



THE LEADING DEFENCE MAGAZINE
IN ASIA AND PACIFIC

ASIAN MILITARY REVIEW

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MEDIA INFORMATION 2004

Reader Profile

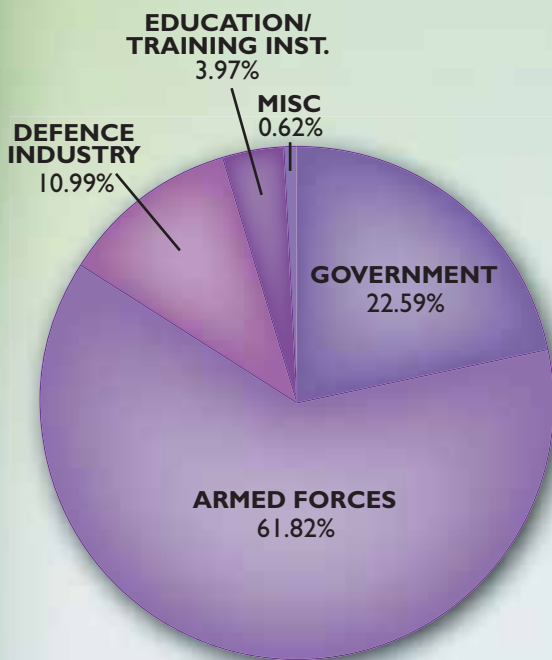
AMR was established in 1993 with the aim of having a product capable of delivering unbiased information to a professional audience. More than just another defence magazine, AMR was designed to provide its Asian Military and Government readership with a unique blend of articles and insights directed at meeting their defence information needs. As a purpose-designed publication for the Asian readership, AMR was able to grow rapidly and become the expert voice providing authoritative information on Asia and Pacific to defence professionals.

Over the last ten years, AMR has further refined its successful recipe with newer features and special focus areas being added with enhanced regional news coverage. An expanded net of Regional Editors and experts has been put into place for this purpose. Edited by top defence journalists, AMR in 2004 will continue its mission of providing unbiased coverage of the real defence issues that impact on Asia and Pacific.



Asian Military Review is targeted at all senior serving military officers of the rank of Major (or equivalent) and above in the armed forces, senior civil servants in the related government departments/ministries and senior executives in the defence and related industries. A high pass-on readership gives Asian Military Review nearly 200,000 qualified readers in Asia and Pacific. With a circulation of nearly 23,000 copies per issue, AMR is the largest circulated defence magazine in the region.

