



SP's AN SP GUIDE PUBLICATION
Naval Forces

Serving Since 2006

INDIA Edition

Launching in June 2012

ASEAN Edition

**MEDIA INFORMATION
2012**



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THE MAGAZINE

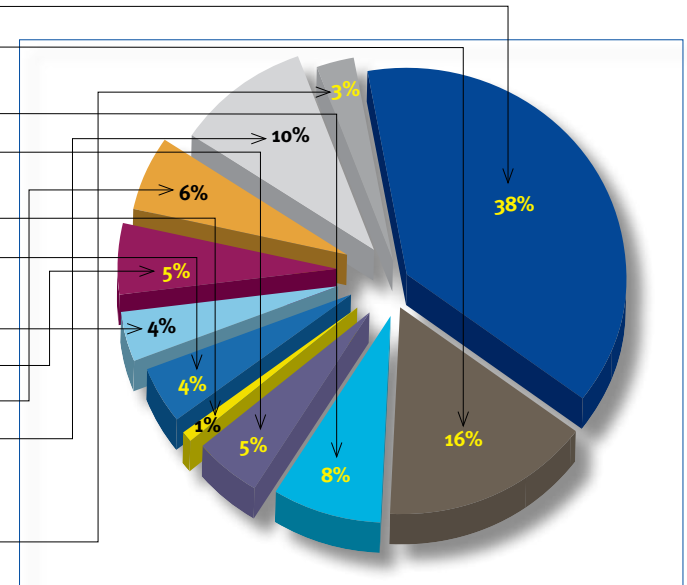
SP Guide Publications today is India's largest publisher of Defence, Security and Aviation information.

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 Navy, **SP's Naval Forces** was launched in January 2006. The bi-monthly (6 issues a year) magazine quickly established itself and 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 Land 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 Navy:	4,215
Indian Army, IAF and other supplementing forces combined:	1,700
Para-Military Forces in India:	875
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:	600
Military Industries Outside India:	650
Books Stalls & for other Promotion activities:	1,100
Total Circulation:	10,715
Stocks and Vouchers:	285
Total Print Run:	11,000
Readership: (estimated 8 readers per copy)	90,000



THE CONCEPT

SP's Naval Forces was conceptualised as there was no magazine solely dedicated to Navy. Within days of its launch, **SP's Naval Forces** became a preferred read among the Indian Navy 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 extensive modernization of India's navy represents its desire to become not only a major regional player, but a major global one as well. Since 2002, India has undertaken a major naval modernization program, with the overall aim of upgrading in a 15-year timeframe. The US\$40 billion that the Indian Government plans to spend between 2010 and 2015 forms part of this modernization program.

Numerically, the plan intends to make the Indian Navy the third-largest fleet in the world. It currently stands as the fifth-largest, with 171 vessels and around 250 aircraft. The centre-piece of the Indian Navy's modernization scheme revolves

around the acquisition of aircraft carriers and nuclear-powered submarines. This will essentially make India a true blue-water navy and consolidate its force projection capability over a far greater portion of the Indian Ocean. The induction of its first indigenously-built nuclear submarine, will give India a nuclear triad (land and sea-based ballistic missiles and bombers carrying nuclear-tipped bombs/missiles), a capability currently only possessed by the United States, China and Russia.

In addition to such measures, which are consistent with India's expanding Indian Ocean profile, India has sought to establish bases or listening stations in many of the Indian Ocean islands. Such initiatives have allowed India to obtain a naval influence in the western Indian Ocean from the Middle East to south-eastern Africa.

