



SP's AN SP GUIDE PUBLICATION
LandForces

Serving Since 2004

INDIA Edition

Launching in April 2012

ASEAN Edition

**MEDIA INFORMATION
2012**



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THE MAGAZINE

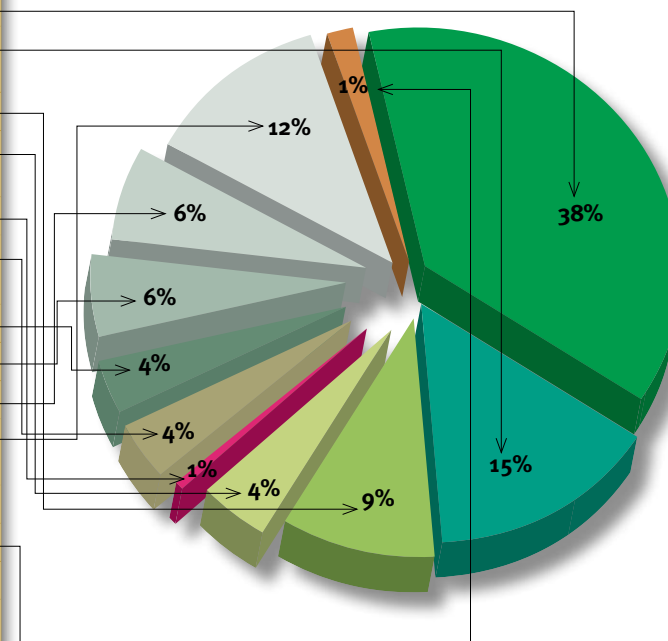
SP Guide Publications today is India's largest publisher of Defence, Security and Aviation information.

It was founded in 1964 to arouse public awareness about the Indian armed forces. 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 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.

Together with **SP's Military Yearbook**, **SP's Aviation** and **SP's Naval Forces**, the magazine effectively completes the circle encompassing the triumvirate of the armed forces on land, at sea and in air. In 2011, SP's launched **SP's MAI** magazine which is the only defence fortnightly covering military, aerospace and internal security.

CIRCULATION & READERSHIP

Distribution	Copies
Indian Army:	4,700
Indian Navy, IAF and other supplementing forces combined:	1,850
Para-Military Forces in India:	1,200
Indian Ministry of Defence and other Ministries:	550
Indian DRDO Establishments:	90
Diplomatic Mission, Military Industries' Reps in India:	485
Members of Parliament in India:	450
Military Industries in India:	700
Military Industries Outside India:	800
Books Stalls & for other Promotion activities:	1,500
Total Circulation:	12,325
Stocks and Vouchers:	175
Total Print Run:	12,500
Readership: (estimated 8 readers per copy)	100,000 +



THE CONCEPT

SP's Land Forces was conceptualised as there was no magazine solely dedicated to land forces. Within days of its launch, **SP's Land Forces** became a preferred read among the Indian Army top brass. The content—covering varied topics, including the latest global developments in weapon systems and technologies, and security issues—is enriched by literary contributions from noted defence writers from home and abroad. The editorial thrust of the

journal, largely India-centric at present, is expanding with every subsequent issue.

One of the key features that lends the magazine a distinct edge is its expansive A3 size. Larger is better both in terms of the volume of contents it can accommodate as also the instantaneous visual impact it extends. While its easy-to-flip-through information-rich pages offer invaluable knowledge and insight to discernible readers, advertisers are assured of instant impact through high visibility and market penetration.



