

Mönch

Media 2010

NAVAL FORCES

INTERNATIONAL FORUM FOR MARITIME POWER

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BIMONTHLY
IN ENGLISH

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NAVAL FORCES

the world's leading international periodical on naval warfare and technology.

The magazine is characterised by a mix of articles on strategic and political issues, industrial and economic aspects, naval technology, international naval programmes, interviews with senior executives from both the naval forces and naval industries; also reports and previews of events of relevance to the international naval community, and news for and from the naval forces, political and procurement authorities and the naval industry.

The magazine was founded in 1980 and has since developed into the world's only truly international and independent journal on modern naval warfare and industry.

Among the magazine's unique specialities are "close-ups" on certain selected themes, such as specific technological areas, the activities of relevant elements of the international shipbuilding industry, special issues on individual navies, shipyards and naval authorities. An important aspect that particularly separates **NAVAL FORCES** from many other naval defence journals is that its editorial concept aims at publishing dedicated issues and articles "in co-operation" with (as opposed to "about") the navies of the world.

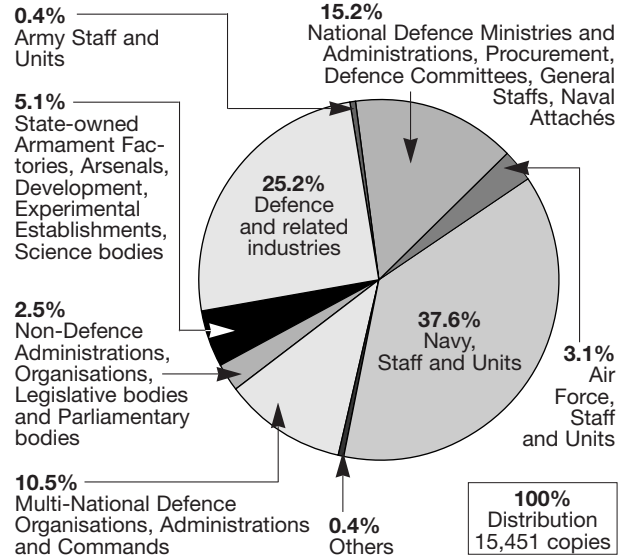
Special issues published on and in co-operation with the Navies of Australia, Brazil, Canada, Denmark, France, Germany, Greece, Italy, India, Korea (Republic of), Malaysia, The Netherlands, Norway, Pakistan, Poland, Singapore, South Africa, Sweden, Thailand, Turkey, UK and US as well as NATO HQ SACLANT provide ample proof that this concept has been successfully implemented and executed.

A constantly increasing interest from U.S. naval industry and organisations has been noted over recent years, which primarily results from increased efforts in the export market. As a result, a number of special issues have been produced jointly with the U.S. Navy (for example on the NAVAL SEA SYSTEMS COMMAND, the NAVAL SURFACE WARFARE CENTER and the NAVAL UNDERSEA WARFARE CENTER) and industrial organisations, with each of them turning out to the absolute satisfaction of our partner.

NAVAL FORCES at a glance:

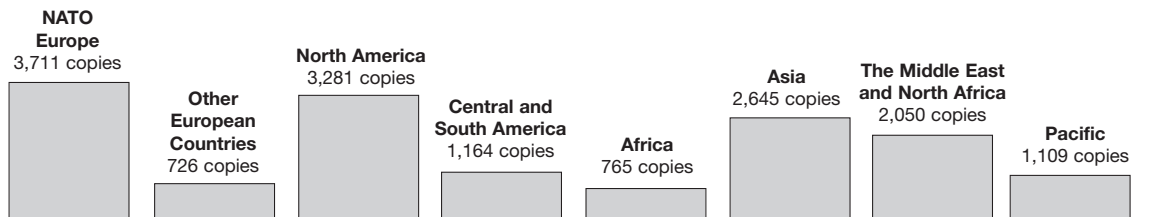
- published bi-monthly in English
- considered the world's leading international journal on naval warfare and technology.
- **NAVAL FORCES** provides its readers with evaluations and analyses concerning maritime defence together with articles on modern naval defence equipment.
- distribution per issue (audited): more than 15,000.
- bonus distribution at all major naval exhibitions world wide as well as high level conferences and seminars.

