

SOUTH ASIA DEFENCE & STRATEGIC REVIEW

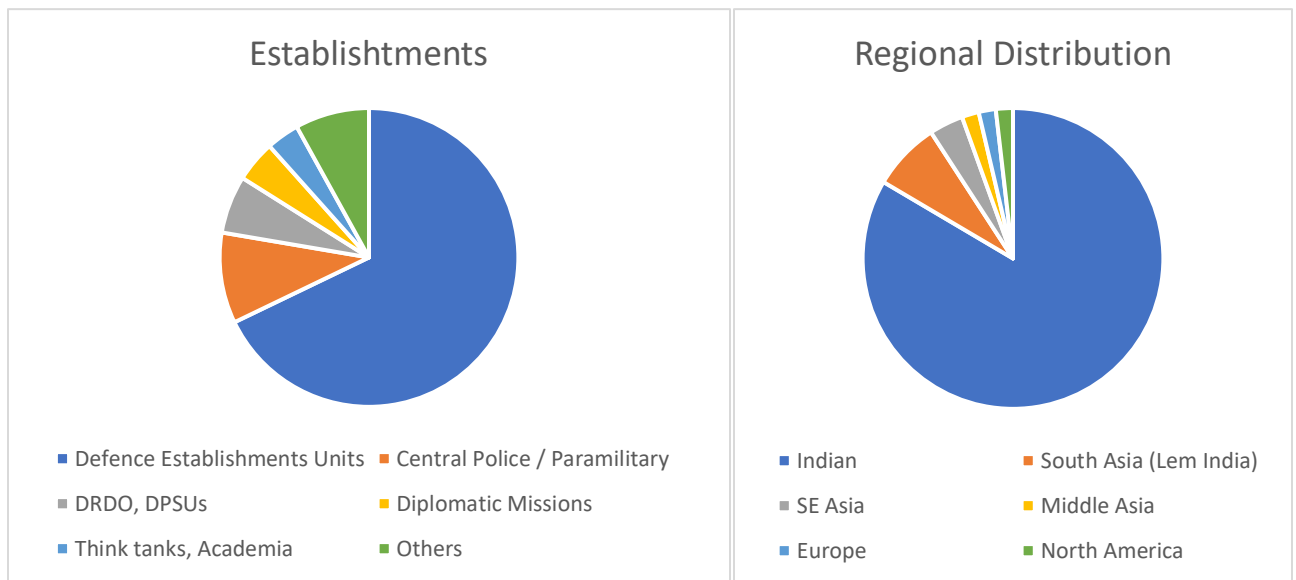
Media Kit & Advertisement Proposal 2023

South Asia Defence & Strategic Review, a Delhi based bimonthly journal aims at spreading awareness amongst the readers about issues affecting Defence and Strategy in the region, Military Affairs and showcasing Military Technology.

Circulation

Our journal is the fastest growing magazine in India and SE Asia. The readership is among the following:-

Distribution Chart



- **Ministries of Defence, Home and External Affairs**
- **Defence establishments, units and bases (Largest subscriber base, 60% of the total)**
- **Think Tanks in India and abroad**
- **Defence and Security Analysts**
- **Educational and training institutions.**

During the last 16 years, we have grown a readership base of 27,000 copies which includes a large number of paid subscribers. As per our survey South Asia Defence and Strategic Review has the largest paid subscription base (defence & Security in India, with a large number of defence establishments and units subscribing to the magazine in bulk. The magazine is also highly popular in the diplomatic and R&D circles in India and the Subcontinent.

Editorial Board

Our Editorial Board and list of contributors consist of well-known personalities in the fields of defence, diplomacy and strategy. Lt Gen JP Singh, (Retd), former Deputy Chief of the Army Staff is our Advisor, Military Affairs and Lt Gen Ata Hasnain (Retd) is Advisor Geo-strategy.

Online Issue

Our website www.defstrat.com is getting increasingly popular with almost 25,000 hits per month. The viewers' profile indicates readership from across the world (65-70 countries).

Professional Seminars

Most popular ratings in India. Seminars and workshops conducted by the magazine individually and in partnership with many International Organisations on military subjects (*Armoured Vehicles, Rotary Wing, Soldier Modernisation, Artillery, and Air Defence, Social Media and Cybertech*) have been accorded the top professional rating in India for the last 11 consecutive years. We will continue with this endeavour with a wider range of military subjects.

Special Issues

We publish special issues on important events and cover major defence expos. Gandhinagar DefExpo 2022 and Bangalore Airshow 2021 were our last Special.

Bangalore Airshow 2023 Special Issue will feature interviews with the CDS, IAF Chief, Chairman DRDO and leading industrialists in the Aerospace Sector in addition to features on all the contemporary issues.

