

MEDIA INFORMATION &

RATES

2007



BPA Worldwide membership applied for June 2006

About Us

ADPR Consult Sdn Bhd is a Kuala Lumpur-based publishing firm that was founded by the late Major Sachi Thananthan in 1992. Our main publications are the Asian Airlines & Aerospace (AA&A) and Asian Defence & Diplomacy (AD&D) monthly magazines. These magazines are widely distributed around the world, but our readership is primarily Asian. In addition to the magazines, we also publish the Show Daily, which is a daily trade publication for several international events.

A less frequent publication is the bi-annual Asia-Pacific Military Balance, a publication that takes an in-depth look at militaries in the region. Also included are articles by regional experts on geo-strategic issues that will shape the region's policies.

Mission Statement

Our mission is to provide quality, accurate and up-to-date information, news and analysis on military, security, foreign affairs and international issues affecting the region, as well as on aviation and aerospace developments. We remain highly professional and impartial in our approach.

Quality Policy

ADPR Consult (M) Sdn Bhd is the region's leading publisher of professional magazines and publications on defence, military, security, aerospace and airlines. To maintain this position, the Company strives to meet and exceed customers' expectations in the design, production and fulfillment of goods and services.

Information published by our magazines, newsletters and books is renowned for accuracy, authority and impartiality, and the Company is committed to seeking ongoing improvement in our products and processes. ADPR Consult (M) Sdn Bhd at all times endeavours to respond directly to market demands, and also ensures that customer satisfaction is measured. ADPR Consult (M) Sdn Bhd continues to invest in its people through training and development, to meet the high standards of the Company as well as expectations and changing requirements of our customers.



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Foreword from the Publisher

Welcome to the Rate Card and Media Information Catalogue for 2007. We hope you will find it useful in advertisement and advertorial exposure planning in our two monthly magazines, Asian Defence & Diplomacy (AD&D) and Asian Airlines & Aerospace (AA&A), as well as our Show Daily newsletters where we are either the Official or Supporting publication.

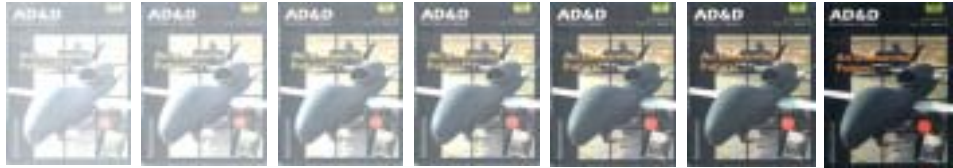
Over the past year, there have been some significant changes at ADPR Consult, the region's leading publisher of professional magazines and publications on defence, military, security, aerospace and airlines. We have moved to reorganise ourselves and strive to meet and exceed customer's expectations by acting on the feedback that we have received from the industry and our readers. ADPR Consult is always in the forefront of the defence and aerospace industry with in-depth analysis. Just like the volatile times of this age we have learnt to adapt according to the environment. In 2007 we plan to bring you more coverage of the geopolitical situation in Asia, as all eyes are focused on this region. We will increase our coverage of industry issues, as well as new developments and technologies affecting the region.

Help us help you promote your products and services in the defence, security, aviation and aerospace spheres because we believe our publications, given their reach and readership profile, serve as excellent platforms in the Asia-Pacific region.

Madam V.Ranee Sachi

Publisher and Editor-in-Chief

ranee_sachi@adprconsult.com.my



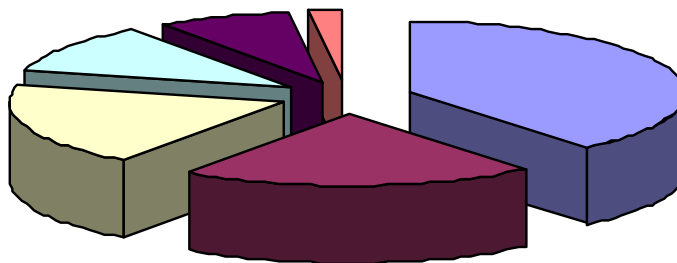
1.0 Asian Defence & Diplomacy

AD&D, moving into its 14th year of publication, continues to retain its status as the first and leading regional monthly magazine on defence, security, military and foreign affairs, as well as strategic and geo-political issues in the Asia Pacific. It has won recognition for its in-depth and extensive coverage of the issues, international events and profiles of defence companies and their products. With security having leapt to the top of the agenda of countries in the region as well as the rest of the world, AD&D has risen to the occasion in attempting to slake the thirst for information, news and understanding of happenings and issues regarding all aspects of defence, security and diplomacy.

AD&D has the credibility of breaking important stories and is often quoted by other publications. For over a decade, it is the official or supporting magazine for defence and security shows, exhibitions and conferences in the region. AD&D maintains a flexible editorial programme. In view of the abrupt changes already seen in the security and defence environments, such flexibility enables the magazine to focus on the current and topical issues as they develop. With a circulation of 12,253 copies (August 2006 circulation figures), AD&D's target audience is comprehensive. Besides those at the top involved in decision and policy making, academic and research institutes concerned with strategic, security and diplomatic studies are also on the mailing list. Elsewhere, captains of the industry, corporate leaders and leading companies in defence services, products and technology are among the readers. Geographically, readership extends beyond the Asia Pacific to Europe, the Americas, Australasia and the Middle East.

