

NEW ADDITIONS - SPECIAL FOCUS

ARMED FORCES OF UNITED STATES OF AMERICA

ARMED FORCES OF FRANCE &

ARMED FORCES OF JAPAN

(modeled after the INDIAN DEFENCE section in SP's MYB)

SP'S MILITARY YEARBOOK 2020

BEING PUBLISHED SINCE 1965



MEDIA INFORMATION

**A Set of Kind Words from Dr S. Radhakrishnan,
2nd President of India, addressed to
our Founder Editor-in-Chief, in March 1966.**



राष्ट्रपति भवन, नई दिल्ली-4.
RASHTRAPATI BHAVAN,
NEW DELHI-4,

March 2, 1966.

Dear Shri Baranwal,

Thank you for your letter of
the 15th of February 1966 and a copy of
the 'Military Year Book, 1966' sent therewith.
It is a valuable book.

With best wishes,

Yours sincerely,

(S. Radhakrishnan)

Shri S.P. Baranwal,
Editor, 'Military Year Book',
Guide Publications,
61/19 Ramjas Road,
New Delhi-5.

Legacy Spanning Five Decades



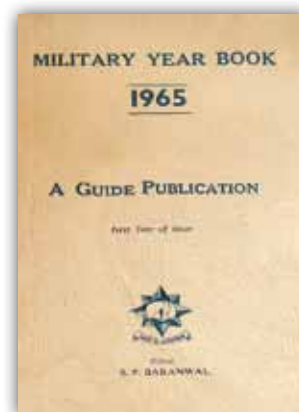
“Extend you my greetings and felicitations for your efforts towards *SP's Military Yearbook* and wish you continued success.”
—Pranab Mukherjee,
Former President of India

Brainchild of noted journalist and visionary Shri S.P. Baranwal, SP Guide Publications was established in 1964. Daring to tread the path that very few can even dream of venturing on, it was his foresight which a year later fructified into the Military Yearbook, later renamed *SP's Military Yearbook*.

SP Guide Publications now presents *SP's Military Yearbook 2019*. In keeping with its commitment to bridge the gap between the armed forces and the defence industry, the treatise incorporates in-depth analysis of the needs and aspirations of the armed forces as well as the capabilities and potential of defence manufacturers. Its distinguished panel of editors comprises current and former elite personnel of the Indian armed forces as well as foreign contributors from across the globe.

An exhaustive reference manual for the armed forces of all the Asian countries, the *SP's Military Yearbook* presents the most effective platform to reach leaders and decision-makers in the armed forces, defence industry and the Government. With its rich content and holistic insights garnered from the opinions and perspectives of experts in the field, it is acknowledged as a veritable treasure-trove of accurate, relevant and indispensable information.

“A weapon that offers not just the penetration but respectability, too, generating a sense of pride within the manufacturers,” says the Editor-in-Chief, Jayant Baranwal, emphasising on its wide reach that allows defence manufacturers around the globe to advertise their product and attract potential buyers.



The cover of
Military Yearbook 1965



The cover of
SP's Military Yearbook 2019



Why SP's Military Yearbook



"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
[*message received in 2014]**

GET NOTICED

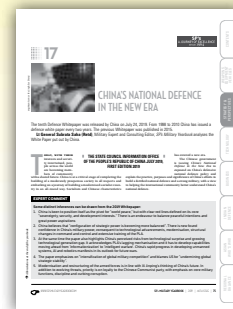
SP's Military Yearbook is the perfect carrier for ensuring assertive market penetration that fuels high brand recall wherein industrial nations can make worthy use of production capacity and their relentless R&D efforts to introduce new technologies. India is the focal point for global defence business and will attract investments to the tune of \$300 billion (or ₹16,50,000 crore) in around the next 20 years. As the country's economy spirals upward, the necessity to defend its economy and the need to ensure sustainable growth become vital, demanding a much stronger role for its armed forces that are naturally on a spree of extensive modernisation.

In view of a rich legacy spanning four decades, and the consistent trend of improving on every subsequent edition, *SP's Military Yearbook* has emerged as a Bible for the armed forces. It is the only reference document which is relied upon heavily and unquestionably by the leaders, key decision makers and the top brass in all concerned sectors. Consequently, *SP's Military Yearbook* offers sharp and repeat market penetration throughout the year, year after year.

IMPACT FEATURE

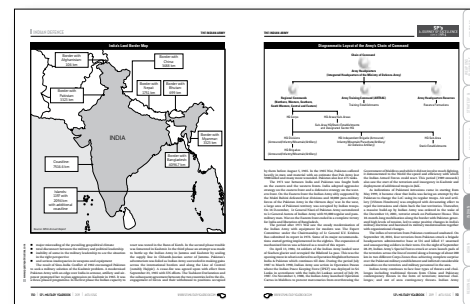
Very early in the 1990s, *SP's Military Yearbook* introduced the exciting concept of editorial support to its valued advertisers. This concept was quickly picked up by many global leaders in publishing in the subsequent years.

