

# ASIAN MILITARY REVIEW

ASIA PACIFIC'S LARGEST CIRCULATED DEFENCE MAGAZINE



Audit Bureau of Circulations

media information



# 2012

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

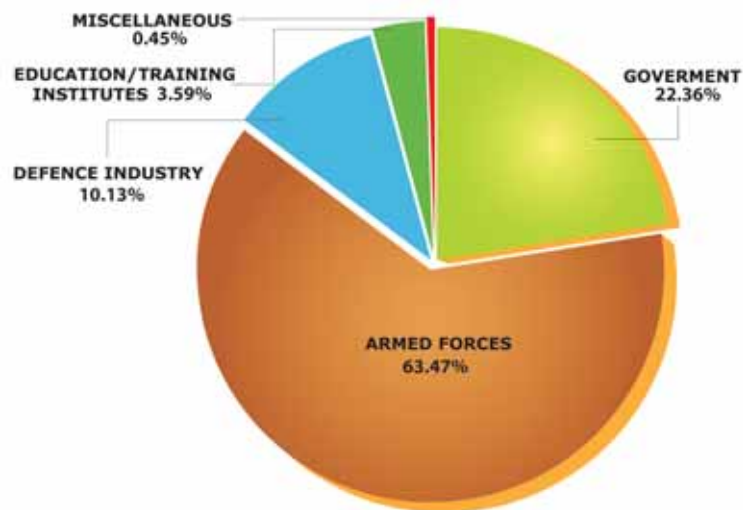
# readerprofile

## 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.



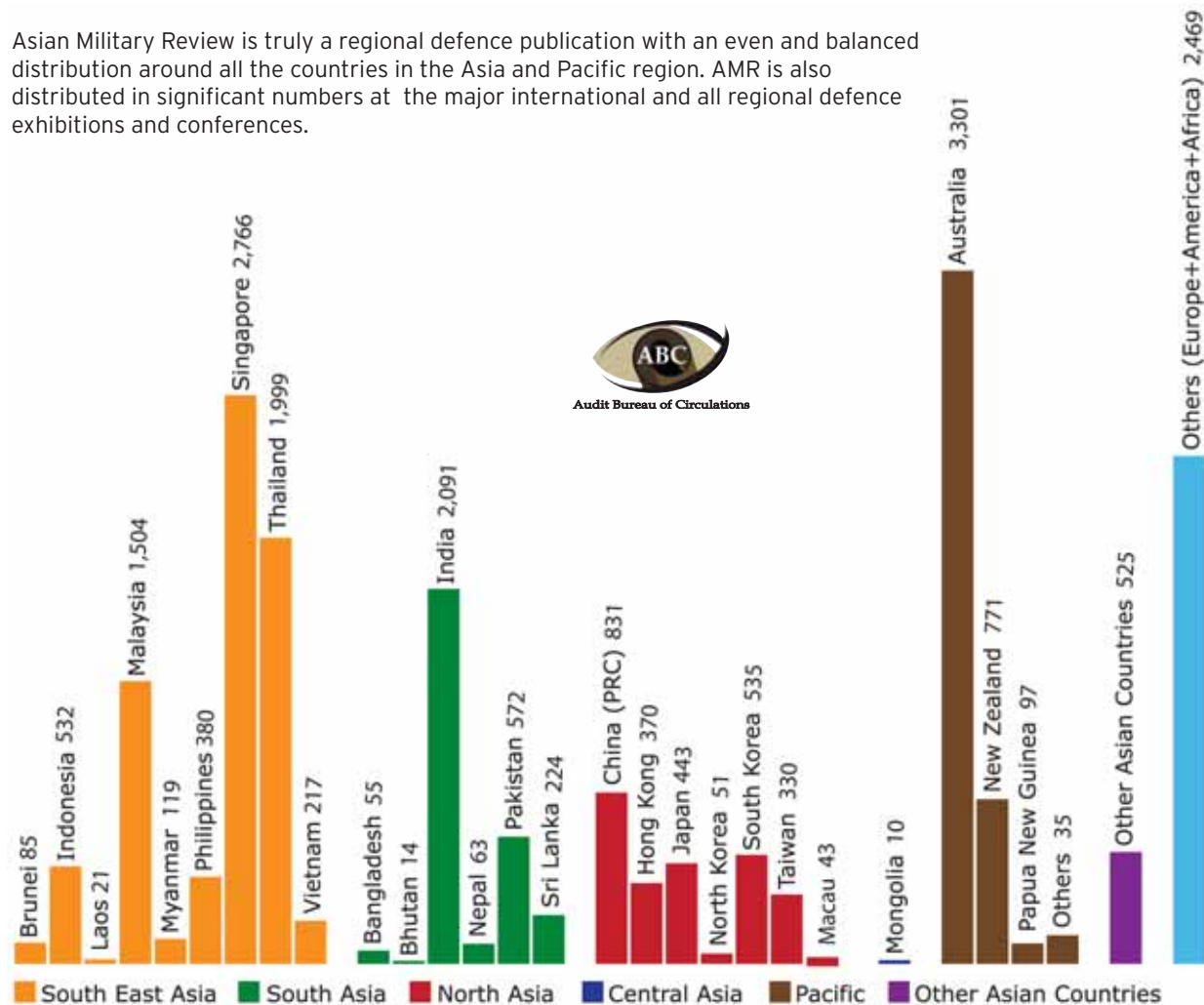
CATEGORY OF READERS	NUMBERS	PERCENTAGE
<b>GOVERNMENT</b>	<b>4573</b>	<b>22.36 %</b>
Ministry of Defence	3372	73.74 %
Others	1201	26.26 %
<small>(includes Cabinet Secretariat, National Defence Advisory, Other ministries like Finance, Industry, Home Affairs, Prime Minister's / President's Office, Senators,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

