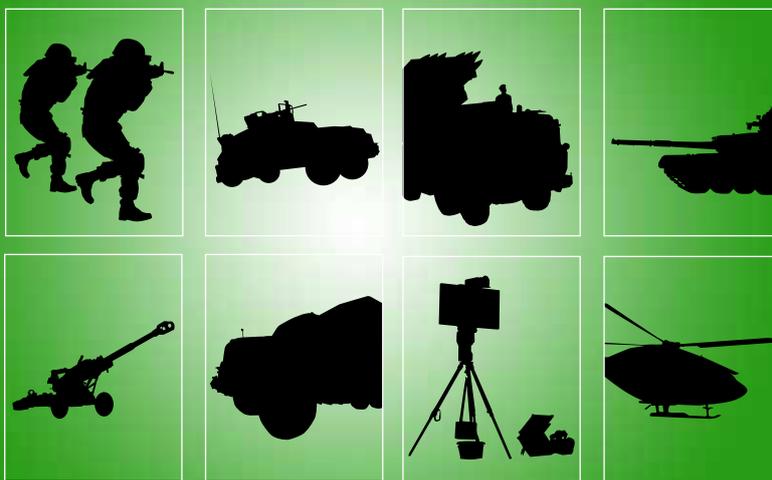


# SP's AN SP GUIDE PUBLICATION Land Forces

THE PURE LAND FORCES MAGAZINE



## MEDIA KIT 2020

### WHY WE THE “SP’s”

WE ARE UNMATCHED FOR DECADES OVER DECADES

WE ARE WELL RECEIVED - UNLIKE ANY OTHERS

WE WORK WITH UTMOST INTEGRITY AND INGENUITY -  
UNLIKE ANY OTHERS

WE REMAIN EMOTIONAL AND FOCUSED TOWARDS OUR  
HARDWORK - THIS IS OUR AND ONLY OUR USP

WE ARE OBSESSED WITH THE INTERESTS OF OUR PRESTIGIOUS  
CLIENTS AND THIS HAS BEEN THE CASE SINCE LAST FEW  
DECADES AND WE CONTINUE TO REMAIN SO FOR FUTURE -  
THIS IS OUR INTEGRAL USP

WE ARE VERY OFTEN COPIED BY THE OTHERS BUT COPY-CATS  
CAN NEVER MATCH THE ORIGINAL



**SP GUIDE PUBLICATIONS**



## 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 and homeland security forces, **SP's Land Forces** was launched in February 2004. Inaugurated by the Indian Defence Minister at that time, 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 top brass in the Army and Homeland security forces. 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 expanded with every issue to now cover the whole region.



**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



As the role of Army expands to help and support other security forces and agencies in matters of Internal security, across the board national security forces 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, security equipment, etc. With rising defence and homeland security budgets and modernisation options, Asian and Middle East countries are taking the lead in the procurement of various capabilities and are optimising their increased budgets through acquisitions and upgrades of platforms and technologies.

