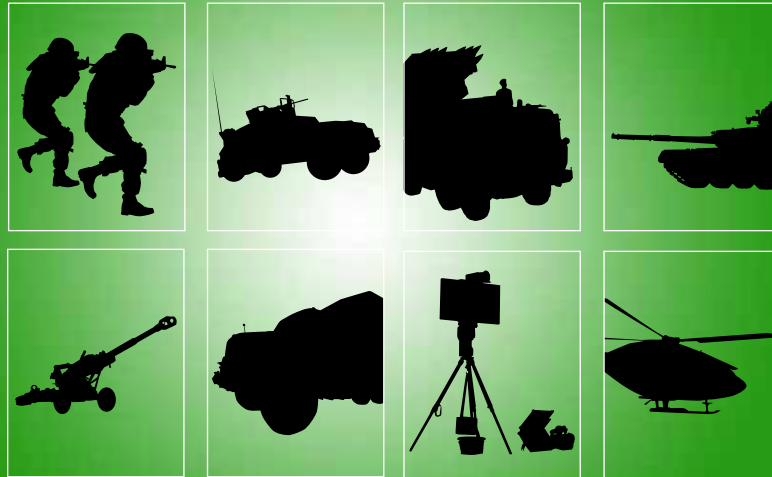


SP's AN SP GUIDE  PUBLICATION

Land Forces



MEDIA KIT 2018



OUR MAGAZINE

SP's Land Forces

The only dedicated Land Forces magazine for Armies across Asia-Pacific

Realising the urgent need for a publication dedicated specifically to the army, **SP's Land Forces** was launched in February 2004. Inaugurated by the then Indian Defence Minister, George Fernandes, the bi-monthly (6 issues a year) earned wide acclaim for its extensive updates, incisive analysis, diverse perspectives on contemporary issues, in-depth interviews and expert views. It became a preferred read among the Indian Army top brass. The contents written by noted defence writers from India and abroad covered varied topics, including the latest global developments in weapon systems and technologies and security issues. Editorial thrust of the journal, largely India-centric to begin with expanded with every subsequent issue.



“In a country like India with limited support from the industry and market, initiating 50 years ago (in 1964) publishing magazines relating to Army, Navy and Aviation sectors without any interruption is a commendable job on the part of SP Guide Publications. By this, SP Guide Publications has established the fact that continuing quality work in any field would result in success.

— **Narendra Modi,**
Hon'ble Prime Minister of India

OUR MARKET



Across the board, armies in Asia are looking to transform with upgrades or fresh acquisitions. Whilst new acquisitions are key, this modernisation of Asian forces will see large investments in soldier modernisation, unmanned systems, future artillery and armoured vehicles, etc. With rising defence budgets and modernisation options, Asian and Middle East countries are taking the lead in the procurement of mechanised ground forces, ISR capabilities and support fire platforms and are optimising their increased budgets in the acquisition and upgrading of infantry, armour, artillery and unmanned platforms and technologies.

SP's Land Forces with Asia-Pacific distribution fills this requirement for a dedicated source of relevant information for Army professionals in the Asia-Pacific region.

AREAS COVERED

This modernisation in a dynamic security environment including conventional and non-conventional theatre requires all land forces professionals to keep themselves regularly updated on the changing conditions.

