

SP's AN SP GUIDE  PUBLICATION

Naval Forces

THE PURE NAVAL 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 Naval Forces The Pure Naval Magazine

SP's Naval Forces was conceptualised as there was no magazine solely dedicated to Navy in Asia. Within days of its launch, **SP's Naval Forces** became a preferred read amongst the top brass in Indian Navy and Ministry of Defence. 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. The editorial thrust of the journal, largely India-centric to begin with expanded with every subsequent issue.

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. Having carved a niche for itself, the magazine has earned itself a coveted position, the publication is now all geared up for an accelerated pace of growth.

SP's Naval Forces reaches the largest selection of key players in policy and decision making on naval matters.

PERSPECTIVE

With the overall economic development in the Asia-Pacific region, India has been spurred to build a navy which is not confined only to coastal defence. Like most of the countries in Asia, India is 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.

Also, India is confronted with a number of maritime challenges and need to re-evaluate the threat perceptions and defence strategies which, in turn, are leading to fundamental doctrinal changes. It is against the above backdrop that India is acquiring a navy for sea power and force projection that is commensurate to their requirements and leading the current drive toward modernisation of Naval forces.



“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



INDIA – ONE OF THE LARGEST NAVAL MARKET IN THE WORLD

Induction of new assets are progressing in consonance with the Indian Navy’s perspective plans. Multiple ships are under construction in Indian shipyards so that the war-fighting capability of the Navy’s surface fleet is augmented. Work on Indigenous Aircraft Carriers, is progressing well. Offshore Patrol Vessels, Survey Vessels, Shallow Water Anti-Submarine Warfare Craft and Diving Support Vessels are in various stages of procurement. Modernisation of the submarine arm is also well underway. Measures are also underway to bolster the aviation arm of the Navy by induction of new fighters, surveillance aircraft and ship-borne helicopters.

Policy reforms by the Government, such as the Strategic Partnership Model and the Technology Development Fund, have emerged as catalysts for Indian Navy’s goal of self-reliance. Indigenous development of sensor suites such as Next Generation SONAR, Combat Management System and Torpedo Fire Control System are encouraging. Projects worth about ₹40,000 crore for participation by private shipyards are ongoing.

The coastal security market is also on track for an expected double digit CAGR due to the increasing threat of cross border terrorism, maritime crimes, illegal immigration, drug trafficking and border disputes. In particular, the patrol ship segment is growing rapidly.

SP’s Naval Forces, aims to fill this requirement for a dedicated source of relevant information for Naval professionals.

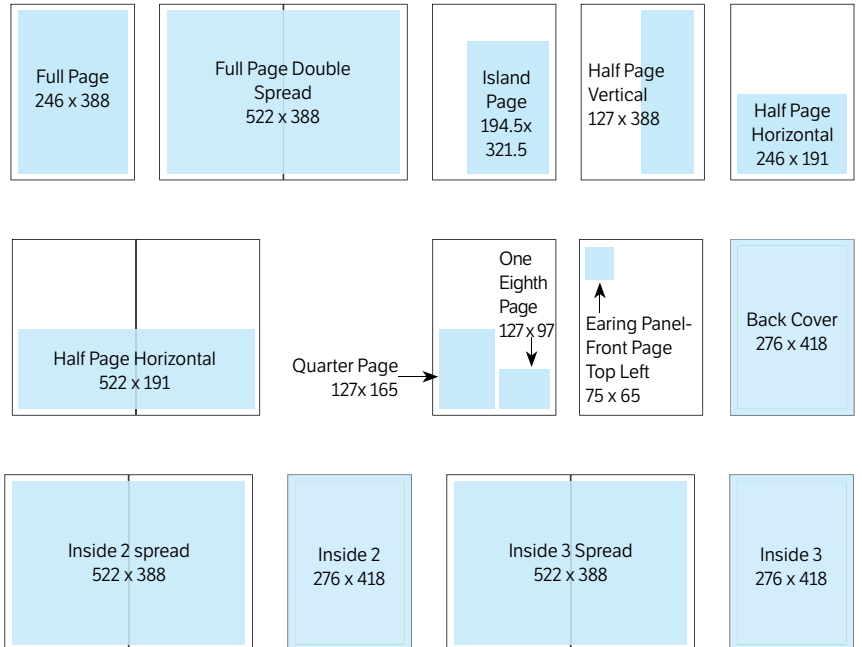


CIRCULATION & READERSHIP

	No. of copies
South Asia (including India)	7,700
Industry (worldwide)	500
Promotion	200
Stocks and Vouchers	100
Total Circulation	8500
Readership	1,00,000+

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.

ADVERTISERS' REFERENCE

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Aircraft

Calzoni

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Concern Agat

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Dassault Systemes

DCNS

Electrical Research and
Development Association (ERDA)

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