## 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 Audit 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
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Others (Europe + America)	2469
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Total Distribution	20453
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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, 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 April 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**

**MALAYSIA'S** 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)

## 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

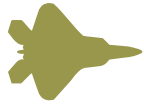
**FARNBOROUGH, UK**  
(9-15 July 2012)

## issue release date

July 2nd

**Advertisement Booking Deadline:**  
June 15th

**Advertisement Material Deadline:**  
June 22nd



## issue 5

**SEPT 2012**

**MBT WEAPON 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 September 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 Aircrafts**

**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 October 2012)

**AUSA** (22-24 October 2012)

## issue release date

October 1st

**Advertisement Booking Deadline:**  
September 14th

**Advertisement Material Deadline:**  
September 21st

## issue 7

**NOV 2012**

**RECONNAISSANCE VEHICLES & Light AFVs**

**SUBMARINE UPGRADES** and Anti Submarine Warfare

**INFANTRY SUPPORT WEAPONS:** Dismounted Firepower

**BEYOND LINE OF SIGHT COMMUNICATION:** Satcom to High Frequency

**ROTORY WING STRIKE & Multi-role Attack**

**INDONESIA'S** Defence Developments

**CHINA:** The Dragon's Teeth Sharpen

## exhibition distribution

**INDO DEFENCE, Jakarta, Indonesia**  
(7-10 November 2012)

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

**AIRSHOW China, Zhuhai, China**  
(13-18 November 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

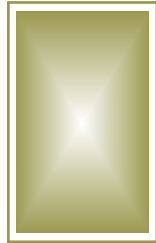
# advertisementsizes



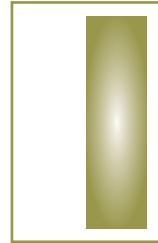
**Two page spread**  
Trimmed Size  
11 1/4" x 16 1/2"  
(286mm Height x 418mm  
Width)  
Bleed Size  
11 1/2" x 16 3/4"  
(291 mm Height x  
426mm Width)



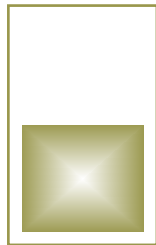
**Full page**  
Trimmed Size  
11 1/4" x 8 x 1/4"  
(286mm Height x 213mm Width)  
Bleed Size  
11 1/2" x 8 1/2"  
(291mm Height x 216mm Width)



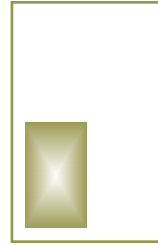
**Full page**  
Non Bleed Size  
10 1/4" x 7 1/4"  
(260mm Height x  
184mm Width)



**Half page**  
(Vertical)  
10 1/4" x 3 1/2"  
(260mm Height x  
88mm Width)



**Half page**  
(Horizontal)  
5" x 7 1/4"  
(127mm Height x  
184mm Width)



**One-third page**  
(Horizontal)  
5" x 4 3/4"  
(127mm Height x  
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 fonts should be embedded with the file.