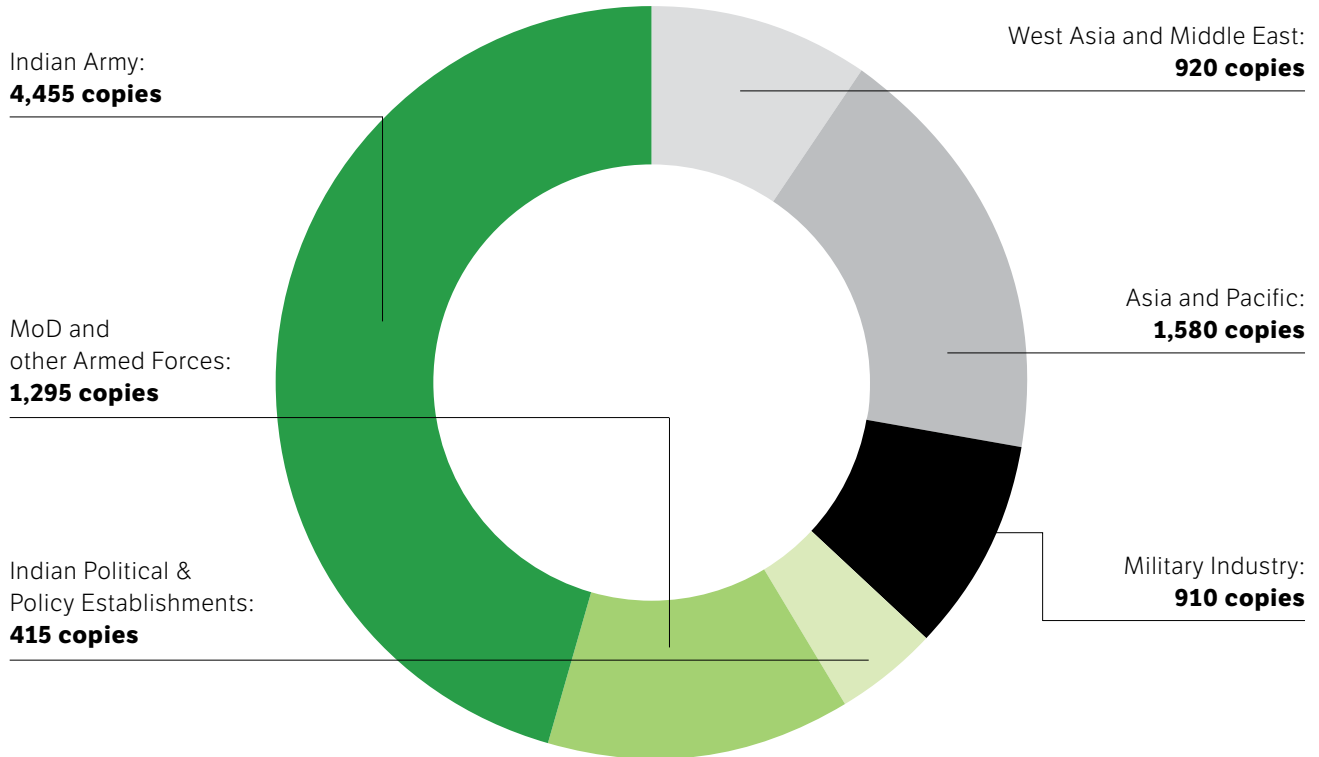
SP's Land Forces will fill this huge requirement by covering changes in strategic/doctrinal viewpoints; rise in sub-conventional warfare and how this is driving changing requirements and capabilities for the soldier; overview, updates and developments from all Asian and Middle East countries; technical advancements in C4I, power, ballistic and armour protection, lightening the load and lethality; challenges and possible solutions with best practices; and other relevant information.



CIRCULATION & READERSHIP

	No. of copies
Indian Army	4,455
Indian Ministry of Defence (MoD) & other Armed Forces	1,295
Indian Political & Policy Establishments	415
Regional Distribution: (Ministry of Defence and Armed Forces Headquarters) Asia and Pacific	1,580
West Asia and Middle East	920
Military Industry (worldwide)	910
Promotional activities	200
Total Circulation	9,575
Total Print Run	9,775
Readership	1,00,000+

CIRCULATION BREAK DOWN



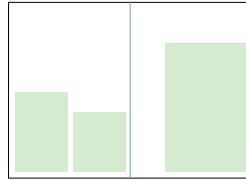
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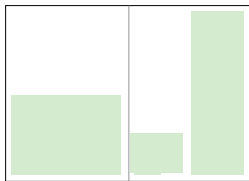
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Full Page with Bleed
276mm x 418mm
(with 5mm bleed all around)



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Island Page
191mm x 321.5mm



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1/8 of a Page
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Half Page Vertical
127mm x 388mm



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- Only High-Resolution PDFs need to be submitted.
- PDFs' mode must pertain to only standard process colours, i.e. CMYK.
- The PDFs should have colour identification clearly indicated outside the bleed area.
- Accurate corner and centre marks also need to appear clearly.
- Bleed advertisements to have extra trimming margin of 5mm on all the four sides.
- All salient and live matter (not intended to be cut) should be at least 15mm inside from the trim edges.
- Dimensions must correspond to the information as above.

Additional information

Frequency: Bi-Monthly

Paper: 90/100 gsm Super Fine Art paper

TERMS & CONDITIONS

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- Should the advertiser or its agency fail to supply the printing material by the specified dates for submission, then the Publishers reserve the right to charge the full cost of the advertisement booked.
- All production work handled by the Publishers including reproduction from complete artwork/monochrome or reduction upto the specified size will be carried out at the cost and charged to the advertisers.
- Advertising Agency Commission as per usual and acceptable norms.
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