

2010

MEDIA DATA & ADVERTISING RATES

Arab Defence Journal

MONTHLY DEFENCE & SECURITY MAGAZINE

الدفاع العربي

arab defence journal



LETTER FROM THE EDITOR



ARAB DEFENCE JOURNAL is the leading Arabic defence magazine of the Arab world. The magazine has been published monthly since 1976 and with more than 25,000 paid subscribers is read by Arab government ministers and advisors, as well as the senior military and police officers throughout the Arab world

For over 34 years, *ARAB DEFENCE JOURNAL* has been the primary Arabic source of information on defence matters in the Arab world.

Each month, the magazine reports on news and current affairs from the Middle East and around the world, along with regular technical features on aerospace, naval and land systems, from the world's top defence writers.

ARAB DEFENCE JOURNAL also publishes articles on Homeland Defence C4I, defence electronics, computers & communication equipment, training & simulation, system integration, upgrade programme news and international defence industry reports as well as police and public security issues, with the latest strategic analysis.

Please read the following pages for more information.

Gen. (R) Faouzi Abou-Farhat



INTERNATIONAL EXHIBITIONS IN 2010

As the premier defence magazine in the Middle East, *ARAB DEFENCE JOURNAL* as a Media Partner, publishes special issues, previews and supplements for many of the international defence and aerospace exhibitions. These include in 2010:

- DIMDEX, Qatar (29-31 March)
- SOFEX, Jordan (10-13 May)
- ILA, Germany (8-13 June)
- Eurosatory, France (14-18 June)
- Farnborough UK (19-25 July)
- African Aerospace South Africa (21-25 September)
- Defendory, Greece (5-9 October)
- AUSA, USA (25-27 October)
- Milipol Qatar (25-27 October)
- Euronaval, France (25-27 October)

ARAB DEFENCE JOURNAL EDITORIAL PROGRAMME 2010

January:

- * **Assault Weapons** (AB). Rifles and small arms for the infantry
- * **Transport Helicopters** (TR) The latest develops in battlefield air Mobility
- * **Maritime Air Platforms** (RG) A look at fixed wing air platforms offering coastal surveillance anti-pirate and anti-smuggling as well as traditional anti-ship & submarine capability.
- * **Dubai Airshow**: Show Report

February:

- * **Area Communications** (AB) Connecting the distributed clusters of local networks moving across the battlefield requires effective combinations of high capacity terrestrial and satcom technologies while on the move.
- * **Remote Video Terminals for Forward Air Controllers** (TR) The use of portable remote video terminals is transforming close air support operations in combat zones.
- * **SAR radars** (RG) New synthetic aperture (solid state) radar systems for identification and tracking of multiple targets over land or sea.

March:

- * **Advanced Turrets** (AB) Unmanned or manned new or upgraded turrets are giving legacy platforms and new vehicles enhanced capabilities?
- * **Electronic counter measures for ground forces** (TR) To defeat the improvised explosive device threat armies are turning to portable electronic counter-measures systems
- * **Long endurance UAVs** (RG) we look at the rapid advances being made in new UAVs for long-range surveillance, EW, reconnaissance and air-to-ground strike.
- * **DIMDEX-Qatar**: Show Preview
- * **Modernising Gulf Navies** - Special Report

April:

- * **Soldier UAVs** (AB) Small UAVs criss crossing the battlefield are a feature of modern combat today.
- * **Maritime Patrol Aircraft in the Middle East** (TR). Protecting vital maritime trade routes is a vital function of maritime patrol aircraft .
- * **Air to ground weapons** (RG). An examination of what is available to pilots to attack surface targets, soft and hardened from guns to rockets and missiles.