Readership Profile

- Key Government Officials:** Senior civil servants in Ministries of Defence, Science & Technology, Foreign Affairs, Internal/Home Affairs, mid-level officers and Military Attaches..... **39%**
- Armed Forces:** Services chiefs, senior staff officers, formation and operational commanders (Army, Navy and Air Forces) and procurement officials, R&D, procurement, operational planning, evaluation and testing, training doctrine development, intelligence, etc..... **21%**
- Industry and Related Business:** Top corporate officials, board members, officials involved in military/defence handling; procurement officials, security and management personnel; system manufactures and suppliers, R&D officials, engineers, fixed based operators, planners and procurement officials, regional defence industries, etc..... **19%**
- Colleges and Universities;** Defence colleges, training institutions and schools, command and staff colleges, strategic study institutes, universities and other colleges. **11%**
- Executives and Legislative Bodies** Government ministers, elected representatives and Multinational Defence Organisations.....**8%**
- Others**..... **2%**



Geographical Breakdown					
Country	No. of issues	Country	No. of issues	Country	No. of issues
ASEAN		Middle East		West Pacific	
Brunei	253	Bahrain	76	Australia	618
Cambodia	78	Jordan	98	New Zealand	267
Indonesia	243	Kuwait	61	Fiji	20
Malaysia	1,823	Oman	74	Papua	
The Philippines	469	Qatar	64	New Guinea	11
Singapore	1,617	Syria	80	Subtotal	916
Thailand	561	Saudi Arabia	145	Others	
Vietnam	143	Turkey	541	North America	317
Subtotal	5,187	UAE	154	Europe	593
South Asia		Yemen	33	South America	140
Bangladesh	191	Subtotal	1,326	South Africa	113
Myanmar	101	Northeast Asia		Africa	82
India	623	China	366	Russia	156
Pakistan	400	Hong Kong	231	Subtotal	1,401
Sri Lanka	212	Japan	407		
Maldives	18	South Korea	591		
Nepal	23	North Korea	156		
Subtotal	1,568	Taiwan	104		
		Subtotal	1,855		
				Grand Total :	12, 253
				(August 2006 Circulation figures)	

AD&D Regulars

- Cover Story
- From The Editor's Desk
- 'Quote... Unquote'
- Regional Digest
- Feature Story
- Land Forces
- Naval Forces
- Air Forces
- Product Highlight
- Events
- Training Simulation
- Defence Business & Technology
- For The Record
- Calendar of Events

1.1 AD&D Editorial Calendar 2007			
Issue	Deadlines	Content Highlights	Events
January	Orders: 08 Dec 06 Materials: 15 Dec 06	Aqua Warfare - Frigates & Submarines	21-23 Jan - Intersec Dubai, UAE
February	Orders: 11 Jan 07 Materials: 18 Jan 07	The Modern Soldier	7-11 Feb - Aero India Bangalore, India 8-11 Feb - Secu-Tech Egypt 18-22 Feb - IDEX Abu Dhabi, UAE
March	Orders: 08 Feb 07 Materials: 15 Feb 07	Homeland Security - Buildings & Transports	20-25 Mar - AIA Melbourne, Australia 27-29 Mar - Global Security Asia Singapore ShowDaily Official Publication
April	Orders: 09 Mar 07 Materials: 16 Mar 07	Helicopters	11-14 Apr - Indo Aerospace Indonesia ShowDaily Official Publication 23-24 Apr - APTS Middle East Dubai, UAE
May	Orders: 10 Apr 07 Materials: 17 Apr 07	Guns & Armour	2-4 May - IDET Brno, Czech Republic 15-18 May - IMDEX Asia Singapore ShowDaily Official Publication 22-25 - IDEF Ankara, Turkey
June	Orders: 09 May 07 Materials: 16 May 07	Fighter Aircraft	18-24 Jun - Paris Airshow Le Bourget, France
July	Orders: 08 Jun 07 Materials: 15 Jun 07	Missiles	
August	Orders: 10 Jul 07 Materials: 17 Jul 07	Advanced Defence Technologies	10-14 77Aug - TADTE Taipei, Taiwan MSPO Kielce, Poland IMDS St. Petersburg, Russia
September	Orders: 09 Aug 07 Materials: 16 Aug 07	Training & Simulations Homeland Security - Personal Protection	11-14 Sep - DSEI London, UK
October	Orders: 07 Sep 07 Materials: 14 Sep 07	Logistics & Support	9-12 Oct - MILIPOL Paris, France Naval & Defence Busan, Korea
November	Orders: 10 Oct 07 Materials: 17 Oct 07	Accessories & Communications Devices	7-10 Nov - Defence 2007 Bangkok, Thailand
December	Orders: 09 Nov 07 Materials: 16 Nov 07	LIMA '07/ Marketing & Sales Triumphs	4-8 Dec - LIMA Langkawi, Malaysia ShowDaily Official Publication

Show Daily – The Show Daily will be produced at these events where we are either the Official or Supporting publication.