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TARGET MARKET

The market for arms and equipment for the Indian Army—one of the largest and most professional armies in the world with a formidable pace of development—is estimated to grow to \$120 billion (approx. ₹6,00,000 crore) over the next decade. Capturing all the excitement and buzz surrounding the kaleidoscopic changes in the dynamic force is *SP's Land Forces*, a premiere publication of SP Guide Publications. The key market areas are:

- Armour
- Mechanised Infantry
- Infantry
- Artillery
- Surveillance and Target Acquisition
- Army Air Defence
- Army Aviation
- Communications
- Command, Control, Communications, Computers, Information & Intelligence (C4I2)
- Mobility and Transportation Systems

LIST OF ADVERTISERS

CANADA

CAE
Ultra Electronics

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Sagem
GIAT Industries
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Thales

GERMANY

EADS Defence & Security
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JCB

Mahindra Defence Systems
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Israel Aerospace Industries - Lahav
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Israel Aerospace Industries - Malat
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FFV Ordnance

SWITZERLAND

Oerlikon Contraves

THE NETHERLANDS

DSM Dyneema
Photonics

UK

BAE Systems
QIOPTIQ

UKRAINE

Ukrepetsexport

USA

Allison Transmission
AM General
ATK
Boeing Helicopters
DRS Tactical Systems
FLIR
General Dynamics Land Systems
Harris Corporation
Honeywell
ITT
KVH Industries
Northrop Grumman
Raytheon
Rockwell Collins



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TESTIMONIALS

■ “The President has seen the copies of SP’s Land Forces and conveys his good wishes to you.”

Press Secretary, President of India

■ “The SP’s Land Forces has a lot of useful information and would help bring lot of security related information in public domain.”

**Prithviraj Chavan, Minister of State,
Prime Minister’s Office**

■ “Impressive articles on contemporary issues of strategic and operational relevance. I am a regular reader and find that your publication is quite absorbing.”

**Quarter Master General,
Indian Army**

■ “I found the articles of SP’s Land Forces very informative and interesting.”

**Adjutant General,
Indian Army**



■ “I find the SP’s Land Forces very educative, interesting and thought provoking.”

**Director General,
Military Intelligence,
Indian Army**

■ “I wish to compliment you for conceiving and constantly improving not only the contents but also the presentation of the SP’s Land Forces.”

**Lt General (Retd.) K.M. Seth,
Governor of Chhattisgarh**

■ “I find SP’s Land Forces very informative and interesting. I am sure the publication will

continue to flourish in content and reader responses in the years ahead.”

**General S Padmanabhan (Retd),
Former Chief of the Army Staff,
Indian Army**

■ “The SP’s Land Forces gives a total picture of entire developmental activities of armed force. It also gives an explicit study on the use of latest technical devices and on going research in their professional field.”

**Chandra Sekhar Sahu,
Minister of State
for Rural Development**

EDITORIAL TEAM

■ **PUBLISHER AND EDITOR-IN-CHIEF**
Jayant Baranwal

■ **EDITOR**
Lt General (Retd.) V.K. Kapoor

■ **SENIOR TECHNICAL GROUP EDITOR**
Lt General (Retd.) Naresh Chand

■ **ASSISTANT GROUP EDITOR**
R. Chandrakanth

■ **COPY EDITOR**
Sucheta Das Mohapatra

■ **CONTRIBUTING EDITOR**
Air Marshal (Retd.) B.K. Pandey
Air Marshal (Retd.) V.K. Bhatia

■ **CONTRIBUTORS**
General (Retd.) V.P. Malik, former COAS
Lt General (Retd.) Vijay Oberoi
Lt General (Retd.) S.R.R. Aiyengar
Lt General (Retd.) Davinder Kumar
Lt General (Retd.) A. Mukherjee
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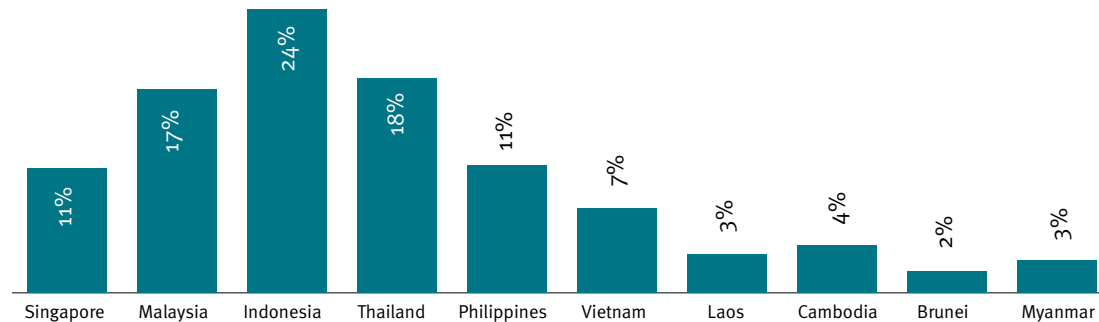
ASEAN MARKET