SOUTH ASIA DEFENCE & STRATEGIC REVIEW
Editorial Calendar: 2023

| | Issue 6 Jan-Feb 2023 | Issue 1 Mar-Apr 2023 | Issue 2 May-June 2023 | Issue 3 July-Aug 2023 | Issue 4 Sept-Oct 2023 | Issue 5 Nov-Dec 2023 |
|----------------------------|--|---|---|--|--|--|
| Military Technology | <ul style="list-style-type: none"> -Airshow 2023 Curtain raiser and highlights - Revolutionary Military Platforms -Defence Manufacturing -Armoured Vehicles India: Way forward - Communication networks across the three defence services | <ul style="list-style-type: none"> -Russia – Ukraine Conflict -Defense Reforms in IA -Army Design Bureau -Signature Management -Artillery guns: Terrific Firepower | <ul style="list-style-type: none"> - Self- Reliance Vs Indigenisation - Emerging Space Industry in India -Indian Armour – Enhanced Firepower, Protection and Mobility - Air Defence: New Developments | <ul style="list-style-type: none"> - Space, the Next Frontier - Next-Gen Anti-Tank Missiles; Loitering and Precision Munitions - Transforming Lethality through Innovative Modular Weapons - Anti drone technologies -Submarine production Projects in India: an update | <ul style="list-style-type: none"> - IAF Modernization: Next Gen Air Dominance -Integration of Combat Surveillance and Target Capability -Proliferation of UAVs and Drones - Ammunitions: Where do we stand in India? -Small Arms for Indian Military | <ul style="list-style-type: none"> - Modernising the Indian Navy in all dimensions. Sub Surface weapons - Futuristic Main Battle Tank/ light Tank – wheeled or tracked? - Armoured Vehicles India: Seminar Report -Communications Network in India |
| Military Affairs | <ul style="list-style-type: none"> - Interview Chief of the Army Staff - Indian Army Transformation - Military Leadership for 21st Century | <ul style="list-style-type: none"> -Defence budget 2023 - Reforms in Defence Procurement and Aatmanirbharta -Mil Lessons from Ukraine War | <ul style="list-style-type: none"> Military diplomacy - the way forward - Veterans’ role in the Armed Forces -Realigning paramilitary forces to current threats - Space Command | <ul style="list-style-type: none"> - Information Manoeuvre Warfare - Imperatives of Mechanised Warfare - Reactivating advanced landing grounds: risks vs requirements | <ul style="list-style-type: none"> - Interview: Chief of Air Staff - Building a credible special operations capability - Next generation military technologies | <ul style="list-style-type: none"> - Interview Chief of Naval Staff - Defence reforms- an analysis -India’s Contemporary Security Challenges |

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|------------------------|--|--|---|---|---|--|
| | -Doctrinal changes for Land Ops | -MUMT | | - Sub surface Environment and the Navy | | |
| Geopolitics | <p>-2022 The Year (gone by) in Conflict</p> <p>- North Arabian Sea – Drug Running and smuggling</p> <p>- The drag on India's Military Growth: The Effects of Strategic Restraint</p> | <p>- Russia Ukraine War – Changing World Order</p> <p>- Russia Ukraine Conflict – Multiple Lessons for Strategic Analysts</p> <p>- The Maritime Silk Road</p> <p>-India's Rising Stature</p> | <p>- China-Pakistan Relations: Complementary goals in Afghanistan</p> <p>-Russia Ukraine War</p> <p>- Current state of the Maoist Insurgency in India</p> | <p>- Sino India Standoff and India's foreign policy initiatives in the Indo pacific</p> <p>- India's neighbourhood – Political, Economic and security status</p> <p>- India's G 20 Leadership</p> | <p>- South Asian Nations: Identifying the Trouble spots</p> <p>- China woos Africa: should India follow suit</p> <p>- Continuity in India's diplomacy: does military have a role?</p> | <p>- Analysis of human Migrations from South Asia</p> <p>- Examining the QUAD- its military dimension</p> <p>-From Regional to World Power : The Military Dimensions of India's Rise</p> |
| Important Dates | <p>Issue release date: 25 Jan, 2023</p> <p>Advertisement booking deadline: 15 Jan, 2023</p> | <p>Issue release date: 25 Mar, 2023</p> <p>Advertisement booking deadline: 15 Mar, 2023</p> | <p>Issue release date: 25 May, 2023</p> <p>Advertisement booking deadline: 15 May, 2023</p> | <p>Issue release date: 25 Jul, 2023</p> <p>Advertisement booking deadline: 15 July, 2023</p> | <p>Issue release date: 25 Sep, 2023</p> <p>Advertisement booking date: 15 Sep, 2023</p> | <p>Issue release date: 25 Nov, 2023</p> <p>Advertisement booking date: 15 Nov, 2023</p> |

In addition, all our issues include essays on contemporary topics, 'book reviews,' 'military campaigns,' and the latest defence and industry news

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| 2. The advertisement rates for the special issues are the same. | |

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