

# Mönch

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## Media 2010

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**SAVUNMA  
VE HAVACILIK**

DEFENCE AND AEROSPACE

# SAVUNMA VE HAVACILIK

SAVUNMA VE HAVACILIK was created in 1987 to provide a forum of technical information for the fast-developing and expanding defence and defence industrial activities of Turkey, and her neighbours. Today, boasting 23 successful years, SAVUNMA VE HAVACILIK is the information platform to the decision making mechanism of Turkish procurement circles in a multitude of areas, both military and industrial.

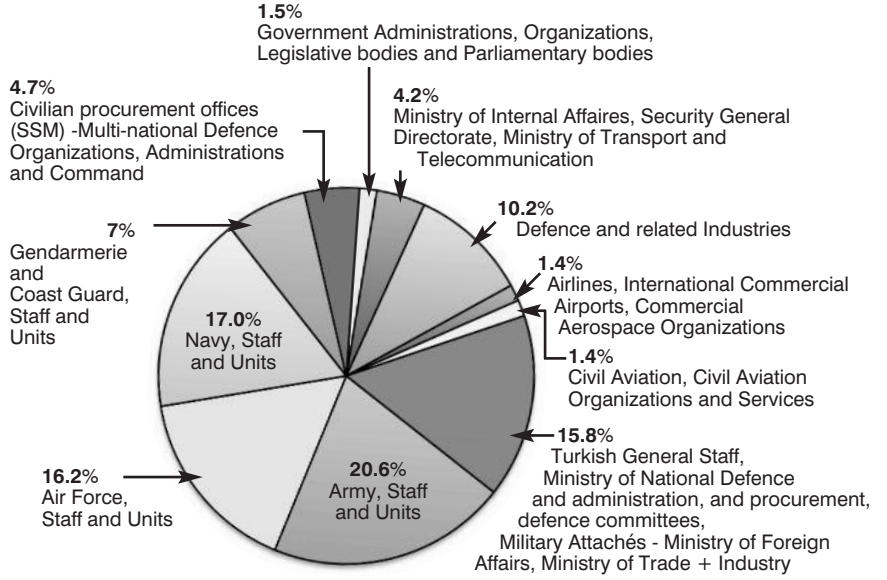
SAVUNMA VE HAVACILIK serves Turkish industry experts through detailing and reporting on international activities in the defence and aerospace field and projecting these onto the requirements of the Turkish Armed Forces and the national goal of creating a defence industrial capability in advanced technologies.

SAVUNMA VE HAVACILIK is today well established and respected as an independent source of reference.

SAVUNMA VE HAVACILIK, with its high circulation and targeted distribution, enjoys a unique position amongst professional publications in Turkey.

SAVUNMA VE HAVACILIK is the platform to reach the Turkish defence and aerospace community through advertising.

## Readership analysis



## Circulation analysis

Copies per issue

Distribution:	13,650
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# SAVUNMA VE HAVACILIK

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 Two half pages across gutter  
 135 mm high by 396 mm wide

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2/1 pages	270 mm by	396 mm	
full page	270 mm by	185 mm	
3/4 page	270 mm by	135 mm/ 195 by 185	
2/3 page	270 mm by	120 mm/ 180 by 185	
1/2 page	270 mm by	090 mm/ 135 by 185	
2/2 page	135 mm by	396 mm	
1/3 page	270 mm by	062 mm/0 90 by 185	
1/4 page	135 mm by	090 mm/0 65 by 185	
1/8 page	065 mm by	090 mm/0 43 by 135/ 32 by 185	

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# Editorial Programme 2010

# SAVUNMA VE HAVACILIK

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

S&H #137

1/2010 – Feb/Mar  
AD: 10 Mar 2010  
AC: 12 Mar 2010  
PD: 18 Mar 2010

#### – Turkish Defence Industry in 2010

What has the Turkish Defence Industry accomplished in the first decade of the second millennium? What will be the most important projects for TAF over the next 10 years? Savunma ve Havacılık turns to Undersecretary for Defence Industry Mr. Murad BAYAR for the answers to these questions.

#### – Tactical Wheeled Vehicles

Savunma ve Havacılık looks into the requirements, procurement programmes and operational areas for Tactical Wheeled Vehicles in Turkey, and their role as the cornerstone of the Turkish Army's manoeuvrability.

#### – Unmanned Air Vehicles and the TAF

Savunma ve Havacılık takes an in-depth look the operational areas of TAF's UAVs, and provides an update of the recent technological advances and current/future procurement projects.

#### – Space Technologies

Both Turkey and TAF are looking to the heavens and the potential of space for the future. Savunma ve Havacılık presents an overview of these combined studies and the ongoing projects in the skies.

#### – Status Report: The ALTAY Project

Savunma ve Havacılık presents the status of the ALTAY Project, on the design and development of the future MBT of the TAF.

S&H #138

2/2010 – Apr/May  
AD: 15 May 2010  
AC: 17 May 2010  
PD: 22 May 2010

#### – Turkish Land Forces Command

Savunma ve Havacılık presents the modern day Turkish Land Forces and looks at the improvements underway within this formidable force.

