

ASIAN MILITARY REVIEW

The Exclusive and Official
SHOW DAILY for

IDEAS Karachi, Pakistan
From 27 – 30 November 2018



CONTENT & EDITORIAL TOPICS

The Asian Military Review (AMR) will bring its widely respected defence journalism and analysis to the 2018 IDEAS Pakistan exhibition to be held in Karachi from 27-30 Nov 2018. As proud providers of the official show news coverage AMR will produce a daily, news publication, in addition to a dedicated website with exclusive articles and video content. An international editorial team will be reporting on the exhibition's daily events. AMR's Show Daily will provide the highly detailed, concise and accurate coverage for which AMR is known internationally to all delegates attending the exhibition.

Over 4,000 copies in full colour will be printed daily on high quality gloss paper. Produced using the Asian Military Review's highest quality standards, this daily will be distributed each morning to all exhibitors and high level delegates at the IDEAS exhibition as well as being posted to various delegates and officials in the Ministry of Defence in Pakistan.

Each edition will feature a round-up of show news, interviews with key individuals such as executives from leading defence firms, plus excerpts and announcements from daily press conferences and other exclusive content.

SAMPLE EDITORIAL TOPICS:

- **INAUGURATION:** Ceremony and conference focus
- **SHOW NEWS:** News from the exhibition, including interviews with experts, exhibitors and visiting defence delegations, plus discussions of Thai defence innovation and collaboration.
- **SHOW TV:** Online video presentations including exclusive interviews with key informants, product overviews and analysis from AMR's expert team of writers.
- **EVENT PREVIEW/ TODAY'S HIGHLIGHTS**
- **PRODUCT SPOTLIGHT:** Each day, the show news will examine exhibited products in detail.
- **PAKISTAN ARMED FORCES MODERNISATION:** We will focus on significant military modernisation efforts in the land, sea and air domains.
- **IN BRIEF:** The show daily will also include discussions of the latest defence developments.
- **CONTRACTS/ORDERS:** We will include full discussions of contracts signed and announced at the show. This links closely with the Product Spotlight section above
- **EXHIBITOR LISTINGS:** Full details of all exhibitors and their stall locations at the exhibition.

Official Bilingual Show Daily Rates for IDEAS Pakistan 2018

All rates in US Dollars per page

Insertions / Page	Per Page Rate for 1 Days	Per Page Rate for 2 Days	Per Page Rate for 3 Days
Full Page	2,600	2,300	1,900
Half Page	2,000	1,800	1,600
1/4 Page	1,200	1,000	800

Inside Front Cover or Outside Back Cover	3,200	2,800	2,200
Inside Back Cover	2,900	2,700	2,000



ADDITIONAL DIGITAL COVERAGE TO SHOW DAILY ADVERTISERS

Our digital platform allows advertisers to spread their brand message across display advertising on our website, e-newsletters and innovative ads and sponsored content.

