

الدفاع العربي
arab defence journal

ARAB DEFENCE JOURNAL

MONTHLY DEFENCE & SECURITY MAGAZINE

2017

MEDIA DATA ADVERTISING RATES



DAR ASSAYAD

www.dar-assayad.com



Letter from the Editor

Arab Defence Journal is the leading Arabic defence magazine of the Arab world. The magazine has been published monthly since 1976 and with over 30,000 paid subscribers, is read by Arab government ministers and advisors, as well as the senior military and police officers throughout the Arab world.

For over 40 years, **Arab Defence Journal** has been the primary Arabic source of information on defence. Each month, the magazine reports on news and current affairs from the Middle East and around the world, along with special features on aerospace, naval and land systems topics, from the world's top defence writers.

Now also online, **Arab Defence Journal** includes features on C4iSR, training & simulation, unmanned system technology with the latest modernisation and upgrade news. The magazine also publishes National Day supplements, defence industry reports and company news.

B. Gen. (Retd.) Nazem El-Khoury
Editor

International Exhibitions in 2017

Arab Defence Journal supports, with special issues, previews and supplements, many of the international defence and aerospace conferences & exhibitions.

The magazine is also an official media partner at many of these events with the logo and web link on the organisers' website. There is also a bonus distribution of the magazine to all delegates and visitors to the show.

IDEX* - Abu Dhabi, UAE. (19-23 February)
www.idexuae.ae

World Border Security Congress* - Casablanca, Morocco. (21-23 March)
www.world-border-congress.com

Security & Counter Terror Expo* - London, UK. (3-4 May)
www.counterterrorexp.com

IDEF* - Istanbul, Turkey. (5-8 May)
www.tuyap.com.tr

ITEC* - Rotterdam, Netherlands. (16-18 May)
www.itec.co.uk

UDT* - Bremen, Germany. (30 May-1 June)
www.udt-global.com

EW Europe* - London. (6-8 June)
www.eweuropa.com

Paris Airshow - France. (19-25 June)
www.paris-air-show.com

DSEI* - London, UK. (12-15 September)
www.dsei.co.uk

AUSA - Washington DC, USA. (9-11 October)
www.ausa.org/meetings

BIDEC* - Bahrain. (16-18 October)
www.bahraindefence.com

Dubai Airshow* - Dubai World Central Airport, UAE. (12-16 November)
www.dubaiairshow.aero

(These are marked * = Official Media Partner)

Arab Defence Journal 2017 Editorial Programme

JANUARY

- Evolving air threats: the changing dynamics of air operations (RG)
- Conventionally powered submarines (TR)
- Special Forces (AW)
- Night Vision – the evolution of new technology *

FEBRUARY

- IDEX show preview *
- Scout & Reconnaissance vehicles (TR)
- Dismounted soldier technology (AW)
- Unmanned systems – land & sea (RG)
- UAE defence industry- special report*

MARCH

- Mine Counter-measures, new vessels & technology (TR)
- Small aerial drone developments (RG)
- Rapid Reaction vehicles (AW)
- Land border surveillance & security - safeguarding GCC forces*

APRIL

- IDEX report
- SCTX preview
- Outsourcing defence services (RG)
- Battlefield internet systems (TR)
- C4ISR, Multi - layered defence for Arab military forces *

MAY

- Spanish defence industry- special report *
- Underwater sensor networks (TR)
- Attack systems and weapons (RG)
- IDEF show preview
- ITEC & UDT previews

JUNE

- Paris Airshow preview *
- Business jets in a military role (RG)
- IDEF show report *
- French defence industry -special report *
- Forward air controllers - Sensors and Communications (TR)

JULY

- V/STOL aircraft in service: Harrier, F-35B & tilt rotor developments (RG)
- Handheld anti -tank weapons (TR)
- Cybersecurity (AW)
- Heavy armoured vehicles – MBT and APVs *

AUGUST

- Paris Airshow report *
- Man-portable surface to air missiles (TR)
- Naval Aviation (RG)
- Front-line fighter programmes for Arab air forces *