Readership Analysis



Geographical Breakdown of distribution by Regions

Grand Total
15,451 copies
(audited II/2009)



Geographical Breakdown of distribution by Regions and Countries

NATO Europe		North America		Ethiopia	3 copies	Thailand	204 copies
Belgium	111 copies	USA	2,529 copies	Gabon	2 copies	Taiwan	147 copies
Bulgaria	55 copies	Canada	752 copies	Ghana	22 copies	Others	54 copies
Czech Republic	24 copies		3,281 copies	Guinea	3 copies		2,645 copies
Denmark	85 copies	Central and South America		Ivory Coast	45 copies	The Middle East and North Africa	
Estonia	26 copies	Argentina	216 copies	Kenya	51 copies	Algeria	49 copies
France	409 copies	Bahamas	4 copies	Liberia	8 copies	Bahrain	17 copies
Germany	418 copies	Bolivia	9 copies	Madagascar	11 copies	Egypt	173 copies
Greece	131 copies	Brazil	323 copies	Mauritania	11 copies	Iran	52 copies
Hungary	9 copies	Chile	124 copies	Mozambique	31 copies	Iraq	33 copies
Iceland	19 copies	Columbia	39 copies	Nigeria	123 copies	Israel	270 copies
Italy	366 copies	Dominican Republic	2 copies	Senegal	6 copies	Jordan	12 copies
Latvia	27 copies	Ecuador	27 copies	Sierra Leone	5 copies	Kuwait	87 copies
Lithuania	36 copies	El Salvador	4 copies	South Africa	324 copies	Lebanon	52 copies
Luxembourg	6 copies	Guatemala	4 copies	Sudan	22 copies	Libya	145 copies
Netherlands	224 copies	Haiti	2 copies	Tanzania	25 copies	Morocco	153 copies
Norway	108 copies	Honduras	6 copies	Zaire	14 copies	Oman	62 copies
Poland	93 copies	Jamaica	5 copies	Others	8 copies	Qatar	31 copies
Portugal	86 copies	Mexico	104 copies		765 copies	Saudi Arabia	466 copies
Romania	55 copies	Panama	16 copies	Asia		Somalia	2 copies
Slovenia	11 copies	Paraguay	9 copies	Bangladesh	43 copies	Syria	81 copies
Spain	195 copies	Peru	54 copies	Brunei	65 copies	Tunisia	44 copies
Turkey	209 copies	Trinidad	6 copies	China, Peoples Rep. of	181 copies	United Arab Emirates (UAE)	279 copies
United Kingdom	1,008 copies	Uruguay	26 copies	Hong Kong	6 copies	Yemen	42 copies
	3,711 copies	Venezuela	161 copies	India	441 copies		2,050 copies
Other European Countries		Others	23 copies	Indonesia	312 copies	Australia Pacific	
Austria	11 copies		1,164 copies	Japan	214 copies	Australia	866 copies
Russian Federation	313 copies	Africa		Korea/North	4 copies	New Zealand	232 copies
Croatia	48 copies	Angola	26 copies	Korea/South	214 copies	Others	11 copies
Finland	56 copies	Cameroon	12 copies	Malaysia	321 copies		1,109 copies
Ireland	32 copies	Congo	6 copies	Myanmar	34 copies	GRAND TOTAL	15,451 copies
Sweden	181 copies	Eritrea	7 copies	Pakistan	114 copies		
Switzerland	14 copies			Philippines	106 copies		
Ukraine	59 copies			Singapore	133 copies		
Others	12 copies			Sri Lanka	52 copies		
	726 copies						

Mönch Publishing Group

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NAVAL FORCES

INTERNATIONAL FORUM FOR MARITIME POWER

Rate Card No.: 27

Effective January 1, 2010

Circulation 15,451

Magazine Size: 285mm high by 210 mm wide
Type Area: 256 mm high by 185 mm wide
 Full bleed page
 291 mm high by 213 mm wide incl. space
 Double bleed page for cutting
 291 mm high by 426 mm wide
 Double page spread
 256 mm high by 396 mm wide
 Two half pages across gutter
 126 mm high by 396 mm wide

Advertisement Sizes:	Size	Height	by	Width mm
2/1 pages	256 mm	by		396 mm
full page	256 mm	by		185 mm
3/4 page	256 mm	by		138 mm/ 192 by 185
2/3 page	256 mm	by		122 mm/ 170 by 185
junior page	185 mm	by		126 mm
1/2 page	256 mm	by		90 mm/ 126 by 185
2/2 page	126 mm	by		396 mm
1/3 page	256 mm	by		62 mm/ 85 by 185
1/4 page	126 mm	by		90 mm/ 62 by 185
1/8 page	62 mm	by		90 mm/ 43 by 126/ 29 by 185