Publishers Note: The editorial calendar, compiled October 2006, is provisional and subject to change.

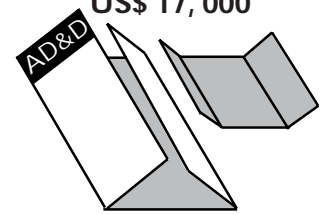
NB: Bonus Distribution of the magazine at all major events above.

1.2 Rates for AD&D (Quoted in US Dollars)

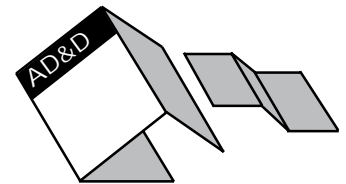
Four Colour	x 1	x 3	x 6	x 9	x 12
Double Spread	7,600	7,400	7,200	7,000	6,800
Full Page	4,200	3,900	3,700	3,500	3,300
2/3 Page	3,500	3,300	3,100	2,900	2,700
Half Page	2,400	2,300	2,200	2,100	2,000
1/3 Page	2,100	2,000	1,900	1,800	1,700
Quarter Page	1,600	1,500	1,400	1,300	1,200
Eighth Page	1,300	1,200	1,100	1,000	900
Covers	x 1	x 3	x 6	x 9	x 12
Outside Back	5,000	4,900	4,800	4,700	4,600
Inside Front	4,500	4,400	4,300	4,200	4,100
Inside Back	4,300	4,200	4,100	4,000	3,900
Two Colour	x 1	x 3	x 6	x 9	x 12
Double Spread	6,400	6,100	5,800	5,500	5,200
Full Page	3,500	3,400	3,300	3,200	3,100
2/3 Page	3,100	2,900	2,800	2,700	2,600
Half Page	2,100	2,000	1,900	1,800	1,700
1/3 Page	1,800	1,700	1,600	1,500	1,400
Quarter Page	1,400	1,300	1,200	1,100	1,000
Eighth Page	1,150	1,050	950	850	750
Black & White	x 1	x 3	x 6	x 9	x 12
Full Page	2,800	2,700	2,600	2,500	2,400
2/3 Page	2,500	2,400	2,300	2,200	2,100
Half Page	1,700	1,600	1,500	1,400	1,300
1/3 Page	1,500	1,400	1,300	1,200	1,100
Quarter Page	1,200	1,100	1,000	900	800
Eighth Page	1,000	900	800	700	600

Subject to change according to exchange rates

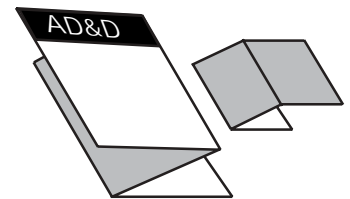
Ban Door Cover
(Four Colour)
US\$ 17,000



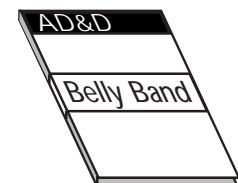
Gate Fold Cover
(Four Colour)
US\$ 15,000



Z-Fold Cover
(Four Colour)
US\$ 15,000



Belly Band
(Four Colour)
US\$ 7,100



The Facts:

- The **ONLY** Monthly Defence Magazine in the Region with 12 Issues Yearly.
- The **MOST** widely read Defence Magazine in Asia (Approx. Monthly Circulation of 12,253 Copies, August 2006 figures).
- Provides **AUTHORITATIVE** and Substantive Reports and Analysis on Defence and Security Issues.
- **LATEST** Updates on Products, Systems and Technology.
- Interviews with **KEY** Government and Industry Officials.
- Presence at **ALL** Leading Shows, Conferences and Exhibitions in Asia and around the World.

AA&A
Aerospace & Aviation

The Trent Setter

AD&D
Aerospace & Defense

Taking MRF to the next level

Major General Suresh Kumar & Major General Anand Kumar
Major General Suresh Kumar
The challenge of leading MRF

ShowDaily
Aerospace & Aviation

Integrated solutions from Raytheon

Senior editor Ed for Aerospace

AD&D
Aerospace & Defense

MIG 35: Evolution

By Peter D. Jacobsen

ShowDaily
Aerospace & Aviation

DSA '06 off to a great start

TRACT BUSINESS LEADERSHIP

Senior SA delegation

AA&A
Aerospace & Aviation

Turboprops renaissance

ShowDaily
Aerospace & Aviation

LIMA '05 Officiated

AA&A
Aerospace & Aviation

The EH-101

AD&D
Aerospace & Defense

An Unmanned Future?



