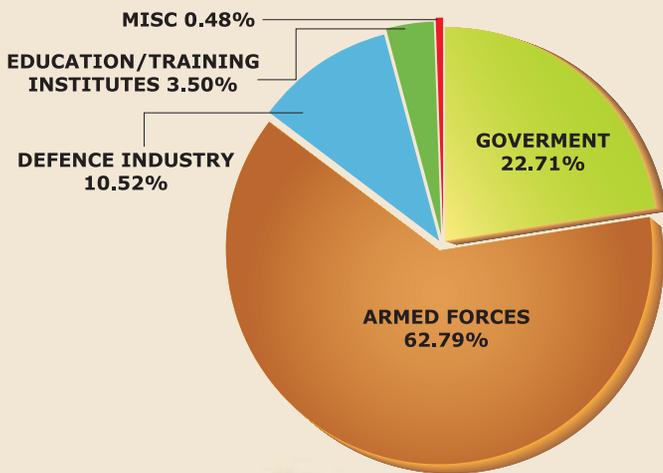
The Largest Circulated Defence Magazine in Asia-Pacific

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 the 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 21,000 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.



READERSHIP BREAKDOWN

CATEGORY OF READERS	NUMBERS	PERCENTAGE
GOVERNMENT	4,821	22.71 %
Ministry of Defence	3,624	75.17 %
Others	1,197	24.83 %
(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	13,329	62.79 %
Army	6,267	47.02 %
Airforce	3,321	24.91 %
Navy	2,679	20.10 %
Others	1,062	7.97 %
(includes National Guard/Reserves, Military and Police Intelligence, Border Forces, Operational Planning and Logistics, Procurement & Evaluation, R & D, etc..)		
DEFENCE INDUSTRY	2,234	10.52 %
Top Executives	1,283	57.43 %
Managers	951	42.57 %
(includes Project & Programme Managers, Marketing Managers and Heads of Departments)		
EDUCATION/TRAINING INSTITUTES	742	3.50 %
Command and Staff Colleges, Strategic Studies, Research Agencies and Training Colleges		
MISCELLANEOUS	102	0.48 %
TOTAL	21,228	100.00 %



Audit Bureau of Circulations

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.