READERSHIP BREAKDOWN

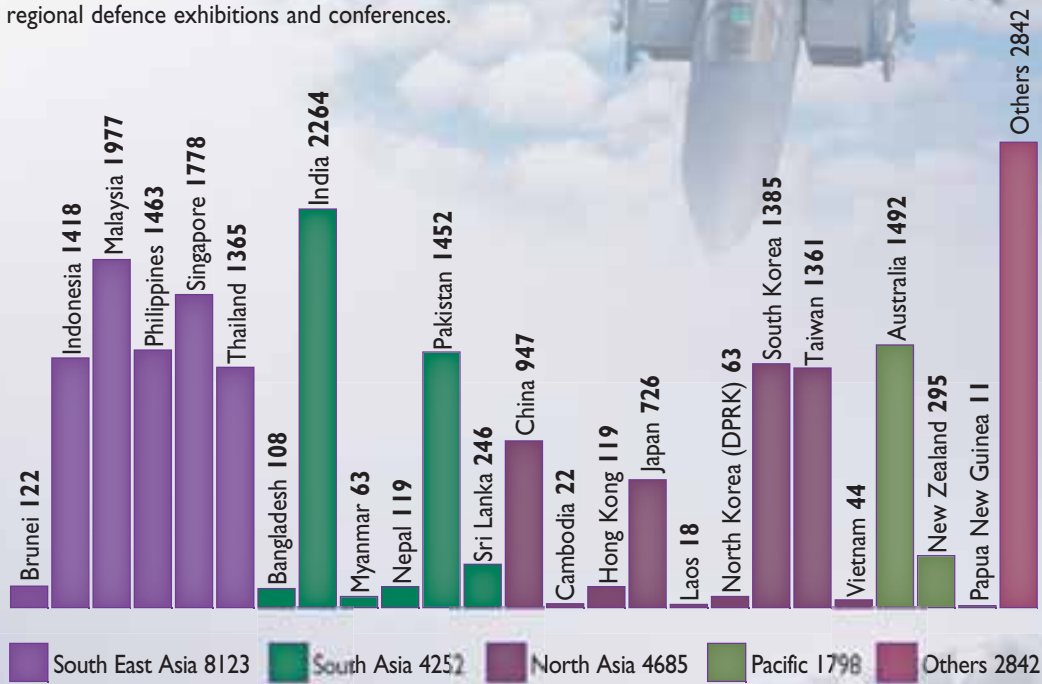


	NUMBERS	PERCENTAGE
GOVERNMENT	4903	22.59
- Ministry of Defence		
- Others (includes Cabinet Secretariat, National Defence Advisory, Other ministries like Finance, Industry, Home Affairs, Prime Minister's/President's Office, Senators, Civil Servants and others...)		
ARMED FORCES	13416	61.82
- Army		
- Airforce		
- Navy		
- Others (includes National Guard/Reserves, Military and Police Intelligence, Border Forces, Operational Planning and Logistics, Procurement & Evaluation, R & D, etc..)		
DEFENCE INDUSTRY	2385	10.99
- Top Executives		
- Managers (includes Project & Programme Managers, Marketing Managers and Heads of Departments)		
EDUCATION/TRAINING INSTITUTES	862	3.97
Command and Staff Colleges, Strategic Studies, Research Agencies and Training Colleges		
MISCELLANEOUS	134	0.62
TOTAL	21700	100



Distribution

Asian Military Review is truly a regional defence publication with an even and balanced distribution around all the countries in the Asia and Pacific region. AMR is also distributed in significant numbers at the major international and all regional defence exhibitions and conferences.



DISTRIBUTION BREAKDOWN

South East Asia	8123	Japan	726
Brunei	122	Laos	18
Indonesia	1418	North Korea (DPRK)	63
Malaysia	1977	South Korea (ROK)	1385
Philippines	1463	Taiwan	1361
Singapore	1778	Vietnam	44
Thailand	1365		
South Asia	4252	Pacific	1798
Bangladesh	108	Australia	1492
India	2264	New Zealand	295
Myanmar	63	Papua New Guinea	11
Nepal	119		
Pakistan	1452	Others	2842
Sri Lanka	246		
North Asia	4685	Total Distribution	21700
China (PRC)	947	Promotional copies	400
Cambodia	22	Average Exhibition distribution	750
Hong Kong	119	Stocks and Vouchers	150
		TOTAL NUMBER OF COPIES	23000