2.0 Asian Airlines & Aerospace (BPA membership applied for June 2006)

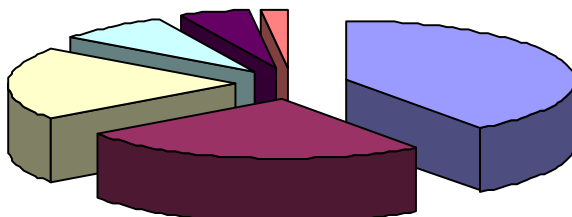
AA&A, being the mainstay of the market since 1993, has gained prominence among industry players and professionals in the sector not only within the Asia Pacific region, but also elsewhere in the world where the industry is active, especially Europe and the Americas. On the one hand, it focuses on developments in the aviation and aerospace sectors in the Asia Pacific. On the other, it highlights the significance to the region of happenings in the rest of the world. This makes it possible for readers to have both global and regional perspectives of the sector. Every month, we have dedicated columns on topics such as airlines, airports, aircraft, business aviation, engines, satellites, training and simulation, avionics, ground support equipment, cargo, finance, security, aviation technologies, maintenance, repair and overhaul (MRO) and travel related news.

In addition, there are features on specific developments within and concerning the sector. They range from analyses and implications from policy and regulatory decisions to products and services. We have a flexible editorial programme that keeps in line with changes in the industry and around the world to ensure that the magazine remains relevant at all times. With a circulation of 7,084 copies (August 2006 circulation figures), AA&A's target audience is comprehensive. In government circles, it reaches the desk of policy and decision maker. Elsewhere it is circulated among corporate leaders and captains of industry as well as professionals in fields related to aviation and aerospace.

AA&A has also applied for BPA Worldwide membership, to ensure our credibility towards our readers.

Readership Profile

- **Airlines FAA, CAA and Certification Boards:** Chief executives and senior management officials, airport management personnel and consultants, test pilots and chief pilots, engineers, programme/marketing directors and managers, planners, procurement officials, etc. **40%**
- **Industry and Related Business:** Top corporate officials, corporate aviation owners, board members, officials involved in air freight and cargo handling; procurement officials, airport security and management personnel; system manufactures and suppliers, R&D officials, engineers, fixed based operators, planners and procurement officials, etc..... **25%**
- **Key Government Officials:** Senior civil servants in Ministries of Transport, Science & Technology, Foreign Affairs, Internal/Home Affairs, mid-level officers..... **20%**
- **Colleges and Universities:** Aviation colleges, training institutions and schools, command and staff colleges, strategic study institutes, universities and other colleges..... **8%**
- **Executives and Legislative Bodies:** Government ministers, elected representatives and Multinational Organisations..... **5%**
- **Others**..... **2%**



Circulation					
Country	No. of issues	Country	No. of issues	Country	No. of issues
ASEAN		Middle East		West Pacific	
Brunei	162	Bahrain	47	Australia	490
Cambodia	18	Jordan	33	New Zealand	74
Indonesia	131	Kuwait	49	Fiji	9
Malaysia	1180	Oman	45	Papua New Guinea	17
The Philippines	482	Qatar	81	Subtotal	590
Singapore	891	Syria	54	Others	
Thailand	188	Saudi Arabia	64	North America	180
Vietnam	40	Turkey	204	Europe	479
Subtotal	3,092	UAE	116	South America	134
South Asia		Yemen	10	South Africa	125
Bangladesh	33	Subtotal	703	Africa	58
Myanmar	32	Northeast Asia		Russia	132
India	254	China	343	Subtotal	1108
Pakistan	220	Hong Kong	130	Grand Total	7084
Sri Lanka	77	Japan	215	(August 2006 Circulation Figures)	
Maldives	8	South Korea	177		
Nepal	5	North Korea	36		
Subtotal	629	Taiwan	61		
		Subtotal	962		

AA&A Regulars

- Cover Story
- Aerial View
- Asia Watch
- Feature Story
- Aviation Development
- Airport News
- Along The Aisle
- Aircraft Technology
- Engine Torque
- Business Jets
- Rotor Craft
- Cargo Logistics
- Training Simulation
- Maintenance Repair Overhaul
- Space Technology
- For The Record
- Calendar of Events