The belief at SP's has been to offer to advertisers significantly higher returns and brand impact than merely the face value of the investment. With this objective in mind, we introduced the concept of editorial coverage titled 'Weapons Equipment Vehicles'—a colour section dedicated to the range of key programmes, products and technologies offered by our advertisers. While premium advertisements, such as a Full Page Double Spread, attract about five to six additional full pages for extensive company profile, the smallest position such as a Quarter Page are also entitled to at least one full page to include a detailed presentation of the advertiser.



China's Defence Whitepaper

China's tenth Defence Whitepaper, released on July 24, 2019, after a gap of nearly 5 years is analysed by a Military Expert.



Indian Defence

Everything there is to know about Indian Armed Forces, Ministry of Defence, Defence Industry, Defence R&D and Central Armed Police Forces including Who's who, organisation structures, profiles and contact details.

FREE COVERAGE OF YOUR KEY PRODUCTS & PROGRAMMES

(with tailor-made text and graphics)

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NEW ADDITIONS

Special Focus – 3 Countries



UNITED STATES OF AMERICA

- Armed Forces – Force structure, equipment profile and programs
- Armed Forces – Budgets, Organization structure and Who's who
- Ministries – Leadership profiles, Organization structure and Who's who (modeled after the INDIAN DEFENCE section in SP's MYB)



FRANCE

- Armed Forces – Force structure, equipment profile and programs
- Armed Forces – Budgets, Organization structure and Who's who
- Ministries – Leadership profiles, Organization structure and Who's who (modeled after the INDIAN DEFENCE section in SP's MYB)



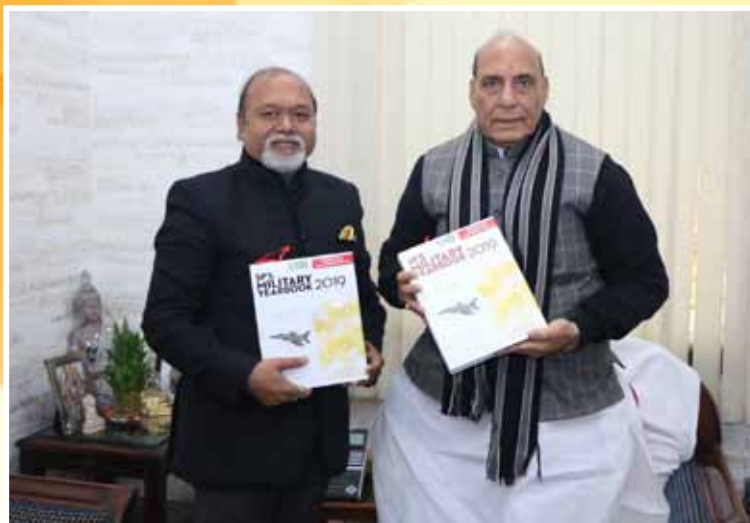
JAPAN

- Armed Forces – Force structure, equipment profile and programs
- Armed Forces – Budgets, Organization structure and Who's who
- Ministries – Leadership profiles, Organization structure and Who's who (modeled after the INDIAN DEFENCE section in SP's MYB)





Editor-in-Chief Jayant Baranwal
presenting a copy of *SP's Military Yearbook*
to Rajnath Singh, Minister of Defence of India



Readership & Reach

HEADS OF STATES

The Presidents, the Vice Presidents, the Prime Ministers

MINISTRY OF DEFENCE

Minister of Defence, Ministers of State for Defence, Secretary-Defence, Secretary-DDP&S/DRDO, Joint Secretaries, Scientific Advisers, Additional Secretary, Joint Secretaries-DDP&S, Deputy Secretary-DRDO, Technical Advisers, Financial Advisers

SERVICES' HEADQUARTERS

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Requirement Officers, DGs (Quality Assurance), Commandants of Defence Institutions

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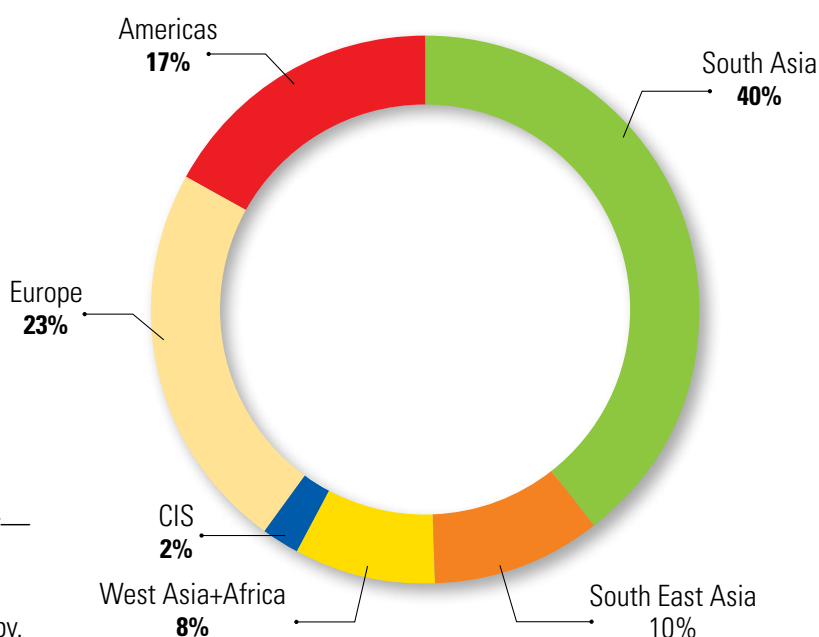
- > South Asia (including India) **3,840 copies**
- > South East Asia **960 copies**
- > West Asia+Africa **815 copies**
- > CIS **210 copies**
- > Europe **2,250 copies**
- > Americas **1,625 copies**