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 (2010 calendar year only)

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6 ads or 5 pages	10%
more than 6 ads or 5 pages	15%
Employment advertising:	10%

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Junior / Island				
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2/2				
1/3				
1/4				
1/8				

Subject: Defence at sea, technology, economics, policies and logistics

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Editorial Programme **NAVAL FORCES 2010**

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

I/2010 - February

AD: 21 Jan 2010
AC: 27 Jan 2010
PD: 10 Feb 2010

- The Indian Navy – Indispensable for the Security of the Indian Ocean and the Arabian Sea
- Welcome to DEFEXPO 2010, by the Chief of the Indian Navy
- The Role of the Gulf State Navies for the Security of the Middle East
- Welcome to DIMDEX 2010, by the Chief of the Qatar Emiri Naval Forces
- Helicopters – Indispensable for a broad range of naval operations
- Anti-terrorist and Anti-pirate Operations off the Horn of Africa – A Coordinated Effort or Management by Coincidence?
- Small-calibre Guns – The Right Weapon against Pirates and Terrorists at Sea?
- Electro-opticals and Radars: Competitors or Collaborators?
- Fast attack Craft (FAC) and their roles in maritime operations
- BMD from the Sea – Network Centric Warfare, Active and Passive Phased Array Radars, Link Systems, Cooperative Engagement Capability Effectors

SHIP PROFILE:

The French/Italian Horizon/Orizzonte Frigate

Bonus Distribution:

DEFEXPO, New Delhi, 15-18 February
DIMDEX, Doha, 29-31 Marc

II/2010 - April

AD: 18 Mar 2010
AC: 24 Mar 2010
PD: 07 Apr 2010

- Coast Guards – Increased Importance for the Fight against Asymmetric Threats
- The US “313-Ship Navy” – What Composition for what Tasks?
- Welcome to the Sea-Air-Space (Navy League) Exhibition, by the Chief of Naval Operations (CNO), US Navy
- Norfolk, the World’s Largest Naval Base – A Portrait
- Carrier Based Naval Air – Sustaining or Declining?
- Welcome to DSA 2010, by the Chief of the Royal Malaysian Navy
- ASEAN Navies – Facing the South China challenge?
- Communication Security – Cryptography, Spread Spectrum Technology, Secure Networks – Or all of the above?
- The Bulgarian Navy – Protecting the EU’s and NATO’s South Eastern Flank
- Close-in weapon systems – A world survey
- The Multi Mission Maritime Aircraft (MMA) P 8 – More than an Improved P 3?

NAVY PROFILE:

The Canadian Navy Celebrating its 100th Anniversary

Bonus Distribution:

BSDA, Bucharest, 13-15 April
DSA, Kuala Lumpur, 19-22 April
Sea-Air-Space, Washington D.C., 03-05 May
HEMUS, Plovdiv, 26-29 May
CANSEC, Ottawa, 02-03 June

III/2010 - June

AD: 19 May 2010
AC: 25 May 2010
PD: 04 Jun 2010

- The North African Navies – Sufficiently Equipped for their Numerous Tasks?
- Revival of the Midget Submarine
- Welcome to the Balt Military Expo, by the Chief of the Polish Navy
- The Polish Navy’s Modernisation Programmes between Progress and Stagnation
- Mine Warfare – A New Type of Mine and Mine Countermeasure Warfare Is Surfacing
- Employment of Modern Conventional Submarines – More Options through Increased Range, Longer Endurance, Better Sensors and Improved Weapon Systems
- Anti-submarine Warfare Capable Ships – Is there a Low-cost Solution?
- Underwater Communications – Has “Going Digital” Brought the Promised Improvements?
- Welcome to the UDT Europe, by the Chief of German Navy
- The German Navy – From the Baltic Sea to the Horn of Africa within 20 Years
- Submarine Based Anti-torpedo Systems

SHIP PROFILE:

The Royal Navy’s Type 45 “Daring” Class Destroyer

Bonus Distribution:

UDT Europe, Hamburg, 08-10 June
MAST Americas, Washington D.C., 22-24 June
Balt Military Expo, Gdansk, 23-25 June
SMM, Hamburg, 07-10 September

