

# 2022 MEDIA KIT

EDITORIAL CALENDAR  
**ASIAN DEFENCE  
TECHNOLOGY**

**GBP**  
AEROSPACE  
&  
DEFENCE

AIR

LAND

SEA

REGION FOCUS

INDUSTRY

TECHNOLOGY

SPACE

SPECIAL FEATURE

COUNTRY FOCUS

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# 2022 EDITORIAL CALENDAR

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## ISSUE

### FEBRUARY

Publication Date - February 15

Orders - January 10

Material - January 15

## BONUS DISTRIBUTION

### SINGAPORE AIRSHOW

Singapore, Feb 15-20

### UMEX - SIMTEX

Abu Dhabi, Feb 20-22

## EDITORIAL FEATURES

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**AIR** - Asian Fighter Market / Aerial Weapons

**LAND** - Main Battle Tanks

**SEA** - Special Mission Aircraft

**REGION FOCUS** - South Asia

**INDUSTRY** - Digital Twin & The Defence Industry

**SPECIAL FEATURE** - Unmanned Aerial Systems and Weapons

**COUNTRY FOCUS** - Singapore

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## ISSUE

### MARCH

Publication Date - March 5

Orders - February 15

Material - February 24

## BONUS DISTRIBUTION

### WDS

Riyadh, Mar 7-9

### DEFEXPO

Gandhinagar, Mar 11-13

### DIMDEX

Doha, Mar 16-18

### DSA

Kuala Lumpur, Mar 28-31

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## EDITORIAL FEATURES

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**AIR** - Unmanned Systems Special Report / UAS Sensor Payloads

**LAND** - Unmanned Ground System

**SEA** - Unmanned Surface Vessel / Mini Submarines

**REGION FOCUS** - Middle East

**INDUSTRY** - Naval Shipbuilding

**SPECIAL FEATURE** - Missile Defence

**COUNTRY FOCUS** - Malaysia

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# 2022 EDITORIAL CALENDAR

## ISSUE

### APRIL

Publication Date - April 15  
Orders - March 15  
Material - March 24

## BONUS DISTRIBUTION

**ADAS**  
Manila, Apr 27-29

## EDITORIAL FEATURES

**AIR** - RMAF FLIT / LCA Acquisition Programme

**LAND** - Thailand Indigenous AFV Projects / Active Protection Systems

**SEA** - Submarines in SE Asia / Underwater Weapons

**INDUSTRY** - Military Training

**SPACE** - SE Asian Space Ambitions

**SPECIAL FEATURE** - Maritime Defence Technologies

**COUNTRY FOCUS** - Philippines

## ISSUE

### MAY/JUNE

Publication Date - June 10  
Orders - May 15  
Material - May 25

## BONUS DISTRIBUTION

**EUROSATORY**  
Paris, June 13-18

## EDITORIAL FEATURES

**AIR** - Military Transport Aircraft

**LAND** - Artillery Rockets and Missiles

**SEA** - French Naval Shipbuilding / Maritime Strike Missiles

**SPACE** - Korea Space Ambitions

**INDUSTRY** - AI and the Defence industry

**SPECIAL FEATURE** - French Military Acquisition Programmes

**COUNTRY FOCUS** - Turkey

## ISSUE

### JULY/AUGUST

Publication Date - July 15  
Orders - June 15  
Material - June 23

## BONUS DISTRIBUTION

**FARNBOROUGH AIRSHOW**  
Farnborough, Jul 18-22

**D&S**  
Bangkok, Aug 29 - Sept 1

## EDITORIAL FEATURES

**AIR** - Advanced Jet Trainers / UAS Developments

**LAND** - Ground Based Air Defence

**SEA** - Aircraft Carriers

**MISSILE TECHNOLOGY** - Hypersonic Weapons

**INDUSTRY** - Military Pilot Training

**SPECIAL FEATURE** - Light Attack and Special Mission Aircraft

**COUNTRY FOCUS** - Thailand

# 2022 EDITORIAL CALENDAR

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## ISSUE

### SEPTEMBER/OCTOBER

Publication Date - September 15  
Orders - August 15  
Material - August 25

## BONUS DISTRIBUTION

**EURONAVAL**  
Paris, Oct 18-21

## EDITORIAL FEATURES

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**SEA** - Asian Shipbuilding

**LAND** - Remote Tower

**SEA** - Submarines in SE Asia / Underwater Weapons

**TECHNOLOGY** - AR/VR

**INDUSTRY** - Predictive Maintenance

**SPECIAL FEATURE** - Maritime Strike Weapons

**COUNTRY FOCUS** - Australia

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## ISSUE

### NOVEMBER/DECEMBER

Publication Date - Dec 1  
Orders - October 20  
Material - October 25

## BONUS DISTRIBUTION

**SOFEX**  
Aqaba, Oct 31-Nov 3

**INDO DEFENCE**  
Jakarta, Nov 2-5

## EDITORIAL FEATURES

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**AIR** - Nano-UAS options / 2022 Military Aviation Summary

**LAND** - Remote Controlled Weapon Turrets

**SEA** - UAS and Warship Integration

**TECHNOLOGY** - Unmanned Systems

**INDUSTRY** - 3D Printing

**SPECIAL FEATURE** - Mine Disposal

**COUNTRY FOCUS** - Indonesia

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# 2022 RATE CARD

## ADVERTISING DIMENSIONS

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Trim Size 275mm (H) x 420mm (W)  
With Bleed 281mm (H) x 426mm (W)

### FULL PAGE

Trim Size 275mm (H) x 210mm (W)  
With Bleed 281mm (H) x 216mm (W)

### HALF PAGE HORIZONTAL

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### HALF PAGE VERTICAL

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### 1/3 PAGE HORIZONTAL

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1/3 Page	\$2,000

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2-Page Spread (IFC)	\$11,000
2-Half Page Spread	\$6,000

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Full Page	€4,300
Half Page	€2,600
1/3 Page	€1,750

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Inside Front	€4,750

#### SPREADS

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2-Half Page Spread	€5,200

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Prices are gross of Agency Commission (15%)

## CIRCULATION BY REGION

### ASIA-PACIFIC 9,355

AUSTRALIA	2,098	INDONESIA	446	PAPUA NEW GUINEA	741
BANGLADESH	60	JAPAN	251	PHILIPPINES	272
BRUNEI	102	KOREA	282	SINGAPORE	1,388
CAMBODIA	41	MALAYSIA	1,097	SRI LANKA	145
CHINA	747	MYANMAR	61	TAIWAN	200
FIJI	14	NEPAL	72	THAILAND	515
HONGKONG	55	NEW ZEALAND	347	UNITED ARAB EMIRATES	222
INDIA	1,050	PAKISTAN	752	VIETNAM	98

**AFRICA 733 | AMERICAS 3587 | EUROPE 4153 | MIDDLE EAST 619**