



DEFENCE *and* SECURITY  
of INDIA

**DSI**

**2010**  
**MEDIA INFORMATION**





## SCOPE

Defence & Security of India (DSI) is a high-quality publication that focuses on national security issues through insightful and analytical writing by top experts in all the fields that feed into national strategy, which include defence and security, diplomacy, foreign policy, economics, energy security and nuclear deterrence.

It is this in-depth analytical writing that separates the DSI from existing magazines that deal with the purely military-technical aspect of defence but do not address the larger issues that impact national security. Currently, there is definitely a vacuum for a high-quality publication that focuses on and explains national security issues through insightful and analytical writing. DSI aims to fill this gap.

The magazine incorporates matters of defence procurement, new technologies and products, because we believe they are indeed key issues for the defence industry but they are only one aspect in a debate on the larger security situation. For instance, defence procurement and production is incorporated into a security dialogue as part of an analysis, on which security threats mandate which defence purchases instead of mere lists of products. There are, larger issues of defence policy and management that are inter-linked with security threats that would definitely enhance the debate on national security.



## INDIAN DEFENCE INDUSTRY

Manufacturing of defence equipment has been traditionally under the control of Government of India since independence. As a consequence of the then industrial policy, a large infrastructure for Defence Production consisting of 39 Ordnance Factories, 8 Defence PSUs and 50 Research & Development laboratories was created in the country.

In May 2001, the Government decided to open Defence industry for private sector participation up to 100 per cent and with Foreign Direct Investment permissible up to 26 per cent - both subject to licensing. All defence related items have been transferred to the licensed category, as a result of which private sector can manufacture all types of defence equipment after getting a licence. The involvement of private sector with its world-class expertise and high technology would not only augment India's indigenous defence production capability but also lead to employment generation and improvement in infrastructure in the country, all of which will boost economic growth. Still in its early days, the private sector industry in India is beginning to realise its role as a significant partner in production and development of defence items.

The defence sector in India is marching along rapidly towards self reliance. Increasing security concerns of a rapidly growing economy along with India's strategic geographical and political positioning have driven industry towards giant strides in indigenous manufacture of weaponry, machinery and sophisticated equipments. The market for export of India's defence technology and products is expanding every year, as are the requirements of its own armed forces making India an attractive market as well as an investment destination for joint ventures.



## TARGET MARKET

DSI's target readership is among those who frame and influence strategy in India, in the government, among the think tank community in India and abroad and even among other intellectual and business elite. As also among the defence forces where there is a deeply felt need for raising awareness on security issues.

**DSI** is brought to you by the Publishers of *Asian Military Review*, the largest circulated defence magazine in Asia & Pacific and the market leader for the last 17 years. The experience, expertise and pedigree brought to the publication of DSI will ensure quality – in content, distribution and readership, not to mention a very modern and contemporary look.

## DEFENCE and SECURITY of INDIA

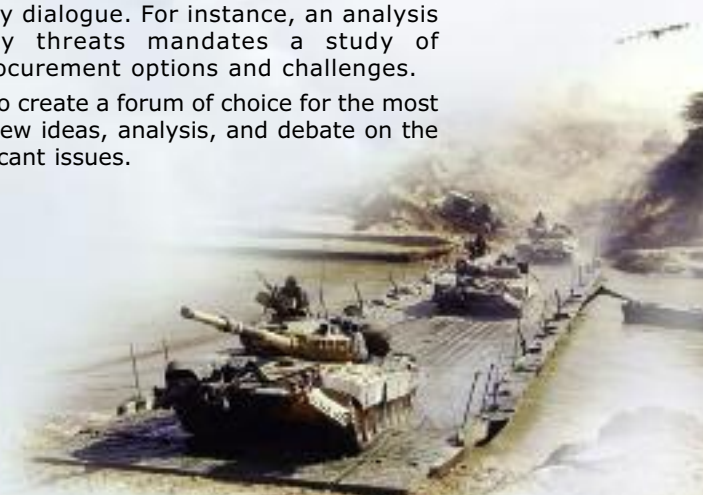
DSI is a magazine that deals with issues of national security in India. A commitment to ensure that this is a quality product that will set new standards of analytical writing in strategic affairs in India makes it a must-read for any professional in this field.