AB = Adam Baddeley: adam@baddeley.net

TR = Tim Ripley: timripley@hotmail.com

RG = Richard Gardner:

richardgardner@btinternet.com

May:

- * **Self propelled indirect fire.** (AB) Whether traditional or gun mortar, conventional tube artillery or rockets, this capability must keep up with mechanized and armoured forces as well as offer strategic mobility.
- * **Weapons and Equipments for Counter-Insurgency** (TR) Defeating insurgencies requires specialist equipment to counter the unique threats and conditions of the demanding form of warfare.
- * **Do Bombers have a Future?** (RG) With the development of capable multi-role fighters and UAVs, is there still a role for more specialized bombers?
- * **SOFEX Jordan**: Show Preview
- * **Spain** - Defence Industry Report

June:

- * **Software Defined Radios** (AB) New designs are being developed and fielded to militaries throughout the world from large network nodes on platforms down to the smallest sensor .
- * **Counter-Mortar and Rocket Systems** (TR) Active counter-measures & defensive weapons are key elements of counter mortar and rocket systems
- * **Ground Control Developments** (RG) we examine how the latest airborne C4I systems require ground-based facilities that fully exploit networked communications systems .
- * **Eurosatory-France** : Show Preview
- * **France** - Defence Industry Report

July:

- * **Armoured Vehicle Self Protection** (AB) Defensive Aid Suites for AFVs offer soft and hard kill solutions and coupled with uparmouring initiatives, provide considerable protection against missiles and high velocity rounds
- * **Satellite Imagery and Remote Sensing Systems** (TR) Observing the earth from space is now a key part of many nations military aerial reconnaissance capabilities.
- * **UK Aerospace Report & Farnborough UK Preview** (RG) A look at the status of the UK's aerospace sector, including the latest programmes and products from industry, with a look at what to see at the Farnborough air show .
- * **SOFEX Jordan** : Show Report

August:

- * **Wheeled Infantry Fighting Vehicles** (AB) Offering superior strategic mobility and considerable cross-country mobility: wheeled AFVs have developed a strong presence in today's military forces.
- * **Helicopters for Naval Forces** (TR) Embarking helicopters on warships is a long established way of extending the sea zone that can be monitored & dominated by navies.
- * **Return of the Counter-Insurgency (COIN) aircraft** (RG) . Do some of today's conflicts involve the mis-use of over-sophisticated combat aircraft? We consider prospects for the return of specialized, affordable, simple, rugged, ground attack aircraft
- * **CBRN Protection** - Special Report
- * **Eurosatory** : Show Report

September:

- * **Unmanned Ground Vehicles** (AB) Robotics for bomb disposal and battlefield reconnaissance and the next generation of systems in the near future.
- * **Training Combat Helicopters Aircrew** (TR) preparing military helicopters crews for combat requires very specialized training systems and simulation technology.
- * **Farnborough** - Show Report (RG), .
- * **Germany** - Defence Industry Report

October:

- * **Patrol Satcom** (AB) Hand held and manpack satcom for the dismounted soldier gives him global reach whatever the circumstances .
- * **Tactical Engagement Training Systems** (TR). Armies are increasingly using laser-based tactical engagement technology to prepare their troops for the rigours of combat.
- * **Air Defence Systems-missiles and guns** (RG) .We look at the gun, missile and Other systems available to provide ground forces with the most effective air Defence.
- * **Defendory - Greece**: Show Preview
- * **AUSA - US**: Show Preview
- * **Euronaal - France**: Show Preview
- * **Milipol - Qatar**: Show Preview

November

- * **Grenade Launchers** (AB) Packing a punch in either underbarrel. Tripod or vehicle mounted support modes, grenade launchers have become.
- * **GPS Guided Weapons** (TR) The use of satellite guidance is now the pre-dominate way that air forces direct smart munitions to their targets.
- * **Special Forces Air Support.** (RG). An article that looks at the specialized air requirements needed by elite Special Forces and what is currently available to make them more effective.
- * **Artillery**: Towed & Self-propelled - Special Report.
- * **Italy** - Defence Industry Report

December

- * **Night Vision for the Soldier** (AB) Ensuring that at every corner, wood or wadi, every man in the squad can see in all conditions and weathers.
- * **New Technology for Air Operation Centres.** (TR) Hi-tech air operations centres are weapon systems in their own right and key way to maximize the potential of 21st Century combat aircraft.
- * **Multi-role Aircraft** (RG) Air platforms that can carry out many different roles, including transport and tanking,
- * **Defendory**: Show Report.



SPECIAL SUPPLEMENTS 2010

In coordination with the Arab Ministries of Defence and the Arab armed forces, *Arab Defence Journal* publishes a number of special supplements commemorating National Days, Armed Forces Days and other special occasions.

These supplements are produced separately and mailed to all subscribers. They are then also printed in the next issue of *Arab Defence Journal*.