2.1 AA&A Editorial Calendar 2007			
Issue	Deadlines	Content Highlights	Events
January	Orders: 08 Dec 06 Materials: 15 Dec 06	Airlines in 2007/ Aviation 2007 outlook	
February	Orders: 11 Jan 07 Materials: 18 Jan 07	Indian Aviation Boom/ India Airport Modernisation Supplement: MRO	7-11 Feb - Aero India Banglore, India
March	Orders: 08 Feb 07 Materials: 15 Feb 07	Qantas Focus/ Aviation Downunder	20-25 Mar - AIA Melbourne, Australia
April	Orders: 09 Mar 07 Materials: 16 Mar 07	Indonesian Mainstream Carriers & LCC/Indonesian MRO Supplement: Aircraft Technology	11-14 Apr - Indo Aerospace Indonesia 
May	Orders: 10 Apr 07 Materials: 17 Apr 07	Airbus Update	
June	Orders: 09 May 07 Materials: 16 May 07	Business Jet Performance Supplement: Rotorcraft	18-24 Jun - Paris Airshow Le Bourget, France
July	Orders: 08 Jun 07 Materials: 15 Jun 07	Boeing Focus	
August	Orders: 10 Jul 07 Materials: 17 Jul 07	A Roundup Of Russian Aircraft In Service Supplement: Business Jets/ Very Light Jets	21-26 Aug - MAKS Russia
September	Orders: 09 Aug 07 Materials: 16 Aug 07	China Aviation/ Focus On Regional Jets	3-6 Sep - Asian Aerospace Hong Kong, China
October	Orders: 07 Sep 07 Materials: 14 Sep 07	South Korean Aviation Supplement: Training & Simulation	16-21 Oct - Seoul Airshow Seoul, Korea
November	Orders: 10 Oct 07 Materials: 17 Oct 07	Middle East Aviation Boom/ Focus On Dubai International Airport	11-15 Nov - Dubai Airshow Dubai, UAE
December	Orders: 09 Nov 07 Materials: 16 Nov 07	Malaysian Aerospace Industry Focus On Malaysia Airlines & Air Asia Supplement: Cargo & Logistics	4-8 Dec - LIMA  Langkawi, Malaysia

Show Daily – The Show Daily will be produced at these events where we are either the Official or Supporting publication.

Publishers Note: The editorial calendar, compiled October 2006, is provisional and subject to change.

NB: Bonus Distribution of the magazine at all major events above.

Supplement

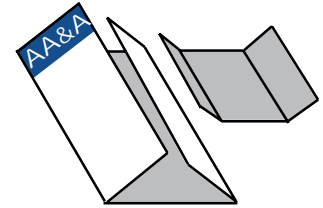
Look out for the magazine supplement that we feature every alternate month beginning February 2007. The supplement is a special industry based focus in AA&A that is separate from the usual contents. It allows participation from industry players; for them to exhibit their wares, services and products. It's a separate section with its own cover. Inside, readers can browse through information, articles, advertorials or pictorial highlights as per the advertisers requests.

2.2 Rates for AA&A (Quoted in US Dollars)

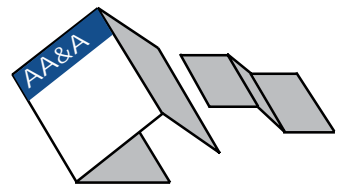
Four Colour					
	x 1	x 3	x 6	x 9	x 12
Double Spread	7,350	7,035	6,720	6,405	6,090
Full Page	4,095	3,990	3,885	3,780	3,675
2/3 Page	3,465	3,255	3,045	2,835	2,625
Half Page	2,415	2,310	2,205	2,100	1,995
1/3 Page	2,100	1,995	1,890	1,785	1,680
Quarter Page	1,680	1,557	1,470	1,365	1,260
1/8 Page	1,365	1,260	1,155	1,050	945
Covers					
	x 1	x 3	x 6	x 9	x 12
Outside Back	4,935	4,830	4,725	4,620	4,515
Inside Front	4,515	4,410	4,305	4,200	4,095
Inside Back	4,305	4,200	4,095	3,990	3,885
Two Colour					
	x 1	x 3	x 6	x 9	x 12
Double Spread	5,985	5,460	5,145	4,830	4,515
Full Page	3,570	3,465	3,360	3,255	3,150
2/3 Page	3,045	2,835	2,625	2,415	2,205
Half Page	2,205	2,100	1,995	1,890	1,785
1/3 Page	1,785	1,680	1,575	1,470	1,365
Quarter Page	1,520	1,420	1,310	1,210	1,100
1/8 Page	1,155	1,050	945	840	735
Black & White					
	x 1	x 3	x 6	x 9	x 12
Full Page	2,835	2,730	2,625	2,520	2,415
2/3 Page	2,415	2,310	2,205	2,100	1,995
Half Page	1,680	1,575	1,470	1,365	1,260
1/3 Page	1,470	1,365	1,260	1,155	1,050
Quarter Page	1,155	1,050	945	840	735
1/8 Page	945	840	735	630	525

Subject to change according to exchange rates

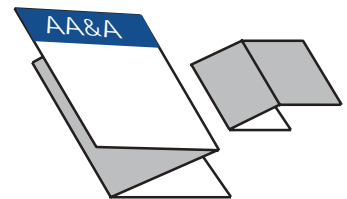
Ban Door Cover
(Four Colour)
US\$ 16, 500



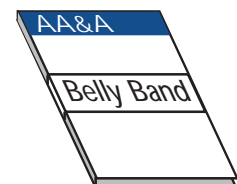
Gate Fold Cover
(Four Colour)
US\$ 14, 500



Z-Fold Cover
(Four Colour)
US\$ 14, 500



Belly Band
(Four Colour)
US\$ 6, 500



The Facts:

- The ONLY monthly Aviation Magazine in the region with 12 issues yearly.
- The MOST widely read Aviation Magazine in Asia (Approx. monthly circulation of 7,084 copies. August 2006 figures).
- HOTTEST News on Civil Aviation with detailed analysis on various topics.
- LATEST updates on products, systems and technology.
- Interviews with KEY Government and Industry officials.
- Presence at ALL leading shows, conferences and exhibitions in Asia and around the world.
- BONUS Distribution at all shows that we attend.



