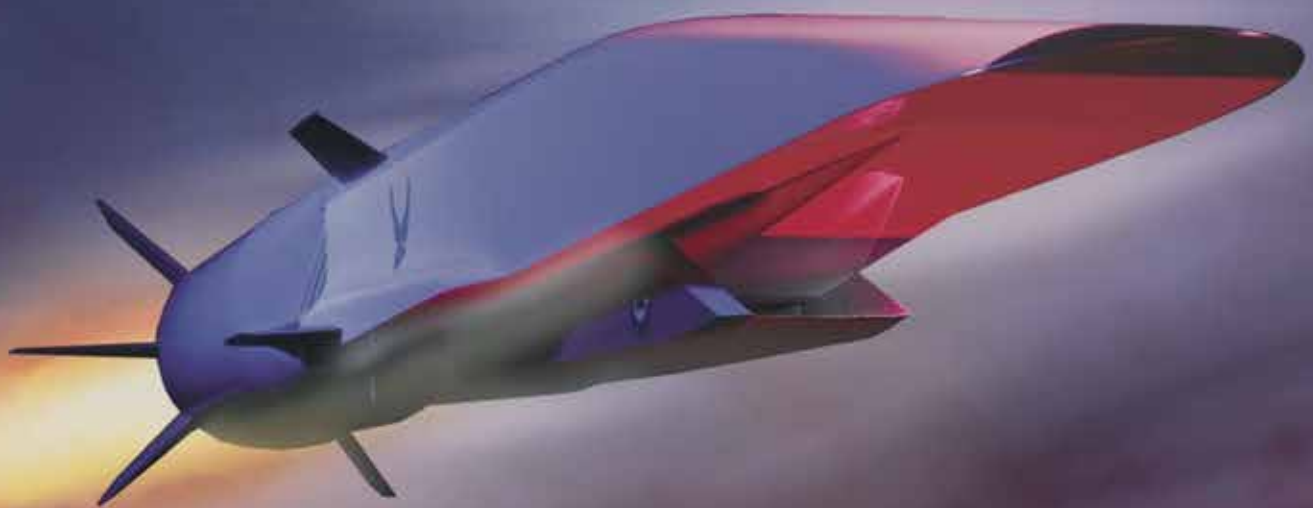


# 2023 MEDIA KIT



EDITORIAL CALENDAR

## ASIAN DEFENCE TECHNOLOGY



AIR

REGION FOCUS

SPACE

LAND

INDUSTRY

SPECIAL FEATURE

SEA

TECHNOLOGY

COUNTRY FOCUS

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# 2023 EDITORIAL CALENDAR

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## ISSUE

### JANUARY/FEBRUARY

Publication Date: January 31

Orders: January 10, 2023

Material: January 15, 2023

## BONUS DISTRIBUTION

**AERO INDIA AIRSHOW**

Bangalore, February 3-5

**IDEX-NAVDEX**

Abu Dhabi, February 20-24

## EDITORIAL FEATURES

**AIR** - Indian Air Force Report

**LAND** - Loitering Munitions

**SEA** - Unmanned Surface Vessels

**INDUSTRY FOCUS** - AI in Warfare

**SPECIAL FEATURE** - Manned-Unmanned Teaming

**COUNTRY FOCUS** - United Arab Emirates

## ISSUE

### MARCH/APRIL

Publication Date: March 15

Orders: February 15

Material: February 24

## BONUS DISTRIBUTION

**DSEI JAPAN**

Tokyo, March 15-17

**DEFEA**

Athens, May 9-11

**IDEF**

Istanbul, May 9-12

## EDITORIAL FEATURES

**AIR** - Light Fighters

**LAND** - SE Asian Land Forces

**SEA** - Maritime Patrol Aircraft

**INDUSTRY FOCUS** - 3D Printing

**SPECIAL FEATURE** - Hypersonic

**COUNTRY FOCUS** - Sri Lanka

# 2023 EDITORIAL CALENDAR

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## ISSUE

### MAY/JUNE

Publication Date: May 21

Orders: May 5

Material: May 10

## BONUS DISTRIBUTION

### LIMA

Langkawi, May 23-27

### PARIS AIRSHOW

Paris, June 19-25

### KADEX

## EDITORIAL FEATURES

**AIR** - Basic Trainers

**LAND** - Unmanned Ground Vehicles

**SEA** - Anti-Ship Missiles

**INDUSTRY FOCUS** - AR/VR

**SPECIAL FEATURE** - 6th Gen Fighters

**COUNTRY FOCUS** - Malaysia

## ISSUE

### JULY/AUGUST

Publication Date: July 15

Orders: June 15

Material: June 23

## BONUS DISTRIBUTION

N/A

## EDITORIAL FEATURES

**AIR** - Medium Transports

**LAND** - Artillery Systems

**SEA** - Fast Attack Craft and OPVs

**INDUSTRY FOCUS** - Factory 4.0

**SPECIAL FEATURE** - Future Missiles

**COUNTRY FOCUS** - Thailand

# 2023 EDITORIAL CALENDAR

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## ISSUE

### SEPTEMBER/OCTOBER

Publication Date: September 15

Orders: August 15

Material: August 25

## BONUS DISTRIBUTION

**SEOUL/ADEX**

Seoul, October 17-22

## EDITORIAL FEATURES

**AIR** - Medium Helicopters

**LAND** - ATGMs

**SEA** - Submarines

**INDUSTRY FOCUS** - License Production

**SPECIAL FEATURE** - Main Battle Tanks

**COUNTRY FOCUS** - Philippines

## ISSUE

### NOVEMBER/DECEMBER

Publication Date: November 1

Orders: October 20

Material: October 25

## BONUS DISTRIBUTION

**D&S**

Bangkok, November 6-9

**DUBAI AIRSHOW**

Dubai, November 12-16

## EDITORIAL FEATURES

**AIR** - Airborne Radar

**LAND** - Infantry Small Arms

**SEA** - Coastal Defence

**INDUSTRY FOCUS** - Indigenous Manufacturing

**SPECIAL FEATURE** - Pilot Training

**COUNTRY FOCUS** - Pakistan

# 2023 RATE CARD

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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

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