IV/2010 - August

AD: 12 Aug 2010
AC: 18 Aug 2010
PD: 01 Sep 2010

- Frigates -Obsolete in the Current Geopolitical Situation?
- Weapon Systems for Expeditionary Operations: Guns and Missiles for Land Attack
- Welcome to the African Aerospace and Defence (AAD) Exhibition, by the Chief of the African Navy
- A Task too Big for a Single Navy? The South African Navy: Protecting the South Atlantic, Indian Ocean and South African Waters and Expected to Carry out Peace Keeping Operations in Africa
- Nano Technology: Which Areas Would Benefit most at what Cost?
- Electromagnetic Capability – Integrated Masts versus Dispersed Antennas
- Welcome to the DEFENDORY Exhibition, by the Chief of the Hellenic Navy
- The NATO Maritime Interdiction Operational Training Centre (NMIO) – Greece’s Contribution to NATO’s Fight against Asymmetric Threats at Sea
- New Diesel Engine Technology Reduces Pollution
- Merchant Ships: How Can they Legally Protect and Defend themselves against Asymmetric Threats?
- Main Guns Supporting Troops ashore – Increased Calibre or Extended Range Munitions?

NAVY PROFILE: The Mexican Navy

Bonus Distribution:

African Aerospace & Defence (AAD), Cape Town, 21-25 September
DEFENDORY, Athens, 05-09 October

V/2010 - October

AD: 07 Oct 2010
AC: 12 Oct 2010
PD: 21 Oct 2010

- Welcome to the EURONAVAL Exhibition, by the Chief of the French Navy
- The French Navy – Capable of Brown, Blue and Green Water Operations around the World
- Corvettes – An Alternative to more Sophisticated and Expensive Frigates?
- Unmanned Vertical Takeoff and Landing (VTOL) Systems – Vital Assets for Littoral Warfare
- Over-the-Horizon Systems in Maritime Warfare
- Electronic Countermeasures (ECM) versus Passive Protection for Future Surface Combatants
- Welcome to INDODFENCE 2010, by the Chief of the Indonesian Navy
- Procurement and Modernisation Programmes of the Indonesian Navy
- The Indonesian “Korps Marinir”
- Different Philosophies for the same Task – What Are the Right Platforms for Expeditionary Warfare?
- Unmanned Underwater Vehicles (UUV) – Which Asset for Which Task?

NAVY PROFILE: The Chilean Navy

Bonus Distribution:

EURONAVAL, Paris, 25-29 October
UDT Asia, Singapore, November
MAST Europe, Rome, 09-11 November
INDODFENCE, Jakarta, 10-13 November
EXPONAVAL, Valparaiso, 30 November to 03 December

VI/2010 - December

AD: 11 Nov 2010
AC: 17 Nov 2010
PD: 02 Dec 2010

- Offshore Patrol Vessels – Are Grey Painted Merchant Ships the Solution?
- First Experiences with the US Navy’s Littoral Combat Ships
- Anti-air Guns and Missiles Compared
- Harbour Protection: A Viable Compromise between “Gold Plated” Unaffordable versus Minimum and Little Effective Solutions
- The Role of Satellites and Manned and Unmanned Aircraft for Strategic and Tactical Surveillance and Reconnaissance
- The Chinese Navy and Japanese Navy Compared
- Unmanned Surface Vehicles – Add-ons or Organic Assets of Surface Forces?
- Welcome to IDEAS 2010, by the Chief of the Pakistan Navy
- The Role of the Pakistan Navy in Anti-pirate/Anti-terrorist Operations in the Arabian Sea
- Radar Absorbant Materials (RAM) and Anti-sonar Coatings – How Effective Are they for Naval Surface Vessels and Submarines?

SHIP PROFILE: The Indonesian Navy’s SIGMA Corvette

Bonus Distribution:

IDEAS, Karachi, 06-10 December
SURFACE NAVY, Washington D.C., January 2011

Please note that this programme will be updated by means of flyers for every single issue approximately two months before publication.

Issues will also include interviews with industry leaders.

In 2010 NAVAL FORCES will also feature a number of Special Issues addressing areas of specific interest such as “Navies of the World”, Industry (shipyards etc.) and Procurement / R+D Organisations.

Please consult the relevant Media Updates or your local Mönch Office or our homepage www.monch.com

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