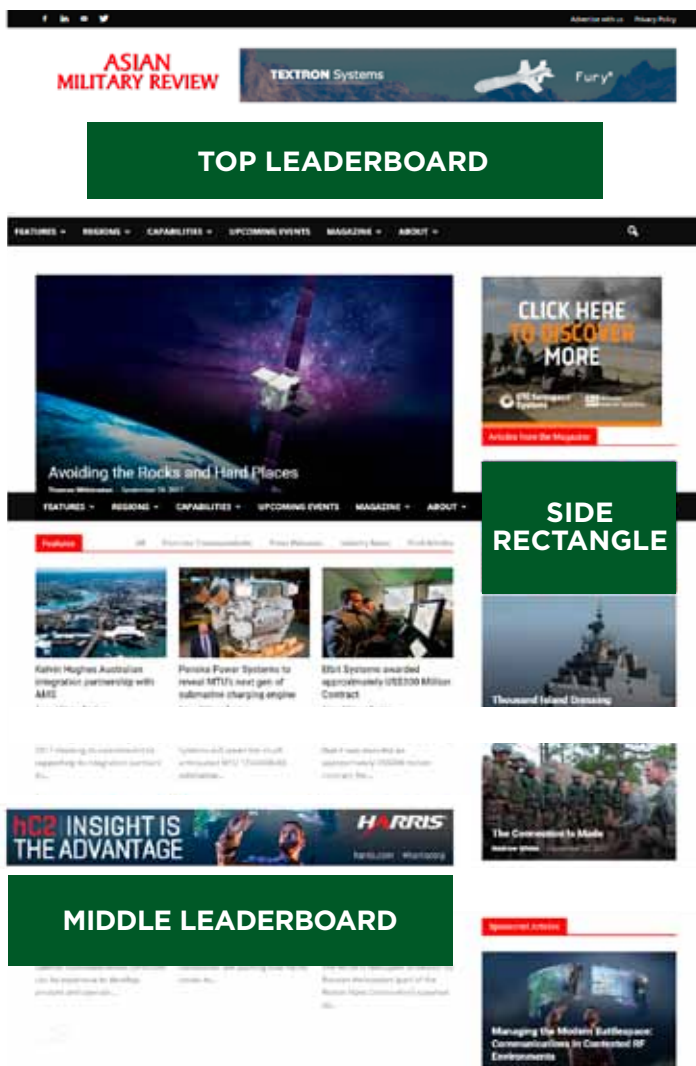
Our website is visited by over 20,000 visitors, our e-newsletters are read by a database of over 10,000 defence decision-makers and our innovative display and sponsored content opportunities will allow you to reach a greater audience.

Banner Advertising Offered Only to Show Daily Advertisers

HOME PAGE:

Display advertising banners available on all pages of the website

- www.asianmilitaryreview.com



Top Leaderboard

USD 2,000 for the duration of the show on the home and inside pages. 728w X 90h pixels

Right Hand Square

USD 1,500 for the duration of the show on the home and inside pages. 300w X 250h pixels

Middle Leaderboard

USD 1,000 for the duration of the show on the home and inside pages. 300w X 250h pixels

SPONSORED ARTICLES

Do you want your message to be seamlessly integrated within the content of our online articles which are read by over 20,000 visitors? Look no further than Asian Military Review sponsored content. This section allows you to integrate multiple display and media messages such as:

- Display advertising through banners
- URL links within the text of your articles. You can tell us what words you want highlighted and we will hyper link those words to your website or specific page
- Video Interviews: we will interview your top management, engineers or company representatives at the show and include this within the sponsored article for all our readers to see through video.
- Product video: you can send us your product demonstration and we can include it within the article.

These articles will be promoted through our express e-newsletter.

The screenshot shows the Asian Military Review website interface. At the top, there is a navigation bar with the site name and a 'TOP LEADERBOARD' ad placement area. Below the navigation, there is a main article titled 'Work Kicks Off On Korean Falcon Upgrade' with an image of military aircraft. To the right of the article is a 'LATEST ISSUE' section featuring the magazine cover. Below the article, there is a 'MIDDLE LEADERBOARD / VIDEO' ad placement area with a green background and white text. To the right of the article is a 'SIDE RECTANGLE' ad placement area, also with a green background and white text. At the bottom of the article, there is a 'FROM OUR CORRESPONDENTS' section with several small images and text snippets.

Sponsored Article - Package Options

	USD 500 includes	USD 1,000 includes	USD 1,500 includes	USD 2,000 includes
Video Interview or Product Video	-	-	Yes	Yes
Middle Leaderboard or Right Side Rectangle	-	Yes	-	Yes
Hyperlinks	Yes	Yes	Yes	Yes
E-Newsletter banner advertisement	-	-	Yes	Yes

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Spide in The Sky
The United States Air Force (USAF) will announce production of the first phase of the Boeing Stearman II aircraft through Boeing Pacific West program in 2017.

LEADERBOARD BANNER



The Stearman II
US Air Force (USAF) Intelligence, Surveillance and Reconnaissance capabilities. The Stearman II aircraft is set to be produced from 2017. The aircraft is being produced in the USA and will be used for military and civil aviation.