DSI is a high quality strategic affairs magazine that has a South Asian perspective and explores the region's linkages with China, the Indian Ocean region, the near Middle East and South Central Asia through the prism of their impact on the security situation. The security scenario in India has over the last few years become increasingly influenced by events in the region and so a holistic view of India cannot be isolated from the wider region.

DSI incorporates matters of defence

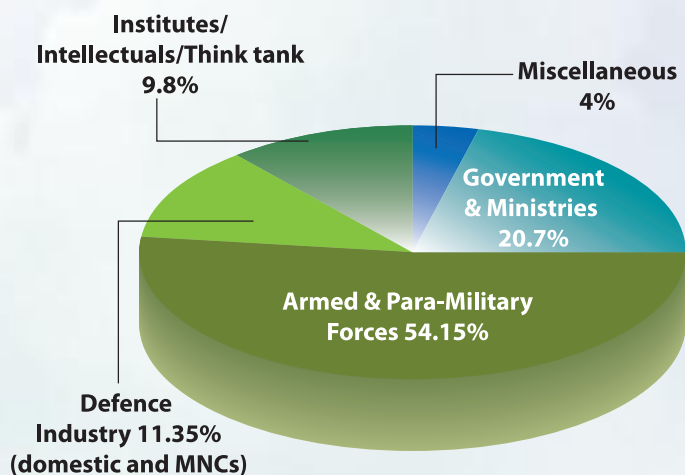
procurement, new technologies and products, as they are indeed key issues for the defence industry and also they are part of a larger discourse on security. Apart from this there are larger issues of defence policy and management that are linked closely with security threats and would enhance the debate on national security. A discussion on defence procurement and production is an integral part of a security dialogue. For instance, an analysis on security threats mandates a study of defence procurement options and challenges.

The aim is to create a forum of choice for the most important new ideas, analysis, and debate on the most significant issues.



# DISTRIBUTION

**Print Order - 32,800 copies per month. Circulation is primarily on controlled** distribution to ensure no wastage. The magazine is also available on paid subscriptions.



***Additional significant number of copies of the magazine will be distributed through our participation in all leading local, regional and international exhibitions and select conferences.***

## READERSHIP

**Armed & Para-Military Forces** – The rank of Colonel (or equivalent) and above.

**Government & Ministries** – Policy makers at Secretarial levels in all relevant Ministries and related Departments.

**Institutes/Think-tank** – Directors/Professors at various institutes of strategic studies, defence studies, foreign policy/diplomacy, training colleges, research agencies and independent think-tanks.

**Defence Industry** – Top Management, Programme Managers, Business Development Directors within the Indian defence manufacturers and foreign vendors actively pursuing the Indian market.

**Others** – Various Security agencies including police and homeland security.

## EDITORIAL APPROACH

To tap a broader bank of people who are called upon to analyse rather than merely recount and forecast events. Whether it is on terrorism, insurgency, border management, defence policy and procurement, energy security or environment there is hardly any writing from India that rises far above mere reportage and provides insights into all these issues in one journal. DSI has regular features done by renowned experts in that field.

