



الدفاع العربي

Arab Defence Journal

ARAB DEFENCE JOURNAL

BI- MONTHLY DEFENCE & SECURITY MAGAZINE

MEDIA DATA
ADVERTISING
RATES

2019

www.arabdefencejournal.com

Letter from the Editor

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

For over 43 years, ARAB DEFENCE JOURNAL has been the primary Arabic source of information on defence. The magazine reports on news and current affairs from the Middle East and around the world, writing regular special features on Aerospace, naval and land systems topics, from the world's top defence writers.



Also online, ARAB DEFENCE JOURNAL includes features on C4iSR, training & simulation, unmanned systems technology with the latest modernisation and upgrade news. The magazine publishes National Day Special Supplements, Defence industry reports and company news. Please read the following pages for more information.

Nasser Al Dhahiri
Arab Defence Journal: Editor

International Exhibitions in 2019

As the leading defence magazine in the Middle East, Arab Defence Journal supports, with special issues, previews and supplements, many of the international defence and aerospace conferences & exhibitions.

These include for 2019:

IDEX*: Abu Dhabi (17-21 February)
www.idexuae.ae

IDEF: Istanbul, Turkey (30 April 3- May)
[Http://idef.comtr/en/](http://idef.comtr/en/)

DSEI*: Excel, London, UK (10-13 September)
www.dsei.co.uk

AUSA: DC, USA (14-16 October)
www.ausa.org

BIDEC*: Bahrain (28-30 October)
www.bahraindefence.com

Dubai Airshow*: Dubai World Central Airport, UAE (17-21 November)
www.dubaiairshow.aero

*= Official Media Partner: This means that the magazine is an official Media Partner of these events, with an enhanced profile on the show website and other online platforms. There is also a bonus distribution of the magazine to all conference delegates and show visitors to each of these events.

2019

Arab Defence Journal 2019

Editorial Program:

FEBRUARY/MARCH

- Kuwait Liberation and National day Special supplement 22 February (editor).
- IDEX preview (editor).
- Latest Development in Body Armour and Personal Protection Equipment (Andrew White)
- Self Propelled Artillery (Tim Ripley)
- UAE Defence Industry Special Report (editor).
- Countering Drones and Helicopters (Richard Gardner).

APRIL/MAY

- UAE Unification Of Armed Forces Day Special Supplement 6 May (editor).
- IDEX report (editor)
- Special Operations Vehicles (editor).
- IDEF exhibition preview (editor).
- Infantry Fighting Vehicles (Tim Ripley).
- Air Defence Fighters (editor).
- Virtual Reality Training and Simulators (editor).

JUNE/JULY

- Paris Airshow preview (editor).
- IDEF report (editor).
- Unmanned Systems Support (editor).
- Affordable Multi Role Air Platforms (Richard Gardner).
- Chemical Warfare Protection Equipment (editor).
- Artificial Intelligence in Special Operations (Andrew White).

AUGUST/SEPTEMBER

- Saudi Arabia National Day Special Supplement 23 September (editor).
- PARIS Airshow report (editor).
- Unmanned Aerial Vehicles for Warships (Tim Ripley).
- Missile Defence Systems in the Gulf (editor).
- Naval Guns for Warships (editor).

OCTOBER/NOVEMBER

- OMAN National Day 18 November (editor).
- DUBAI AIRSHOW preview (editor).
- Advanced Avionics (Richard Gardner).
- Battlefield Engineering Vehicles and Equipment (Tim Ripley).
- Anti Drones Technology (editor).
- Anniversary of Egypt Armed Forces Day (editor).
- OMAN National Day 18 November (editor).

DECEMBER/JANUARY

- UAE Accession and National Day, 2 December (editor).
- BAHRAIN National Day, 16 December (editor).
- DUBAI AIRSHOW report (editor)
- UAV Systems & Program Update (Richard Gardner).
- Armed Recovery Vehicles (editor).
- Middle East Challenges (editor).
- Amphibious Warfare Vessels (Tim Ripley).

2019

Special Supplements 2019

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 printed separately and mailed with the issue of **Arab Defence Journal**.

The editorial highlights the countries armed forces achievements with reports on their equipment and capabilities, including armaments, training and organisation. The supplements also include Congratulations pages & advertisements from the leading international defence companies.