#### – Developments in C4ISR & the TAF

In this article, Savunma ve Havacılık reports on the developments in both means and equipment in C4ISR, and looks into how TAF is shaping up in this vital element of modern warfare.

#### – Maritime Systems and Platforms

Savunma ve Havacılık looks at the latest maritime systems and platforms being developed with domestic capabilities and original projects during the procurement period.

#### – Modernisation of the Soldier

Savunma ve Havacılık presents recent developments in weapons, equipment, means of communication and Battle Dress Uniforms of the individual soldier in the battlefield, and the adoption of these by the armies of the world.

#### – Status Report: ATAK II Attack Helicopter

Savunma ve Havacılık reports on the latest developments in the Assault Helicopter Programme, one of the most vital projects currently underway for the TLFC.

S&H #139

3/2010 – June/July  
AD: 22 July 2010  
AC: 24 July 2010  
PD: 30 July 2010

#### – Turkish Naval Forces Command

Savunma ve Havacılık presents an interview with Adm. Uğur YİĞİT, the Commander of the Turkish Naval Forces and discusses the today and the tomorrow of this growing naval power.

#### – Air Defence Weapon Systems

Savunma ve Havacılık asks "How should Turkey's air defence be managed? What weapons and systems are required? What are the current individual air defence capabilities of each service?"

#### – Simulation in Training

Savunma ve Havacılık provides insight into the latest developments in the field of simulation systems, detailing their role in the training of TAF.

#### – Securing the Future

Savunma ve Havacılık reports on Homeland Security activities in Turkey, and how this new concept is shaping up.

#### – Status Report: AEW&C [Peace Eagle] Project

Savunma ve Havacılık reports on the latest developments in Peace Eagle, one of TuAF's key projects for the 21st century.

S&H #140

4/2010 – Aug/Sept  
AD: 22 Sept 2010  
AC: 24 Sept 2010  
PD: 29 Sept 2010

#### – Turkish Air Forces Command

Savunma ve Havacılık presents an interview with Gen. Hasan AKSAY, Commander of TuAF, with details on the latest developments in TuAF from the man in the know.

#### – Artillery and Missile Systems

Savunma ve Havacılık looks at Artillery and Missile Systems and the procurement projects of TAF in this field.

#### – Anti-Armour Weapons

Savunma ve Havacılık presents a variety of Anti Armour Weapons in use around the world, and takes a look at the recent developments in the technology and the procurement programme AAW of TAF.

#### – Light Infantry Weapons

Savunma ve Havacılık presents a brief report on close combat weapons, specifically pistols and machine pistols, as well as infantry weapons such as assault rifles and sniper rifles. TAF's current preferences in this field are also discussed.

#### – Status Report: New Type Submarine Programme

Savunma ve Havacılık reports on this very important project of the TNFC, and the capabilities that will be brought to the Turkish Navy with its completion.

S&H #141

5/2010 – Oct/Nov  
AD: 9 Nov 2010  
AC: 12 Nov 2010  
PD: 16 Nov 2010

#### – A Perspective of the Turkish Armed Forces

Savunma ve Havacılık provides its readers with an understanding of the modernisation, organisation and training activities conducted by TAF, which are of prime importance in ensuring the successful defence of Turkey.

#### – Turkish Defence Industry

The accomplishments and the failures of Turkish Defence Industry are discussed by a group of key businessmen, backed by a presentation of the current situation in this regard.

#### – Airborne Platform Projects

Savunma ve Havacılık gives a general overview about the current and future air platform projects of TAF and other governmental organisations.

#### – TAF Communication Systems

Savunma ve Havacılık presents both the renewed communication systems of TAF and the latest developments in communications around the world.

#### – Status Report: Long Horizon & the Meltem Projects

Savunma ve Havacılık looks into the latest developments the Meltem and Long Horizon projects of the TNFC.

S&H #142

6/2010 – Dec/Jan 2011  
AD: 18 Jan 2011  
AC: 20 Jan 2011  
PD: 25 Jan 2011

#### – Turkey and Security

Savunma ve Havacılık talks to the Minister of National Defence, providing insight into the country's security issues and defence industry activities.

#### – Software in Defence

Savunma ve Havacılık presents a brief study into the wide use of software in such areas as weapon systems, command and control systems, communication systems, fire control systems and simulation systems, and their areas of application in Turkey.

#### – TAF Logistics System

Savunma ve Havacılık looks into the TAF Logistic Systems, one of the oldest and most accomplished in the world.

#### – Network Centricity and TAF

Savunma ve Havacılık looks at how TAF approaches this new trend.

#### – Status Report: MilGem and the New Type Patrol Boat Projects

Savunma ve Havacılık reports on the latest developments in the most challenging project of TNFC: MilGem. We will also present the status of surface platform projects.

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Every issue of Savunma ve Havacılık will present  
dedicated columns on;

View from Ankara,

The Defence Industrial Outlook,

Word from the Publisher,

The EU and the Defence Industry,

in addition to News RoundUps,

interviews with the local and international industry and the latest  
news in Turkish defence industrial developments.