## EDITORIAL CONTENTS

An analytical view on subject matters covering

- Defence & Security Issues
- Foreign Policy
- External Relations
- Strategic Thinking
- Defence Procurement
- Defence Policy
- Budget Analysis
- New Products and Technologies
- Nuclear deterrence
- Energy Security
- Insurgency
- Terrorism
- Border Infrastructure
- Indian Defence Industry





# EDITORIAL CALENDAR



## ISSUE 1

FEB. / MARCH  
2010

**Maritime & Coastal Security:** challenges & Approaches in India

**Women in Armed Forces**

**Indian Army Procurement Prog:** Key Modernization Requirements

**Energising Indian Aerospace Industry:** From MMRCA to Challenges, opportunities & New Partnership

**Digitization of Indian Armed Forces**

**Indo Israel Defence relations.**

**Inside Raw** (Research & Analysis Wing)

## EXHIBITION DISTRIBUTION

Singapore Airshow, 2-7 February, 2010

Def Expo India, New Delhi, 15-18 Feb 2010

DIMDEX, Qatar, 29-31 March 2010

FIDAE, Chile, 23-28 March 2010

## ISSUE RELEASE DATE

February 1st

**Advertisement booking** - Jan. 15th

**Advertisement material deadline** - Jan. 22nd

## ISSUE 2

APRIL / MAY  
2010

**Irregular Warfare Emerging & Future Threats:** Focus Homeland Security

**Indian Defence Budget Analysis**

**India China:** The Changing Face of Conflict & security Strategy

**Paramilitary Modernization**

**India Bangladesh Relations**

**Indian Attack & Heavy Lift Helicopter Prog.**

**Armoured Fighting Vehicles:** Upgrade & Future Requirements in India.

## EXHIBITION DISTRIBUTION

DSA, Malaysia, 19-22 April 2010

Global Security India, Delhi, India, 28-30 April 2010

SOFEX, Jordan, 10-13 May 2010

CIDEX, China, 12-14 May 2010

ITEC, London, UK, 18-20 May 2010

## ISSUE RELEASE DATE

April 2nd

**Advertisement booking** - March 15th

**Advertisement material deadline** - March 22nd

## ISSUE 3

JUNE / JULY  
2010

**Emerging Challenges in Combating Terrorism**

**Emerging Situation in Pakistan:**

Implications for Indo-Pak Rapprochement

**Unrest in NorthEast**

**IAF Regional Imperative for Change**

**F INSAS :** India's Prog to Equip Infantry with State of Art Equipment

**India Europe Defence & Aerospace Cooperation**

**Regional Defence & Security Issue Article**

## EXHIBITION DISTRIBUTION

ILA, Germany, 8-13 June 2010

UDT Europe 2010, Hamburg, Germany, 8-10 June 2010

Eurosatory, France, 14-18 June 2010

IDELF, Russia, 29 June -2 July 2010

Farnborough, UK, 19-25 July 2010

## ISSUE RELEASE DATE

June 1st

**Advertisement booking** - May 14th

**Advertisement material deadline** - May 21st

## ISSUE 4

AUGUST/  
SEPT. 2010

**Office Crisis:** Recruitment, Training & Retention

**India Presence in Afghanistan**

**C4ISR :** Challenges & Opportunities in Indian Context

**Small Arms & personnel Defence weapons**

**India's Firepower Capabilities & Future Requirements**

**Growing Indo-US Defence Relations**

**Regional Defence & Security Issue Article**

## EXHIBITION DISTRIBUTION

Africa Aerospace & Defence, South Africa, 21-25 Sept 2010

## ISSUE RELEASE DATE

August 2nd

**Advertisement booking** - July 15th

**Advertisement material deadline** - July 22nd

## ISSUE 5

OCT. / NOV.  
2010

**Indo Russian Defence Relations**

**Intelligence Agencies in India**

**Battlefield Management Systems**

**Naval Power in Pursuit of National Security:** Imperatives & Policy Options for India

**IAF Building Air Dominance**

**Border Infrastructure & National Security**

**Regional Defence & Security Issue Article**

## EXHIBITION DISTRIBUTION

Defendory, Greece, 5-9 Oct 2010