The editorial highlights the country's armed forces achievements with reports on their equipment and capabilities, including armaments, training and organization.

The supplements also include congratulation pages & advertisements from the leading international defence companies.

Advertising in these special supplements offers you a unique opportunity to reach senior defence procurement officials in the MoD.

€ ADVERTISING PACKAGE RATES: ALL 4-COLOUR (US\$/EUROS €)

Full page:	\$7400/€5330
Double Page Spread:	\$13200/€9430
Outside Back Cover:	\$10900/€7790
Inside Front Cover:	\$8950/€6395
Inside Back Cover:	\$8150/€5820

EACH ADVERTISING PACKAGE INCLUDES

- One advertisement
- One congratulations page
- One editorial page.

SPECIAL SUPPLEMENTS IN 2010

- Kuwait National Day 22 February
- UAE Armed Forces Unification Day 6 May

- Saudi Arabia National Day 23 September
- UAE Accession & National Day 2 December



2010 ADVERTISING RATES IN EUROS

FREQUENCY OF INSERTIONS	1-3	4-6	7-12
FULL COLOUR			
Whole Page:	€4900	€4750	€4600
Half Page:	€2990	€2890	€2790
Inside Covers:	€5900	€5700	€5500
Outside Back Cover:	€7900	€7650	€7400
Double Page Spread:	€9550	€9300	€9050
TWO COLOURS			
Whole Page:	€4560	€4400	€4360
Half Page:	€2470	€2400	€2330
Double Page Spread:	€8630	€8380	€8130
BLACK & WHITE			
Whole Page:	€3700	€3600	€3500
Half Page:	€2040	€2000	€1960
Double Page Spread:	€7100	€6850	€6650



TECHNICAL SPECIFICATIONS



Size:	Dimension (w /h) metric
Full Page: Type/ Trim / Bleed:	185mm x 255mm / 205mm x 275mm /215mmx285mm
Double Page Spread: Type / Trim / Bleed	390mm x 255mm / 410mm x 275mm / 420mmx285mm
Half Page Horizontal / Vertical	185mm x 115mm / 80mm x 255mm
Other sizes:	Contact London office or local ADJ representative
Copy Deadline / Publication Date:	30 days prior to publication/ 1 st week of cover date
Translation:	If required, advertising text will be translated into Arabic free of charge
Screens:	Mono & 2 Col: 110 / 4 Col: 133
Format / Storage Files:	ESP, JPEG, TIFF / CD-Rom, DVD, ZIP
Application:	QuarkXpress, PageMaker, AdobePhotoshop,
Printing/Binding:	Rotary web offset on glossy paper /Perfect
Mailing Instructions:	Email or films/ready artwork to nearest Dar Assayad Office or ADJ representative.

READERSHIP ANALYSIS - 2010

BASED ON FORMER ABC AUDIT

CIRCULATION PROFILE

SENIOR OFFICERS:

ARMY & NATIONAL GUARD:	16,094
AIRFORCE & AIR DEFENCE:	4,968
NAVY & COASTGUARD UNITS:	3,278

Ministry of Defence:

DIRECTORS AND DEPT HEADS:	257
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DEFENCE ATTACHES:

(ARAB EMBASSIES)	226
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GOVERNMENT ADVISERS:

	136
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BRIGADE STAFF:

GENERAL & DIVISIONAL HQs	106
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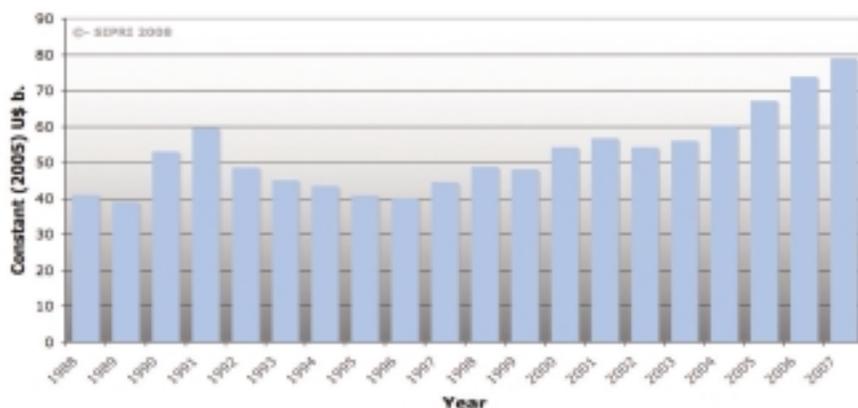
TOTAL **26,675**