Please send the material to:

**Asian Military Review**

Media Transasia Thailand Limited

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Email: [vishal@mediatransasia.com](mailto:vishal@mediatransasia.com)

Website: [www.asianmilitaryreview.com](http://www.asianmilitaryreview.com)

## 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.





Colour	DPS	FP	HP	1/3Pg
1-2x	13375	6750	4050	3150
3-5x	11725	6050	3600	2850
6-8x	10850	5525	3275	2125
>8x	10150	5175	3125	2050

## special positions (US \$)

Outside Back Cover : 9050

Inside Front Cover : 8500

Inside Back Cover : 7950

## 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 to:

Media Transasia Limited  
 Room 1205-1206, 12/F, Hollywood Centre, 233, Hollywood Road  
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 Tel : (852) 2815 9111. Fax : (852) 2851 1933.

**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

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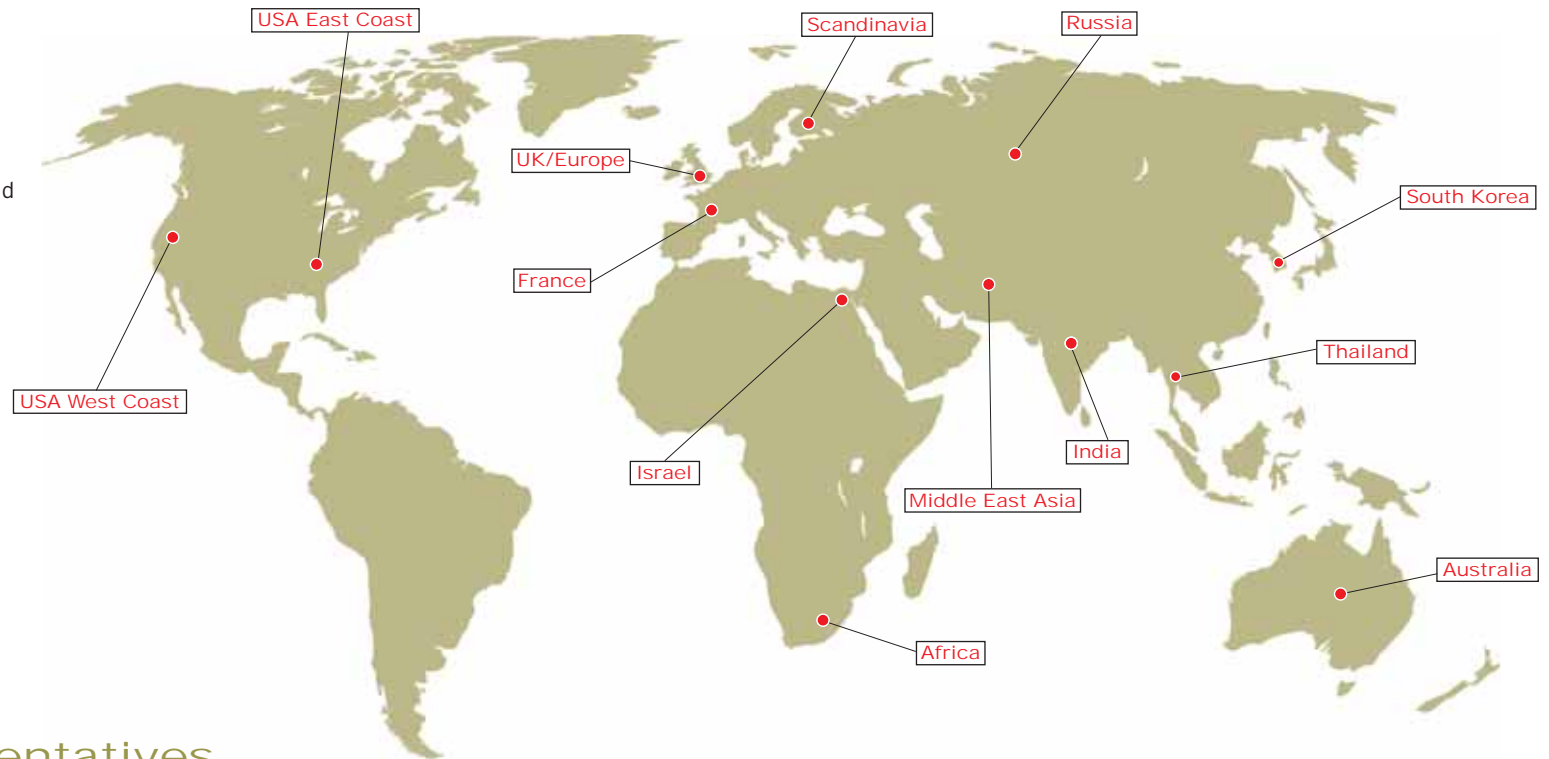
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