3.0 Show Daily

Like most other major publishers, ADPR Consult also publishes a daily at aerospace and defence events.

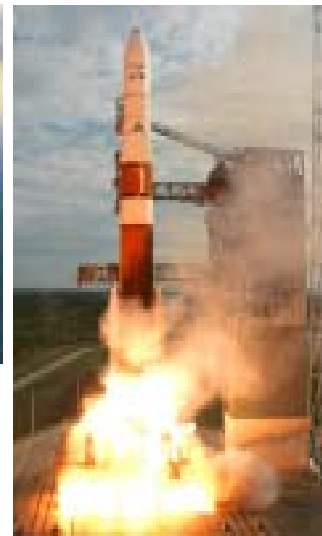
Aside from daily news about the event, the Show Daily carries articles about the products or services available at the event. The Show Daily also includes interviews with senior people from the end-user, i.e. military or government, as well as the industry. Therefore, it is an excellent platform for companies to profile their products or services and reach out to a large group of visitors at the shows.

Over the years, Show Daily has developed into a useful and most effective platform for manufacturers and suppliers to advertise and market their products, systems and technologies to prospective customers and partners. In 2007, the Show Daily will be published at the following events:

Global Security Asia, Singapore:	Booking	Material
Day 1 - 27 March 07	20 Feb 07	27 Feb 07
Day 2 - 28 March 07		
Indo-Aerospace, Indonesia:		
Day 1 - 11 Apr 07	15 Mar 07	22 Mar 07
Day 2 - 12 Apr 07		
Day 3 - 13 Apr 07		
Day 4 - 14 Apr 07		
Imdex Asia, Singapore:		
Day 1 - 15 May 07	17 Apr 07	25 Apr 07
Day 2 - 16 May 07		
Day 3 - 17 May 07		
Day 4 - 18 May 07		
LIMA - Langkawi, Malaysia:		
Day 1 - 4 Dec 07	10 Nov 07	20 Nov 07
Day 2 - 5 Dec 07		
Day 3 - 6 Dec 07		
Day 4 - 7 Dec 07		

Publishers Note: The dates of production of the Show Dailies compiled October 2006, is provisional and subject to change.



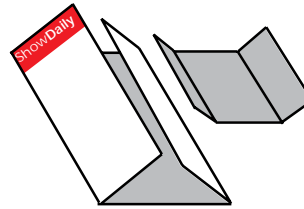


3.1 Rates for Show Daily (Quoted in US Dollars)

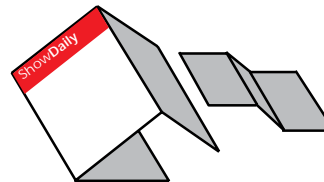
Four Colour	x 1	x 2	x 3	x 4
Centre Spread	3,500	3,400	3,300	3,200
Double Spread	3,100	3,000	2,900	2,800
Outside Back	2,200	2,100	2,000	1,900
Inside Front	2,000	1,900	1,800	1,700
Inside Back	1,800	1,700	1,600	1,500
Full Page	1,700	1,600	1,500	1,400
2/3 Page	1,500	1,400	1,300	1,200
Half Page	1,200	1,100	1,050	1,000
1/3 Page	1,100	1,050	1,000	950
Quarter Page	1,000	950	900	850
1/8 Page	900	850	800	750
Front Page Banner	1,900	1,800	1,700	1,600
Two Colour	x 1	x 2	x 3	x 4
Double Spread	2,700	2,500	2,300	2,100
Full Page	1,600	1,400	1,200	1,100
2/3 Page	1,200	1,100	1,000	900
Half Page	1,000	900	850	800
1/3 Page	900	800	750	600
Quarter Page	800	700	650	500
1/8 Page	700	600	550	400
Front Page Banner	1,700	1,600	1,500	1,400
Black & White	x 1	x 2	x 3	x 4
Full Page	1,300	1,200	1,100	1,000
2/3 Page	1,100	1,000	900	600
Half Page	900	850	800	750
1/3 Page	700	750	700	500
Quarter Page	600	650	600	300
1/8 Page	500	400	300	200

Subject to change according to exchange rates

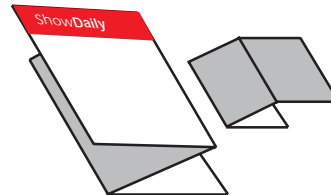
Ban Door Cover
(Four Colour)
US\$ 13,000



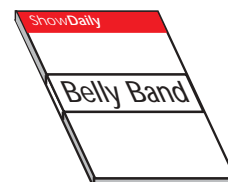
Gate Fold Cover
(Four Colour)
US\$ 12,000



Z-Fold Cover
(Four Colour)
US\$ 12,000



Belly Band
(Four Colour)
US\$ 6,000





4.0 Asia Pacific Military Balance

Asia Pacific Military Balance, the region's only comprehensive bi-ennial publication devoted to geo-politics, geo-strategic and military affairs of significance to Asia and the Far East. When the idea of doing a military reference journal was first mooted by ADPR Consult's senior editorial team, two fundamental criteria were identified by them which had to be fulfilled to ensure the success of the journal.