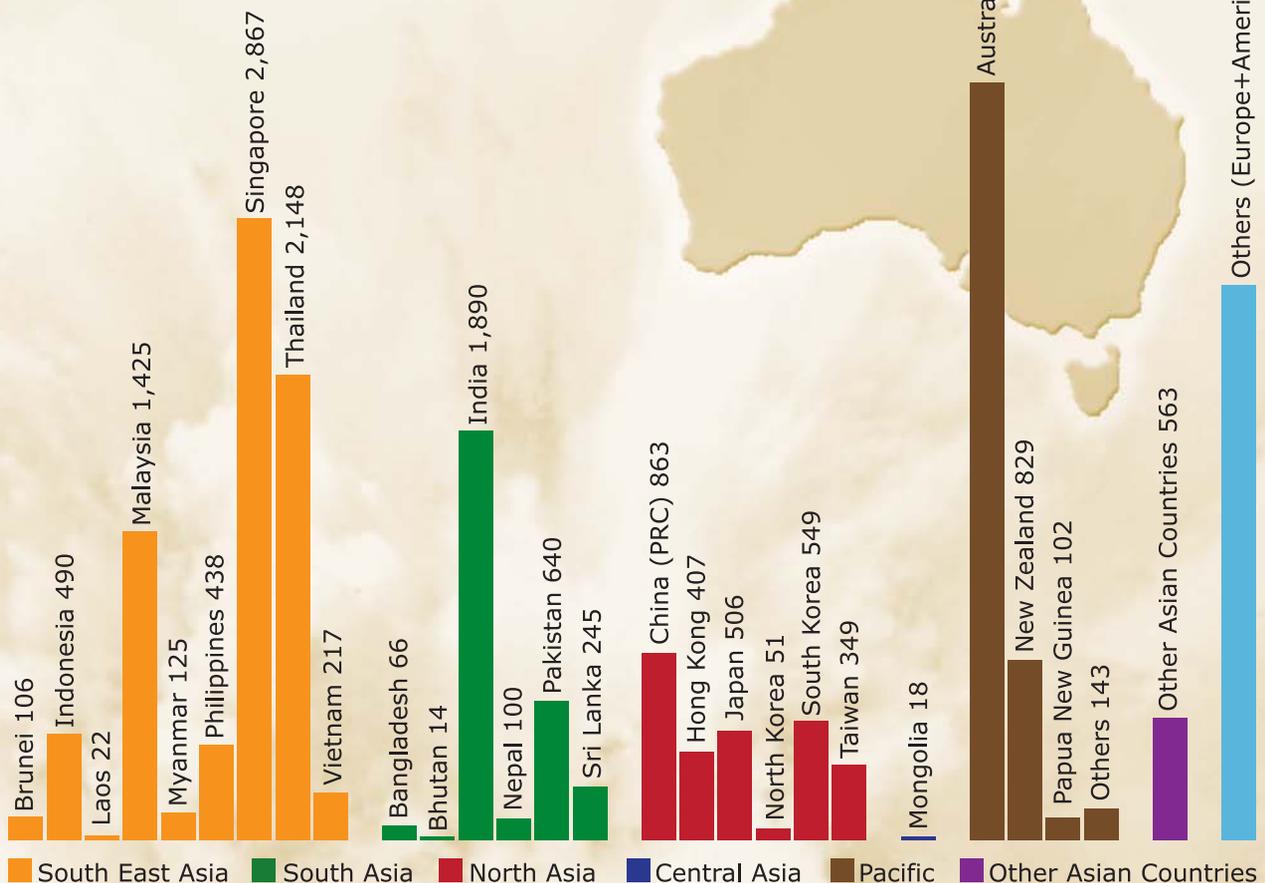
DISTRIBUTION BREAKDOWN

SOUTH EAST ASIA	7,838	Hong Kong	407
Brunei	106	Japan	506
Indonesia	490	North Korea	51
Laos	22	South Korea	549
Malaysia	1,425	Taiwan	349
Myanmar	125		
Philippines	438	CENTRAL ASIA	18
Singapore	2,867	Mongolia	18
Thailand	2,148		
Vietnam	217	PACIFIC	4,569
SOUTH ASIA	2,955	Australia	3,495
Bangladesh	66	New Zealand	829
Bhutan	14	Papua New Guinea	102
India	1,890	Others	143
Nepal	100	Other Asian Countries	563
Pakistan	640	(including Middle-East)	
Sri Lanka	245	Others (Europe+America+Africa)	2,560
NORTH ASIA	2,725	Total Distribution	21,228
China (PRC)	863		



Audit Bureau of Circulations

Asian Military Review circulation is certified annually by Audit Bureau of Circulation (ABC). The above distribution figures are as per latest Jan-Dec 2008 ABC reports available.



EDITORIAL

ISSUE 1 FEBRUARY 2010

Regional Infantry Fighting Vehicles: From Battle Taxi to Combat Partner

Port & Maritime Security: Challenges & Approaches in Asia

Regional Helicopter Requirements: ASEAN & India

Radio Communications for the Soldier and Marine: Combat Net Radios & Personal Radios for the Dismounted Warfighter