Euronaval, France, 25-29 Oct 2010

Indo Defence, Jakarta, 10-13 Nov 2010

Airshow China, 16-21 Nov 2010

## ISSUE RELEASE DATE

October 1st

**Advertisement booking** - Sept. 15th

**Advertisement material deadline** - Sept. 22nd

## ISSUE 6

DEC. 2010 /  
JAN. 2011

**DPP:** Indian Defence Procurement Opportunities

**Piracy & Nuclear Trafficking**

**Military Aircraft MRO Business:** India's Perspective

**Defence Policy:** Year end review & looking ahead

**Indian Navy Modernization & acquisition plan**

**Emerging CBRN threats, challenges & counter measures:** India's response

**Regional Defence & Security Issue Article**

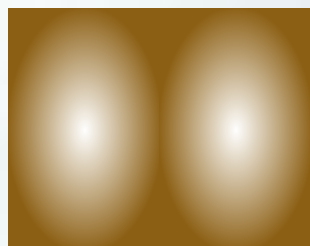
## ISSUE RELEASE DATE

December 1st

**Advertisement booking** - Nov. 15th

**Advertisement material deadline** - Nov. 22nd

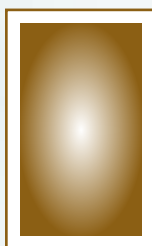
## ADVERTISEMENT SIZES



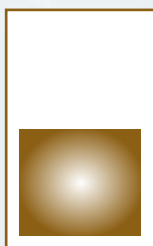
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 Bleed Size  
 282mm(h) x 438mm(w)



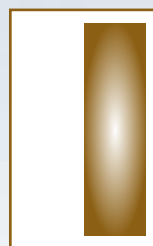
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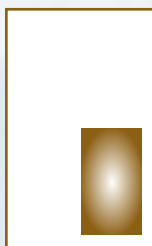
Full page  
 Non Bleed Size  
 260mm(h) x 185mm(w)



Half page  
 (Horizontal)  
 130(h)mm x 185mm(w)



Half page  
 (Vertical)  
 250mm(h) x 85mm(w)



One-third page  
 (Horizontal)  
 127mm(h) x 120mm(w)

### PRINTING : BY OFFSET

**Bleed and Trimmed sizes :** The publisher reserves the right to trim up to 3mm off each edge of each trimmed page dimension. Type matter and illustrated material not intended to bleed must be kept to this tolerance. Bleed insertions accepted only for half-page units or larger.

### PRINTING REQUIREMENTS

**Material required :** Digital Artwork - Adobe Acrobat PDF file preferred format with images at a minimum resolution of 300 dpi in CMYK and all fonts embedded. Detailed specifications are available on request. A hard copy colour proof generated from the submitted file(s) MUST be supplied.

Material can also be provided as colour separated positives with progressive proofs. Films should be emulsion side down using a screen of 175.

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## ADVERTISEMENT RATES (US \$)

Display (Colour)	DPS	FP	1/2Pg	1/3Pg
ROP	9900	4950	2550	1850
Display (Black & White)				
ROP	7000	3500	1750	1400
Recruitment (Black & White)				
ROP	5800	2900	1400	----

### GENERAL TERMS AND CONDITIONS

#### Agency commission:

10% of gross amount

#### Payments:

Accounts are due 30 days from the date of invoice. All payments must be made in US \$ by crossed cheque or draft.

#### Overdue bills:

A delinquency charge of 1.5% per month will be made on any bill outstanding for more than 30 days from the date of invoice.

#### Tax/VAT:

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#### Note:

**Requested positions :** 10% extra and subject to availability

**Spot Colour :** 25% extra over B&W rates for each additional colour (Basic process colours only).

**Frequency discounts :** Applicable on multiple insertions within one year of the first insertion.

**Bleed :** 5% surcharge for bleed advertisements.

**Special advertising :** Quotes available upon request

#### Classified (Blank & White)

US \$ 250 per box. The Classified page has 12 boxes of equal size. Client can take multiple boxes as well.

#### Special Positions (US \$)

(Frequency more than 6x)

Outside Back Cover: 7000

Inside Front Cover: 6350

Inside Back Cover: 6000



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