LIST OF ADVERTISERS

BRAZIL

Embraer

CANADA

Bombardier Special Mission Aircraft

FRANCE

DCNS

Dassault Aviation

Eurosam

Eurotorp

MBDA

Thales

Sagem

GERMANY

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HDW

Marlog

Rheinmetall

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Israel Aerospace Industries - Tamam

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RUSSIA

Almaz

Altair

Arsenal

Avrora

CBD Rubin

Granit

KBP

Ratep

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Russian Submarine Consortium

Salyut

Severny Reid

Zvyozdochka

SPAIN

Navantia

SWEDEN

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Lockheed Martin Maritime

Lockheed Martin Naval Helicopters

Northrop Grumman

Raytheon IDS

Sikorsky

Textron



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TESTIMONIALS

- “SP’s Naval Forces will give us the platform to project maritime and focus on maritime India.”
Admiral Arun Prakash, Chief of Naval Staff, Indian Navy (during the release ceremony)
- “One is more than sure that your organisational strength, leadership and management would enable it to flourish with wider and greater participation.”
Vice Chief of Naval Staff, Indian Navy
- “I was indeed quite surprised to see the speed with which SP’s Naval Forces has been launched.”
Vice Admiral S.C.S. Bangara, Flag Officer Commanding-in-Chief, Southern Naval Command, Indian Navy
- “I am to convey HE’s appreciation over SP’s Naval Forces which is interesting and informative. It is also useful to defence and allied personnel in particular.”
PS to the Governor of Karnataka



- “I congratulate you on SP’s Naval Forces. The photo feature, images and naval events of the year are very attractive. We know about the Navy from the journal.”
Dr Arvind Sharma, Member of Parliament (Lok Sabha)

- “Rich in visual ad content, SP’s Naval Forces is indeed a beautiful production that will be useful for serious readers and students of Indian Maritime Power.”
Vijay Dadra, Member of Parliament



EDITORIAL TEAM

In a relentless effort to involve the most erudite minds, the SP’s Naval Forces team has over the years expanded to include senior-most military personalities, besides renowned naval experts from around the globe.

- **EDITOR-IN-CHIEF & PUBLISHER**
Jayant Baranwal
- **SENIOR EDITORIAL ADVISER**
Rear Admiral (Redt.) S.K. Ramsay
- **SENIOR TECHNICAL GROUP EDITOR**
Lt General (Redt.) Naresh Chand
- **ASSISTANT GROUP EDITOR**
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Air Marshal (Redt.) V.K. Bhatia
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Vice Admiral (Redt.) P.J. Jacob
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Dr W. Lawrence Prabhakar
Shabonti Ray Dadhwal



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ASEAN MARKET

With the withdrawal of super power presence from Southeast Asia in the early 1990s, the South East Asian nations have been spurred to build the navies which are not confined only to coastal defence. All the ASEAN nations, especially after embarking on export-led development policies, are critically dependent on seas for trade. Also, after the agreement on Law of the Seas, maritime interests such as Exclusive Economic Zone, Continental Shelf, etc., and the right to economic exploitation of these assets have imposed enormous responsibility on the Navy to guard these interests. Nearly, all the ASEAN nations are confronted with a number of unresolved maritime disputes and are re-evaluating their threat perceptions and defence strategies which, in turn, are leading to fundamental doctrinal changes. It is against the above backdrop that the ASEAN countries are engaged in acquiring a sea power that is commensurate to their requirements and leading the current drive toward modernisation of Naval forces in the ASEAN region.

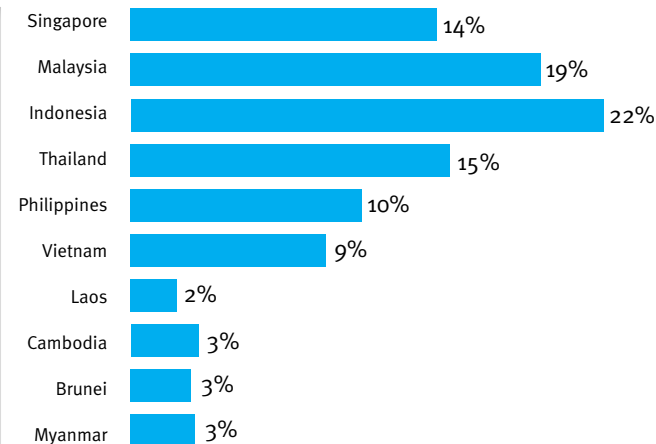
DISTRIBUTION IN ASEAN COUNTRIES

Country	No. of copies
Singapore	1,412
Malaysia	1,890
Indonesia	2,179
Thailand	1,473
Philippines	1,066
Vietnam	899
Laos	215
Cambodia	312
Brunei	277
Myanmar	295
Total Circulation	10,018
Additional promotinal copies, complimentary mailing, exhibition distribution	
Total Print Run	11,000