MIDDLE LEADERBOARD BANNER



Missile Arsenal: (Doral Performance)
The Doral Performance is a missile system that is being developed by the US Air Force. It is a missile system that is being developed by the US Air Force.

BOTTOM LEADERBOARD BANNER



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E-Newsletters

An express e-newsletter will be sent at the end of each day of the exhibition to over 20,000 defence professionals and the Pakistan Defence Delegations, providing them with an exclusive comprehensive round up of that day's news.

Top Leaderboard
USD 1,000 per newsletter
300w X 250h pixels

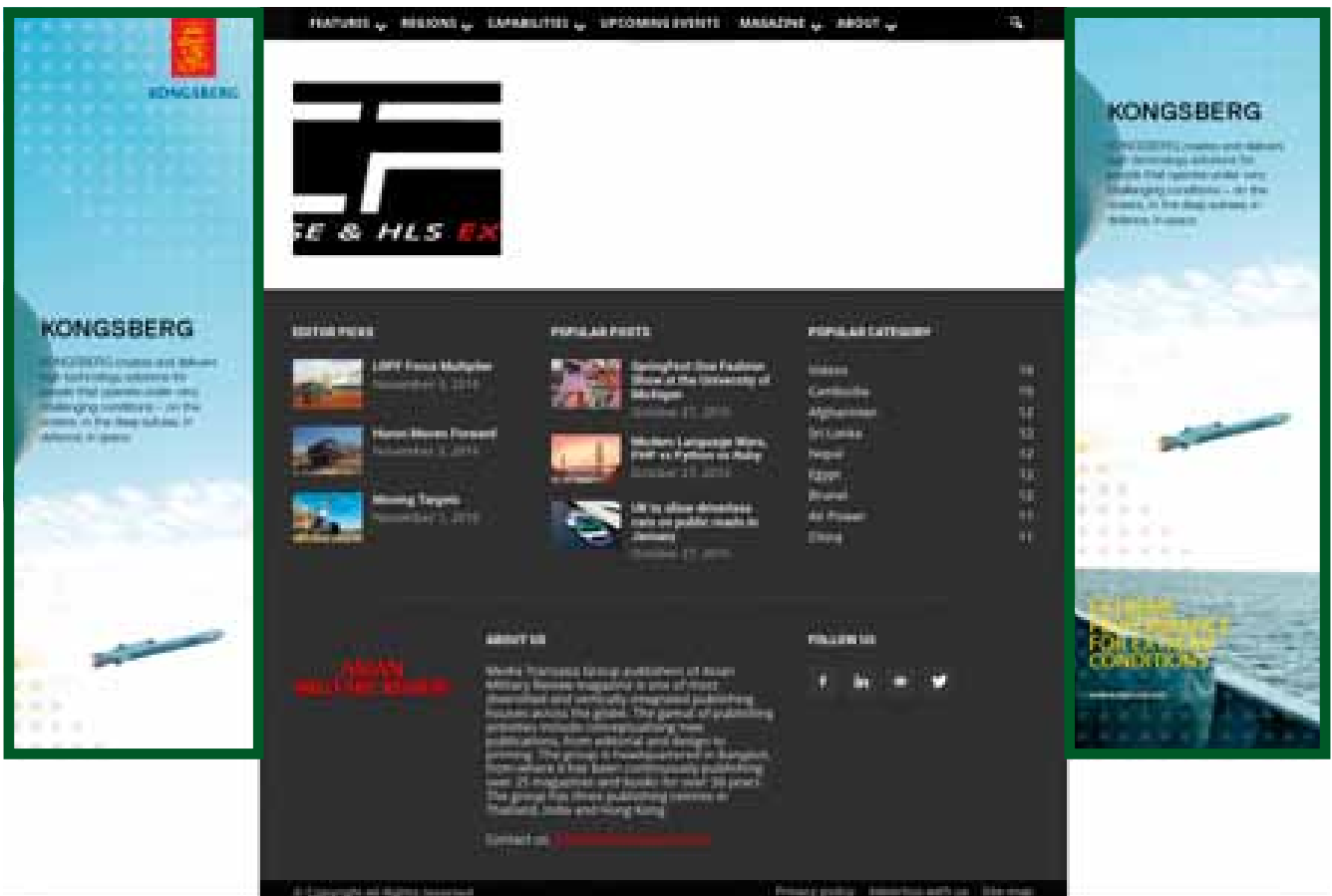
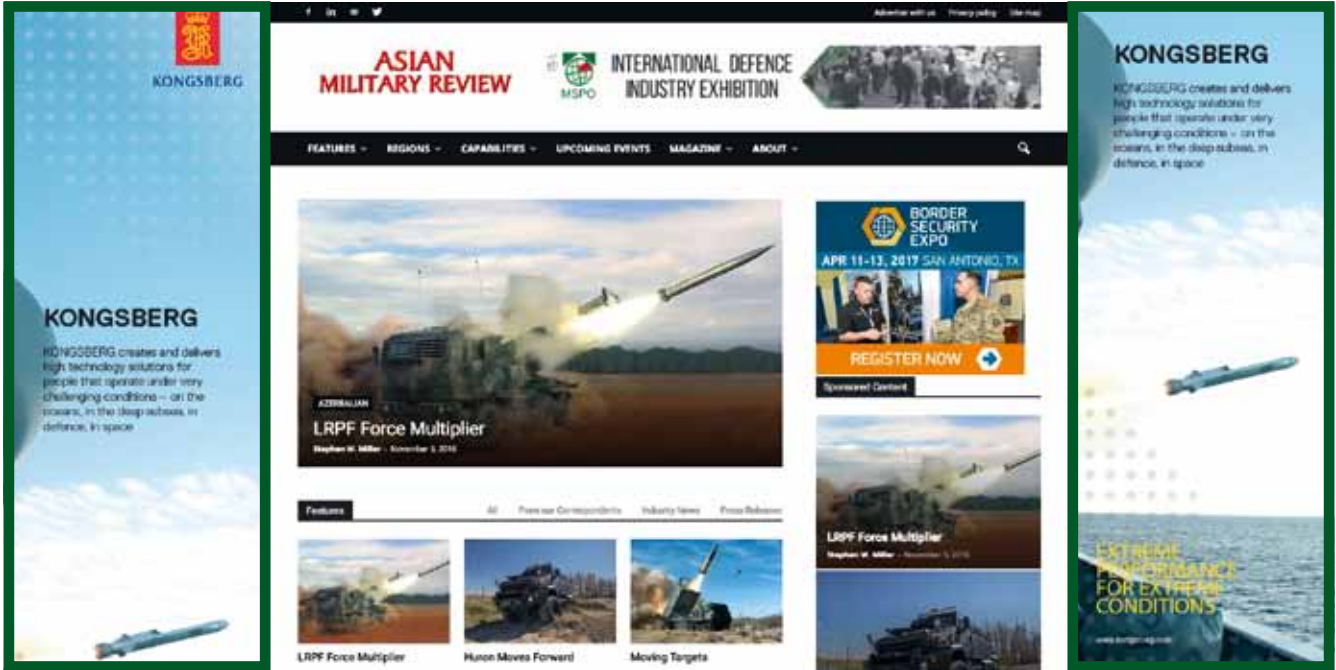
Middle Leaderboard
USD 700 per newsletter
300w X 250h pixels