SEPTEMBER

- DSEI, UK: show preview
- German defence industry- special report *

- Anti – Ship Missiles (TR)
- Refurbishing for extended life (RG)
- Artillery upgrades (SP & towed systems)*

OCTOBER

- AUSA show preview *
- Armoured personnel carriers and IFVs (TR)
- Air defence systems (RG)
- OPV & LCS – new warships for Gulf navies*

NOVEMBER

- Dubai Airshow preview *
- DSEI Report (RG)
- Wide- Area air defence networks (TR)
- New helicopters & light aircraft for Gulf air forces*

DECEMBER

- Dubai Airshow report *
- AUSA show report *
- Unmanned ground vehicles (TR)
- Strategic high-altitude and area surveillance (RG)
- CBRN detection (AW)

[Editorial deadline: 5th of previous month. Issue published 1st week of the month]



Special Supplements 2017

In coordination with the Arab Ministries of Defence and the Arab armed forces, **Arab Defence Journal** publishes a number of special supplements commemorating National Days, Armed Forces Days and other special occasions.

These supplements are produced separately and mailed to all subscribers. They are then also printed in the next issue of **Arab Defence Journal**.

The editorial highlights the country's armed forces achievements with reports on their equipment and capabilities, including armaments, training and organization.

The supplements also include congratulation pages & advertisements from the leading international defence companies.

Advertising in these special supplements offers you a unique opportunity to reach senior defence procurement officials in the MoD.

Each advertising package includes:

- One advertisement
 - One congratulations page
 - One editorial page
- INCLUSIVE COST = €5500**

Special Supplements in 2017

Kuwait National Day:
22 February

UAE Armed Forces Unification
Day: 6 May

Saudi Arabia National Day:
23 September

UAE Accession & National Day:
2 December



2017 Advertising Rates in Euros

Frequency of insertions	1 - 3	4 - 6	7 - 12
FULL COLOUR			
Whole Page:	€5200	€5050	€4900
Half Page:	€3190	€3090	€2990
Quarter Page:	€1700	€1670	€1650
Inside Covers:	€6280	€6080	€5870
Outside Back Cover:	€8340	€8140	€7830
Double Page Spread:	€9850	€9600	€9300
TWO COLOURS			
Whole Page:	€4700	€4550	€4400
Half Page:	€2550	€2500	€2450
Double Page Spread:	€8900	€8650	€8400
BLACK & WHITE			
Whole Page:	€3800	€3700	€3600
Half Page:	€2100	€2050	€2000
Double Page Spread:	€7300	€7050	€6850

- For website online ad with print ad: +10%

- Special Position: +10%

- Agency Commission: 10%



Zone ID:1
 Size: 975 x 150 px
 Description:
 Jpg, Gif, Swf, Script

Zone ID:2,3,4,5,6,7
 Size: 256 x any height
 between 100 and 670 px
 Description:
 Jpg, Gif, Swf, Script

Technical Specifications

Full Page: Type / Trim / Bleed (W x H)

185mm x 255mm / 205mm x 275mm / 215mm x 285mm

Double Page Spread: Type/Trim/Bleed

390mm x 255mm / 410mm x 275mm / 420mm x 285mm

Half Page: Horizontal / Vertical (W x H)

185mm x 115mm / 80mm x 255mm

Quarter Page: Trim/Type: (W x H)

110mm x 140mm / 90mm x 120mm

Other sizes and online data:

Contact London office or local **ADJ** representative

Copy Deadline / Publication Date:

15 days prior to publication / 1st week of cover date

Format:

EPS, JPEG, PDF (300 dpi), TIFF

Translation:

If required, advertising text will be translated into Arabic free of charge

Application:

Quark Xpress, In Design, Adobe Photoshop, Adobe Illustrator

Production/Printing/Binding:

Digital/Rotary web offset on glossy paper /Perfect

READERSHIP ANALYSIS - 2017

Publisher Statement: Based on former ABC Audit

Circulation Profile:

