

ASIAN MILITARY REVIEW

ASIA PACIFIC'S LARGEST CIRCULATED DEFENCE MAGAZINE



2021 MEDIA INFORMATION



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READERSHIP AND BREAKDOWN

READER PROFILE

The Largest Audited Defence Magazine in the Asia-Pacific

The Asian Military Review (AMR) is an CAP audited publication that is read and discussed by the key decision makers in the Asia-Pacific defence community.

Since 1993, AMR has become widely recognised as an authoritative source of unbiased and objective information to its global readership comprising the armed forces, government, industry and academia.

AMR's editorial content includes capability overviews, special reports and strategic analysis from across the region, making AMR the preferred professional journal for the Asia-Pacific defence community.

AMR's network of experienced defence journalists provide content that gives a level of insight not found in other defence titles.

AMR reaches more than 180,000 military professionals, via over 22,183 copies each issue, in the region with information that allows them to track and understand defence developments worldwide.

If you are interested in defence issues in the Asia-Pacific, then the Asian Military Review is your magazine.

READERSHIP BREAKDOWN

CATEGORY OF READERS	NUMBER	PERCENTAGE %
Government	5,545	25%
Armed Forces	13,753	62%
Defence Industry	2,440	11%
Misc	445	2%
TOTAL	22,183	100%

DISTRIBUTION BREAKDOWN

The Asian Military Review is truly a regional defence publication with an even and balanced distribution across all countries in the Asia-Pacific region. AMR is also distributed in significant quantities at major international and all regional defence exhibitions and conferences.

Region	Circulation	%
Southeast Asia	7697	34.7%
South Asia	5113	23.0%
Other	4119	18.6%
Pacific	3051	13.8%
North Asia	2194	9.9%
Central Asia	9	0.0%

TOTAL 22,183 100.0%

Country Circulation

Country	Circulation
Afghanistan	7
Africa	87
Australia	2604
Bangladesh	47
Bhutan	7
Brunei	34
Cambodia	7
Central & South America	30
China (PRC)	783
Europe	2305
Hong Kong	245
India	4079
Indonesia	550
Japan	382
Kazakhstan	2
Laos	0
Macau	0
Malaysia	1534
Middle East	558
Mongolio	0
Myanmar	73
Nepal	14
New Zealand	447
North America	1139
North Korea	0
Pakistan	738
Philippines	387
Singapore	2905
South Korea	466
Sri Lanka	228
Taiwan	318
Thailand	2081
Vietnam	126