Urban ISTAR: Keeping a Wary Eye on Complex Environments

AMR Regional Air Force Directory 2010: What's in the Air

Asian Air Force Modernisation: From Multi-Role Combat Aircraft to V-22

EXHIBITION DISTRIBUTION

Singapore Airshow, 2-7 February, 2010

DefExpo India, New Delhi, 15-18 Feb 2010

ISSUE RELEASE DATE
February 1st

Advertisement booking deadline - Jan. 15th

Advertisement material deadline - Jan. 22nd

ISSUE 2 MARCH 2010

Infantry Weapons: The Future Beckons for Asia

Fast Attack Craft: Threats and Capabilities

Maritime Patrol Aircraft in Asia: Over Water Guardians

Airborne C2: The Commanding Heights

Aircraft Self Protection: Asia Pacific Adapts

Emerging & Future Security Threats: Challenges in Asia Pacific

Australian Defence Environment: Transformation while on Operations

EXHIBITION DISTRIBUTION

DIMDEX, Qatar, 29-31 March 2010

FIDAE, Chile, 23-28 March 2010

ISSUE RELEASE DATE
March 1st

Advertisement booking deadline - Feb. 15th

Advertisement material deadline - Feb. 22nd

ISSUE 3 APRIL/MAY 2010

AFV Modernisation and Upgrade Programmes: Extending Platform Life by boosting Lethality, Reliability & Protection