Print Run: 9,800

Total Circulation: 9,700

(*Readership: 4,78,750)

*As SP's Military Yearbook is used 365 days a year—by virtue of being referred to by a host of readers belonging to varied spheres—in some cases, an estimated 150 readers browse through a single copy.







“SP Guide Publications over the years has created a niche for itself on matters relating to aviation, defence and security among the stakeholders. I convey my best wishes to the Chairman and Editorial Board for their sincere endeavours and wish them all success.”

**—Arun Jaitley,
Former Minister of Finance & Minister of Defence**

Content & Initiatives

Comprehensive Editorial Structure Duly Complimented by Section Separators

STRATEGY & PERSPECTIVE

Extensive discussions on strategic postures, current affairs, geo-strategic issues.

TECHNOLOGY

In-depth coverage of the latest advancements in equipment and hardware.

BUSINESS

Latest trends in the modernisation of the armed forces, military industry, procurement systems and contracts.

INDIAN DEFENCE

Exclusive and authentic reference on India, including up-to-date organisational structures, present status and future plans of:

- The Army, Navy, Air Force and Coast Guard along with armament specifications
- Listings of Ministry of Defence contacts
- Listings of R&D establishments plus defence industries, their products and contacts
- Latest information on all the key authorities under Who's Who of Indian Defence
- Indian Homeland Security - organisational structures, present status and future plans
- Who's Who in India's Ministry of Home Affairs.

ASIAN WHO'S WHO

Who's who in 44 countries in Asia and Pacific along with the MoD organisation structures and contacts of 13 largest buyers of defence equipment in the region.

REGIONAL BALANCE

Indispensable information on GDP, military expenditure, security environment and listing of current military hardware of 45 countries in Asia and Pacific covering the following regions:

- Central and South Asia
- East Asia including the Pacific Rim and Australia
- West Asia and North Africa
- Equipment & Hardware with technical specifications in use by Army, Navy and Air Forces in the region.

Presence Initiatives

SP Guide Publications has been relentlessly working towards enhancing the scope of its reach. SP's has been working with leading global show organisers ensuring highly visible presence at all these top platforms. Back home, SP's has been very active by taking up the top-level partnership with Indian Government's official events like Aero India and Defexpo that are in the spotlight due to their massive scale and scope. As a result of such initiatives, SP's Military Yearbook has naturally garnered great level of recognitions and momentum.

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Editor-in-Chief & Publisher: Jayant Baranwal

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*Le Général
Chef d'Etat-Major
de l'Armée de Terre*

"Congratulations and thank you for the beautiful book (SP's Military Yearbook 17-2018).

Best regards"

**—Chief of Staff, French Army -
Chef d'état-major de l'Armée de terre**

Advertisement Data

<p>Front Cover: 181 mm x 110 mm</p>	<p>Back Cover: 275 mm x 227 mm (including 8 mm for turn inside the hardboard)</p>	<p>Full Page: Print area - 226 mm x 180 mm Trim Area - 267 mm x 210 mm</p> <p>Covers: Facing *Inside 2, *Inside 3 and *Inside 2, *Inside 3: 267 mm x 210 mm</p>	<p>Half Page Vertical: 226 mm x 89 mm</p>
<p>Full Page Double Spread: Print area - 226 mm x 390 mm Trim area - 267 mm x 420 mm</p> <p>Cover Spreads: *Inside 2 Spread: 267 mm x 420 mm *Inside 3 Spread: 267 mm x 420 mm</p>		<p>Half Page Horizontal: 112 mm x 180 mm</p> <p>Quarter Page: 112 mm x 89 mm</p> <p>Half Page Double Spread: 112 mm x 390 mm</p>	

*Inside 2: Inside Front Cover • *Inside 3: Inside Back Cover

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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.

Terms & Conditions

- > Publishers reserve the right to accept or refuse any advertisement without reason or notice.
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- > 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.





**"We would like to thank you for the copy of the
SP's Military Yearbook 17-2018."
— Chief of Navy, Malaysian Navy**

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