Bottom Leaderboard
USD 400 per newsletter
300w X 250h pixels

Direct Electronic Mailer
USD 2,000 per newsletter
Picture & text to be provided in HTML format.

Website Takeover

Your message will be at the background of the website for the duration of the show on the home and inside pages. **USD 4,000**



MICROSITE SPONSORSHIP

Do you want to eliminate your competition through the Show Daily?

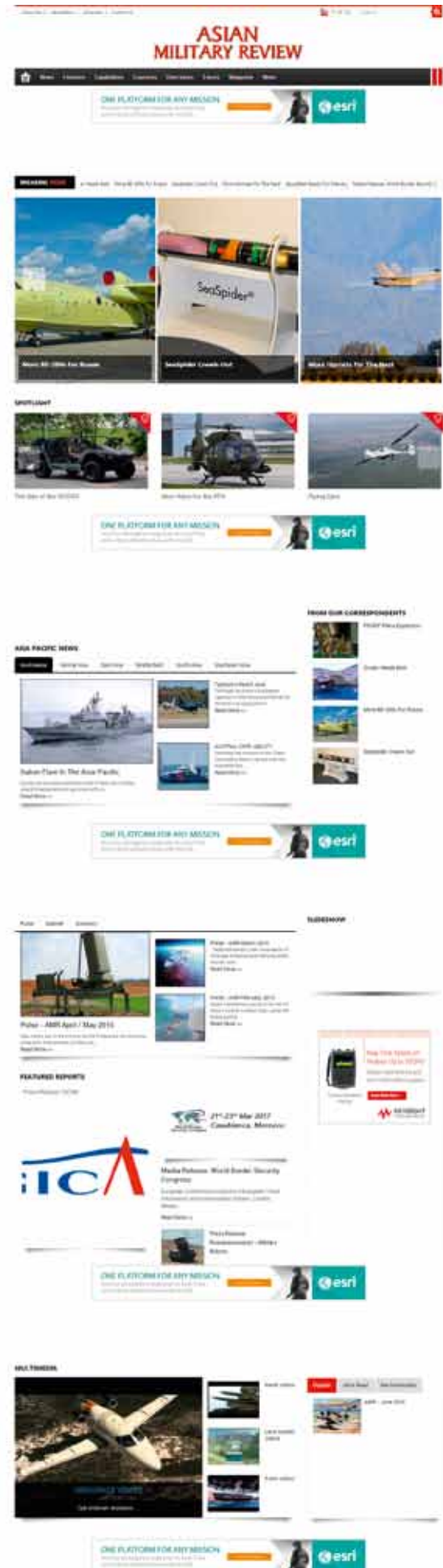
If so, then sponsor the full digital website through our 'Microsite Sponsorship'.

The sponsorship includes:

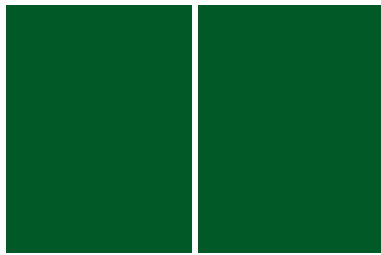
- Website take over for all 4 days of the show – as seen on page 7
- Leaderboard banner ad for all 4 days of the show – as seen on page 4
- Direct Electronic Mailer 4 total emailers which you can send before, during or after the show – as seen on page 6
- E-newsletter banner ads on all 4 days of the show – as seen on page 6
- Video interview within all articles and interviews on your company
- Product video within all articles on your company

All for only
USD 5,000

***Get the advantage over
your competition!***



SIZES & SPECIFICATIONS



Double Page
390mm Height
X 540mm Width

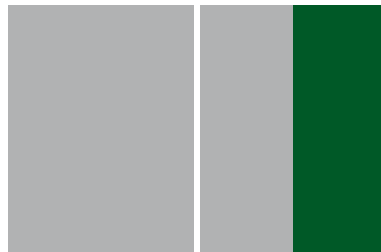
Bleed Size
396mm Height
X 276mm Width



Full page
Non Bleed Size
390mm Height
X 270mm Width



Half page
(Horizontal)
178.5mm Height
X 243.5mm
Width



Half page
(Vertical)
371.5mm Height
X 121.5mm Width



One-Forth page
(Vertical)
181mm Height
X 121.5mm Width



One-Forth page
(Horizontal)
90mm Height
X 243.5mm Width

*** Please leave 3mm on all 4 sides for bleed**

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.

Bleed and Trimmed sizes: The publisher reserves the right to trim up to 3 mm 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.

Email all materials to:

Mr. Bond: wajirapakan@mediatransasia.com / joha@mediatransasia.com

DEADLINES

Medium	Final Booking deadline	Material deadline
Show Daily	13 November 2018	15 November 2018
Website	20 Nov 2018	22 Nov 2018



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