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AL Defaiya

الدفاعية

■ ■ Arabian Defence & Aerospace Magazine

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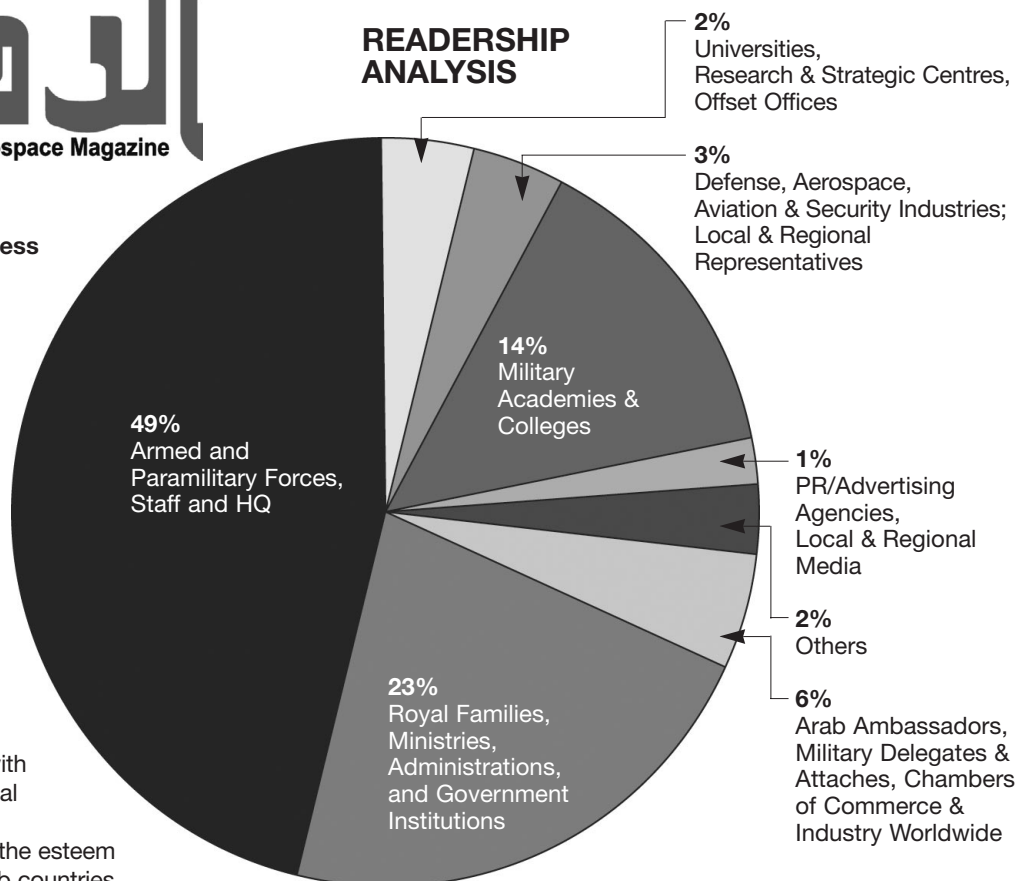
AL DEFAIYA

Arabian Defence & Aerospace Business

Launched in 1993 by Al-Iktissad Wal-Aamal (the leading Pan Arab Business magazine), and the Mönch Publishing Group, AL DEFAIYA stands today at the forefront of the defence/aerospace scene in the Arab world.

AL DEFAIYA's uniqueness stems from several aspects, including:

- local know-how coupled with a renowned international expertise and an unparalleled network of field offices spread throughout the world.
- second-to-none editorial offering the largest range of locally tailored surveys, backed by regular interviews with Arab Defence Ministers, local, regional and international experts.
- full independence that has earned it the esteem of the highest officials in over 15 Arab countries.
- close contact with local offset bureaux and offset companies, regional delegates, Arab military attachés in Europe and the U.S., and other prominent players.
- wide scope of circulation reaching top decision makers in the political, military, industrial, financial, and intellectual arenas.
- unique source of market research and data, including the one and only ARABIC WORLD DEFENCE ALMANAC.
- active participation in all regional, and most international, defence/aerospace exhibitions.