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

# AREAS COVERED

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

**SP's Land Forces** fills 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.

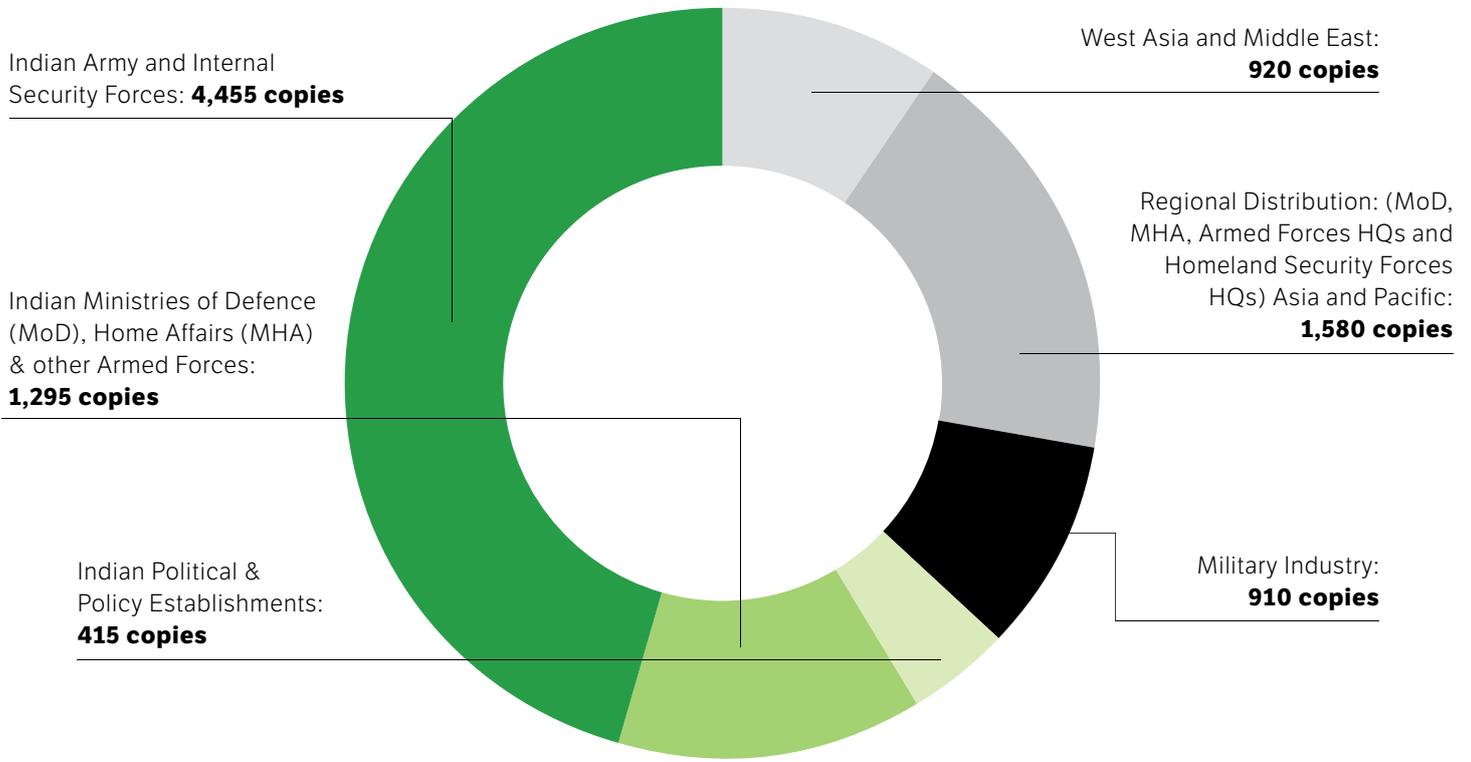


# CIRCULATION & READERSHIP

	No. of copies
Indian Army and Internal Security Forces	<b>4,455</b>
Indian Ministries of Defence (MoD), Home Affairs (MHA) & other Armed Forces	<b>1,295</b>
Indian Political & Policy Establishments	<b>415</b>
Regional Distribution: (MoD, MHA, Armed Forces HQs and Homeland Security Forces HQs) Asia and Pacific	<b>1,580</b>
West Asia and Middle East	<b>920</b>
Military Industry (worldwide)	<b>910</b>
Promotional activities	<b>200</b>
<b>Total Circulation</b>	<b>9,575</b>
<b>Total Print Run</b>	<b>9,775</b>
<b>Readership</b>	<b>1,00,000+</b>



# CIRCULATION BREAK DOWN

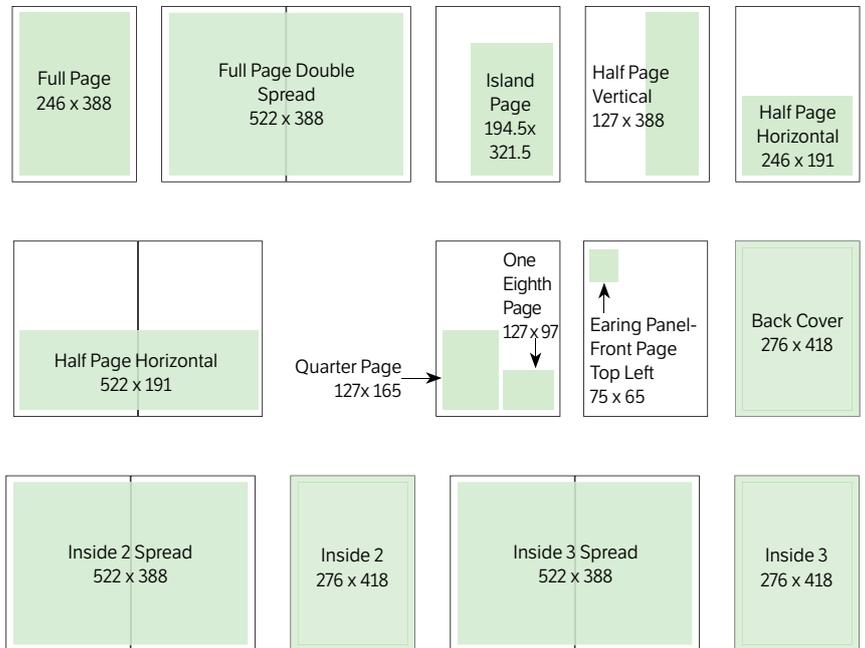


# ADVERTISERS' REFERENCE

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| Elop                                    | KBP   | Rafael                          | Ultra Electronics        |
| Finmeccanica                            |   | Raytheon                        | URALVAGONZAVOD           |
|   |   | ReconRobotics                   | Vectronix                |

# DIMENSIONS REFERENCE

Format	Dimensions (width x height in mm)
Full Page	246 x 388
Full Page Double Spread	550 x 388
Island Page	194.5 x 321.5
Half Page Vertical	127 x 388
Half Page Horizontal	246 x 191
Half Page Double Spread	246 X 388
Quarter Page	127 x 165
One eighth Page	127 x 97
Earing Panel - Front Page Left Top	75 x 60
Back Cover	276 x 418
Inside 2 Spread	532 x 388
Inside 2	276 x 418
Inside 3 Spread	532 x 388
Inside 3	276 x 418



## Material Specifications

- 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

- Publishers reserve the right to accept or refuse any advertisement without reason or notice.
- All the advertising prices (given separately) are subject to cancellation without notice.
- 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.
- Payments should be made either through Bank Transfer or Bank Draft in favour of **SP GUIDE PUBLICATIONS PVT LTD**, India within 30 days of receipt of invoice.



**SP GUIDE PUBLICATIONS**



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