



AERO INDIA

IDEX/NAVDEX

INDO DEFENCE

KADEX

FAMEX

SEOUL ADEX

D&S

EDEX



2021 MEDIA KIT.

Daily News

Bi-lingual Platform

www.gbp.com.sg

DAILY NEWS 2021 MEDIA KIT

When it comes to Show News, GBP Aerospace & Defence is the only choice.

Our experienced team of aerospace and defence journalists reports live from shows, across Asia and the Middle East, South America, North America, Europe and the Commonwealth of Independent States (CIS). Our show dailies, be it in print or digital form, contain a judicious mix of news, views and interviews, and provides unmatched reach and visibility for advertisers. The plaudits we have received from organizing committees, trade visitors and exhibitors, and the highest levels of Government provides us the incentive to continue providing the top notch reporting that we are known for.

Daily News is in its 29th year of being the mouthpiece of aerospace and defence shows around the globe. We look forward to new partnerships in 2021!



digital Daily News 10,000 Daily e-Newsletters for 3 days.

PUBLICATION DATES

DAY 1 - Feb 3rd
DAY 2 - Feb 4th
DAY 3 - Feb 5th

DEAD-LINE

Feb 1st

SPONSORSHIP

Sponsorship available for Digital Daily News



SHOW PREVIEW (Print-3000 copies) Distribution at the show on Feb 21st. **BI-LINGUAL PLATFORM**

digital Daily News 10,000 Daily e-Newsletters for 4 days.

PUBLICATION DATES

DAY 1 - Mar 21st
DAY 2 - Mar 22nd
DAY 3 - Mar 23rd
DAY 4 - Mar 24th

DEAD-LINE

Feb 1st

SPONSORSHIP

Sponsorship available for ShowPreview
Sponsorship available for Digital Daily News



Daily News [Print - 2,000 copies] Distributed at show site. **BI-LINGUAL PLATFORM**

digital Daily News 8,000 Daily e-Newsletters for 3 days.

PUBLICATION DATES

DAY 1 - June 10th
DAY 2 - June 11th

DEAD-LINE

June 1st

SPONSORSHIP

Sponsorship available for Daily News
Sponsorship available for Digital Daily News

DAILY NEWS 2021 MEDIA KIT



FAMEX
Queretaro, Sept 22-25

digital Daily News 17,000 Daily e-Newsletters for 3 days. **BI-LINGUAL PLATFORM**

PUBLICATION DATES

DAY 1 - Sept 22nd
DAY 2 - Sept 23rd
DAY 3 - Sept 24th

DEAD-LINE

Sept 1st

SPONSORSHIP

Sponsorship available for Digital Daily News



SEOUL
INTERNATIONAL AEROSPACE &
DEFENSE EXHIBITION

SEOUL ADEX
Seoul, Oct 19-24

Daily News [Print - 3,000 copies] Distributed at show site. **BI-LINGUAL PLATFORM**

digital Daily News 10,000 Daily e-Newsletters for 3 days.

PUBLICATION DATES

DAY 1 - Oct 19th
DAY 2 - Oct 20th
DAY 3 - Oct 21st

DEAD-LINE

Oct 1st

SPONSORSHIP

Sponsorship available for Daily News

Sponsorship available for Digital Daily News



D&S
Bankok, Nov 1-4

Daily News [Print - 3,000 copies] Distributed at show site. **BI-LINGUAL PLATFORM**

digital Daily News 10,000 Daily e-Newsletters for 3 days.

PUBLICATION DATES

DAY 1 - Nov 1st
DAY 2 - Nov 2nd
DAY 3 - Nov 3rd

DEAD-LINE

Oct 15th

SPONSORSHIP

Sponsorship available for Daily News

Sponsorship available for Digital Daily News



EDEX 2021
Egypt, Nov 29 - Dec 2

Daily News [Print - 3,000 copies] Distributed at show site. **BI-LINGUAL PLATFORM**

digital Daily News 8,000 Daily e-Newsletters for 3 days.

PUBLICATION DATES

DAY 1 - Nov 29th
DAY 2 - Nov 30th
DAY 3 - Dec 1st

DEAD-LINE

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SPONSORSHIP

Sponsorship available for Daily News

Sponsorship available for Digital Daily News

ADVERTISING DIMENSIONS

CENTRE/DOUBLE PAGE SPREAD

Full Bleed 306mm (H) x 462mm (W)

Trim 300mm (H) x 456mm (W)

HALF PAGE

Horizontal 150mm (H) x 228mm (W)

Vertical 300mm (H) x 114mm (W)

QUARTER PAGE

Horizontal 75mm (H) x 228mm (W)

Vertical 300mm (H) x 57mm (W)

FULL PAGE

Full Bleed 306mm (H) x 234mm (W)

Trim 300mm (H) x 228mm (W)

1/3 PAGE

Horizontal 100mm (H) x 228mm (W)

2021 **Daily News** | **SHOW PREVIEW**

RATE CARD

FOUR COLOURS	1x	2x	3x	1x	2x	3x
	USD (\$)			SGD (\$)		
Full Page	\$4,000	\$6,000	\$9,000	\$5,500	\$8,300	\$12,400
Half Page	\$2,500	\$3,800	\$5,700	\$3,400	\$5,100	\$7,600
1/3 Page	\$1,800	\$2,700	\$4,000	\$2,400	\$3,600	\$5,400
COVERS						
Outside Back	\$5,000	\$7,500	\$10,500	\$6,800	\$10,200	\$15,300
Inside Front	\$4,500	\$6,750	\$10,000	\$6,200	\$9,300	\$14,000
Inside Back	\$4,000	\$6,000	\$9,000	\$5,500	\$8,500	\$12,400
FOUR COLOURS	EURO (€)			GBP (£)		
Full Page	€3,600	€5,400	€8,100	£3,100	£4,700	£7,000
Half Page	€2,300	€3,500	€5,250	£2,000	£3,000	£4,500
1/3 Page	€1,600	€2,400	€3,600	£1,400	£2,100	£3,300
COVERS						
Outside Back	€4,500	€6,750	€9,500	€3,900	£5,900	£9,000
Inside Front	€4,000	€6,000	€9,000	€3,500	£5,250	£8,100
Inside Back	€3,600	€5,400	€8,100	€3,100	£4,650	£7,000

*For Bi-Lingual platform + 10% Premium Charge

digital **Daily News**

TOP LEADERBOARD 3x		BOTTOM BANNER 3x		MIDDLE BANNER 1x		TOP LEADERBOARD 4x	
USD (\$)	EURO (€)	USD (\$)	EURO (€)	USD (\$)	EURO (€)	USD (\$)	EURO (€)
\$7,500	€6,750	\$1,500	€1,300	\$2,000	€1,800	\$9,000	€8,100

NOTES

1. PRICES 1x are per day
2. PRICES 2x are total for 2 day-booking
3. PRICES 3x are total for 3 day-booking
4. PRICES 4x are total for 4 day-booking
5. All prices are gross of the usual 15% agency commission