TOTAL 22,183

EDITORIAL SCHEDULE: ASIAN MILITARY REVIEW 2021

MONTH	EDITORIAL TOPICS <i>*subject to change</i>	BONUS DISTRIBUTION <small>*subject to change ** cancelled events will have digital magazine distribution. See our digital media kit to view alternative marketing options if events are cancelled.</small>	DEADLINES
ISSUE 1 FEB/MAR	<p>Air - 4th/5th Gen Air Force Modernisation Land - Remote Weapons Systems Sea - USVs/UUVs Special - Indian Defence Requirements China - China Air Power Analysis Special - Middle East Supplement</p>	<p>Trade Shows</p> <ul style="list-style-type: none"> AeroIndia - Feb 3-7 Saudi Airshow - Feb 16-19 IDEX/NAVDEX - Feb 21-25 <p>Conferences</p> <ul style="list-style-type: none"> Maritime Recon & Surveillance Tech - Feb 3-4, Virtual Border Security - Feb 10-11 - Virtual Defence Logistics Central & East Europe - March 2-3 - Virtual Future Soldier Tech - March 9-10 - Virtual Counter UAS Summit - Mar 31-Apr 2 - Virtual 	<p>Booking: Jan 12 Material: Jan 13</p>
ISSUE 2 APR/MAY	<p>Air - Special Mission Aircraft Land - Small Arms Programmes Sea - Indo Pacific Naval Shipyard Capabilities Special - Joint C2 Communications Interoperability China - Chinese Naval Power Analysis</p>	<p>Trade Shows</p> <ul style="list-style-type: none"> MilPol Asia-Pacific- April 6-8 Indo Defence - April 7-10 IDEF Turkey - May 25-28 ADAS (Philippines) - May 5-7 DSEI Japan - May 19-21 <p>Conferences</p> <ul style="list-style-type: none"> Future Armoured Vehicle Situational Awareness - Apr 12-13 - UK Military Robotics & Autonomous Systems - Apr 12-13 - UK Defence Aviation Safety - Apr 21-22 - UK Small Satellites - Apr 26-27 - UK Military Space Situational Awareness - Apr 28-29 - UK Unmanned Maritime Tech - May 12-13 - UK Military PNT (Positioning, Navigation & Timing) - May 17-18 - UK Future Armoured Vehicle Central & East Europe - May 17-18 - Hungary Counter Terror Expo (CTX) - May 18-20 World Counter Terror Congress - May 18-20 Helicopter Technology - May 19-20 - Hungary EW Europe - May 25-27 ITEC (Simulation & Training) - May 25-27 	<p>Booking: Mar 12 Material: Mar 16</p>
ISSUE 3 JUNE/JULY	<p>Air - Military Rotorcraft Programmes Land - Smart Munitions Sea - Amphibious Forces Special - Naval Propulsion in Asia-Pacific Special - Night Vision System Developments Special - Special Forces Equipment Analysis Special - UAV in Asia-Pacific</p>	<p>Trade Shows</p> <ul style="list-style-type: none"> Land Forces (Australia) - June 1-3 ISDEF Israel - June 1-3 MADEX: Korea Maritime Show - June 9-12 Kadex (Kazakhstan) - June 10-13 Moscow Airshow - July 14-19 DefenPol China - Jul 17-18 IMDS (Russia) - June 23-27 IMDEX (Singapore)- July 27-29 Rotorcraft & Unmanned Systems Asia (Singapore) - July 27-29 Army Forum Russia - Aug 29 <p>Conferences</p> <ul style="list-style-type: none"> Military Space (USA Disruptive Tech) - June 7 - Los Angeles Future Soldier Tech (USA Focus) - June 7 - Arlington Military Space (USA) - June 8-9 - Los Angeles Future Armoured Vehicle Protection Systems (USA) - June 10-11 - Arlington Military Robotics & Autonomous Systems (USA) - June 21-22 - Arlington MilSatCom (USA) - June 23-24 - Arlington 	<p>Booking: May 10 Material: May 12</p>
ISSUE 4 SEPT	<p>Air - Asian F-35B and F-35C Lightning II's - Operators & Potential Sales Land - Army Mobility (Protected vs Unprotected) Sea - Naval EW Special - Radio/SatCom Developments China - China Land Power Special - C-UAS Analysis Special - Naval Technology Requirements in Asia-Pacific</p>	<p>Trade Shows</p> <ul style="list-style-type: none"> VIDSE (Vietnam) - Sept 14-16 TADTE (Taiwan) - Sep 16-18 <p>Conferences</p> <ul style="list-style-type: none"> Defence Exports - Sept 15-16 - Italy Challenges of Controlling Tech/Technical Data in Cyber World - Sept 17 - Italy Future Armoured Vehicle Power Systems - Sept 20-21 - UK 	<p>Booking: Aug 25 Material: Aug 27</p>
ISSUE 5 OCT/NOV	<p>Air - RAAF Developments (Jericho Edge - Australia's version of ASTER) Land - Synthetic Training for Land Forces Sea - Submarine Technology Special - Offensive/Defensive A2D2 Analysis Special - Asia-Pacific Air Requirement OFFICIAL BILINGUAL SHOW DAILY OF D&S THAILAND</p>	<p>Trade Shows</p> <ul style="list-style-type: none"> ADEX: Seoul Airshow - Oct 19-24 BIDEC - Oct 25-27 D&S Bangkok - Nov 1-4 - OFFICIAL BILINGUAL SHOW DAILY Dubai Airshow - Nov 14-18 Avalon Airshow (Australia) - Nov 23-28 Iran Airshow - Nov 23-28 <p>Conferences</p> <ul style="list-style-type: none"> MilSim - Autumn 2021 Military Flight Training - Oct 4-5 - UK Airborne ISR - Oct 20-21 - UK GSOF Symposium Europe - Oct 26-28 (Special Operations) Future Armoured Vehicle Survivability - Nov 15-17 - UK Air Missile Defence - Nov 17-18 - UK 	<p>Booking: Sept 29 Material: Sept 30</p>
ISSUE 6 DEC/JAN	<p>Air - Air Launch Munitions Land - Regional Long Range Fire Requirements (Artillery/Missiles) Sea - Unmanned Weapons Systems Special - Asia-Pacific EW Overview China - Chinese Hypersonic Missile Development Analysis</p>	<p>Trade Shows</p> <ul style="list-style-type: none"> Gulf Aerospace & Defence - Dec 7-9 	<p>Booking: Nov 15 Material: Nov 17</p>

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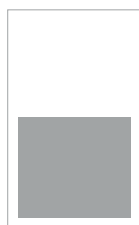
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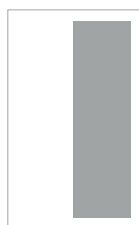
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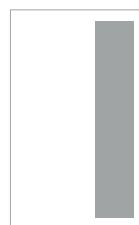
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