GEOGRAPHICAL BREAKDOWN

GULF COUNTRIES

SAUDI ARABIA	10,258
U. A. E.	3,072
KUWAIT	2,139
BAHRAIN	835
QATAR	997
OMAN	709
YEMEN	334
TOTAL GULF	18,344

LEVANT

LEBANON	1,026
SYRIA	733
JORDAN	720
IRAQ	138
TOTAL	2,617

NORTH AFRICA

EGYPT	1,127
MOROCCO	513
LIBYA	498
TUNISIA	413
ALGERIA	435
SUDAN	178
TOTAL	3,164

OTHER

Europe, USA	931
Other International	327
TOTAL	1,258

GRAND TOTAL	25,383
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Paid Subscriptions	54%
Complimentary Subscriptions	21%
Single Copy Stand Sales	13%
Regional & International Conferences & Exhibitions	12%

Magazine Size: 271 mm high by 206 mm wide
Type Area: 240 mm high by 185 mm wide
 Full bleed page
 276 mm high by 211 mm wide incl. space
 Double bleed page for cutting
 276 mm high by 418 mm wide
 Double page spread
 240 mm high by 396 mm wide
 Two half pages across gutter
 120 mm high by 396 mm wide

Size	Height	by	Width mm
2/1 pages	240 mm	by	396 mm
full page	240 mm	by	185 mm
3/4 page	240 mm	by	135 mm/ 180 by 185
2/3 page	240 mm	by	119 mm/ 160 by 185
junior page	185 mm	by	120 mm
1/2 page	240 mm	by	90 mm/ 120 by 185
2/2 page	120 mm	by	396 mm
1/3 page	240 mm	by	60 mm/ 80 by 185
1/4 page	120 mm	by	90 mm/ 60 by 185
1/8 page	60 mm	by	90 mm/ 43 by 120/ 30 by 180

Covers:
 2nd cover
 3rd cover
 4th cover

Surcharges:
 Special Colour:
 Special Size:
 Special Position:
 Box Fee:

Discounts:
 These are applicable to individual companies for individual titles, not to companies grouped under a single representative, or across multiple titles.
 (2010 calendar year only)

2 ads	3%
4 ads or 3 pages	7%
6 ads or 5 pages	10%
more than 12 ads or 10 pages	15%
Employment advertising:	10%

Size:	b/w	2-c	3-c	4-c
2/1				
1/1				
3/4				
2/3				
Junior / Island				
1/2				
2/2				
1/3				
1/4				
1/8				

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Special 1. A one-off charge of US \$350 will be applied for

Conditions: minor amendments to advertising copy (e.g. Exhibition "flashes", spelling corrections)
 2. Any advertisement across the gutter smaller than 2/2 in size will attract a 30% surcharge.

Basic type: Times 9/10
Printing specifications: Offset to 48 screen for b/w ads
 Offset to 54 screen for colour ads
Colours: European Scale, otherwise special colour surcharge
Printing material: Please observe the details provided on the attached sheet DATA FORMATS, DATA CARRIER, ISDN TRANSFER. For colour advertisements proof scales are required - otherwise the publisher cannot be held responsible for the publishing results based on copy material supplied in electronic form. Proof sheets will not be provided.

Miscellaneous: The Mönch Publishing Group reserves in principle the right to accept advertisements, alter text, publish and change advertisements. Competitors cannot be excluded. Colour, as well as b/w films produced upon order of the client and translations will be invoiced at production costs. We cannot accept liability for errors in translation as we provide this only as a special service to the client. Advertisements may be cancelled up to the closing date for reservations, colour advertisements until 14 days before closing date for reservations. Cover pages may not be cancelled.
Competency: City of Bonn (Germany)
 Sales tax will be additionally billed.



Editorial Programme 2010 AL DEFAIYA

ARABIAN DEFENCE & AEROSPACE BUSINESS

AD = Advertising Reservation Deadline / AC = Advertising Copy Deadline / PD = Publication Date

1/2010 – February/March

AD: 12 Mar 2010
AC: 15 Mar 2010
PD: 19 Mar 2010

MILITARY BALANCE IN THE MIDDLE EAST 2nd Bi-Yearly Edition!

- General assessment of the Political, Economic, and Military situation in the Middle East.
- Military sales and deliveries to the region over the past 2 years.
- Military Equipments in use in major Arab Armies.
- Future needs and requirements of major Arab Armies.
- Offset Projects and Programmes in the Gulf.
- Defense & Aerospace Industries in the Middle East.
- Shipbuilding in the Middle East.
- Aircraft Maintenance in the Middle East.

FOCUS: Full Preview of the Doha International Maritime Defense Exhibition & Conference (**DIMDEX 2010**)

Bonus Circulation:

Special Promotion at all Regional events in 2010, including:

- **DIMDEX 2010; Doha/Qatar; 29-31 March 2010**
- **SOFEX 2010; Jordan; 10-13 May 2010**
- **MILIPOL; Qatar; 25-27 October 2010**

2/2010 – April/May

AD: 30 Apr 2010
AC: 03 May 2010
PD: 05 May 2010

FOCUS: SOFEX 2010

- Comprehensive Preview of SOFEX 2010: Main Exhibitors & National Pavilions; Expected Official Delegates; Conferences & side events; Market Perspectives.
- Full Coverage of DIMDEX 2010.
- Naval Support for Combat & Supply.
- Advanced Equipments for Special Operations Forces.
- Main Battle Tanks (MBT) in the Middle East.
- Assault Helicopters in Combat.
- Communication Systems for Ground Forces.

