

SP's

MAI

ONLY FORTNIGHTLY ON **MILITARY AEROSPACE INTERNAL SECURITY**



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 M.A.I

The only defence fortnightly magazine in Asia

SP Guide Publications, an established publishing house since 1964, started **SP's M.A.I.** at Aero India 2011 where it was launched by the Defence Minister of India.

The magazine serves the critical purpose of keeping our political and military readership informed of the rapidly paradigm changing global security environment thereby bridging a critical gap and assisting them in policy making, drafting of military strategies and tactics and modernisation of national security forces to effectively handle these emerging developments.

SP's M.A.I. is presented in a quick-read format – short articles; crisp interviews; brief news; and clearly defined sections such as Military; Aerospace; Internal Security including cyber security, simulation and corporate news for ready reference.

OUR MARKET

In a dynamic global and regional security environment with continuous new challenges and threats and with new dimensions being added to external and internal threats on both conventional and non-conventional fronts, the requirement for a comprehensive and coherent national security policy and the modernisation of the armed forces as well as the paramilitary and police forces (both Central and State) has acquired a desperate urgency. India is already the largest importer of military hardware in the world today and is expected to spend around \$100 billion over the next 10 years on defence modernisation. By the year 2020, India could emerge as the third-biggest country in terms of defence-related expenditure.

While these alluring possibilities have attracted international manufacturers of defence technologies and products to India, the new central government



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**

is making a concerted effort to change the current 'the world's largest importer of arms and ammunition' status with an emphasis on 'Make in India' through partnerships with foreign OEMs. Most of the leading companies from arms exporting countries in the western hemisphere have started exploring for potential partners in India and similarly many Indian companies have shown interest in tie-ups with international defence and security giants. Another major announcement of creating 100 Smart Cities in India has also captured the imagination of major international companies that have planned and executed such projects in other parts of the world.

Over the next few decades, in the field of national security, India offers numerous opportunities to local and international companies who are willing to work with the national security establishment in building a secure environment for the country.



AREAS COVERED

SP's M.A.I. provides commentary, insights, analysis, reports, interviews, updates and the latest news to help the diverse array of policy makers and decision makers in the spectrum of national security of India stay on top of their information needs and keep them abreast of key developments around the globe concerning national, regional and international security environments. **SP's M.A.I.** has clearly defined sections such as Military; Aerospace; Internal Security including Cyber security; Unmanned Systems; Simulation and Corporate news which cover:

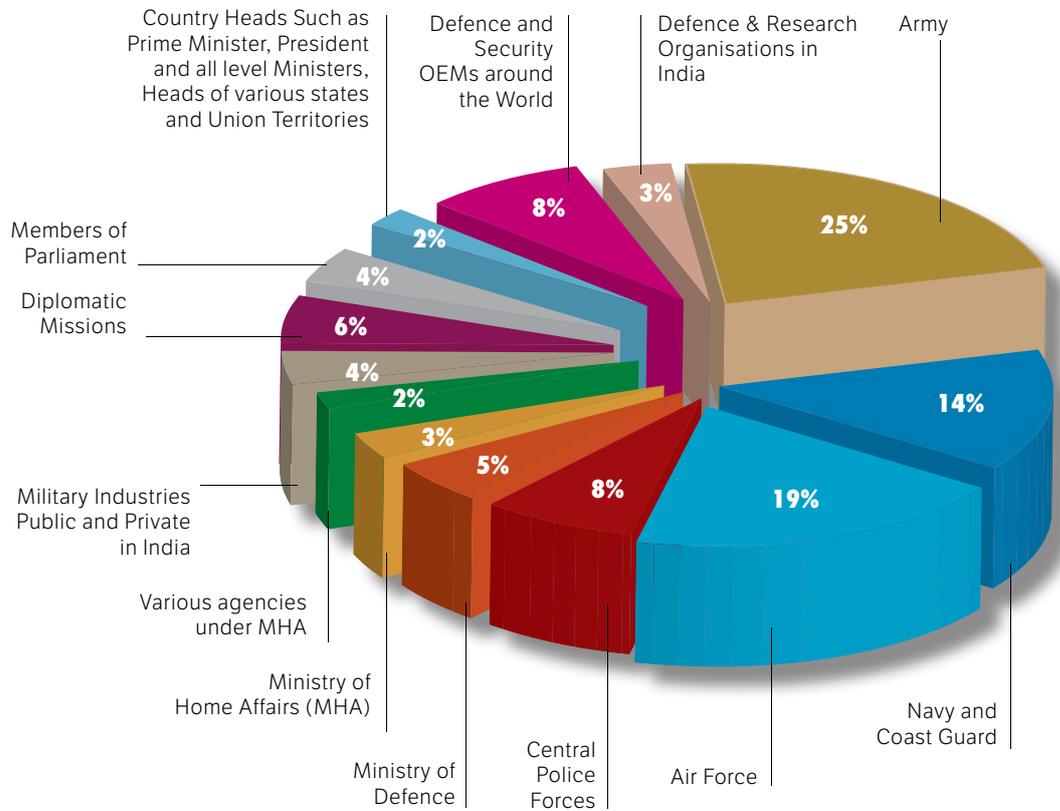
- Policies and legislation governing National Security
- Military tactics, strategy and doctrine
- New and ongoing critical military programmes
- Global industry developments and trends
- New products and technologies
- Interviews with military and industry leaders and diplomats
- Military and Internal Security budgets