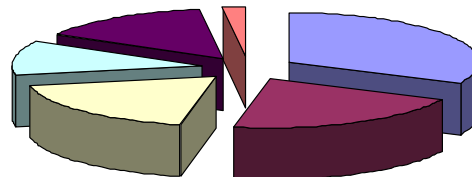
Firstly, that geo-strategic events of importance to the Asia Pacific region had to be researched, analysed and commented on by established Asian commentators, academics and defence planners to give these events a balanced Asian perspective. Secondly, the journal had to bridge the information gap not only between Asian nations but also between Asia and other continents and between Asia and the global defence industry in a way that no other publication had yet done. The first and second editions of **Asia Pacific Military Balance** proved to be a huge success winning widespread critical acclaim from academicians, politicians, senior military personnel and captains of industry from countries throughout the region for the depth and foresight of its articles. Also winning praise was the ORBAT (Order of Battle) section which reveals the minutes of facts, figures, budgets, economic data and military hardware of the regional countries' and their Armed Forces. ADPR Consult (M) Sdn Bhd is once again proud to publish the 2007/2008 **Asia Pacific Military Balance**. Once again a highlight of the journal will be the ORBAT section which has been updated and verified for accuracy. The articles that will appear in this third edition bear our hallmark traits of depth and analyses within an Asian context.

Asia Pacific Military Balance is a comprehensive and high-quality yearbook on current issues and state of the armed forces of all countries in the Asia-Pacific region.

The book is comprised of two sections. Section One comprises a series of excellent analyses of current events and security issues written by respected writers and academicians. Section Two is a country-by-country report on the armed forces of each of the 23 countries in the region. It is a very much sought-after book for its depth of information and quality.

Readership Profile

- **Key Government Officials:** Senior civil servants in Ministries of Defence, Science & Technology, Foreign Affairs, Internal/Home Affairs, mid-level officers and Military Attaches..... **32%**
- **Armed Forces:** Services chiefs, senior staff officers, formation and operational commanders (Army, Navy and Air Forces) and procurement officials, R&D, procurement, operational planning, evaluation and testing, training doctrine development, intelligence, etc..... **21%**
- **Industry and Related Business:** Top corporate officials, board members, officials involved in military/defence handling; procurement officials, security and management personnel; system manufactures and suppliers, R&D officials, engineers, fixed based operators, planners and procurement officials, regional defence industries, etc..... **19%**
- **Colleges and Universities;** Defence colleges, training institutions and schools, command and staff colleges, strategic study institutes, universities and other colleges..... **11%**
- **Executives and Legislative Bodies** Government ministers, elected representatives and Multinational Defence Organisations..... **15%**
- **Others**..... **2%**



Former Defence Minister, Dato' Seri Abang Abu Bakar being greeted by ADPR Consult founder, the late Maj. Sachi and his wife Rane Sachi before the launch of the second edition of the APMB.



Former Defence Minister launching the second edition of the APMB with ADPR Consult founder while former Air Force Chief, General Suleiman Mahmud looks on.

5.0 Technical Specifications

Formats

- Acrobat 4 or 5 PDF is the preferred format, and they should be given to us as composite CMYK. Spot colour, RGB colour, LAB colour are not accepted.
- These files must be supplied as single pages.
- The pages must be created to include bleed when required.
- Crop marks must be included to show trim area. A 3mm off set is recommended for bleed.
- Files must contain all images in high resolution, CMYK format and have all fonts embedded.
- Files should not contain any True Type or Multiple Master fonts, original JPEG images, or copydot scan elements.
- Content of digital files must be verified before transmission, and all relevant graphics and fonts must be included.
- The file content remains the responsibility of the sender.
- The flightchecker must ensure the following:
 - Acrobat 3.0 compatibility. Image resolution = 300 dpi (min)
 - All fonts embedded. Colour = CMYK
- File names should include: Advertiser, Publication and Issue date.
- A proof must be supplied of digital file submitted (ie, the PDF), and should be 100% of final size.
- The proof being supplied must be generated from the PDF.
- For colour - cromalin or equivalent must be supplied.

Transfer Methods

- Files may be transmitted via e-mail. The recommended file sizes are 5Mb maximum, and 2Mb minimum.
- If supplying files on disc, please use industry standard CD-ROM.
- Media must be write-protected and contain only the file required for each advertisement.