Local Survey: Defense Posture in Jordan.

Regional Survey: The Evolution of Navies in the Gulf.

Bonus Circulation:

- **SOFEX; Amman; Jordan; 10-13 May 2010**
- **UDT EUROPE; Hamburg; Germany; 08-10 June 2010**
- **ILA BERLIN AIR SHOW; Berlin; Germany; 08-13 June 2010**

3/2010 – May/June

AD: 04 June 2010
AC: 07 June 2010
PD: 10 June 2010

FOCUS: EUROSATORY & FARNBOROUGH 2010

- Eurosatory 2010: A comprehensive Preview.
- Farnborough 2010: A comprehensive Preview.
- Full Coverage of SOFEX 2010 including exclusive interviews with selected Exhibitors, announced contracts, and main displays.
- Military Trucks & Transportation Vehicles.
- New Options for Military Bridging.
- Encryption of Communications for Safety & Security.
- NBC Threats, Reconnaissance, and Detection Equipments.
- Frigates in the Middle East.

Regional Survey: Air Power in the Middle East.

International Survey: The European Defense & Aerospace Industries.

Bonus Circulation:

- **Eurosatory; Paris; France; 14-18 June 2010**
- **Farnborough; UK; 19-25 July 2010**

Right of alteration reserved

4/2010 – August/September

AD: 13 Aug 2010
AC: 18 Aug 2010
PD: 23 Aug 2010

THE WORLD DEFENSE ALMANAC (17th Arabic Edition) SPECIAL YEARLY ISSUE!

The 17th Arabic Version of the World Defense Almanac shall feature a full Country-by Country representation of the Armed Forces of the World, including:

- Geopolitical Situation, Economy, Statistical Data, and Defense Budget.
- Photos of Head of State, Prime Minister, Minister of Defense.
- Location Map and full address of the Ministry of Defense.
- Structure of the Air, Land, and Naval Forces.
- Defense Equipments in service and in order.
- Strategic Modernization and Procurement Programmes.

Bonus Circulation: Full Year Promotion at all major Exhibitions through August 2011!

5/2010 – October/November

AD: 15 Oct 2010
AC: 18 Oct 2010
PD: 20 Oct 2010

FOCUS: AUSA & EURONAVAL 2010

- Full Coverage of Eurosatory & Farnborough 2010.
- Comprehensive Preview of Euronaval 2010.
- Defining Priorities at Sea: Mobility, Versatility, Survivability.
- Combat Aircrafts in the Middle East.
- Modern Artillery in the Middle East: Status and Prospects.
- Fast, Secure, and Reliable Communication Systems.
- Infantry Vision Systems & Devices.
- Armored Personnel Vehicles (APV) for Safe & Tactical Mobility.

Regional Survey: Defense Posture in the Kingdom of Saudi Arabia.

International Survey: The American Defense & Aerospace Industries.

Bonus Circulation:

- **AUSA 2010; Washington, DC; 25-27 October 2010**
- **MILIPOL; Qatar; 25-27 October 2010**
- **EURONAVAL 2010; Paris; France; 25-29 October 2010**

6/2010 – December 2010/January 2011

AD: 24 Dec 2010
AC: 27 Dec 2010
PD: 30 Dec 2010

NEW!

THE INTERVIEW ISSUE!

A FIRST FOR AL DEFAIYA!

This first time Special Issue shall feature **exclusive interviews** with major Military Figures and Institutions in the Middle East, including:

- ✓ Defense Ministers.
- ✓ Commanders-in-Chief of Arab Armed Forces.
- ✓ Commanders of Arab Land Forces.
- ✓ Commanders of Arab Air Forces.
- ✓ Commanders of Arab Naval Forces.
- ✓ Heads of Offset Offices & Committees in the Gulf.
- ✓ Heads of Offset Companies in the Gulf.
- ✓ Heads of Strategic & Research Centers in the Middle East.
- ✓ Heads of Major Arab Defense Companies.

Bonus Circulation:

- ✓ **Special Bulk Circulation major Military Institutions in the Middle East.**
- ✓ **IDEX 2011 (as a back issue)**

1/2011 – February/March

AD: 09 Feb 2011
AC: 10 Feb 2011
PD: 12 Feb 2011

FOCUS: IDEX 2011

- Editorial Content to be announced in due time.

Bonus Circulation:

- **IDEX 2011; Abu Dhabi; UAE; 20-24 February 2011**

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