The ASEAN countries are adopting a broad strategy which is aimed at developing naval power in a gradual fashion, but with greater emphasis on high technology. To gradually build military-related infrastructure, based on the new market conditions, to increase the level of self-reliance where collaboration and transfer of technology have become the buzzwords. The days of straightforward procurement are over. Industrial cooperation, collaboration and transfer of technology are increasingly going to be the norm.

SP's Naval Forces (ASEAN edition) aims to fill this requirement for a dedicated source of relevant information for Naval professionals in ASEAN countries.





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BEST OF BOTH THE WORLDS



EDITORIAL COVERAGE

- Transfers/Decommissioning
- Project Status Update
- Submarines and undersea warfare
- Aircraft Carrier and Carrier Task Forces
- Surface Craft: Destroyers, Frigates, Fast Attack Missile Craft
- Simulators for Maritime Warfare Training
- Naval Guns
- Naval Supply & Management
- Naval Aviation: Fighter Aircraft, Maritime Reconnaissance Aircraft, Logistic/transport aircraft, Helicopters, UAVs
- Missiles: Anti-ship/surface target, Sea/submarine launched cruise missile, Anti aircraft
- Communications & Electronic Warfare
- Navigation

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

■ Army HQ

- Air Force HQ
- Command HQs
- Naval Base Commanders
- Fleet Commanders and Ship Captains
- Others (Military Intelligence, Para-military, Reserves, Border Control, etc.)
- Institutes (Training, Command, Staff, Think Tanks, Research and Academic)

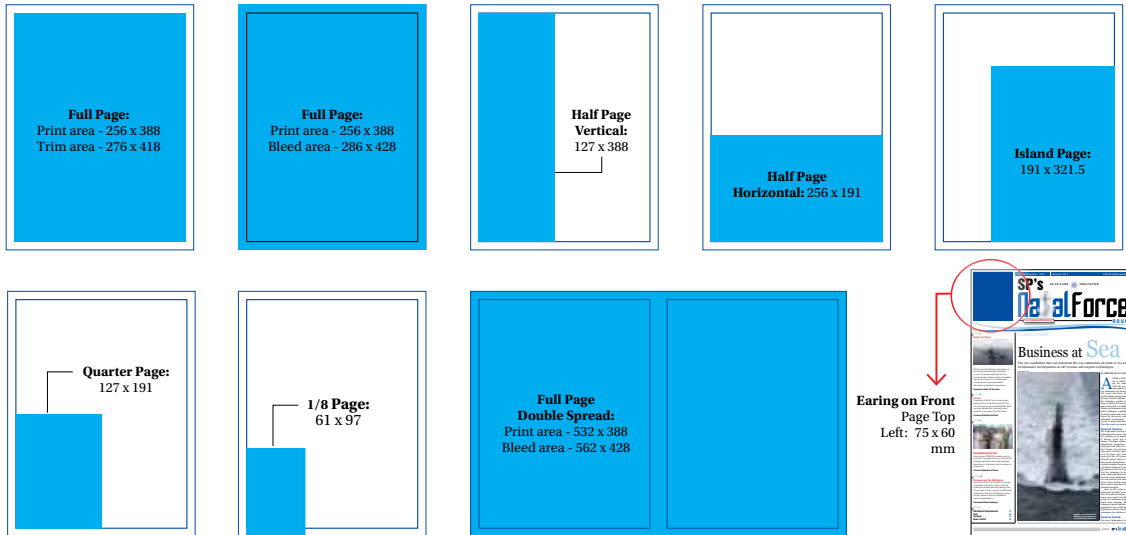
Industry

- 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

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