Principal Surface Combatants: Regional Demands

Regional Tactical Airlift Requirements: Agile Delivery

CBRN Systems for Special Forces: Solutions for the Elite

Infantry Sights: Precision on a Rifle

Military Flight Training in Asia: Foundation for Excellence

Defence in Malaysia: Industrial Development & Additional Capabilities

EXHIBITION DISTRIBUTION

DSA, Malaysia, 19-22 April 2010

SOFEX, Jordan, 10-13 May 2010

CIDEX, China, 12-14 May 2010

ITEC, London, UK, 18-20 May 2010

ISSUE RELEASE DATE
April 2nd

Advertisement booking deadline - Mar. 15th

Advertisement material deadline - Mar. 22nd

ISSUE 4 JUNE 2010

Soldier Modernisation Programmes in Asia: Leading The Way

Amphibious Capabilities: Regional Reach in Asia

UAVs in Asia: Regional Opportunities

Military SATCOM: At the HQ to On-The-Move

Covert Battlefield Surveillance: Silent Eyes and Ears

Russian Defence Relationship with Asia: Burgeoning deals

Homeland & Border Protection: New Technologies & Threats for Asia

EXHIBITION DISTRIBUTION

UDT Europe 2010, Hamburg, Germany, 8-10 June 2010

ILA, Germany, 8-13 June 2010

Eurosatory, France, 14-18 June 2010

IDELF, Russia, 29 June - 2 July 2010

ISSUE RELEASE DATE
June 1st

Advertisement booking deadline - May 14th

Advertisement material deadline - May 21st

CALENDAR

ISSUE 5 JULY/AUGUST 2010

Asian Indirect Fire Requirements: Balancing Volume with Precision

Pakistan to Japan: Anti-Ship Missile Requirements

Combat Aircraft: A Regional Report

Soldier Communications: Extending & Securing the Tactical Internet

Airborne Surveillance & Reconnaissance: Platforms in the Asia Pacific

Europe's & the Asia Pacific: Defence Aerospace Co-operation

Attack Helicopters: A Regional Review of Requirements

EXHIBITION DISTRIBUTION

Farnborough, UK,
19-25 July 2010

ISSUE RELEASE DATE
July 1st

Advertisement booking deadline - June 14th

Advertisement material deadline - June 21st

ISSUE 6 SEPT/OCT 2010

Dismounted Night Vision for Asia: Owning the Night

Regional Corvette & Frigate Programmes: Naval Expansion Continues

Naval Helicopter Programmes: Continuing Evolution in the Asia-Pacific

Defence Geospatial Information: Putting Asia on the Map

Land Based Air Defence Radars: Asia Looks Upwards

CBRN: Integrated solutions for Asia

Regional Submarine Programmes: Dynamic Expansion

EXHIBITION DISTRIBUTION

Africa Aerospace & Defence, South Africa,
21-25 Sept 2010

Defendory, Greece,
5-9 Oct 2010

Euronaval, France,
25-29 Oct 2010

ISSUE RELEASE DATE
September 1st

Advertisement booking deadline - Aug. 16th

Advertisement material deadline - Aug. 23rd

ISSUE 7 NOVEMBER 2010

Asia's Protected Mobility Needs: Deflecting IEDs and Mines

Naval Radar & Combat Management Systems: The Electronic Environment

Air to Ground Precision Engagement: Asymmetric to Peer Competitor Targets

Asian Battlefield C4I Update: Command Evolution

Advanced ISR Technology: Next Generation Solutions enter the Battlefield

Indonesian Armed Forces: Continued Modernisation

China's Defence: Capability Enhancements & Transformation

EXHIBITION DISTRIBUTION

Indo Defence, Jakarta,
10-13 Nov 2010

Airshow China,
16-21 Nov 2010

ISSUE RELEASE DATE
November 1st

Advertisement booking deadline - Oct. 15th

Advertisement material deadline - Oct. 22nd

ISSUE 8 DEC 2010/JAN 2011

Body Armour: Personal Force Protection

Naval Unmanned Vehicles: Surface & Subsurface Capabilities

Airborne Radar: Interception, Early Warning and Ground Surveillance systems

National Command and Control: Managing the Strategic Situation

Ground Combat Training systems: Replicating Reality

Counter Insurgency Operations in Asia: Pakistan-Afghanistan Border

Combat Engineering Equipment: Maintaining the Operational and Tactical Tempo

EXHIBITION DISTRIBUTION

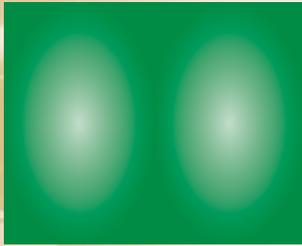
IDEAS, Pakistan,
6-10 December, 2010

ISSUE RELEASE DATE
December 1st

Advertisement booking deadline - Nov. 15th

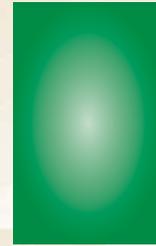
Advertisement material deadline - Nov. 22nd

ADVERTISEMENT SIZES



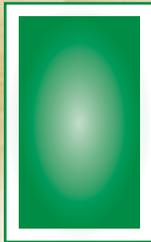
Two page spread

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11 1/4" x 16 1/2"
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Bleed Size
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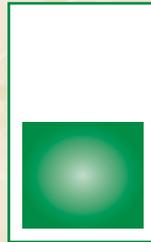
Full page

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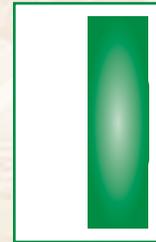
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Half page

(Horizontal)
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Half page

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10 1/4" x 3 1/2"
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One-third page

5" x 4 3/4"
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PRINTING : BY OFFSET

Bleed and Trimmed sizes : The publisher reserves the right to trim up to 6mm off 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.

PRINTING REQUIREMENTS

Material required : Digital Artwork - Adobe Acrobat PDF file preferred format with images at a minimum resolution of 300 dpi in CMYK and all fonts embedded. Detailed specifications are available on request. A hard copy colour proof generated from the submitted file(s) MUST be supplied.

Material can also be provided as colour separated positives with progressive proofs. Films should be emulsion side down using a screen of 175.

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Colour	DPS	FP	1/2Pg	1/3Pg
1-2x	12,975	6,525	3,925	3,050
3-5x	11,375	5,775	3,500	2,750
6-8x	10,525	5,350	3,175	2,050
>8x	9,850	5,025	3,025	1,975

SPECIAL POSITIONS (US \$)

(Frequency more than 3x)

Outside Back Cover: 8,750

Inside Front Cover: 8,250

Inside Back Cover: 7,750

NOTE:

Requested positions : 10% extra and subject to availability

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Bleed : 10% surcharge for bleed advertisements.

Special advertising : Quotes available upon request

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10% of gross amount

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

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