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; all key for ASEAN countries land forces operating in the region. With rising defence budgets and modernisation options, ASEAN 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. 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 (ASEAN edition) will fill this huge requirement by covering changes in strategic/doctrinal viewpoints; rise in sub-conventional warfare and how this is driving changing

DISTRIBUTION IN ASEAN COUNTRIES

Country	No. of copies
Singapore	1,213
Malaysia	1,988
Indonesia	2,769
Thailand	2,096
Philippines	1,245
Vietnam	826
Laos	380
Cambodia	467
Brunei	212
Myanmar	318
Total Circulation	11,514
Additional promotinal copies, complimentary mailing, exhibition distribution	
Total Print Run	12,000



requirements and capabilities for the soldier; overview, updates and developments from all ASEAN countries; technical advancements in C4i, power, ballistic and armour pro-

tection, lightening the load and lethality; challenges and possible solutions with best practices; and other relevant information.



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BEST OF BOTH THE WORLDS



EDITORIAL COVERAGE

- Analysis of and viewpoints on security issues
- Modernisation Programmes
- Coverage of foreign land forces
- Army Aviation
- New technologies & systems
- Electronic Warfare
- Networking
- Ground-based Air Defence Systems
- Surface to Surface Missiles
- Systems Upgrades
- UAVs/ULVs
- Infantry
- Armour
- Artillery
- C4I2 Systems

READERSHIP PROFILE

Government

- Ministry of Defence (Minister's office and all bureaucrats)
- Other Ministries (home, finance, commerce, external affairs)
- Others (President's office, Prime Minister's office, Cabinet Secretariat, National Security Advisor's office, National Advisory Council, other Members of Parliament)
- Embassies and Consulates

Military

- Service Headquarters (Army, Navy, Air Force – Chief, Deputy Chief, Assistant Chief, DGs, DDGs, ADG, Military Secretaries, Directors.)

Navy HQ

- Air Force HQ
- Command HQs
- Field Commanders (Core and Area Commanders)
- Brigade and Battalion Commanders
- Others (Military Intelligence, Para-military, Reserves, Border Control, etc.)
- Institutes (Training, Command, Staff, Think Tanks, Research and Academic)

Industry

- Management (Top Executives and Senior Management)
- Managers (Programme Managers, Business Development Managers, Marketing, Communications, etc.)





MECHANICAL SPECIFICATIONS



Advertising Positions	Width x Height (in mm)
Back Cover	
Trim area	276 x 418
Bleed area	286 x 428
Full Page Double Spread	
Print area	532 x 388
Trim Area	552 x 418
Bleed area	562 x 428
Full Page	
Print area	256 x 388
Trim Area	276 x 418
Bleed area	286 x 428
Half Page (Vertical)	127 x 388
Half Page (Horizontal)	256 x 191
Quarter Page	127 x 191
1/8 Page	61 x 97

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: 100/90 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

CONTACT

Corporate Office:

A-133, Arjun Nagar, Opp. Defence Colony,
New Delhi 110 003, India

Tel: +91 11 24644693, 24644763, 24620130, 24658322

Fax: +91 11 24647093, 23622942

E-mail: guidepub@vsnl.com

Website: www.spguidepublications.com