ISSUE 1

FEBRUARY/MARCH 2004

AMR Regional Air Force Directory

Regional Air Forces
-The Current Scene

Defence Developments in Singapore

Defence Developments in India

Indian Naval Developments

Armour & Artillery Developments in India

The UAV
-Developing Roles and Missions in Asia**ISSUE 2**

APRIL 2004

Malaysian Defence Programme

Air Defence Gun Systems

Air Defence Missile Systems

Regional Naval Helicopter Programmes

Developments in Artillery Systems

Anti-tank Weapon Developments

Asian Aerospace + Defence Expo India Reports

ISSUE 3

MAY/JUNE 2004

Regional Armour Programmes

Tank Upgrades

Light Armoured Vehicles

Regional Corvette & Frigate Programmes

The Israeli Defence Industry

Trends in Digitisation & Communications

DSA Report

The South African Defence Industry

ISSUE 4

JULY/AUGUST 2004

Regional Air Force Procurement Programmes

The Air Weapons Scene
-Air-to-air & Air-to-ground

Maritime Patrol Aircraft Developments

Mortars & Fire Support Systems

Tanker & Transport Aircraft

Logistic & Support Vehicle Solutions

Developments in Towed Artillery

EXHIBITION DISTRIBUTIONDefence Expo India,
New Delhi, India,
4-7 February 2004Asian Aerospace,
Singapore,
24-29 February 2004**EXHIBITION DISTRIBUTION**DSA 2004,
Kuala Lumpur, Malaysia,
12 - 15 April 2004**EXHIBITION DISTRIBUTION**INDO Defence 2004
Jakarta, Indonesia
2-5 June, 2004Eurosatory 2004,
Paris, France,
14-18 June 2004**SHOW PRESENCE**ILA 2004,
Berlin, Germany,
10 - 16 May 2004**SHOW PRESENCE**UDT Europe,
France,
22-25 June 2004**SHOW PRESENCE**Farnborough, England,
19-24 July 2004**ISSUE RELEASE DATE:**

30 January 2004

Advertisement booking
deadline : 12 January 2004Advertisement material
deadline : 16 January 2004**ISSUE RELEASE DATE::**

08 April 2002

Advertisement booking
deadline : 19 March 2002Advertisement material
deadline : 25 March 2002**ISSUE RELEASE DATE:**

21 May 2002

Advertisement booking
deadline : 03 May 2004Advertisement material
deadline : 07 May 2004**ISSUE RELEASE DATE:**

12 July 2004

Advertisement booking
deadline : 22 June 2004Advertisement material
deadline : 28 June 2004

ISSUE 5

SEPTEMBER 2004

The Pakistan Armed Forces

India & Pakistan

-The Military Balance

Combat Aircraft Upgrade
ProgrammesThe Regional Naval Missile
SceneDevelopments in Infantry
Weapons

Farnborough Report

ISSUE 6

OCTOBER 2004

Attack & Utility Helicopters
in AsiaRegional Submarine
ProgrammesDefence Developments in
Korea

The Republic of Korea Navy

Issues in NBC Defence

Taiwan Defence Update

ISSUE 7

NOVEMBER 2004

Airpower in China

Missile Developments in
ChinaThe Evolution Of The
People's Liberation Army
Navy (PLAN)Airborne Early Warning &
Control ProgrammesRussian Defence Industry
DevelopmentsSelf-propelled Artillery
SystemsArtillery Ammunition
Developments**ISSUE 8**

DECEMBER/JANUARY 2004

Regional Naval Review
-Naval Developments in
2004

Air Defence Strategies

Indigenous Aerospace
Industries in AsiaDefence Developments in
India 2004Defence Spending And
Programme Trends in Asia

Airshow China Report

**EXHIBITION
DISTRIBUTION**IDEAS 2004,
Karachi, Pakistan,
14-17 September 2004Africa Aerospace,
South Africa,
21-25 September 2004**SHOW PRESENCE**Defendory,
Athens, Greece,
5 - 9 October 2004**ISSUE RELEASE DATE:**

08 September 2004

**Advertisement booking
deadline :** 19 August 2004**Advertisement material
deadline :** 25 August 2004**EXHIBITION
DISTRIBUTION**HELI-ASIA 2004
Bangkok, Thailand
12-14 October 2004**SHOW PRESENCE**UDT Hawaii,
19 - 21 October 2004
Euronaval,
Paris, France,
25 - 29 October 2004**ISSUE RELEASE DATE:**

30 September 2002

**Advertisement booking
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deadline :** 17 September 2002**SHOW PRESENCE**Airshow China, Zhuhai,
1-7 November 2004**ISSUE RELEASE DATE:**

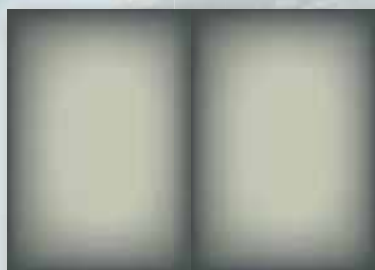
25 October 2004

**Advertisement booking
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deadline :** 11 October 2004**ISSUE RELEASE DATE:**