GEOGRAPHICAL BREAKDOWN

GCC Countries	
Bahrain	2,399
Kuwait	2,531
Oman	1,524
Qatar	1,645
Saudi Arabia	5,650
UAE	3,062
Sub Total	16,811
OTHER ARAB COUNTRIES	
Algeria	575
Egypt	2,269
Jordan	1,305
Lebanon	1,137
Libya	17
Morocco	750
Syria	1,067
Tunisia	504
Yemen	153
Overseas Embassies:	227
Sub Total	8,864
Total:	25,675

Military expenditure in the Middle East, 1988-2007



ARAB ARMED FORCES & DEFENCE BUDGETS

COUNTRY	ARMY	NAVY	AIR FORCE & AIR DEFENCE	PARAMILITARY & NATIONAL GUARD	TOTAL	2009 Defence budgets
GCC Countries						
BAHRAIN	8,500	1,200	1,500	10,160	21,360	\$580m
KUWAIT	11,000	2,000	2,500	6,600	22,100	\$4.2 billion
OMAN	25,000	4,200	5,000	10,800	45,000	\$4.1 billion
QATAR	8,500	1,800	2,100	5,000	17,400	\$2.5 billion
SAUDI ARABIA	75,000	15,500	24,000	100,00	214,500	\$39.0 billion
UAE	44,000	2,500	4,500	5,500	56,500	\$10.8 billion
						Total- \$61.78 billion
OTHER COUNTRIES						
ALGERIA	110,000	7,500	10,000	181,200	308,700	
EGYPT	320,000	20,000	110,000	330,000	780,000	
JORDAN	85,000	500	15,000	10,000	110,500	
LEBANON	70,000	1,100	1,000	13,000	85,100	
LIBYA	45,000	8,000	23,000	5,000	81,000	
MOROCCO	175,000	7,800	13,500	50,000	246,300	
SYRIA	200,000	7,600	89,000	108,000	404,600	
TUNISIA	27,000	4,500	3,500	12,000	47,000	
YEMEN	60,000	1,700	5,000	70,000	136,700	

ISS:2009

RAISE YOUR PROFILE WITH 'COMPANY PROFILES'

Arab Defence Journal has identified the need for defence companies to raise their profile in the Middle East, especially with new Arab customers.

'**Company Profiles**' is a special full colour supplement, designed in an Arabic format, printed and sent to the subscribers of the magazine.

For less than the cost per page of a 4-colour advertisement, the 4, 8, 12, or 16-page supplement will be written and designed by our editorial office in co-operation with the company, and then bound into a specified issue of the magazine.

With costs starting at €11,00 for a 4-page profile, this includes translation, photos, typesetting, layout and printing, as well as 100 run-on copies of the supplement

for a company's own use. '*Company Profiles*' offers a unique and cost effective way of reaching directly the decision makers and advisors responsible for defence procurement in over 16 Arab countries.

EDITORIAL. Personal interview with company executives as well as a summary of a company's activities and services. All material subject to company approval.

COPY DATES: All Camera-ready artwork to be completed by us at least 30 days prior to specified date of publication.

CIRCULATION: All 25,000 subscribers of *Arab Defence Journal* plus 150 copies to individual Defence ministers and Chiefs of Staff in each of the Arab countries.

**RATES:4-page= €11,000. 8-page = €21,300.
12-page= €27,800 16-page = €35,200**

SIX GOOD REASONS WHY *ARAB DEFENCE JOURNAL* IS THE TOP DEFENCE MAGAZINE OF THE MIDDLE EAST:

- 1) The only independent monthly Arabic defence magazine.
- 2) Distributed to subscribers in over 15 Arab countries and foreign capital cities.
- 3) Launched 34 years ago, the most established Arabic defence magazine.
- 4) Fully paid distribution to 25,000 subscribers.
- 5) Published by Dar Assayad, one of the largest Middle East publishing houses.
- 6) Internationally renowned top defence writers (see below).



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