Advertising Dimensions (Applies for AD&D, AA&A, Show Daily and APMB)		
Size	Height x	Width
Double Spread Page		
Full Bleed	295mm x	430mm
Trim	275mm x	420mm
Type Area	240mm x	390mm
Full Page		
Full Bleed	295mm x	220mm
Trim	275mm x	210mm
Type Area	240mm x	180mm
Half Page		
Horizontal	137mm x	210mm
Vertical	275mm x	105mm
Quarter Page		
Horizontal	68mm x	210mm
Vertical	137mm x	105mm
Front page banner		
Horizontal	65mm x	210mm
2/3 Page		
Horizontal	180mm x	210mm
1/3 Page		
Horizontal	90mm x	210mm
1/8 Page		
Horizontal	35mm x	210mm





6.0 TERMS AND CONDITIONS

Printing Specifications

Print: Offset sheetfed. Printed on high quality 85gms Matt Art Paper stock. Cover printed on 157gms Matt Art Paper.

Binding: Perfect (Show Daily – staple binding)

Screens: Black & white or two-colour – 120 or 133 screens, fullcolour – 170 screen

Advertising agency commission: 15%

Materials

Complete offset position for single page or less and double spread. Proof or colour key should accompany all offset material. All offset positives should be emulsion side down. All advertising copy (positive films, artwork, copy instructions, etc.) must be sent to the publisher **1 week** before the closing date.

All materials to be sent to:

**The Production Manager,
ADPR Consult (M) Sdn Bhd,
26th Floor, Wisma Tun Sambanthan,
No. 2, Jalan Sultan Sulaiman,
50000 Kuala Lumpur, Malaysia.**

Artwork or Camera copy

Complete mechanical properly pasted up and ready for camera. For all advertisements that require additional stripping, halftones or screening, a production charge will be billed to the advertiser.

Disposal of Printing Material

All printing material left in the publisher's possession will be destroyed at the end of 12 months unless the publisher receives advice regarding disposal of material.

Cancellation

The publisher will not accept any cancellation after the closing date. Advertisements booked will be published and full rates will be charged to the advertiser.

Publisher's right

The publisher reserves the right to refuse advertisements submitted for publication and/or to hold over any advertisement for later publications. Advertisers shall not be entitled to refunds or to invalidate any existing contract or contracts in the event of printer's errors unless such errors distort the meaning of the advertisement.

Layout details

All pages in full colour with either 3 or 4 column layout in both magazines.



7.0 OTHER ACTIVITIES

ADPR Consult (M) Sdn Bhd also publishes high-quality reference books, military yearbooks and directories. Its major projects include:

Malaysian Defence Industry Directory

This is an international directory commissioned by the Malaysian Defence Industry Council, chaired by Defence Minister Najib Razak. It contains comprehensive information on all major defence manufacturers and suppliers in Malaysia covering six sectors – aerospace, maritime, weapons, information and communication technology, common user items and automobiles.

Achieving Effective Performance for Unit Commanders

Commissioned by the Malaysian Army, this book is the first of its kind. The book provides new concepts to gauge the performance of unit commanders and the combat-effectiveness of their units.

Malaysian Defence Industry Council Bulletin

A regular series of newsletters providing up-to-date information on developments within the sector and on the activities of its players.

Aside from the above, we also produce:

i) Company profiles ii) Reprints iii) Inserts

From time to time, ADPR Consult also provides customers with specific information on selected regional markets.



7.1 Advertising Representatives

Asia, Middle East, Australasia, The Americas & The UK (HQ)

Contact: Eric Bindah

ADPR Consult,
26th Floor, Wisma Tun Sambanthan,
No.2, Jalan Sultan Sulaiman,
50000 Kuala Lumpur, Malaysia.
Tel: 603-2273 1355, 2273 5315
Fax: 603-2273 5318
Email: marketing@adprconsult.com.my
Web: www.adprconsult.com.my

France & Belgium

Contact: Odile Orbec

Promotion et Motivation, 21,
Boulevard Du Parc,
92200 Neuilly Seine, FRANCE.
Tel: 33-1-41438300
Fax: 33-1-47386329
Email: o.orbec@pema-group.com

Italy, Germany, Switzerland, The UK, Rest of Europe, South Africa & The Americas

Contact: Vittorio Rossi Prudente

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Tel: +39 049.8787584
Fax: +39 049.660498
Mobile: +39 335.6119295
Email: v.prudente@uniworldmarketing.com

Korea & Japan

Contact: Jacob Rhee

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Songpa-Gui, Seoul 138041
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Tel: 82234101325
Fax: 8224751893
Email: jacob@cayeon.com

Russia & CIS Countries

Contact: Olga Korobkova

Giliarovskogo str., 1-8,
Moscow, Russia
Tel: +7-495-9121346
Email: vk241103@mtu-net.ru

Greece

Contact: Vasilis Zomenos

8 Gardenias str. 145 69 Anoixi
Greece
Tel: 302108142306
Fax: 302108142306
Email: zomidea@acsmi.gr

Turkey

Contact: Umit Ozkefeli

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E-mail: uozkefeli@cnn-trade.com



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Web: www.adprconsult.com.my