Advertising in these special supplements offers you the 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 = € 5,500

Special Supplements in 2019

- Kuwait National Day: 22 February
- UAE Armed Forces Unification Day: 6 May
- Saudi Arabia National Day: 23 September
- UAE Accession & National Day: 2 December

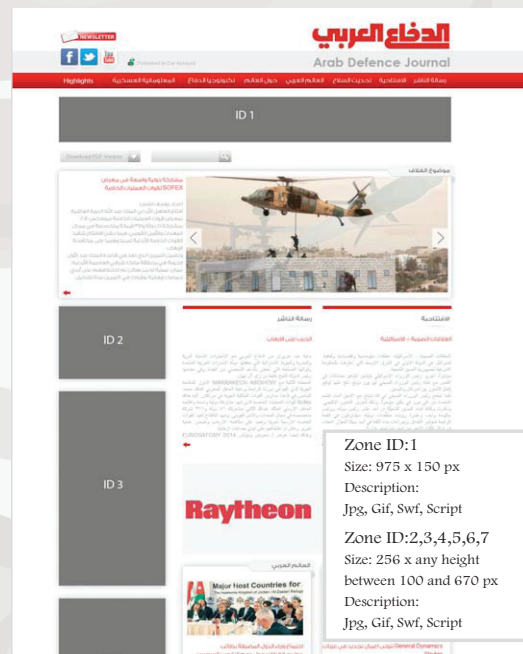


2019

2019 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
Back Cover:	€8340	€8140	€7830
Double pg spread:	€9850	€9600	€9300
BLACK & WHITE			
Whole page:	€3800	€3700	€3600
Half page:	€2100	€2050	€2000
Double pg Spread:	€7300	€7050	€6850

- for website online ad with print ad: %10+
- Special positions: + %10
- agency commission: %10



Technical Specifications:

Full Page: Type/Trim/Bleed (WxH)

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

Double Page Spread: Type/Trim/Bleed

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

Half Page: Horizontal / Vertical (WxH)

185mm x 115mm / 80mm x 255mm

Quarter Page: Trim/Type: (WxH)

110mm x 140mm / 90mm x 120mm

Other sizes and online data:

Contact your local ADJ media representative

Copy Deadline/ Publication Date

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

Format: EPS, JPEG, PDF (300 dpi), TIFF

ALL HIGH RESOLUTION.

TRANSLATION:

if required, editorial/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.

Web Online Sizes:

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

2019

Readership Analysis 2019

Publisher Statement

Circulation Profile:

SENIOR OFFICERS

ARMY & NATIONAL GUARD:	20,407
AIRFORCE & AIR DEFENCE:	6,366
NAVY & COASTGUARD UNITS:	4,140
MINISTRY OF DEFENCE	
DIRECTORS AND DEPT HEADS:	322
DEFENCE ATTACHES:	286
(ARAB EMBASSIES)	
GOVERNMENT AIDES	177
BRIGADE STAFF	152

TOTAL: 31,850

GEOGRAPHICAL BREAKDOWN

GCC COUNTRIES

BAHRAIN:	3043
KUWAIT:	3268
OMAN:	1903
QATAR:	2133
SAUDI ARABIA:	7061
UAE:	3842
SUB TOTAL	21,250

OTHER ARAB COUNTRIES

ALGERIA:	748
EGYPT:	2613
JORDAN:	1585
IRAQ:	1114
LEBANON:	1879
LIBYA:	561
MOROCCO:	988
TUNISIA:	725
Overseas Embassies:	387
SUB TOTAL	10,600

TOTAL: 32,850

Gulf Co-operation Council Countries (GCC): Armed Forces.

Country:	Army:	Navy:	Airforce:	Other:	Total:
Bahrain:	8500	1200	1500	10160	21360
Kuwait:	11000	2000	2500	6600	22100
Oman:	25000	4200	5000	10800	45000
Qatar:	8500	1800	2100	5000	17400
KSA:	75000	5500	2400	119000	201900
UAE:	44000	2500	4500	5500	56500

Source IISS 2015

A 200\$ billion dollar market!

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

GCC Countries.

Bahrain:	\$ 1.43B
Kuwait:	\$ 6.200B
Oman:	\$ 9.880B
Qatar:	\$ 26.400B
KSA:	\$ 85.354B
UAE:	\$ 24.700B

Other Arab Countries

Algeria:	\$ 10.230B
Egypt:	\$ 5.362B
Jordan:	\$ 1.613B
Iraq:	\$ 12.873B
Lebanon:	\$ 2.236B
Libya:	\$ 3.300B
Morocco:	\$ 3.740B
Tunisia:	\$ 1.780B

Total: \$ 153,964B **Total: \$ 41,134B**

2019

Arab Defence Journal

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

1. Launched in 1976, the most established and oldest Arabic defence magazine in the Middle East.
2. Distributed to subscribers in over 16 Arab countries and foreign capital cities.
3. Fully paid distribution to over 31,226 subscribers.
4. Reaching all Arab MOD's and contract decision makers in the Middle East.
5. Regular articles by the Top Defence Writers in the world.



Nasser Al Dhahiri
Arab Defence Journal: Editor



TIM RIPLEY
DEFENCE SYSTEMS



RICHARD GARDNER
AVIATION



ANDREW WHITE
SPECIALIST DEFENCE
TOPICS



DAR ASSAYAD
دار الصياد