20 December 2004

**Advertisement booking
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deadline :** 06 December 2004

Advertisement Sizes



Two page spread
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11 1/4" x 16 1/2"
(286mm x 418mm)
Bleed Size
11 1/2" x 16 3/4"
(291mm x 426mm)



Full page
Trimmed Size
11 1/4" x 8 1/4"
(286mm x 213mm)
Bleed Size
11 1/2" x 8 1/2"
(291mm x 216mm)



Full page
10 1/4" x 7 1/4"
(260mm x 184mm)



Half page
(Horizontal)
5" x 7 1/4"
(127mm x 184mm)



Half page
(Vertical)
10 1/4" x 3 1/2"
(260mm x 88mm)



One-third page
(Horizontal)
5" x 4 3/4"
(127mm x 120mm)

PRINTING : BY OFFSET.

Bleed and Trimmed sizes :The publisher reserves the right to trim upto 6mm 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.

PRINTING REQUIREMENTS

Material required : Original artwork with trans parencies or colour separated positives with progressive proofs. Films should be right reading, emulsion side down using a screen of 175. Materials can also be provided electronically.

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	>8x	10400	5300	3150	1900
Black & White	1-4x	8250	4250	2550	1925
	5-8x	7450	3825	2300	1775
	>8x	7000	3600	2150	1625

Note:

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Bleed : No surcharge for bleed advertisements

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Outside Back Cover 8250

Inside Front Cover 7750

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Please direct all communication to: Asian Military Review
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75/8,14/F, Ocean Tower II, Soi Sukhumvit
19, Sukhumvit Road, Klongtoey Nue,
Wattana, Bangkok 10110. Thailand.

Tel : (662) 2042370.
Fax : (662) 2042391.
Email : rohit@mediatransasia.com

Editorial Office : Mr. David Saw, Editor-in-Chief

Tel : (44-7711)419 663.
Email : 100606.310@compuserve.com

WORLDWIDE REPRESENTATIVES

Australia :	Charlton D'Silva, Mass Media Publicitas.	Tel : (61-2) 9252 3476. Fax : (61-2) 9252 8456.
France :	Stephane de Remusat, REM International.	Tel : (33-5) 3427 0130. Fax : (33-5) 3427 0131, 3427 1996. Email : sremusat@aol.com
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Israel :	Asa Talbar, Talbar Media.	Tel : (972-3) 562 9565/66. Fax : (972-3) 562 9567. Email : talbar@inter.net.il
India :	Xavier Collaco, Media Transasia India Limited.	Tel : (91-11) 2686 8775. Fax : (91-11) 2686 7641. Email : xavier@media-transasia.com
Italy:	Carlo de Florio, Go Business Service srl	Tel : (39-2) 4009 198. Fax : (39-2) 433 056 Email : ilmulino@gobusiness.it
Japan :	Mikio Tsuchiya, MHAS Media.	Tel/Fax : (81-45) 891 1852. Email : ua9m-tcy@asahi-net.or.jp
Malaysia :	Shallie Chang, Publicitas Malaysia.	Tel : (60-3) 7729 6923. Fax : (60-3) 7729 7115. Email : scheng@publicitas.com
Philippines :	Clang Garcia, AdReflex International.	Tel : (63-2) 635 2148. Fax : (63-2) 687 4851. Email : clang-garcia@adreflexintl.com
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Singapore :	Adeline Lam, Publicitas Singapore Pte Ltd.	Tel : (65) 836 2272. Fax : (65) 735 9653. Email : alam@publicitas.com
South Korea :	Young Seoh Chinn, Jes Media International.	Tel : (82-2) 481 3411/12/13. Fax : (82-2) 481 3414. Email : jesmedia@unitel.co.kr
U.K./Scandinavia/Benelux/Spain/ South Africa :	Karen Norris, TK Associates.	Tel : (44-1580) 819 605. Fax : (44-1580) 819 607. Email : tony.kingham@worldsecurity-index.com
USA/Canada :	Diane Stevenson.	Tel : (1-858) 759 3557. Fax : (1-858) 759 3552. Email : blackrockmedia@cox.net