CIRCULATION & READERSHIP

Distribution	No. of copies
Army	1,950
Navy and Coast Guard	1,250
Air Force	1,650
Central Police Forces	650
Ministry of Defence	425
Ministry of Home Affairs (MHA)	285
Various agencies under MHA	150
Military industries public and private in India	350
Diplomatic missions	495
Members of Parliament	355
Country heads such as Prime Minister, President and all level ministers, heads of various states and union territories	200
Defence and security OEMs around the world	700
Defence & research organisations in India	275
Total	8,735
Print run	9,500
Promotions	500
Readership (every 15 days)	61,145

CIRCULATION BREAK DOWN



READERSHIP PROFILE

Government

Prime Minister, President, Vice President

- Minister of External Affairs, Minister of Home Affairs
- Governors, Chief Ministers, Members of Parliament Diplomats

Military

Ministry of Defence (MoD)

- Defence Minister
- Minister of State for Defence Production
- Minister of State for Defence Secretaries
- Additional Secretaries
- Joint Secretaries - DDP&S (Department of Defence Production & Supplies)
- Economic Advisor
- Financial Controller
- Technical Managers
- Financial Managers
- Chief Controller
- Deputy Chiefs

- Director General Acquisition
- Joint Secretary Acquisition
- Joint Secretary Ground/Air
- Joint Secretary Navy/Ordnance
- Joint Secretary and Acquisition
- Manager (Land Systems)
- Joint Secretary and Acquisition
- Manager (Maritime Systems)
- Technical Manager (Land Systems)
- Technical Manager (Maritime Systems)
- Technical Manager (Air)

DRDO (Defence R&D Organisation)

- Scientific Adviser to Defence Minister
- Chief Controllers
- Technical Directorates
- Corporate Directorates
- R&D establishments

Army, Air Force, Navy, Coast Guard

- Chief of Army Staff
- Chief of Air Staff
- Chief of Navy Staff
- Flag Officer Commanding in Chief
- Vice Chief of the Army Staff
- Adjutant General
- Deputy Chiefs of the Army Staff
- Director Generals
- Officiating Director Generals
- Master Generals
- Military Secretary
- Quarter Master General
- ADG Complaints & Advisory Board
- DDG Defence Security Corps
- Chief Engineers
- Chief Signal Officers
- General Officer Commanding
- Additional Director General

- Deputy Director General
- Assistant Chief of Air Staff
- Principal Directors
- Air Officers
- Staff Officers
- Assistant Controller

Defence Public Sector Undertakings

- Managing Director
- Executive Director
- General Manager

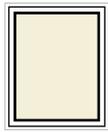
OEMs

- Chairman/CEOs/COOs/Mg Directors/Gen Mgrs/Marketing Heads
- Reg Mgrs/Tech Mgrs Engineering/Scientific & Design Management
- Public Relation Departments
- Delegation/Liaison Officials/Maintenance
- Purchasing/Procurement/Administrative Management

AD SPECS



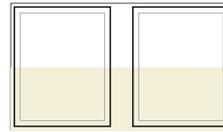
Full page with bleed
210mm x 267mm (trimming area); 220mm x 277mm (with 5mm bleed all around)



Full page type area
180mm x 226mm



Half page Horizontal with bleed
210mm x 131mm (trim area);
220mm x 136mm (with 5mm bleed outside)



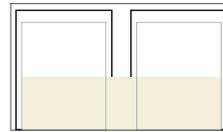
Double Spread half page with bleed
420mm x 131mm (trim area);
430mm x 136mm (with 5mm bleed outside)



Half page vertical with bleed
104mm x 267mm (trim area)
109mm x 277mm (with 5mm bleed outside)



Half page Horizontal
180mm x 112mm



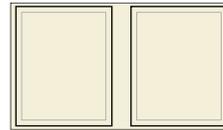
Double Spread half page
420mm x 112mm (type area)



Half page vertical
89mm x 226mm



Quarter page
89mm x 112mm



Full Page Double Spread:
Print area - 226 x 390
Bleed area - 267 x 420
Inside 2, 3 Cover Stretch: 267 x 420

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: Monthly

Paper: Cover - 135 gsm Super Fine Art paper; Text - 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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