SENIOR OFFICERS:	
ARMY & NATIONAL GUARD:	19,425
AIRFORCE & AIR DEFENCE:	6,060
NAVY & COASTGUARD UNITS:	3,941
Ministry of Defence:	
DIRECTORS AND DEPT HEADS:	307
DEFENCE ATTACHES:	
(Arab Embassies)	273
GOVERNMENT AIDES:	169
BRIGADE STAFF:	142
TOTAL	30,317

Geographical Breakdown

GCC COUNTRIES	
BAHRAIN	2,897
KUWAIT	3,111
OMAN	1,812
QATAR	2,030
SAUDI ARABIA	6,715
UAE	3,658
SUB TOTAL	20,223
OTHER ARAB COUNTRIES	
ALGERIA	716
EGYPT	2,488
JORDAN	1,507
IRAQ	1,061
LEBANON	1,612
LIBYA	534
MOROCCO	941
TUNISIA	688
YEMEN	178
Overseas Embassies	369
SUB TOTAL	10,094
TOTAL	30,317

Source: Dar Assayad Research Dept.

Gulf Co-operation Council countries (GCC): Armed Forces

GCC Countries	ARMY	NAVY	AIR FORCE & AIR DEFENCE	PARAMILITARY & NATIONAL GUARD	TOTAL
BAHRAIN	8,500	1,200	1,500	10,160	21,360
KUWAIT	11,000	2,000	2,500	6,600	22,100
OMAN	25,000	4,200	5,000	10,800	45,000
QATAR	8,500	1,800	2,100	5,000	17,400
SAUDI ARABIA	75,000	15,500	24,000	119,000	233,500
UAE	44,000	2,500	4,500	5,500	56,500

Source IISS 2015

A \$200 billion dollar market!

Defence expenditure in 2015: US billions (Source SIPRI 2016)

GCC Countries	Other Arab countries
BAHRAIN	ALGERIA
\$1.430B	\$10.230B
KUWAIT	EGYPT
\$6.200B	\$5.362B
OMAN	JORDAN
\$9.880B	\$1.613B
QATAR	IRAQ
\$26.400B	\$12.873B
SAUDI ARABIA	LEBANON
\$85.354B	\$2.236B
UAE	LIBYA
\$24.700B	\$3.300B
	MOROCCO
	\$3.740B
	TUNISIA
	\$1.780B
Total	Total
\$153.964B	\$41.134B

Raise your profile with Company Profiles

Arab Defence Journal has identified the need for defence companies to raise their profile in the Middle East, especially with new Arab customers.

'Company Profiles' is a special full colour supplement, designed in an Arabic format, printed and sent to the subscribers of the magazine.

For less than the cost per page of a 4-colour advertisement, the 4, 8, 12, or 16-page supplement will be written and designed by our editorial office in co-operation with the company, and then bound into a specified issue of the magazine.

With costs starting at €11,000 for a 4-page profile, this includes translation, photos, typesetting, layout and printing, as well as 100 run-on copies of the supplement for a company's own use. 'Company Profiles' offers a unique and cost effective way of reaching directly the decision makers and advisors responsible for defence procurement in over 16 Arab countries.

EDITORIAL. Personal interview with company executives as well as a summary of a company's activities and services. All material subject to company approval.

COPY DATES: All Camera-ready artwork to be completed by us at least 30 days prior to specified date of publication.

CIRCULATION: All 30,317 subscribers of Arab Defence Journal plus 150 copies to individual Defence ministers and Chiefs of Staff in each of the Arab countries.

RATES:

4-page	€11,000
8-page	€21,300
12-page	€27,800
16-page	€35,200

Six good reasons why **Arab Defence Journal** is the top defence magazine of the Middle East:

- 1) The only independent monthly Arabic defence magazine.
- 2) Distributed to subscribers in over 16 Arab countries and foreign capital cities.
- 3) Launched in 1976, the most established Arabic defence magazine.
- 4) Fully paid distribution to over 30,317 subscribers.
- 5) Published by Dar Assayad, one of the largest Middle East publishing houses.
- 6) Internationally renowned top defence writers.



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